

A strong LinkedIn profile is one of the most important tools you can have in your job search. It's where 90 percent of employers go to find out more about you, and it's the online home of your professional brand.

Here are some proven tips and tricks you can use to build a great LinkedIn profile or enhance the one you already have.

Building a strong LinkedIn profile

Don't cut and paste your resume.

You wouldn't hand out your resume before introducing yourself, so don't do it here. Instead, describe your experience and abilities as you would to someone you just met. And write for the screen, in short blocks of copy with visual or textual signposts.

Make it marketable.

Light up your profile with your voice. Use specific adjectives, colorful verbs, active construction ("managed resident hall" not "responsible for managing resident hall"). Act naturally: don't write in the third person unless that formality suits your brand.

Write a winning headline.

The first line of text under your name is your headline. It appears in Google searches and searches within LinkedIn, so it's extremely important to make it memorable.

If you don't create one, it will just default to your job title, which is pretty boring. Use key words related to your ambitions to create an eye-catching phrase that, at a glance, describes who you are.

Make a great first impression.

The Summary section is like an online elevator pitch — a 30-second description of who you are and what you do. Use it to showcase your value to potential employers and encourage people to connect with you.

Highlight your skills and expertise and ask for recommendations.

Your LinkedIn profile has a section specifically to skills and expertise. Creating a comprehensive list will increase your chances of being found by potential employers. You can also ask others in your network to endorse your skills, giving you more credibility.

Explain your experience.

Help the reader grasp the key points: briefly say what the company does and what you did or do for them. Use clear, succinct phrases here — and break them into visually digestible chunks.

Distinguish yourself from the crowd.

Dress up your profile by adding a professional photo of yourself. Add links to projects, presentations and portfolios of your work to show off your skills.

Get active in groups.

Join LinkedIn groups to showcase your knowledge and enhance your marketability. Participate in discussions, offer suggestions and address questions whenever and wherever possible. LinkedIn will recommend groups that you may be interested in, and we recommend joining at least 50 groups.

Building a strong LinkedIn profile

Build your connections.

Connections are one of the most important aspects of your brand: the company you keep reflects the quality of your brand. What happens when you scan a profile and see that you know someone in common? That person's stock with you soars. The value of that commonality works both ways. So identify connections that will add to your credibility and pursue those.

Create a custom URL.

Now that you've got a great LinkedIn profile, you need to share it. Customize your link by going into your settings. Change the random numbers and letters to your name or something that will make you stand out. Then, include the link on your resume, cover letter and in online discussion boards.

Keep everything current.

As you add connections, recommendations and experiences, make sure it remains up to date, focused and well composed.

Enhancing your LinkedIn profile is a great way to enhance your job search. So is working with an Adecco recruiter. For more proven strategies you can use to land a great job, or to explore thousands of available career opportunities, **contact your local Adecco branch or visit adeccousa.com.**