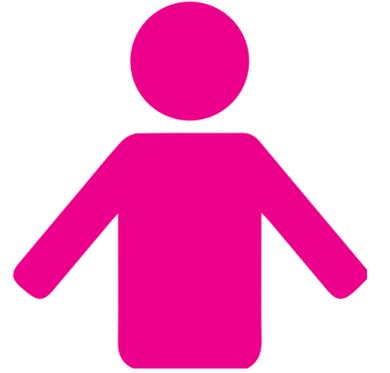


# How to create a professional LinkedIn profile

## 1. Your photo

This is the first item people see upon opening your profile page, so it needs to pack a punch!



- Use a **clean headshot**. A work photo or a professional looking photograph is perfect.
- Don't forget to **smile**. Make sure you look **neat and presentable**. A friendly face is much more likely to get an interview.

## 2. Your summary

After your photo, a short summary of yourself is your next opportunity to impress. This is your space to be bold, creative, highlight your key accomplishments and personality traits.



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Message

I class myself as someone who aspires to do the best I can for the people around me. I have worked hard to ensure throughout my recruitment career I can provide a service to both my clients and candidates to try to deliver an outstanding and memorable process. I have a strong work ethic and always aim to work with people at a deeper level to understand what makes them tick as an individual and what they look for in their working life. I decided to start my own business at the beginning of this year to conduct things the way I would want to be treated and build a company in the long-term that will always provide a superlative recruitment service. I hope through being connected to me I can either work with you in the future or I can offer you assistance in finding a role or a new member for your team.

## 3. Your professional portfolio

LinkedIn has several features that allow you to exhibit your previous work.

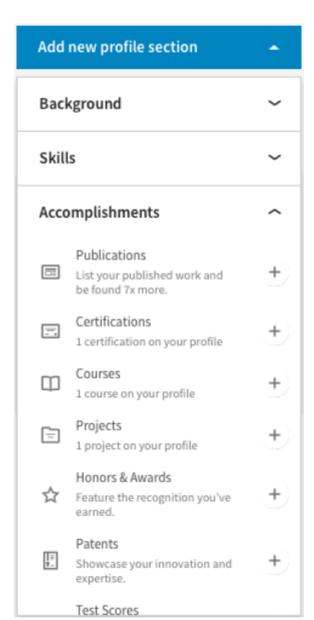


- If your work has been featured online, use the Publications feature. If you have extra certificates, or have completed courses in your current employment, use the Certifications tool.

- These additions to your profile are under the 'Add new profile section' tab.

- Where possible, use outward links to relevant examining boards and articles.

Creating a visual page will make your profile more accessible and shows digital know-how.



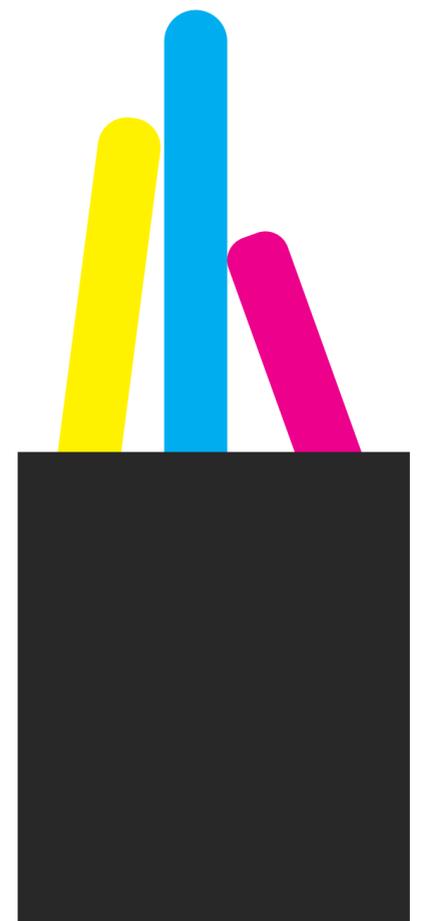
## 4. Your experience

LinkedIn is like a super-charged version of your CV. However, the 2 sides of A4 rule does not apply.

- Use the space. Go into as much detail as possible about your previous roles, achievements and responsibilities.

- Detail relevant coursework and dissertation topics that lend themselves your chosen career direction.

- Usual bullet points or dashes to make the information easy to sift through for possible future employers.



## 5. Your recommendations

Dish out recommendations to former colleagues and employers. This encourages them to recommend you back and cements your profile.

A profile with lots of engagement indicates that you are someone who is an active and valued employee.



### Featured Skills & Endorsements

Blogging · 14

Zach'

Leadership · 10

Paige

Creative Writing · 9



## 6. Your blog & website

If you have a blog, ensuring it's professional and appropriate, share it!

The same goes for business and professional websites. LinkedIn will display a preview of the site - so make sure all your images and logos are smart and slick.

 Home

 About

 Product

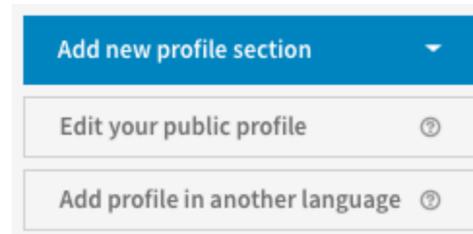
 Contact

## 7. Your custom URL

Under the 'Edit your public profile' section, you can create a custom URL.

This can be used on your social media, e-mail footers and business cards.

Don't forget to include the link on your paper and digital CVs.



A screenshot of the LinkedIn profile editing interface. It shows three options: 'Add new profile section' (highlighted in blue), 'Edit your public profile' (with a question mark icon), and 'Add profile in another language' (with a question mark icon).



### Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/

Save

Cancel

**Note:** Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

## Follow NHB on LinkedIn

Follow us for career advice, interview tips, CV help and much more!



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### About us

NHB Recruitment Solutions is a recruitment consultancy based in the market town Farnham, Surrey. We work with clients across the home counties and London area.

We provide bespoke recruitment solutions to both clients and candidates. Our team offers a personal touch, with an offering of integrity, hard work and a questioning approach to determine your strategy and needs of the future.

We have built up an excellent portfolio of clients within FMCG, Telcos, High Tech and many more. The roles we specialise in are:

Senior Finance- Qualified  
Part qualified  
Transactional Finance  
HR

We offer both permanent/ Fixed Term and Temporary solutions.

If you would like to get in touch with us we would love to hear from you!

### Company details

Website  
<http://www.nhbrecruitmentsolutions.co.uk>

Headquarters  
Farnham, Surrey

Year founded  
2014

Company type  
Privately Held

Company size  
2-10 employees

Specialties  
Recruitment and Employment

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