

When creating your LinkedIn About section, think:

Email address

S.H.A.R.P

S EARCHABLE

Strategically integrate words and language into the About section that support your offering and relate to your industry or occupation. What keywords and language are common for what you want to be found or known for? Do research to find out.

H IGH-VALUE

Make every word count. Instead of filling the space with generic details, showcase your unique value and touch on what sets you apart from other, similar professionals. Ensure the first ~220 characters of your About section are interesting and compelling.

A CTION-ORIENTED

Write your profile with an active voice and share a few career wins or measurable achievements that support your brand and expertise. Be specific about who you are and the outcomes you have generated. Metrics can really pop off the page.

R OBUST

The About section allows up to 2,600 characters – put these characters to good use to fully maximize all of the above and more. A few paltry sentences won't cut it. Just remember to focus on the quality of content versus quantity.

P ERSONALIZED

Write the About section in the first person to create more connection with readers. Be authentic and consider using the space to tell a story. Use your own voice.