



CARY COMMUNICATIONS INSIGHTS

Top 10 LinkedIn Profile Tips

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More than 90% of recruiters use LinkedIn to source and vet candidates before making contact. Recruiters typically spend 6 to 8 seconds on an initial profile scan before deciding whether to keep reading or move on. Incomplete or stale profiles are often skipped, even when the résumé looks solid, because recruiters assume the person is not active or not open to opportunities. Your LinkedIn profile is often reviewed before your résumé, not after.

Most LinkedIn profiles are not bad, they just document a career instead of positioning it. And that distinction matters, because the people reading your profile are not grading your résumé. They are making a quick judgment about relevance. Can you help me? Are you worth a conversation? Should I keep reading?

These ten tips focus on what actually changes those decisions.

1. Your headline should communicate value, not just a title

A job title tells people where you sit in an org chart. It does not tell them why you matter. A strong headline frames your impact and your lane. It gives context before someone ever scrolls.

Bad example:

Senior Operations Director | Company Name

Better example:

Operations leader driving \$25M cost reductions by fixing broken processes and scaling teams

The second headline sets expectations. It signals scope, impact, and credibility in a single line.

2. Your “About” section should sound like a real person with a point of view

This is where profiles often fall apart. The language becomes vague, polished, and empty. The best summaries are clear, direct, and grounded in actual work.

Bad example:

Results-driven professional with extensive experience delivering value across cross-functional teams.

Better example:

I work with mid-sized organizations that have outgrown their operating model. Over the past decade, I have helped leadership teams simplify decision-making, improve execution, and deliver measurable results, including a 20 percent improvement in delivery timelines and double-digit margin growth.

Notice the difference. One says nothing; the other anchors experience to outcomes.

3. Lead each role with impact, then explain how you got there

Most experience sections read like internal job descriptions. That is backward. Start with what changed because you were there.

Bad example:

Responsible for managing client accounts and overseeing project delivery.

Better example:

Led a portfolio of enterprise client accounts generating \$40M in annual revenue, improving retention by 28 percent through clearer scope management and stronger delivery alignment.

After that, you can explain what you did. But lead with what mattered.

4. Assume most people will only read the top third of your profile

Especially on mobile, attention drops fast. Your opening lines should clearly communicate who you help and why that matters now.

Bad example:

Experienced leader with a background across multiple industries.

Better example:

I help organizations turn stalled initiatives into measurable results, from cost savings to faster execution.

If someone understands your value in five seconds, they are far more likely to keep reading.

5. Write for search, but prioritize clarity over keywords

Yes, LinkedIn search matters. But profiles that read like keyword lists do not convert.

Bad example:

Strategy, transformation, leadership, execution, operations, stakeholder management.

Better example:

I lead transformation initiatives that improve operations, align stakeholders, and deliver results such as 15 percent cost savings and faster time to market.

Keywords are there, but they are doing real work inside a sentence.

6. Use the Featured section to show proof, not personality

This is one of the most underused areas of LinkedIn. Think of it as evidence, not decoration.

Bad example:

Old presentations, random links, or nothing at all.

Better example:

A short case study showing how you led a restructuring, a presentation outlining a growth strategy that delivered results, or an article demonstrating how you think about a complex problem.

One strong asset that supports your positioning is far more effective than five unrelated ones.

7. Not every role deserves the same level of detail

Your profile should reflect momentum and direction. Early roles still matter, but they do not need equal weight.

Bad example:

Lengthy bullet points for entry-level roles from fifteen years ago.

Better example:

Earlier roles summarized briefly, with deeper detail on recent positions where you drove revenue growth, cost reduction, or organizational change.

This helps the reader focus on what is most relevant now.

8. Skills should reinforce your experience, not substitute for it

Endorsements help with search visibility, but they do not tell a story on their own.

Bad example:

Dozens of loosely related skills that do not match your headline or experience.

Better example:

A focused skills list that supports your positioning, such as transformation leadership, revenue growth, operational scaling, or executive communication, all clearly reflected in your experience section.

Consistency across sections builds credibility.

9. Your photo should support trust and recognition

This is not about being flashy or overly polished. It is about looking current, credible, and approachable.

Bad example:

A blurry photo, a cropped group shot, or a headshot that no longer looks like you.

Better example:

A recent photo with good light and a neutral background that looks like you on a strong professional day, the version of you someone would expect to meet on a call or in a meeting.

First impressions matter, even when we pretend they do not.

10. Treat your LinkedIn profile as an evolving asset

Careers shift. Focus areas change. Results compound. Your profile should reflect that.

Bad example:

A profile untouched for years despite new roles, new scope, and new accomplishments.

Better example:

Periodic updates with new metrics, expanded scope, or sharper positioning as your career evolves.

You do not need a full rewrite every time. You need relevance.

Final thought

A strong LinkedIn profile does not try to impress everyone; it clearly signals value to the right audience. When it does that well, it works quietly in the background, creating opportunities before you ever apply or reach out.

Need help optimizing your LinkedIn profile? Let's talk. Contact Cary Communications for a free 15-minute consultation.

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