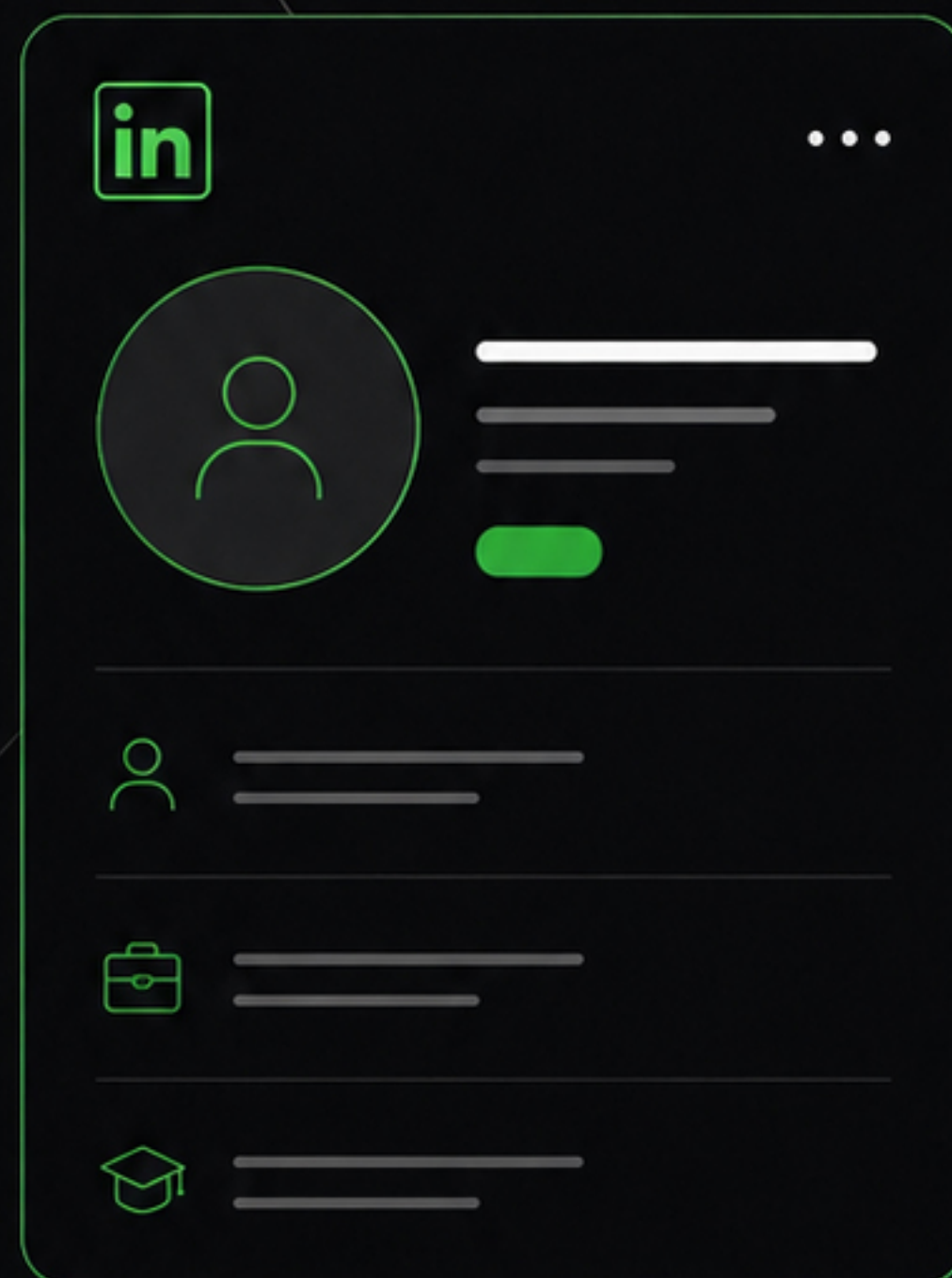


 LinkedIn Guide

LinkedIn Profile Optimization Cheat Sheet

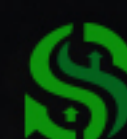
18 simple improvements that can make your LinkedIn profile look more professional, trustworthy, and recruiter-friendly.



Swipe →



MD. Bodrul Islam Sumayel
Brand Designer



Profile Photo

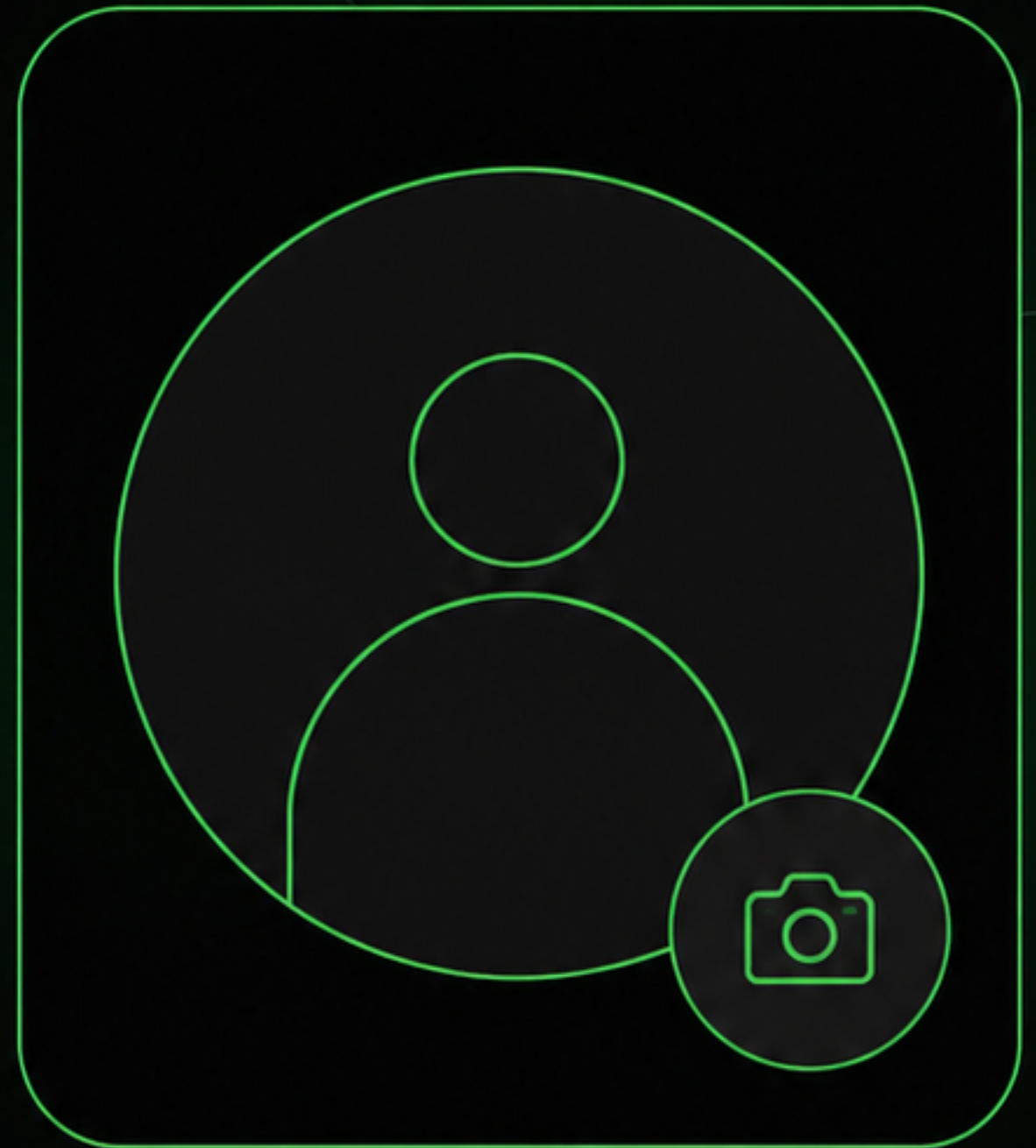
Your profile photo is the first impression people have of you. Make it professional, approachable, and high quality.

- ✓ Use a professional, high-quality photo
- ✓ Keep your face covering around 60–70% of the frame
- ✓ Choose a clean background
- ✓ Use natural or soft lighting
- ✓ Wear clothing appropriate for your industry



Pro Tip

Use tools like Canva or PhotoRoom to improve lighting, remove distractions, and create a cleaner background.



MD. Bodrul Islam Sumayel
Brand Designer



Headline

Your headline is one of the first things people notice after your name. A clear, keyword-rich headline helps people instantly understand what you do and improves your profile visibility.

Winning Headline Formula



Your Role

+



Your Industry

+



Your Key Skills / Expertise

+



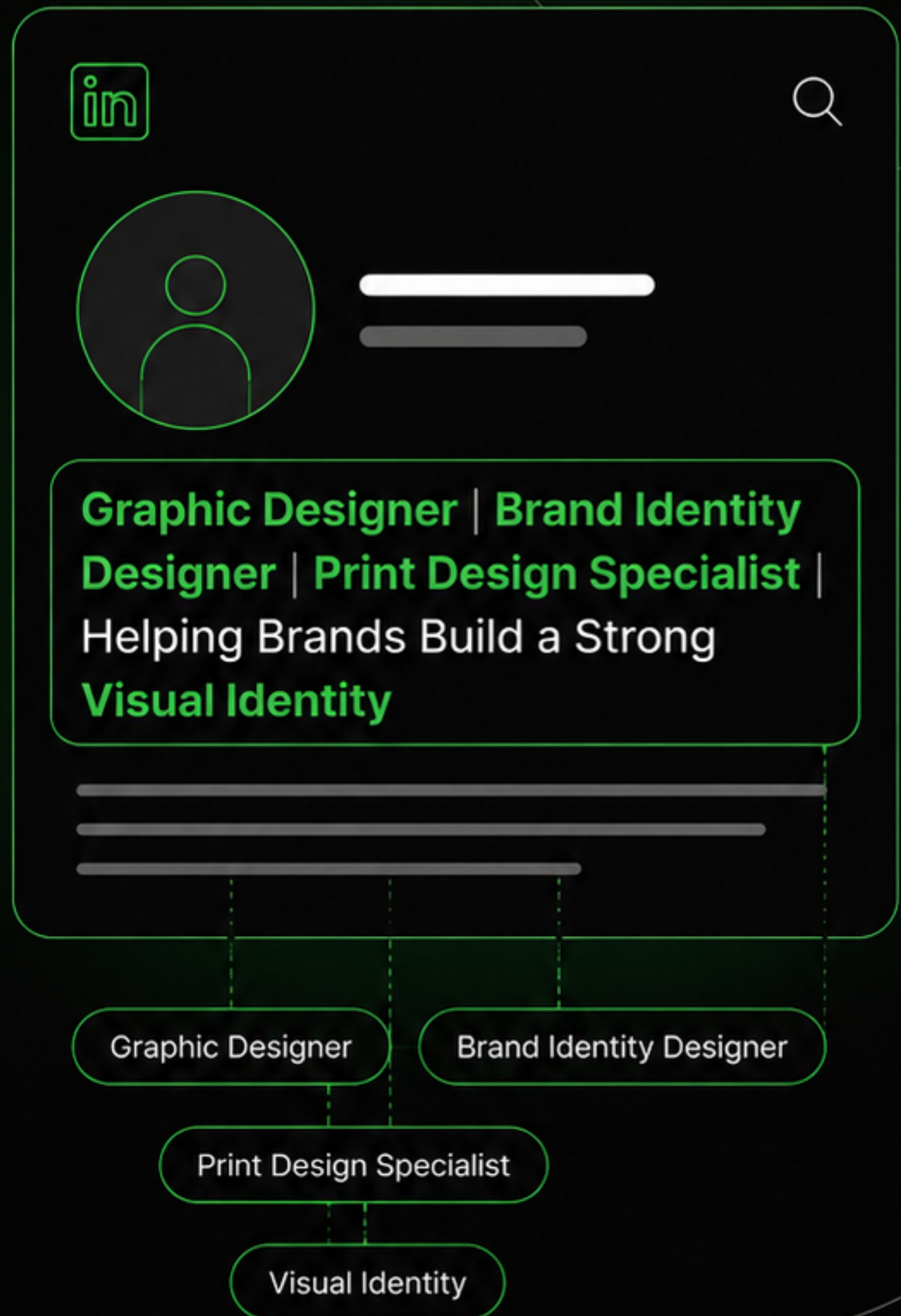
Your Value or Niche

Example

**Graphic Designer | Brand Identity Designer |
Print Design Specialist** | Helping Brands
Build a Strong **Visual Identity**

Best Practices

- ✓ Keep it clear and easy to understand
- ✓ Include relevant industry keywords
- ✓ Mention your specialty
- ✓ Focus on the value you provide
- ✓ Stay within LinkedIn's character limit



MD. Bodrul Islam Sumayel
Brand Designer



About Section

Your About section is where people understand who you are, what you do, and why they should connect with you.

Keep it clear, personal, and value-driven.



Ideal Length

1,200–2,000 characters

Recommended Structure



Start with a strong hook

Capture attention in the first 2–3 lines.



Introduce yourself

Explain who you are and what you do.



Highlight your expertise

Mention your skills, achievements, and industries you help.



Share your value

Explain how your work solves problems or creates impact.



End with a Call-to-Action

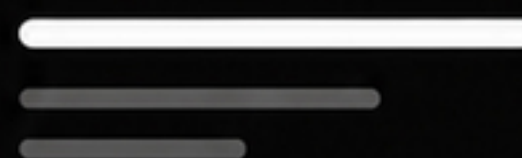
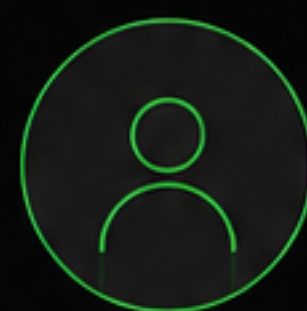
Invite people to connect, collaborate, or send a message.



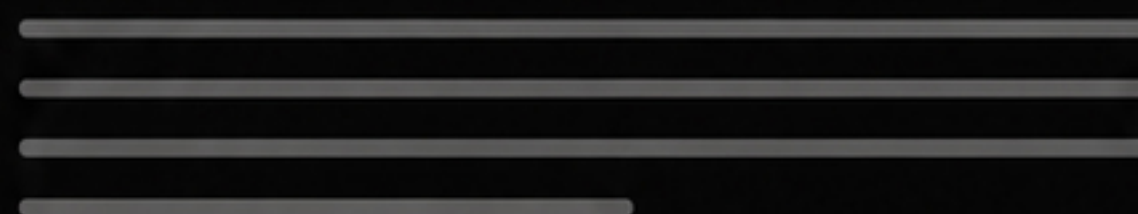
Pro Tip

Write naturally.

Focus on the value you provide instead of simply listing your job title.



About



MD. Bodrul Islam Sumayel
Brand Designer



Skills Section

Your Skills section helps recruiters and clients understand what you do best. The right skills improve your visibility in LinkedIn search and strengthen your professional credibility.



Best Practices

- ✓ Add your most relevant skills first
- ✓ Keep your top 3 skills pinned
- ✓ Include both technical and soft skills
- ✓ Regularly update your skills as you grow
- ✓ Ask trusted connections to endorse your skills



Examples

- Graphic Design
- Brand Identity
- Logo Design
- Adobe Illustrator
- Adobe Photoshop
- Social Media Design
- Print Design
- Typography



Pro Tip

Focus on quality over quantity. A well-organized list of relevant skills is more valuable than adding dozens of unrelated ones.



Skills

Top Skills

- 1 Graphic Design ✓
- 2 Brand Identity ✓
- 3 Logo Design ✓

All Skills

- Adobe Illustrator
- Adobe Photoshop
- Social Media Design
- Print Design
- Typography
- UI/UX Design
- Packaging Design
- Motion Graphics
- Copywriting

- AD

Adobe Illustrator
99+ endorsements
- PS

Adobe Photoshop
87 endorsements
- GD

Graphic Design
120 endorsements

Show all 32 skills ✓



MD. Bodrul Islam Sumayel
Brand Designer



Experience

Your Experience section tells your professional story. Instead of listing responsibilities, highlight the results you've achieved and the value you've delivered.



Best Practices

- ✓ Write a clear job title
- ✓ Add a short company description (if needed)
- ✓ Focus on achievements, not daily tasks
- ✓ Use numbers and measurable results
- ✓ Include relevant projects and responsibilities
- ✓ Keep descriptions concise and easy to scan



Strong Examples

- ✓ Designed 50+ branding projects
- ✓ Increased social media engagement through creative design
- ✓ Delivered high-quality print materials for multiple businesses
- ✓ Worked with clients across different industries



Pro Tip

Recruiters spend only a few seconds reviewing each profile. Make your achievements easy to scan by using short bullet points and measurable results whenever possible.



Experience



Senior Graphic Designer

Creative Studio

Current

Jan 2022 – Present

- Leading branding and visual identity projects for global clients.
- Increased client satisfaction by 40% through strategic design solutions.



Graphic Designer

Design Agency

Jun 2019 – Dec 2021

- Designed 100+ branding and print projects across various industries.
- Improved social media engagement by 35% through creative content.



Junior Graphic Designer

Creative Lab

Jan 2018 – May 2019

- Assisted in creating visual designs for digital and print media.
- Gained expertise in Adobe Creative Suite and design fundamentals.



Add experience



MD. Bodrul Islam Sumayel
Brand Designer



Recommendations

Recommendations are powerful social proof. Genuine feedback from clients, colleagues, or managers helps build trust and increases your professional credibility.

Best Practices

- Request recommendations from clients and colleagues
- Ask for feedback after completing successful projects
- Focus on quality over quantity
- Personalize every recommendation request
- Keep your recommendations up to date

What Makes a Good Recommendation?

Include

- Your key strengths
- Specific projects or achievements
- Results you delivered
- Communication and professionalism
- Overall working experience



Pro Tip

Don't wait until you need a job. Ask for recommendations immediately after successfully completing a project while the experience is still fresh.



Recommendations



Michael Anderson

Marketing Manager at Creative Studio



Verified



Working with [Name] was an excellent experience. They delivered outstanding designs that elevated our brand identity and exceeded our expectations.



Sarah Johnson

Brand Owner at Lifestyle Co.



Verified



Highly creative, professional, and reliable. The designs were modern, impactful, and perfectly aligned with our brand vision.



David Thompson

CEO at Print & Packaging Hub



Verified



Exceptional work quality and attention to detail. They consistently deliver creative solutions that drive real results.



MD. Bodrul Islam Sumayel
Brand Designer



Contact Information

Make it easy for recruiters, clients, and collaborators to reach you. A complete contact section increases credibility and creates more opportunities.



Include



Professional Email Address



Portfolio Website



LinkedIn Profile



Location (City & Country)



Business Phone Number (Optional)



Best Practices

- Use a professional email address
- Double-check every link
- Keep your contact details updated
- Add your portfolio or website
- Make your profile easy to reach



Pro Tip

If you don't have a website yet, include your Behance, Dribbble, or Portfolio PDF so people can quickly view your work.



Your Name

Graphic Designer

Helping Brands Stand Out Through Design.



Email

yourname@email.com



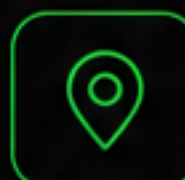
Website

www.yourportfolio.com



LinkedIn

linkedin.com/in/yourprofile



Location

Your City, Your Country



Phone (Optional)

+00 123 456 7890



Verified Contact

Scan the QR code to view my portfolio and latest work.



MD. Bodrul Islam Sumayel
Brand Designer



Custom LinkedIn URL

A clean, personalized LinkedIn URL looks more professional, is easier to remember, and strengthens your personal brand across resumes, portfolios, and business cards.



Why It Matters

- ✓ Looks more professional
- ✓ Easier to share with recruiters
- ✓ Improves personal branding
- ✓ Perfect for resumes and portfolios
- ✓ Builds trust and credibility



Example

Before



linkedin.com/in/user-8472ab91

After



linkedin.com/in/johnsmith

or



linkedin.com/in/yourname



Pro Tip

Keep your custom URL simple and consistent with your name. Avoid unnecessary numbers, symbols, or random characters whenever possible.

Edit your custom URL

Personalize the URL for your profile.

linkedin.com/in/yourname

✓ This URL is available

Your Custom URL

linkedin.com/in/yourname

Share your profile anywhere

Professional Identity | Easy to Share | Builds Credibility | Stronger Brand



Featured Section

The Featured section is your portfolio showcase. Highlight your best work so visitors immediately see your expertise and the value you provide.



What to Feature

- ✓ Best Portfolio Projects
- ✓ Case Studies
- ✓ LinkedIn Posts
- ✓ Articles & Newsletters
- ✓ Behance or Portfolio Links
- ✓ Client Testimonials



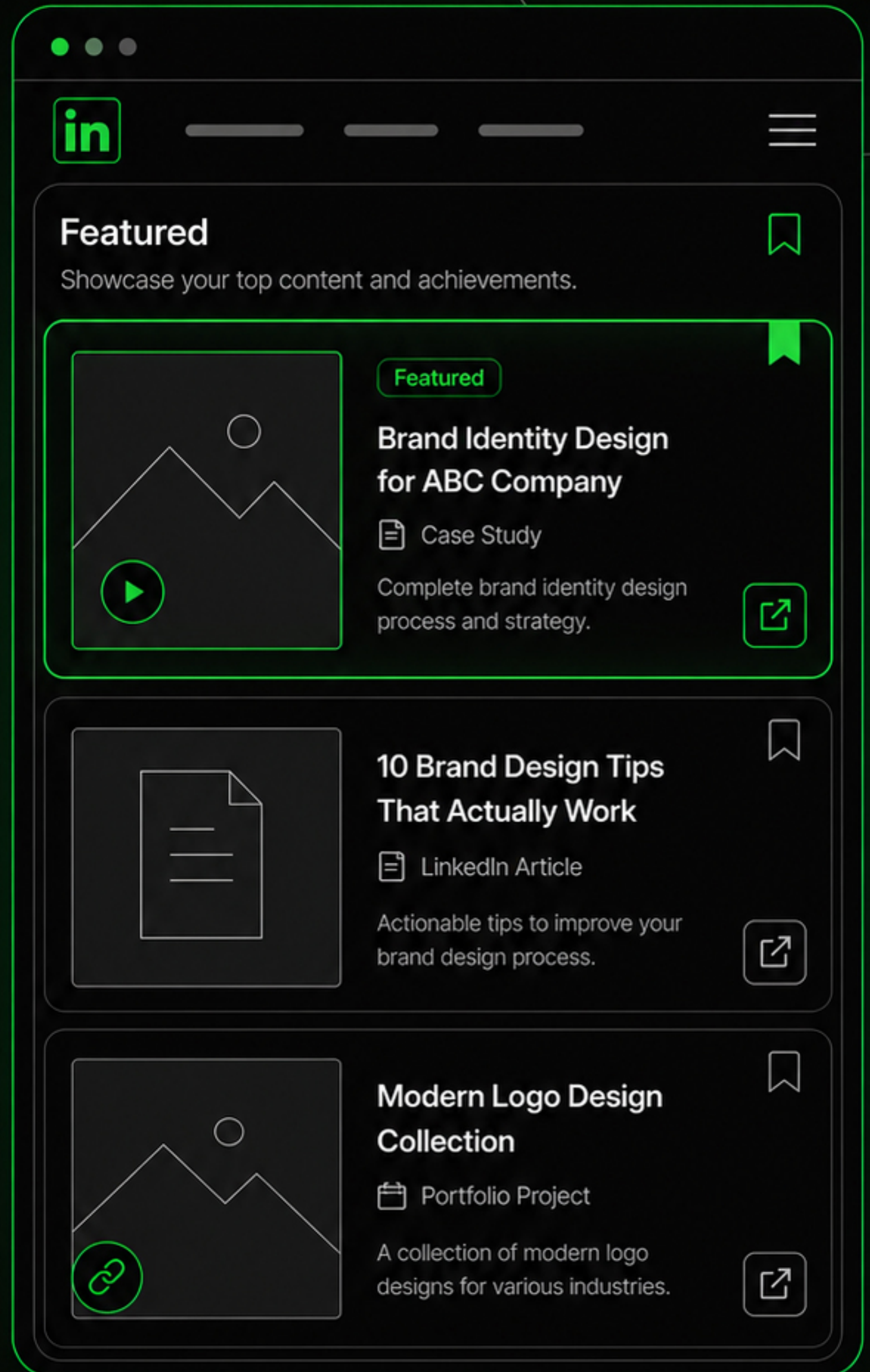
Best Practices

- Showcase only your strongest work
- Keep projects updated
- Add eye-catching cover images
- Organize content logically
- Remove outdated or low-quality work



Pro Tip

Quality always beats quantity. Three exceptional projects create a stronger impression than ten average ones.



Certifications

Certifications validate your knowledge, demonstrate continuous learning, and increase your professional credibility. They help recruiters and clients trust your expertise.



Add Certifications That



Match your industry



Come from trusted organizations



Reflect your current skills



Support your career goals



Stay up to date



Popular Certification Platforms

- Google
- Microsoft
- Adobe
- Coursera
- LinkedIn Learning
- HubSpot Academy
- Meta Blueprint



Pro Tip

Only showcase certifications that are relevant to your career. Remove expired or outdated certificates to keep your profile professional and focused.



Certifications















Builds
Credibility



Validates Your
Expertise



Improves Career
Opportunities



Encourages
Lifelong Learning



MD. Bodrul Islam Sumayel
Brand Designer



Cover Photo / Banner

Your LinkedIn banner is one of the first things people notice. A well-designed banner instantly communicates your expertise, strengthens your personal brand, and makes your profile more memorable.



A Great Banner Should

- ✓ Reflect your profession
- ✓ Match your personal brand colors
- ✓ Include a clear value proposition
- ✓ Maintain a clean, uncluttered layout
- ✓ Stay consistent with your profile photo



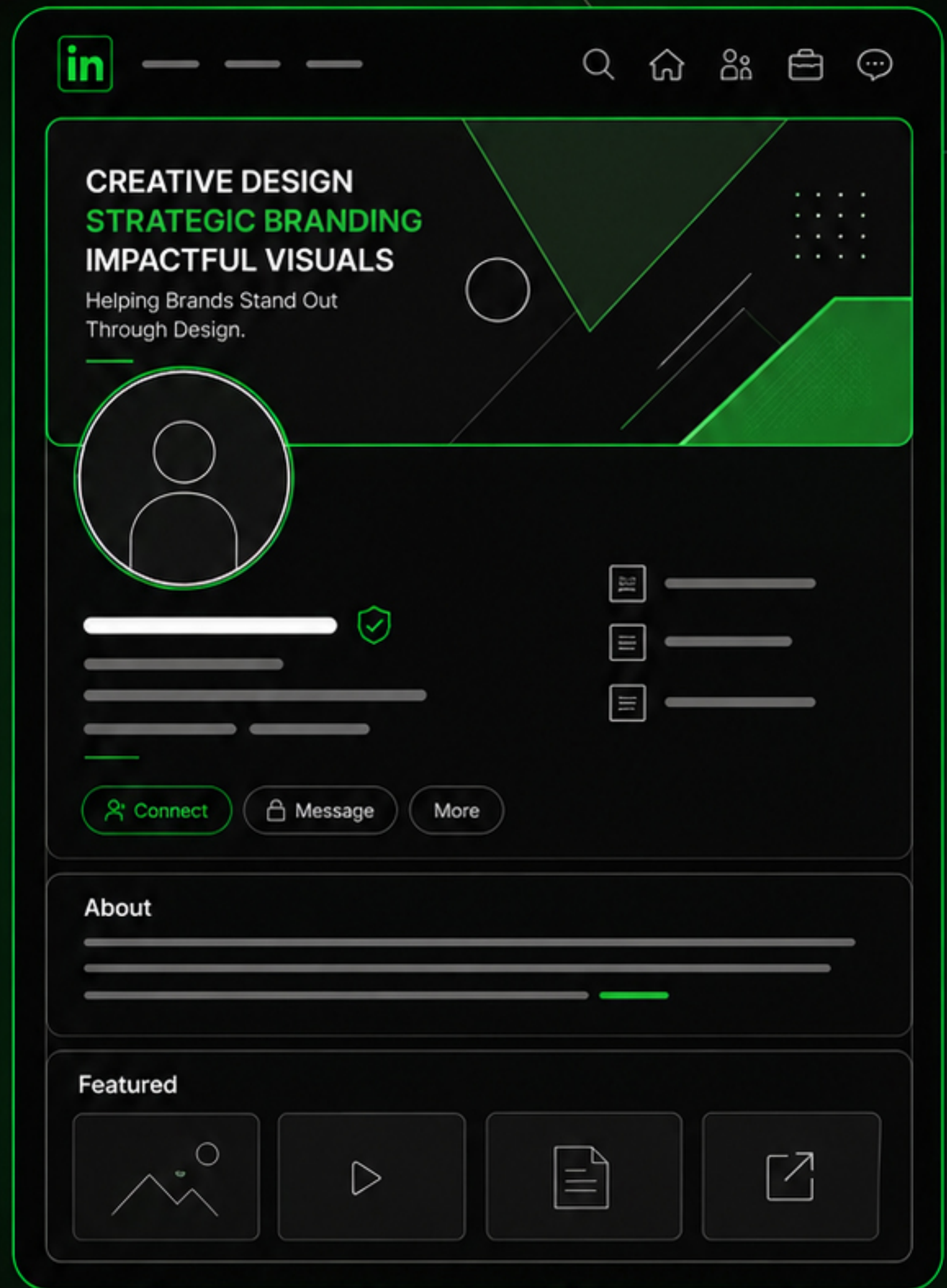
Checklist

- Use high-resolution graphics
- Keep text short and readable
- Maintain generous spacing
- Avoid excessive icons or decorations
- Ensure mobile-friendly composition



Pro Tip

Think of your banner as your personal billboard. In just a few seconds, visitors should understand who you are, what you do, and how you can help.



Design



Colors



Layout



Branding



Education

Your Education section adds credibility to your profile and showcases your learning journey. Even if you're early in your career, presenting your education clearly helps build trust.



Include

- ✓ School, College, or University
- ✓ Degree or Program
- ✓ Field of Study
- ✓ Graduation Year
- ✓ Relevant Coursework (Optional)
- ✓ Academic Achievements (Optional)



Best Practices

- List your highest or most relevant education first
- Add relevant certifications alongside your education
- Include academic awards if applicable
- Keep descriptions short and professional
- Regularly update ongoing education



Pro Tip

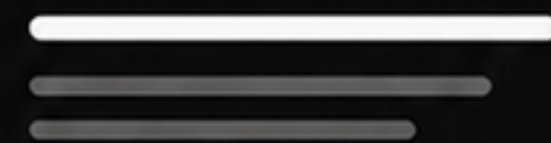
If you're a student or recent graduate, highlight relevant coursework, academic projects, leadership roles, or extracurricular activities that align with your career goals.



Education



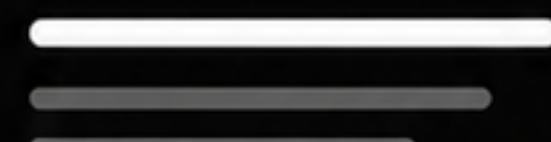
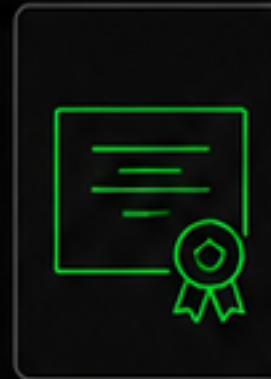
2018
– 2021



2018 – 2021

Bachelor of Arts in Design

2021
– 2023

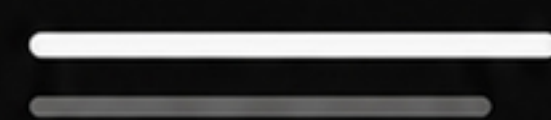
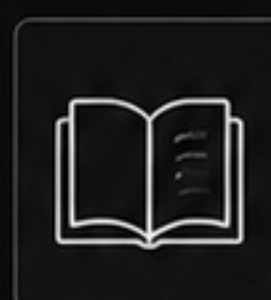


2021 – 2023

Master of Design

Specialization in Brand Identity

2023
– Present



2023 – Present

Professional Certification

Digital Branding & Strategy



Strong
Foundation



Continuous
Learning



Academic
Excellence



Career
Growth



MD. Bodrul Islam Sumayel
Brand Designer



Profile Summary

Keywords

The right keywords help recruiters and clients discover your profile through LinkedIn search. Use industry-specific terms naturally throughout your profile.



Add Relevant Keywords In

- ✓ Headline
- ✓ About Section
- ✓ Experience
- ✓ Skills
- ✓ Featured Projects
- ✓ Job Titles



Example Keywords

Graphic Designer Brand Identity
Logo Design Print Design
Social Media Design Adobe Illustrator
Adobe Photoshop Visual Branding
Typography Creative Strategy



Pro Tip

Use keywords naturally within your content. Avoid keyword stuffing—write for people first, then optimize for LinkedIn search.





Top Keywords

Graphic Designer Brand Identity Logo Design
Print Design Social Media Design Adobe Illustrator
Adobe Photoshop Typography Visual Branding
Creative Strategy



Search Results

Graphic Designer Brand Identity Logo Design

Print Design Adobe Illustrator Visual Branding

Social Media Design Creative Strategy Typography



Better
Discoverability



Relevant
Search Matches



Stronger
Personal Brand



More Profile
Visibility



MD. Bodrul Islam Sumayel
Brand Designer



Content Activity

Consistently sharing valuable content keeps your profile active, builds authority, and helps more people discover your expertise.



Publish Content Like

- ✓ Industry Insights
- ✓ Case Studies
- ✓ Design Process
- ✓ Personal Experiences
- ✓ Client Success Stories
- ✓ Tips & Tutorials



Stay Consistent

- Post 2–4 times each week
- Share valuable insights
- Use clean visuals
- Write engaging captions
- Reply to comments
- Stay authentic

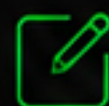


Pro Tip

Don't focus only on going viral. Consistently sharing useful content builds trust, attracts the right audience, and strengthens your personal brand over time.



Content Dashboard



36
Posts



1.2K
Likes



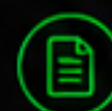
312
Comments



186
Shares

Latest Posts

[View all](#) >



5 Branding Mistakes Small Businesses Make

Insights • 3d ago



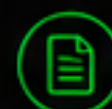
128



26



15



My Logo Design Process Explained

Process • 5d ago



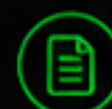
96



18



12



What Makes a Strong Brand Identity?

Tips • 1w ago



142



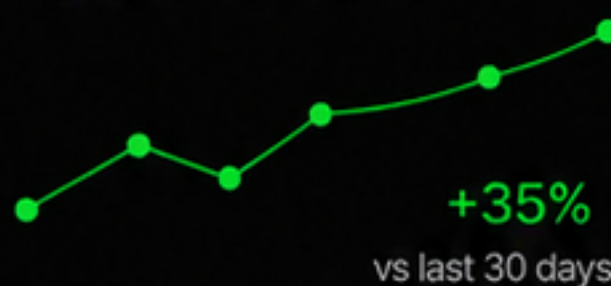
31



21



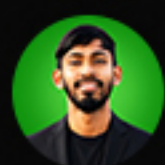
Engagement Overview



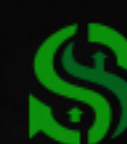
Consistency Tracker



Great job! Keep it up.

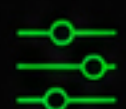


MD. Bodrul Islam Sumayel
Brand Designer



Open to Work / Opportunities

Let recruiters and potential clients know you're available for the right opportunities. A properly configured Open to Work section increases your visibility and helps attract relevant connections.



Configure Your Preferences

- ✓ Select your preferred job titles
- ✓ Add your desired work locations
- ✓ Choose work type (Remote, Hybrid, On-site)
- ✓ Include employment type
- ✓ Keep your availability updated



Best Practices

- Be specific about your expertise
- Target the right industries
- Update your preferences regularly
- Match your profile with your career goals
- Keep your information accurate



Pro Tip

Freelancers and business owners can use this section to highlight consulting, contract, or project-based opportunities—not just full-time roles.

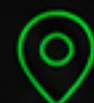


Open to Work



Job Titles

Graphic Designer
Brand Designer



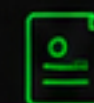
Locations

Worldwide
(Preferred)



Work Type

Remote
Hybrid



Employment Type

Full-time
Contract

About My Opportunities

Passionate about meaningful design and branding. Open to full-time, freelance, and contract opportunities where I can create impact and grow together.



Recommended Opportunities

[View all](#) >



Senior Graphic Designer

Remote • Full-time

Remote



Brand Identity Designer

Hybrid • Contract

Hybrid



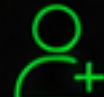
Freelance Logo Designer

Remote • Project-based

Remote



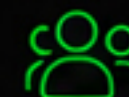
More
Visibility



Attract
Opportunities



Career
Growth



Meaningful
Connections



MD. Bodrul Islam Sumayel
Brand Designer



Creator Mode

Creator Mode helps you build a stronger personal brand by highlighting your content, expertise, and audience. It transforms your LinkedIn profile from a digital résumé into a professional platform.



Benefits of Creator Mode

- ✓ Display your content prominently
- ✓ Build a loyal audience
- ✓ Showcase your expertise
- ✓ Increase profile visibility
- ✓ Strengthen your personal brand
- ✓ Encourage more followers



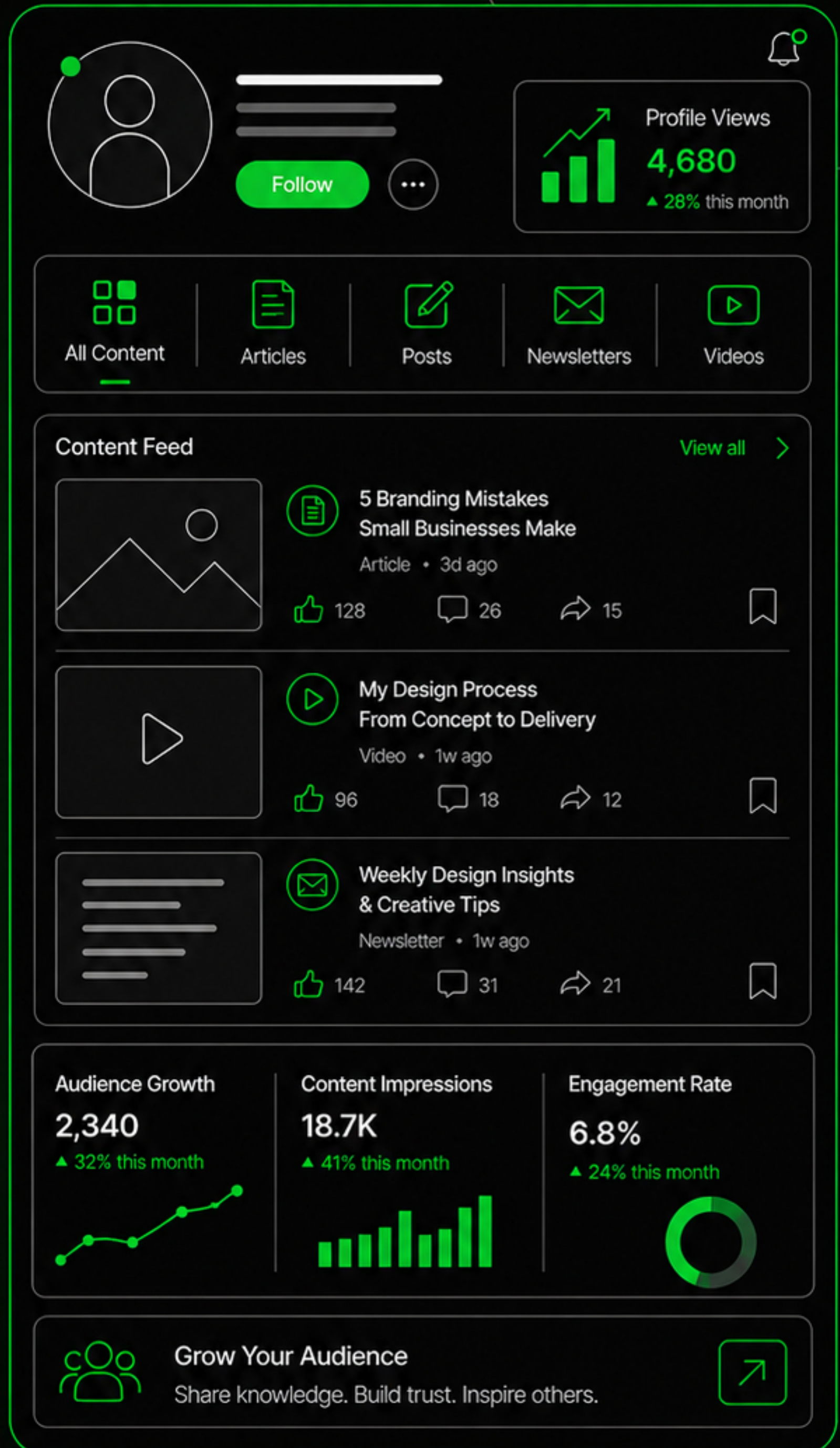
Best Practices

- Publish valuable content consistently
- Choose relevant topics
- Use industry keywords
- Engage with your audience
- Share original insights



Pro Tip

Creator Mode works best when paired with consistent, high-quality content. Focus on educating, inspiring, or solving problems for your audience rather than promoting yourself.



Engage & Build Relationships

LinkedIn is more than a resume—it's a networking platform. Meaningful engagement helps you build trust, expand your network, and create new career and business opportunities.



Build Strong Relationships

- ✓ Comment thoughtfully on relevant posts
- ✓ Celebrate others' achievements
- ✓ Reply to comments on your posts
- ✓ Send personalized connection requests
- ✓ Stay active consistently
- ✓ Offer value before asking for anything



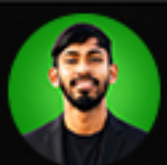
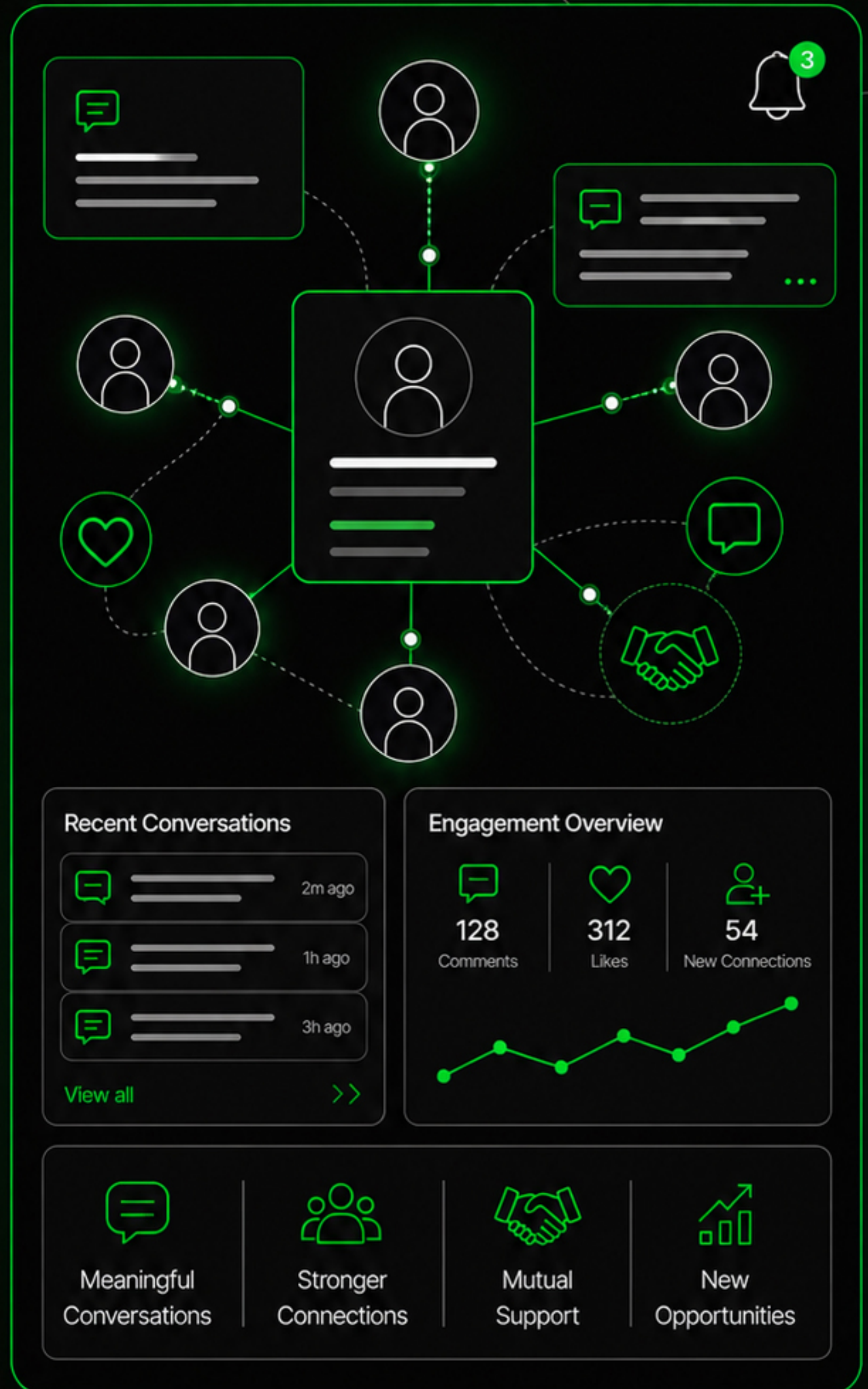
Daily Networking Habits

- Leave 5–10 meaningful comments
- Connect with professionals in your industry
- Share valuable insights
- Respond to messages promptly
- Support your network consistently



Pro Tip

Avoid generic comments like "Great post!" Instead, add your perspective, ask a thoughtful question, or share a relevant experience to create meaningful conversations.



Analytics & Profile Updates

Your LinkedIn profile isn't something you optimize once and forget.

Review your profile regularly, track your performance, and keep improving as your experience and goals evolve.

Review Regularly

- ✓ Check Profile Views
- ✓ Monitor Search Appearances
- ✓ Track Content Performance
- ✓ Update Skills & Experience
- ✓ Refresh Featured Projects
- ✓ Keep Contact Information Current

Profile Optimization Checklist

- ✓ Professional Photo
- ✓ Strong Headline
- ✓ Optimized About Section
- ✓ Updated Experience
- ✓ Relevant Skills
- ✓ Featured Portfolio
- ✓ Consistent Content
- ✓ Active Networking



Your LinkedIn Profile is Your Digital First Impression.

Start optimizing it today and create more opportunities tomorrow.

Let's Connect →

MD. Bodrul Islam Sumayel

Graphic Designer | Brand Identity | Print Design



Profile Performance Overview



Profile Views

2,480

▲ 32%
vs last 30 days



Search Appearances

1,860

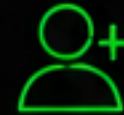
▲ 28%
vs last 30 days



Content Impressions

18.7K

▲ 41%
vs last 30 days



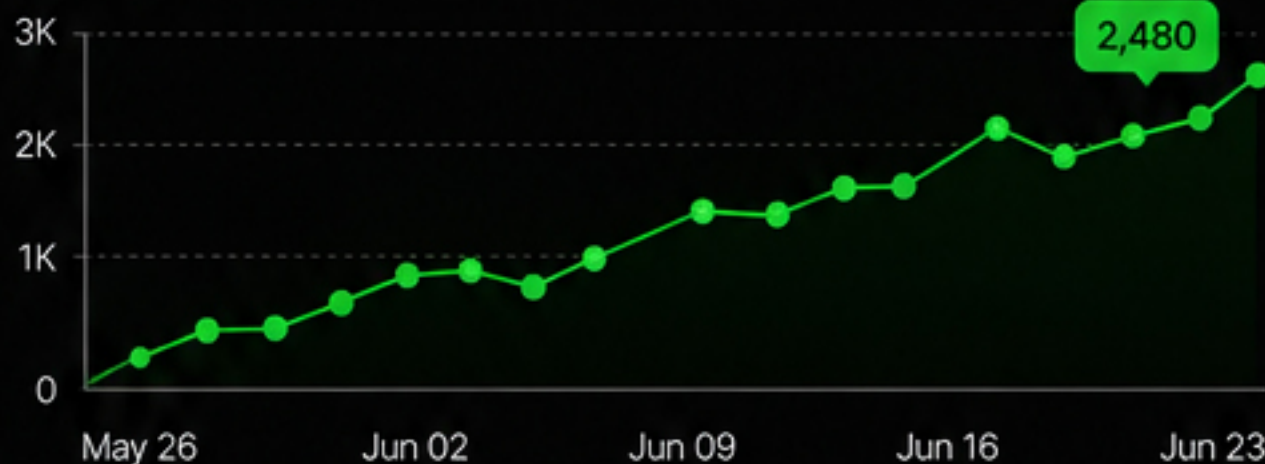
New Connections

124

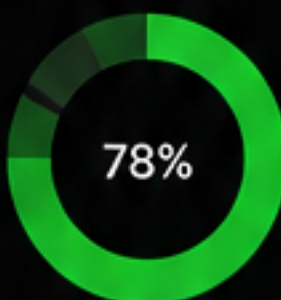
▲ 26%
vs last 30 days

Profile Views Trend

Last 30 Days ✓



Content Performance



Engagement Rate

- 78% Engagement
- 15% Reach
- 7% Clicks

Top Performing Content



65%



58%



42%

Profile Strength

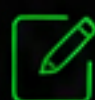
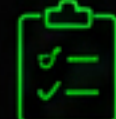


92%

Excellent



Great job! Your profile is well optimized. Keep it updated and keep growing.



Update Profile



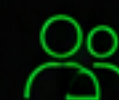
Add New Experience



Refresh Portfolio



Create Content



Engage Network

“

*“Your LinkedIn profile isn’t your resume—
it’s your **personal brand**.”*