

# 10 Ways to Improve your LinkedIn Profile

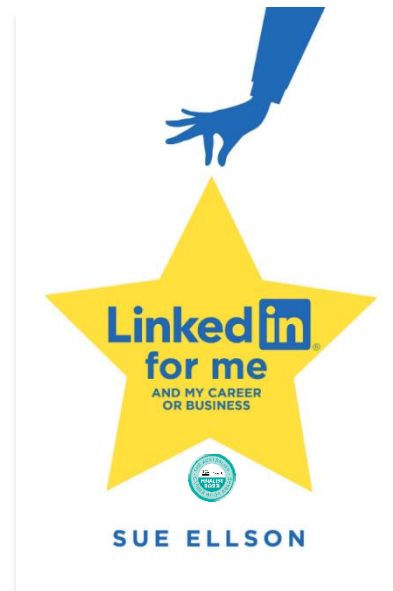
**Sue Ellson**

**BBus MPC PCDAAs ASA WV SPN MedPlus**  
Independent LinkedIn Specialist  
Author, Educator, Practitioner

14 June 2023

[sueellson@sueellson.com](mailto:sueellson@sueellson.com)

<https://www.linkedin.com/in/sueellson>



# Welcome

- ✓ 10 ways to improve your LinkedIn Profile
- ✓ recent updates
- ✓ lesser known features
- ✓ always remember

**(sign in now to your laptop/desktop and open the app on your phone)**



# Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Third Saturday Monthly 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

Saturday 17 June 2023

✓ keep up to date by following me on social media



# Special News – Online Course Launch



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week – complete and receive 30 minutes personal assistance

\$247 AUD – but opening offer

**\$197 AUD until 12pm 15 June 2023**

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

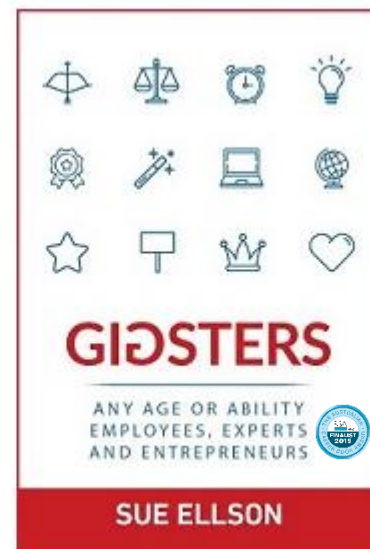
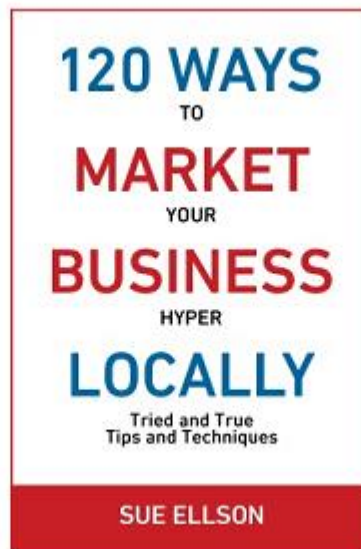
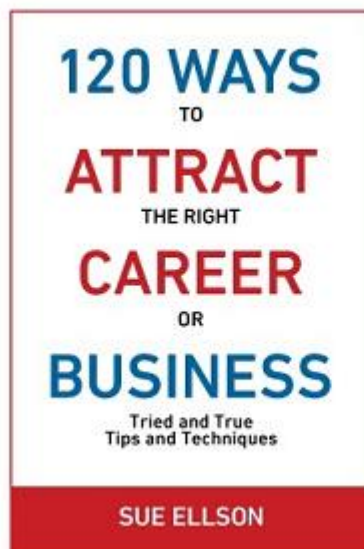
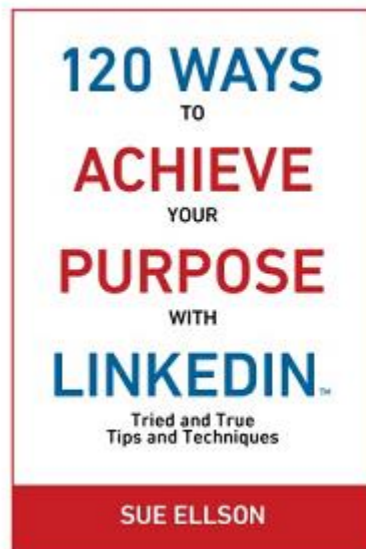
# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,863 Connections, 26,856 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (219 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (755 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (158 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (429 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (374 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,185 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (220 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (65 Subscribers)** <https://sueellson.com/newsletters>



# Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ – update your LinkedIn Profile

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

# Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please add any questions you have in the Chat – and make notes – this is like a dream, forget when you wake up!
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
  - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review





# 10 Ways to Improve your LinkedIn Profile

1. Skills Update
2. Location Update
3. Demonstrate Transferable Skills
4. Career Break
5. LinkedIn Learning
6. LinkedIn App Options
7. Providing Services
8. Edit your headline and banner
9. Social Selling Index
10. Customise your LinkedIn URL



# How many years on LinkedIn?

Please choose one of the following and pop in the chat so I can tailor this presentation

**B** 0 – 5 years

**S** 5 – 10 years

**G** 10+ years

## Location

**A** – Australia

**O** – Overseas (can mention country if you wish)

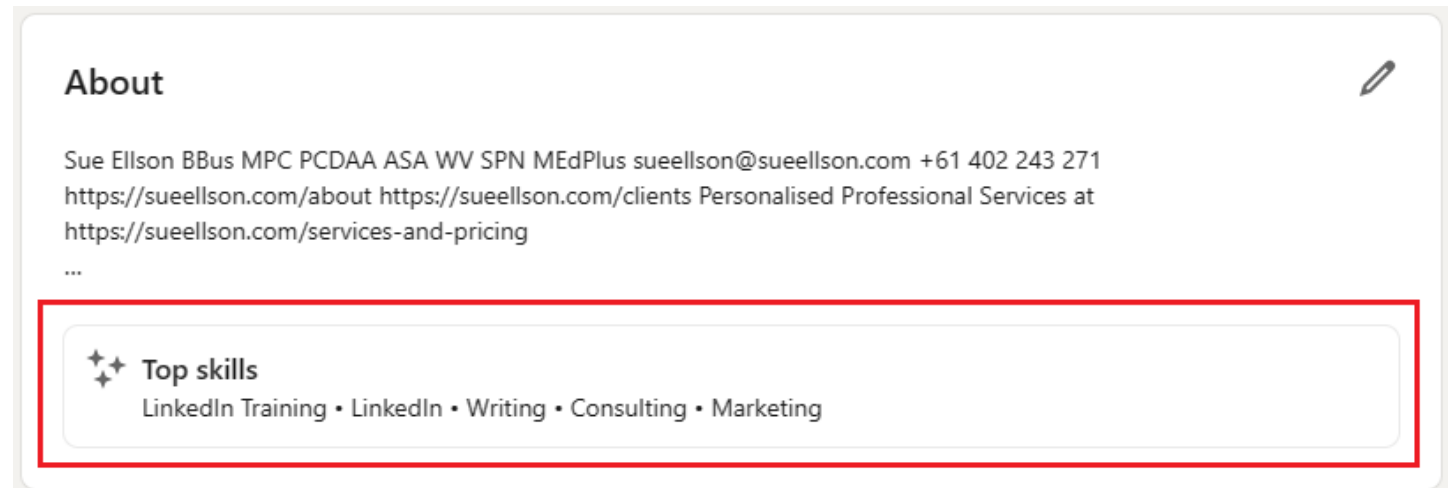
You can ask questions at any time  
You can ask 'everyone' or 'just me' in the chat  
or contact me directly afterwards...


The image shows a screenshot of a LinkedIn profile page. At the top, there are three buttons: 'Open to' (highlighted in blue), 'Add profile section', and 'More'. Below these is a section titled 'Open to work' with the text 'Corporate Trainer, Book Author, Workshop' and a 'Show details' link. Below that is a 'Resources' section. A 'More' dropdown menu is open, showing options: 'Send profile in a message', 'Save to PDF', 'Build a resume', and 'About this profile' (which is highlighted with a red box). Below the main content is a modal window titled 'About this profile' with a close button (X). Inside the modal, the text 'Joined: 2003' is highlighted with a red box. Below that, it says 'Contact information: Updated over 1 year ago' and 'Profile photo: Updated less than 1 year ago'.

# 10 Ways to Improve your LinkedIn Profile

## 1. Skills Update

- 50 Skills in Total
- Can choose the top three visible in the Skills Section
- Can choose the top five visible in the About Section
- Can choose Skills for each item in
  - Experience
  - Education
  - Licenses and Certifications
  - Projects



**About** 

Sue Ellson BBus MPC PCDAAs ASA WV SPN MEdPlus sueellson@sueellson.com +61 402 243 271  
<https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at  
<https://sueellson.com/services-and-pricing>  
...

**Top skills**  
LinkedIn Training • LinkedIn • Writing • Consulting • Marketing

# 10 Ways to Improve your LinkedIn Profile

**2. Location Update** – for each of your Experience items listed, you can choose the type – On-site, Hybrid or Remote

Location

Location type

Hybrid ▼

Please select

On-site

Hybrid

Remote

# 10 Ways to Improve your LinkedIn Profile

**3. Demonstrate Transferable Skills** – prompt to help you demonstrate your Skills and also have the ability to Take Skill Assessments

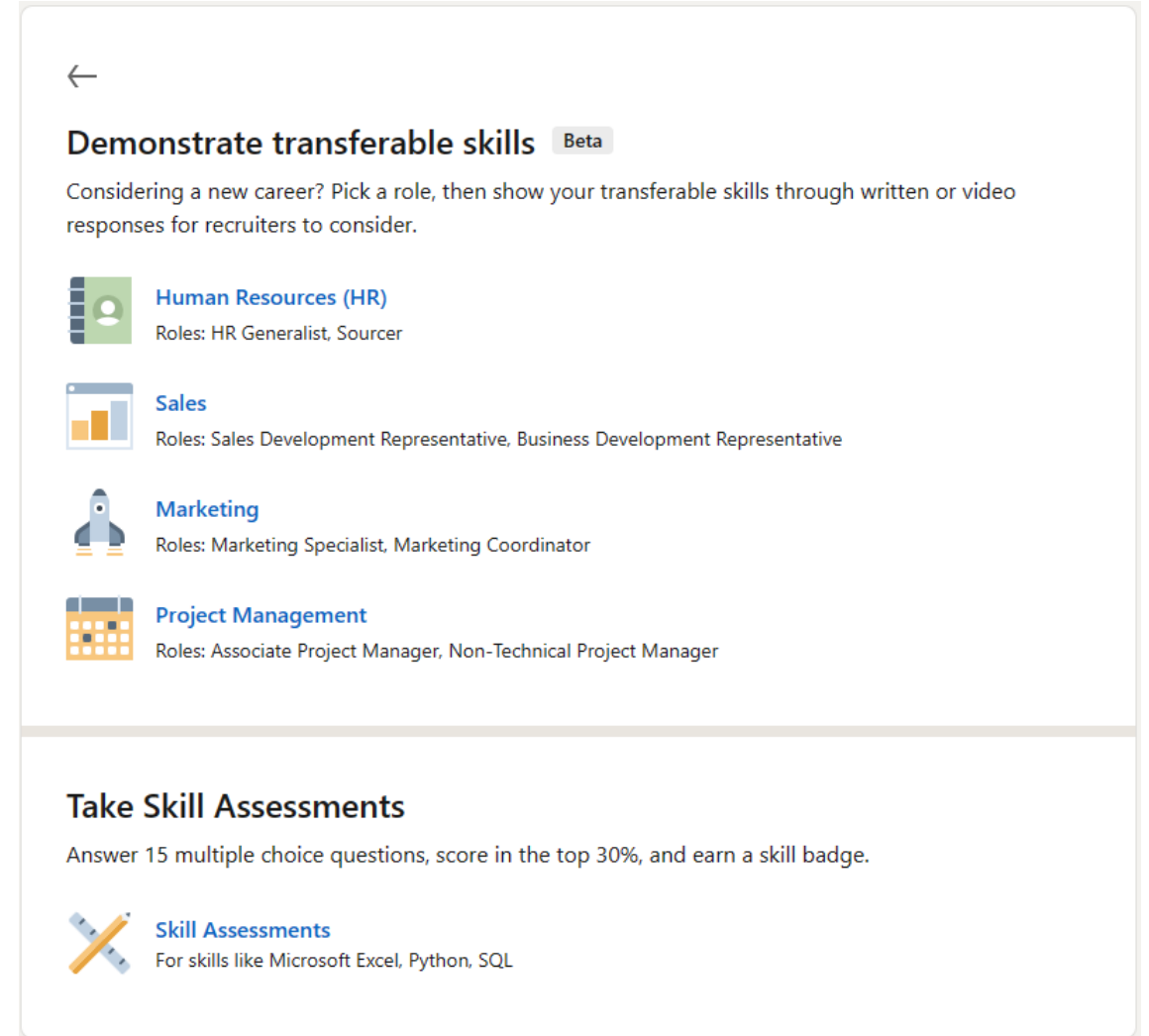
<https://www.linkedin.com/skills-demonstration/skills>

## Skills

You've added the maximum number of skills

## Writing

7 experiences across Sue Ellson and 6 other companies



The screenshot shows a mobile interface for demonstrating transferable skills. At the top, there is a back arrow and the title 'Demonstrate transferable skills' with a 'Beta' badge. Below the title is a descriptive text: 'Considering a new career? Pick a role, then show your transferable skills through written or video responses for recruiters to consider.' There are four skill categories listed, each with an icon and a list of roles:

- Human Resources (HR)**: Roles: HR Generalist, Sourcer
- Sales**: Roles: Sales Development Representative, Business Development Representative
- Marketing**: Roles: Marketing Specialist, Marketing Coordinator
- Project Management**: Roles: Associate Project Manager, Non-Technical Project Manager

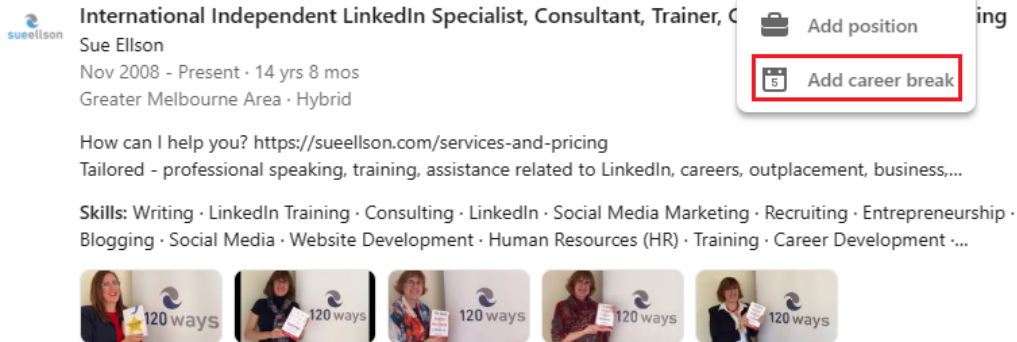
Below this list is a section titled 'Take Skill Assessments' with the text: 'Answer 15 multiple choice questions, score in the top 30%, and earn a skill badge.' Underneath, there is a 'Skill Assessments' category with a pencil and ruler icon and the text: 'For skills like Microsoft Excel, Python, SQL.'

# 10 Ways to Improve your LinkedIn Profile

**4. Career Break** – an option you can choose if you do not have an 'employer' – prefer you to use a normal 'Experience' and use 'Various' for employer

<https://www.linkedin.com/pulse/linkedin-add-career-break-option-yes-sue-ellson>






## Experience



**International Independent LinkedIn Specialist, Consultant, Trainer, Coaching**  
Sue Ellson  
Nov 2008 - Present · 14 yrs 8 mos  
Greater Melbourne Area · Hybrid

How can I help you? <https://sueellson.com/services-and-pricing>  
Tailored - professional speaking, training, assistance related to LinkedIn, careers, outplacement, business,...

**Skills:** Writing · LinkedIn Training · Consulting · LinkedIn · Social Media Marketing · Recruiting · Entrepreneurship · Blogging · Social Media · Website Development · Human Resources (HR) · Training · Career Development · ...

## Add career break

Experiences outside a linear career path can make people better colleagues, thought partners, and leaders. Share these moments that make you unique. Learn more about [career breaks](#).

\* Indicates required

Type

Please select

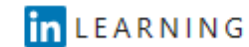
Please select

- Bereavement
- Career transition
- Caregiving
- Full-time parenting
- Gap year
- Layoff/position eliminated
- Health and well-being
- Personal goal pursuit
- Professional development
- Relocation
- Retirement
- Travel
- Voluntary work

# 10 Ways to Improve your LinkedIn Profile

**5. LinkedIn Learning** – available with Premium or free with your Australian Local Library Membership Login!



<https://www.linkedin.com/learning>

 **in** LEARNING

**Welcome**

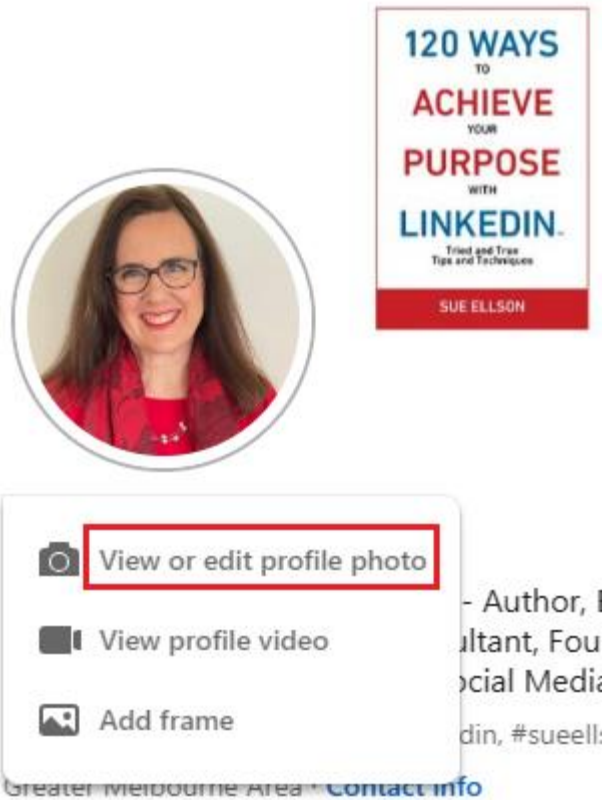
Choose an account

 RMIT University 

 Personal account 

# 10 Ways to Improve your LinkedIn Profile

**6. LinkedIn App Options** – add a video behind your photo and an audio pronunciation next to your name





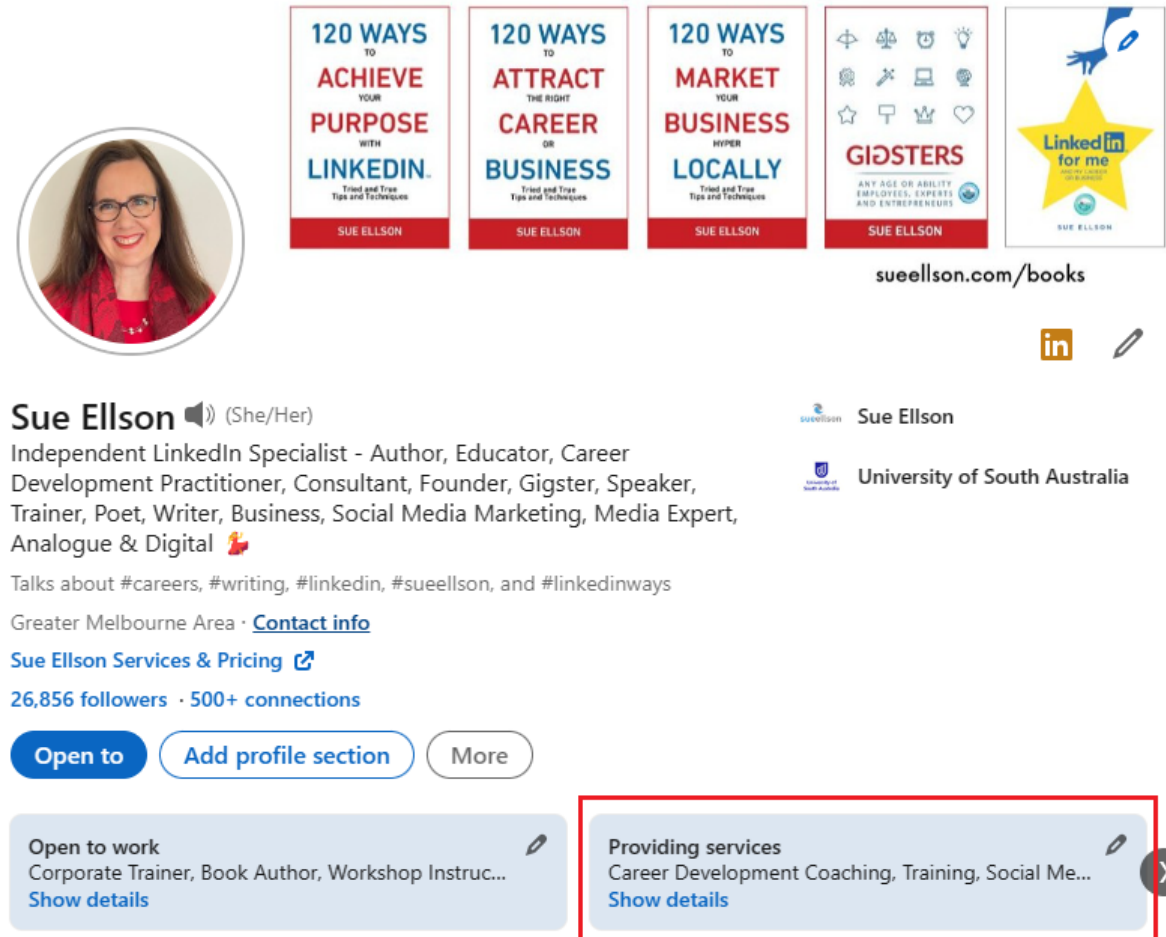
# 10 Ways to Improve your LinkedIn Profile

## 7. Providing Services

– useful for freelancers, consultants and proactive job seekers etc

\* Can also add media images in the Providing Services Section from the Open To button (with or without your phone)

<https://www.linkedin.com/services/page/1402873078b01b7021>



The screenshot displays Sue Ellson's LinkedIn profile. At the top left is her circular profile picture. To the right is a row of five book covers: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY', 'GIGSTERS', and 'LinkedIn for me'. Below the books is the URL 'sueellson.com/books' and a LinkedIn icon with a pencil. The profile name 'Sue Ellson' is followed by '(She/Her)' and a list of roles: 'Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Media Expert, Analogue & Digital'. Below this is a bio: 'Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways', location 'Greater Melbourne Area', and a 'Contact info' link. It also shows 'Sue Ellson Services & Pricing' with an external link icon, '26,856 followers · 500+ connections', and three buttons: 'Open to', 'Add profile section', and 'More'. At the bottom, two service cards are visible. The first is 'Open to work' with details 'Corporate Trainer, Book Author, Workshop Instruc...' and a 'Show details' link. The second, highlighted with a red box, is 'Providing services' with details 'Career Development Coaching, Training, Social Me...' and a 'Show details' link.

# 10 Ways to Improve your LinkedIn Profile

**8. Edit your headline and banner** – what ‘label’ do you want to be remembered for? Do you have multiple purposes? What do you want to be found for? What are your interests? Four lines, 220 Characters

**Photo** – head and shoulders, high neck garment, eyes one third line, hair line at top of circle

**Label** – Independent LinkedIn Specialist

**Keywords** – Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Media Expert, Analogue & Digital 🤖

**Interests** – Dancer 🕺 [Emoji]

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

<https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

**Sue Ellson** 🗣️ (She/Her)

Independent LinkedIn Specialist - Author, Educator, Career Development Practitioner, Consultant, Founder, Gigster, Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Media Expert, Analogue & Digital 🤖

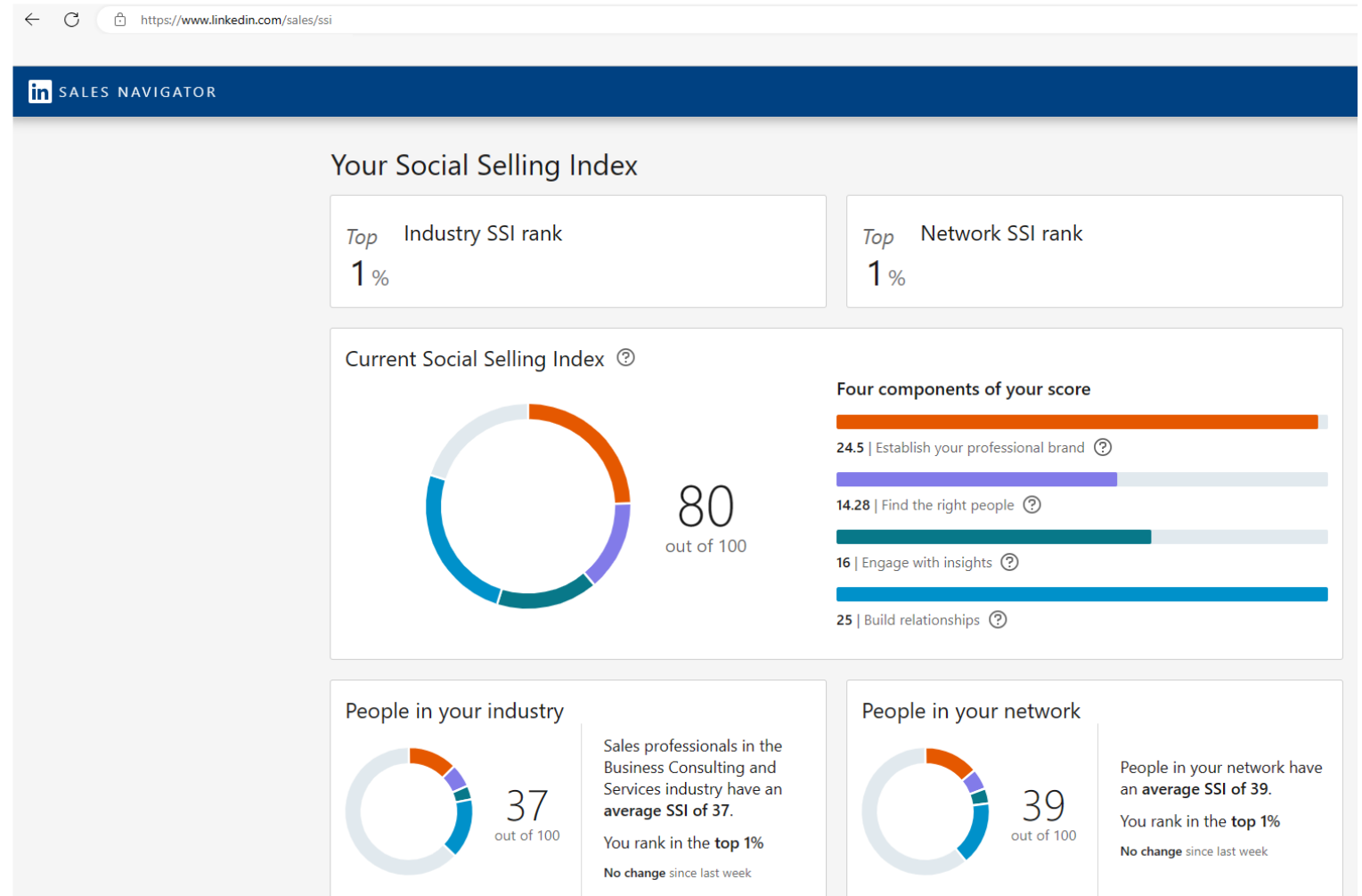
Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways

Greater Melbourne Area · [Contact info](#)

# 10 Ways to Improve your LinkedIn Profile

9. **Social Selling Index** – interesting, but don't live by it!


<https://www.linkedin.com/sales/ssi>



# 10 Ways to Improve your LinkedIn Profile


**10. Customise your LinkedIn URL** – optimises your name in Google Search Results and can be added to your email signature, your website, business website, resumé, CV, website etc <https://www.linkedin.com/public-profile/settings>

\*\*Please do not include your Date of Birth in the Contact Info section  
<https://www.linkedin.com/in/sueellson/overlay/contact-info/>

 **Edit your custom URL**

Personalize the URL for your profile.

[www.linkedin.com/in/sueellson](http://www.linkedin.com/in/sueellson) 

 <https://www.linkedin.com/in/sueellson/>

Where to from here?

Please choose three things from this session to do in three hours from now (or 3 days if you must)

3 in 3

# Previous LinkedIn Insight Webinars

- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021
- **All Registration Links, Slides and Recordings from past webinars**  
<https://sueellson.com/linkedin-insight-webinars-and-recordings>

# Special Gift – Free Downloads

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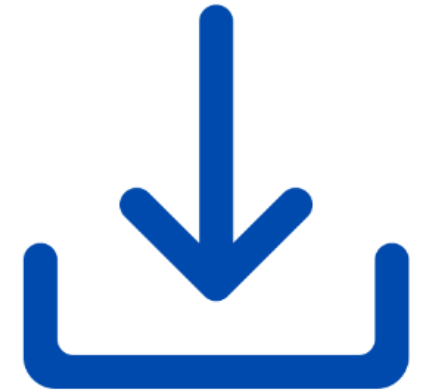
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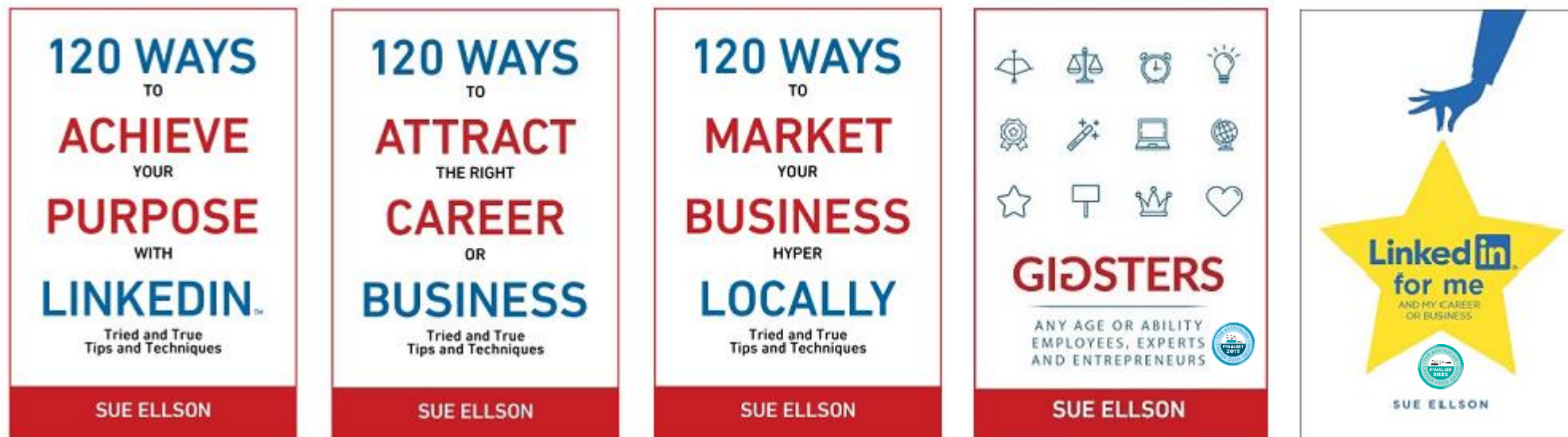


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- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (374 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (24 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,185 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
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- ✓ **Sue Elson Email Newsletter (65 Subscribers)** <https://sueellson.com/newsletters>





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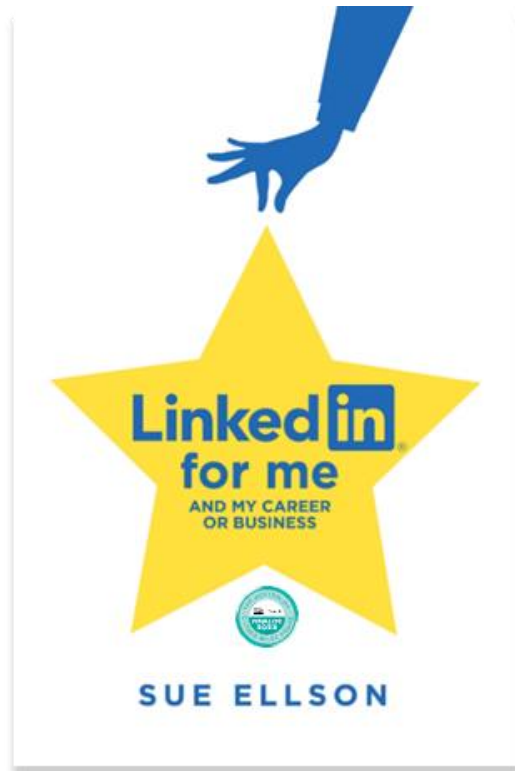


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# Special News – Online Course Launch



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- ✓ includes digital copy of book
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10 weeks – two hours a week – complete and receive 30 minutes personal assistance

\$247 AUD – but opening offer

**\$197 AUD until 12pm 15 June 2023**

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

# Extra Resources

Other LinkedIn Insights Webinar Slides and Recordings

<https://sueellson.com/linkedin-insight-webinars-and-recordings>

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts, Radio and Audio Programs

<https://sueellson.com/podcasts-audio-and-radio-programs>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

**Today's slides and recording will be at**

**<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-profile>**



# What has been most helpful to you today?

## How to say thank you

✓ Add a comment in the Zoom chat now

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (133 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (7 Reviews)

Online <https://sueellson.com/reviews>

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



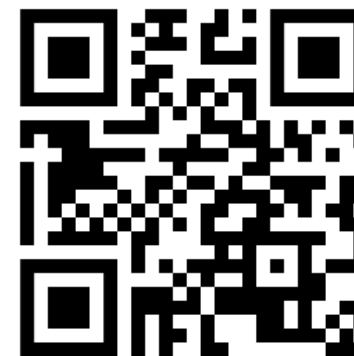
Follow Socials / Contact



Google Review



Facebook Review



Online Review