



# LinkedIn Training



**Networking and Profile  
Optimization for Freelancers**



# LinkedIn - Training Document

## Table of Contents

<a href="#">LinkedIn Profiling</a>	2
<a href="#">→ Create A LinkedIn Account:</a>	2
<a href="#">→ Fill Out All The Sections:</a>	2
<a href="#">→ LinkedIn Headline Optimization Strategy</a>	3
<a href="#">→ Make All The Descriptions &amp; Points Precise But Catchy:</a>	3
<a href="#">→ Recruiter's Perspective on LinkedIn Profiles:</a>	3
<a href="#">→ Keep Your Profile Up-to-date:</a>	3
<a href="#">→ LinkedIn Algorithm &amp; Visibility Basics:</a>	3
<a href="#">→ Experience Section Optimization Using Metrics</a>	3
<a href="#">→ Featured Section Optimization</a>	4
<a href="#">→ LinkedIn Activity Strategy</a>	4
<a href="#">→ Job Search &amp; Opportunity Discovery on LinkedIn</a>	4
<a href="#">→ Profile Credibility Signals</a>	4
<a href="#">→ Personal Branding on LinkedIn</a>	4
<a href="#">→ Common LinkedIn Mistakes to Avoid</a>	4
<a href="#">→ Profile Maintenance &amp; Continuous Optimization</a>	4
<a href="#">→ Using LinkedIn for Referrals &amp; Direct Outreach</a>	5
<a href="#">→ Continue Forward From That:</a>	5
<a href="#">Learning Points</a>	5
<a href="#">Learning Points</a>	7
<a href="#">Learning Points</a>	9
<a href="#">Learning Points</a>	9
<a href="#">Learning Points</a>	10



# LinkedIn - Training Document

## LinkedIn Profiling

→ **Create A LinkedIn Account:**

→ **Fill Out All The Sections:**

- ◆ Profile Picture — should be like a passport-size picture (front profile & professional-looking)
- ◆ The LinkedIn Banner also represents you, your profession, and your interests, so it should also be relevant to all that.
- ◆ Edit your URL to a professional one — preferably one containing your name. Profiles with URL names give a professional impression.
- ◆ Tagline — showing your designation/field and area of expertise.
- ◆ Keyword research is essential for LinkedIn profile optimization. Keywords should be selected based on job descriptions, client requirements, and industry demand. Use job postings to identify repeated skills, tools, and titles. These keywords should be added naturally to your headline, about section, experience descriptions, skills, and featured content to improve search ranking.
- ◆ About — Write it in a Descriptive form and highlight your strengths and professional points along with your experience. You can also make Points if it gets too long.
- ◆ Services — mention what you can offer to the client (tempt them with your strong suits here)
- ◆ Experience — could be in your soft & technical skills, designation, and experience. This one can also be descriptive or in point form.
- ◆ Education — write a bit of detail about what you wanted to achieve and what you learned from each year/degree. It can represent your goals and achievements.
- ◆ Projects — an optional section, but if you've worked on any projects, do mention them.
- ◆ Skills — add as many as possible; they can be soft and technical skills.
- ◆ Recommendations — better if you have any, but if you're a beginner, this section might stay empty for a while.
- ◆ Honors & Awards — mention them if you have any.

- ◆ Languages — must mention them and your proficiency in the mentioned language.

### → LinkedIn Headline Optimization Strategy

The LinkedIn headline is the most important section of the profile. It should clearly mention your role, key skills, and value proposition. Avoid generic words and focus on what problem you solve and how you help clients or companies. A strong headline improves profile clicks and recruiter interest.

### → Make All The Descriptions & Points Precise But Catchy:

It is always good to give small descriptions in every possible section, such as experience, education, etc., rather than just mentioning them in your LinkedIn. Let the viewers know about every necessary detail...walk them through your life, **but** with relevant stories only. Choose your words carefully, keep all the data factual, and mention figures (months/years) wherever possible to make it seem realistic.

### → Recruiter's Perspective on LinkedIn Profiles:

Recruiters scan LinkedIn profiles quickly. They focus on job titles, years of experience, location, relevant keywords, recent activity, and credibility signals such as recommendations and endorsements. A profile should immediately communicate who you are, what you do, and how you add value within the first few seconds of viewing.

### → Keep Your Profile Up-to-date:

Be Active — by posting & reposting relevant posts. Keep your every post/conversation/comment on LinkedIn sophisticated and professional. Never be over-efficient or smug or disrespectful in any way.

### → LinkedIn Algorithm & Visibility Basics:

LinkedIn uses an internal algorithm to decide which profiles appear more often to recruiters and clients. Profiles that are complete, keyword-optimized, active, and regularly updated get higher visibility. Engaging with relevant posts, receiving profile views, endorsements, and recommendations, and keeping your profile fresh help LinkedIn push your profile more frequently in search results.

### → Experience Section Optimization Using Metrics

Connections should be intentional. Focus on connecting with recruiters, hiring managers, industry professionals, decision-makers, and peers within your field. Sending personalized connection requests increases acceptance rates. A strong and relevant network improves profile credibility and opportunity discovery.

### → **Featured Section Optimization**

The Featured section should showcase your strongest work. This may include a portfolio website, project links, GitHub repositories, published articles, LinkedIn posts, certifications, or media coverage. This section helps validate your experience visually and builds instant credibility.

### → **LinkedIn Activity Strategy**

Activity on LinkedIn improves visibility. Share insights, achievements, learning experiences, and industry updates. Engage with posts through meaningful comments rather than generic reactions. Avoid unprofessional content and maintain a consistent professional tone.

### → **Job Search & Opportunity Discovery on LinkedIn**

Use LinkedIn job search features such as job alerts, saved searches, and the 'Open to Work' option. Follow target companies and engage with their content. Recruiters often search profiles based on job titles, skills, and keywords, so keeping your profile optimized increases inbound opportunities.

### → **Profile Credibility Signals**

Credibility signals include endorsements, recommendations, consistent work history, and an active network. Profiles with recommendations from colleagues, managers, or clients are trusted more by recruiters. Even beginners should gradually build endorsements and recommendations.

### → **Personal Branding on LinkedIn**

Personal branding means presenting a consistent professional identity. Your headline, banner, content, and activity should reflect your expertise and career direction. Avoid mixing unrelated roles or messaging. A clear brand makes your profile memorable and easier to position.

### → **Common LinkedIn Mistakes to Avoid**

Avoid using low-quality photos, keyword stuffing, generic headlines, copying bios without editing, inactive profiles, and irrelevant content. Do not misrepresent experience or skills. Keep all information factual and aligned with your career goals.

### → **Profile Maintenance & Continuous Optimization**

A LinkedIn profile is not a one-time setup. It should be updated regularly with new skills, experiences, certifications, and achievements. Continuous optimization helps maintain visibility and relevance as your career progresses.

## → Using LinkedIn for Referrals & Direct Outreach

LinkedIn can be used to request referrals and initiate professional conversations. Approach contacts respectfully, personalize messages, and clearly explain your intent. Avoid spammy outreach and focus on building genuine professional relationships.

## → Continue Forward From That:

Once you have updated your profile according to the above-mentioned instructions, or any other shared with you during any meeting, keep using this platform according to further instructions.

Try to keep increasing your connections each day. Browse it each day and keep adding relevant people — such as Writers, SEO people, Digital Marketers, Project Managers, HR individuals, IT-related professionals, and so and so. The more connections you have, the better it is.

## ➤ Reference Links:

1st:

<https://www.youtube.com/watch?v=dQ6RNltrXro>

## Learning Points

1. Turn off your LinkedIn Profile updates — *Settings & Profile > Visibility Section > Visibility of your LinkedIn Activity > Share Profile updates with your network \_\_\_ OFF*
2. Customize your LinkedIn Profile URL — *Profile Page > Right side-Public Profile & URL > Edit your custom URL*
  - a. Makes it easier to add it to your resume
  - b. URL helps with SEO
3. Choose a professional profile picture (you can also use the PFP Maker website to edit your picture)
4. Write an engaging headline (Most important)
  - a. Single Sentence: Job Title + Value you bring
  - b. Keep it concise and informative (Job Title, Key Skills, Area of Expertise)
  - c. Avoid using generic phrases or buzzwords like motivated, and skilled. Provide specific details about your role and the technologies you specialize in.
  - d. Template: Role | Skill | Value Proposition
5. Write a compelling About section with the right keywords (3-4 concise paragraphs)



- a. Introduce yourself briefly: Years of experience, roles, tech stack based on KWs (chosen by looking at Job Descriptions mostly)
  - b. Write a compelling summary: highlight skills, experience, and career goals (use numbers and data to demonstrate your impact)
  - c. Conclude by stating the types of opportunities you're looking for
6. Skills and Endorsements matter
- a. Only skills with at least 1 endorsement will be chosen, according to LinkedIn
  - b. Aim to get at least 5 endorsements for each skill through friends and peers
  - c. Skills to add according to experience: programming languages, frameworks, tools, technologies
7. Leverage your featured section — here, highlight the most significant work you've done, such as:
- a. Have a portfolio website
  - b. Developed an app
  - c. Made an open-source contribution
  - d. Wrote an article
  - e. Made a LinkedIn Post
  - f. Any other achievements you're proud of
8. Fill your experience and education sections, starting with your most recent ones.
- a. Add your role and location
  - b. Write bullet points to describe the projects you've done
  - c. Quantify your contributions by using metrics and data to showcase your impact
  - d. After each work experience, include the relevant technologies and keywords you've worked with.
  - e. If you have any publications, part-time jobs, or volunteer work, you can add them here.
  - f. In education, add the years, grades are optional, though
  - g. Highlight the coursework you studied
9. Showcase your projects and certificates
- a. Provide links to your project
  - b. Describe the role in that project
  - c. Challenges you faced

- d. & Solutions you implemented
- 10. Request recommendations from former colleagues, supervisors, or clients
- 11. Expand your network
- 12. Don't hesitate to ask for referrals
- 13. Create valuable content
- 14. Stay updated and regularly update your profile as you gain new skills and experience

**2nd:**

<https://www.youtube.com/watch?v=3pO5mHgluCA>

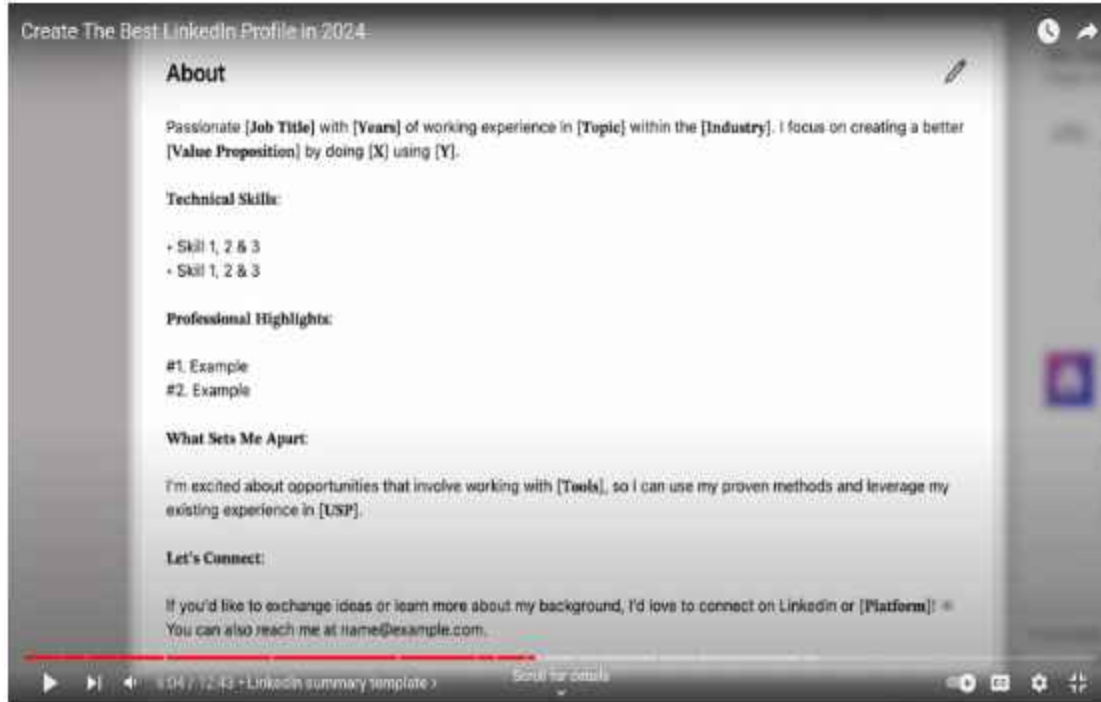
**Learning Points**

1. Disable Profile Edits
2. Personalize LinkedIn Profile
3. Conduct KW research
  - a. Search "Free Word Cloud Generator"
  - b. Search your favorite job listings on LinkedIn
  - c. Copy the requirements
  - d. Paste them to that website
  - e. Repeat the process
  - f. The website generates your desired KWs
4. Design LinkedIn Background Photo — Canva > LinkedIn Banner Templates (1584px\*396px)
  - a. No need to include your Name or Job Title on the banner.
  - b. Extra colors and elements distract the employers from what they wanna know
  - c. Mention: Your field of expertise and whether you have the skills required to help them out
  - d. Tailor your Banner template....keep it simple and elegant but informative
5. Create a professional LinkedIn Profile Photo
6. Write LinkedIn headline
  - a. Getting Chat GPT help by saying:
  - b. Can you give me some LinkedIn headline examples based on this prompt? "[Job Title] | [Skills] / [Tools] / [Problem you solve] / [Solution you offer] | [Years of experience]."

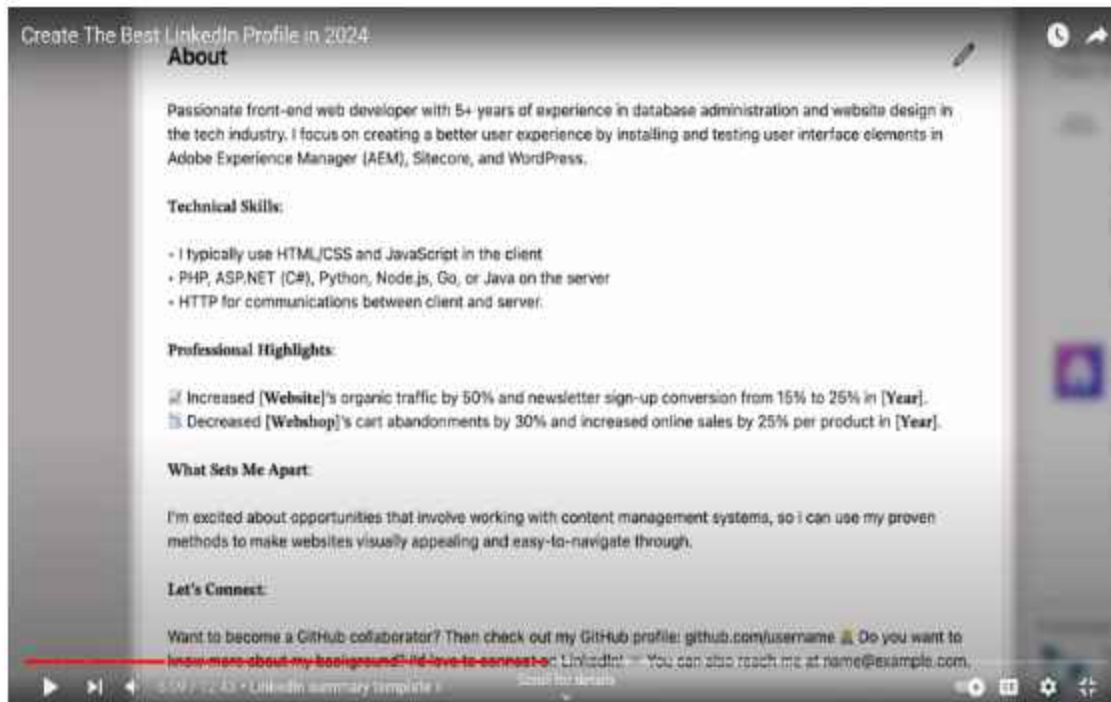
c. You can also add some emojis

## 7. Add LinkedIn Summary

a. Click on 'Add Profile Section' or scroll down and click on 'Add Summary.'



b.



c.

## 8. Optimize Skills section

a. Add at least 5 skills

- b. Receive endorsements
9. Gather Recommendations
10. Add LinkedIn Featured section
11. Use the LinkedIn Activity section
  - a. Share work experiences, achievements, or tips with your network
12. BONUS TIP
  - a. Go to your favorite company's page
  - b. Go to their About section
  - c. Check if they have the 'I'm Interested' Button
  - d. The interest can then be seen by recruiter companies and remains there for a year before expiring
  - e. Also, follow their page to show your genuine interest

**3rd:**

<https://www.youtube.com/watch?v=bZ2xiTvVhpM>

### **Learning Points**

1. Disable key profile updates
2. Edit your custom LinkedIn URL
3. Take a professional photo
4. Upload a LinkedIn profile picture
5. Upload a LinkedIn banner
6. Edit the intro section (education, location, experience)
7. Perform keyword research for optimization
8. Write a LinkedIn headline (examples incl.)
9. Write a summary for the LinkedIn About section (templates incl.)
10. Add a featured section (posts, articles, links, media)
11. Connect with professionals and grow your network
12. Add skills and receive endorsements
13. Gather recommendations

### **Learning Points**

1.  [How To Optimize Your LinkedIn Profile & Land Your DREAM Clients](#) 

- Feature your Top Skills
  - Mention the top 5 skills that are most relevant to the job you're seeking
- Post only relevant experience
- Use relevant Keywords in your profile
- Look for a recruiter
- Engage with the right content
- Set up job alerts
- Enable the 'open to work' feature

## 2. how to optimize your LinkedIn profile to get recruiters in YOUR DMs (no frills)

### Learning Points

1. See through the mind of a recruiter. Here's what they look for:
  - a. Target companies
  - b. Relevant job titles
  - c. Years of experience
  - d. Location
  - e. Languages spoken
  - f. Keywords
2. Make your profile clickable:
  - a. Add a profile picture
  - b. Clearly state previous companies + job titles (make sure to include them as a headline)
  - c. Professional summary using KWs
  - d. Education (no GPA needed)
  - e. Bullet points of job scope in chronological order
  - f. Use the feature 'open to work.'
3. Make your profile *connected*
  - a. Intentionally add people to your network
  - b. Publicly interact with your network
4. Make your profile *credible*
  - a. Have a credible network (add people)



- b. Get recommendations (from the right people)
5. Highlight the unique values you can bring to the organization — e.g., being bilingual