

1. Make sure that you customise your Public Profile URL.
2. Have a professional photo taken, head and shoulders only.
3. Upload a cover image that is professional and a reflection of you.
4. Incorporate relevant keywords into your headline statement.
5. Have a clear & concise summary that reflects your working career and also something about you personally.
6. Make sure that your profile experience is complete with dates, names and no gaps in the timeline.
7. Ensure that your personal information is complete, e.g. email address, website, blog and other platforms, mobile or contact phone numbers.
8. If you have other online platforms, make sure that the “visual” brand presence is in line with these.
9. Strive to get at least 8 - 10 third party recommendations on your profile as fast as you can.
10. Connect with as many relevant connections that you can so that you get to 1000 connections quickly.