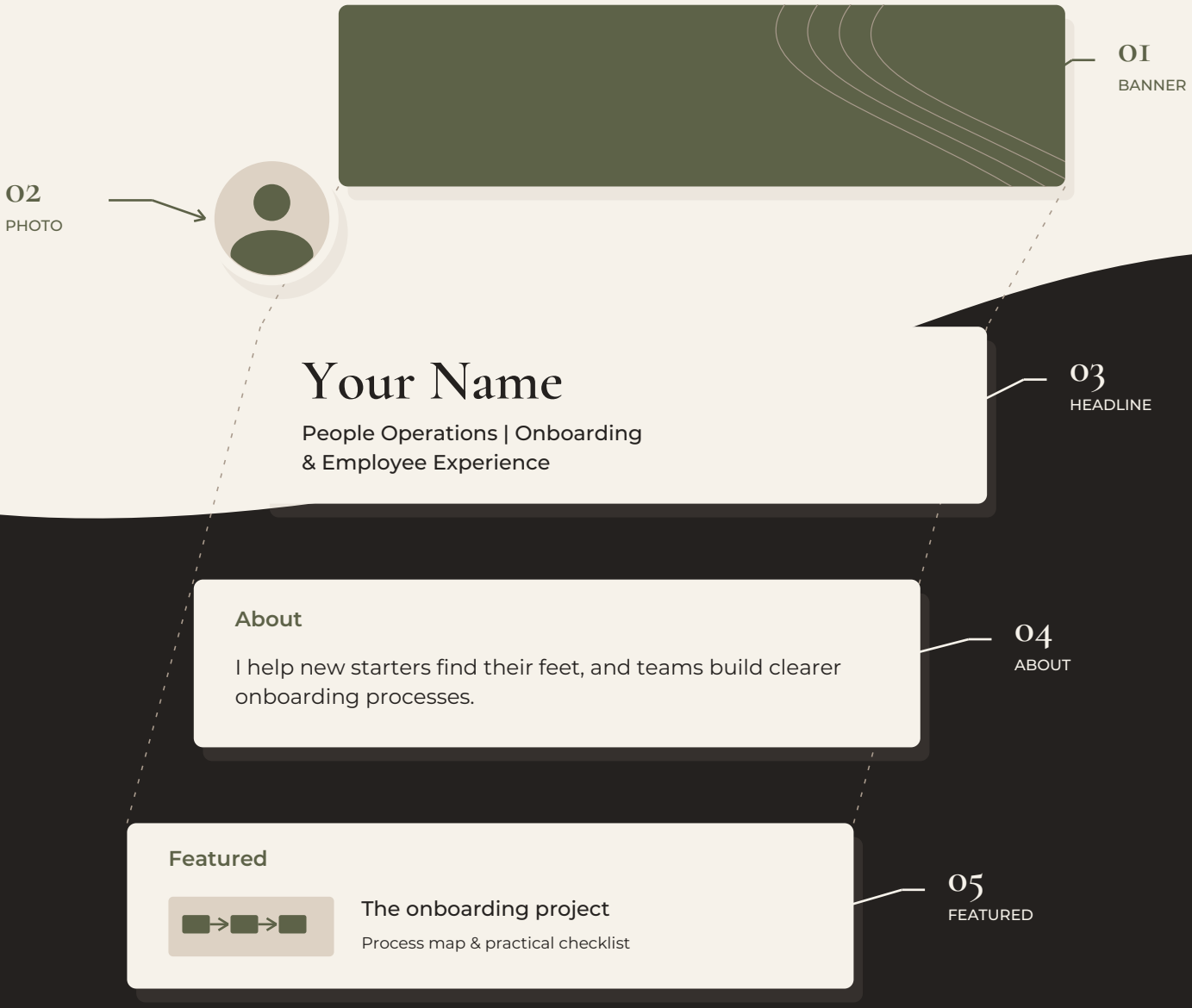
By Joanna Clare

The LinkedIn Profile *Revamp*



Before we start

A CV is usually tailored to one opportunity. Your profile needs to make sense to several kinds of visitors. Decide what you want them to understand, then make relevant experience easy to find. A clear profile removes confusion; it cannot guarantee a job, clients or reach.

YOUR ROUTE THROUGH THE GUIDE

03	Choose your direction
04-07	Build a clear first impression
08-10	Write an About section that connects the dots
11-14	Show your experience and evidence
15-17	Help the right people find and understand you
18-19	Review, prioritise and make your changes
20-21	Sources and paid support

USE YOUR DIGITAL COPY

Read positioning first. Download and save your own copy, type into the answer boxes and tick the checklists. Save as you go. If a browser preview will not let you type, open the saved file in a PDF app with form support. Templates are prompts to adapt; all examples are illustrative.

Jobseeker

Make the target role, relevant strengths and evidence easy to find.

Career changer

Connect your existing experience to the work you want to do next.

Founder / freelancer

Explain what you solve, who for and where people can see your work.

Established professional

Show your expertise and the opportunities or conversations you welcome.

Before you polish, *pick a direction.*

Choose your primary direction, then type your working brief below. Use it to decide what belongs in your headline, About section and experience. You do not need to publish it.

WHO NEEDS TO UNDERSTAND YOU?

- ☐ Jobseeker
- ☐ Career changer
- ☐ Founder / freelancer
- ☐ Established professional

01 **I work in / am moving into...**

Your field or the direction you want to take.

02 **I am particularly good at...**

Two or three strengths you can demonstrate.

03 **I want to be known for...**

The specific focus you want someone to remember.

04 **I want this visitor to...**

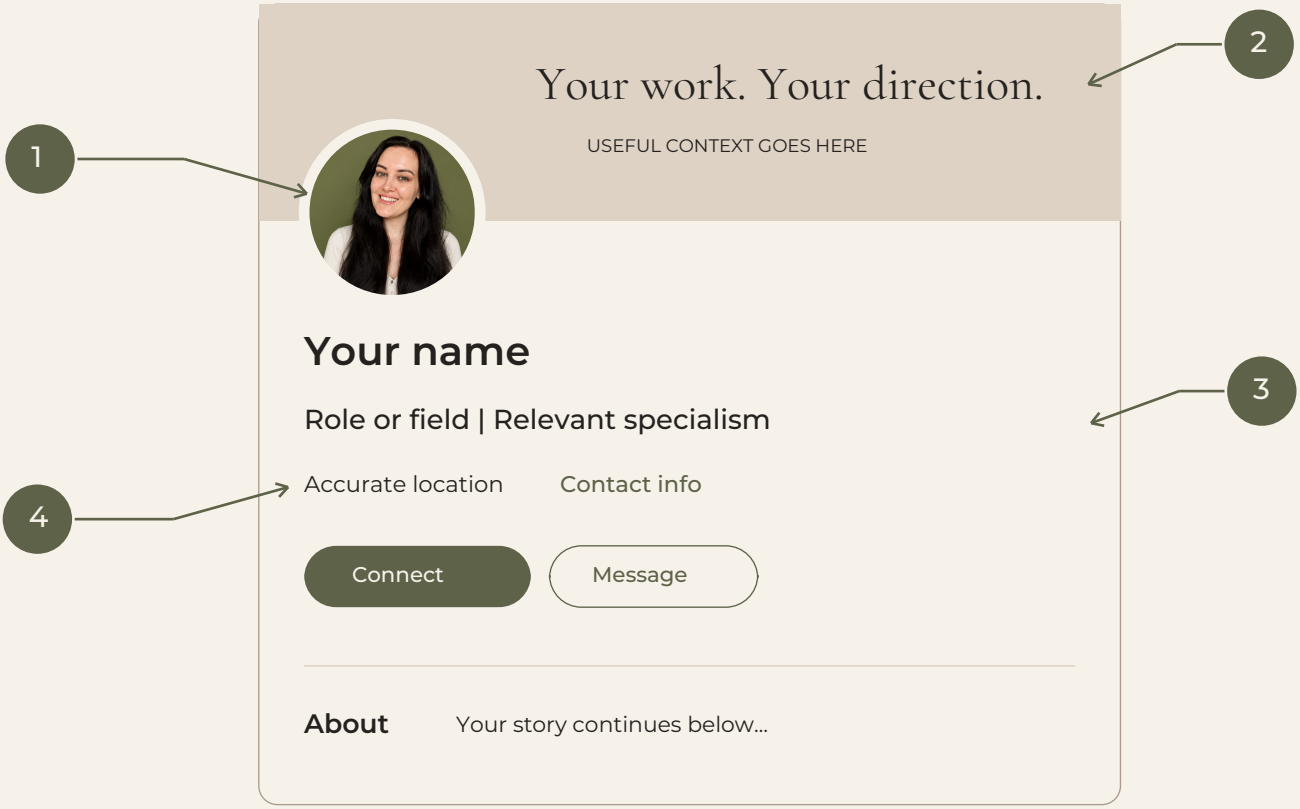
A sensible next action: connect, contact you or view your work.

A COMPLETED EXAMPLE

I work in people operations and want to move into employer branding. My strengths are candidate communication, onboarding and internal engagement. I want hiring teams to see how those strengths connect to candidate experience.

Make the introduction *make sense.*

Your photo, banner and headline should tell one consistent story.
Start with the parts a visitor sees together.



CHECK THESE FOUR THINGS

01 **Photo**

Recent, clear and recognisable at small sizes. Your face should be easy to find.

02 **Banner**

Give your work context. Keep key text clear of the profile photo and check mobile cropping.

03 **Headline**

Name your field and relevant strengths. See the headline lab on pages 6-7.

04 **Location & contact**

Be accurate about where you live. Share a professional contact route you are comfortable making visible.

Cover image: 1584 x 396 px recommended. LinkedIn Help [1].

Recognition beats *perfection.*

Your photo helps someone connect a comment, message or meeting with the person behind the profile. A recent, clear image is more useful than an expensive photograph that barely looks like you.



PHOTO CHECK

- [ ] Your face is visible at small sizes.
- [ ] Natural light and a simple background work.
- [ ] Your clothes fit how you work professionally.
- [ ] Skip heavy filters, distant full-body shots and group-photo guesswork.

You do not need a corporate headshot. Crop your image, preview the small circular version and check who can see it in your photo settings. [2]

Give the banner a job.

Use it to reinforce your direction: a concise service statement and website for a consultant, selected work for a designer, or a relevant image for a jobseeker. A simple banner can do the job beautifully.

1584 x 396 px

LinkedIn's recommended cover size.
JPG or PNG, under 8 MB. [1]

Keep important text away from the profile-photo overlap. Check the result on desktop and mobile: cropping can change with the viewing area. Your photo, headline and banner should make sense together.

Sources: [1] [2]

Give them *something specific.*

A useful headline gives people your field, specialism or audience.
Adjectives are doing a lot less work than you think.

BEFORE / LOTS OF WORDS, VERY LITTLE INFORMATION

Experienced, passionate and results-driven professional seeking exciting opportunities

AFTER / NOW WE KNOW WHAT YOU DO

Marketing Coordinator | Email Campaigns, Content Planning & Community Engagement

Build yours. Keep the useful bits.

A **ESTABLISHED PROFESSIONAL**

[Role or field] | [Specialism] | [Relevant context]

B **CAREER CHANGER**

[Transferable expertise] | Moving into [target field] | [Strength]

C **FOUNDER OR FREELANCER**

[What you do] for [who] | [Useful specialism]

A little more *information, please.*

Your headline can describe a direction your current title does not capture. It also appears in search results. Edit the Headline field in your profile's introduction section and save. [3] Choose the route that fits your actual experience.

A

ESTABLISHED PROFESSIONAL

People Operations Manager | Employee Experience, Onboarding & Internal Communications

Role or field + specialism + useful context.

B

CAREER CHANGER

Recruitment & Candidate Experience | Moving into Employer Branding | People-first Communications

Connect transferable expertise to an honest new direction.

C

INDEPENDENT BUSINESS

Brand & Website Designer for Independent Businesses | Clearer Brands, Easier Customer Journeys

Tell people what you do, who it is for and the relevant specialism.

DRAFT YOUR VERSION

Read it aloud. Can a stranger identify your field and strengths? Remove unsupported results, qualifications you do not have and keywords that make the sentence difficult to read.

Sources: [3]

Connect the dots.
Start with the work.

Your headline sets the direction. Your About section explains the experience behind it, the kind of work you care about and the next step you welcome. First person is fine. Specific work gives people more to judge than a string of adjectives.

01 Open

What you do now or are working towards.

02 Explain

Relevant strengths and problems you know.

03 Show

A concrete contribution, project or outcome.

04 Invite

A natural next step that matches your goal.

TEMPLATE / LOOKING FOR YOUR NEXT ROLE

I work in [field], with experience in [two relevant areas]. Most of my work has involved [what you actually do and why it matters].

One example is [project, responsibility or problem], where I [specific contribution]. I am particularly interested in [target role or direction] because [credible connection to your experience].

I'm interested in connecting with people working in [relevant field] and discussing opportunities in [target area].

COMPLETED EXAMPLE

I work in recruitment operations, with experience in candidate communication, interview coordination and onboarding. Much of my work has involved keeping hiring processes organised while making sure candidates know what is happening and what comes next.

In my last role, I coordinated interviews across multiple departments and helped improve the information candidates received before their first day. I am now focusing on people operations roles where I can build on that experience and contribute to a better employee journey.

I am always happy to connect with people working in recruitment, HR operations and employee experience.

Give every sentence a job. "Dynamic" is not a job.

Show the bridge. *Then cross it.*

A change of direction makes more sense when people can see the connection. Explain what you bring with you, what sparked the move and how you are building practical experience.

EXISTING EXPERIENCE	→	TRANSFERABLE VALUE	→	NEW DIRECTION
What you already know		What connects the two		What you are building

TEMPLATE / CHANGING DIRECTION

My background is in [current field], where I developed [transferable skills]. Through [specific experience, project or learning], I became interested in [new field].

What connects the two is [clear link]. I am now building experience in [new direction] through [course, project, volunteering or actual work].

I am keen to connect with [relevant people] and learn more about [specific area].

COMPLETED EXAMPLE

My background is in customer service, where I developed a strong understanding of customer questions, recurring problems and how people experience a business.

That experience sparked my interest in user research. I have started building practical skills through a small portfolio project analysing common support issues and mapping opportunities to improve the customer journey.

I am looking to connect with researchers and product teams, particularly those working on accessible digital services.

Describe the learning or project accurately. You can be moving towards a field without claiming experience you have not yet gained.

Who do you help?
What do you help with?

Give a prospective client enough detail to recognise whether you are relevant to them. Name the service or problem, explain how you work and point towards evidence or a sensible contact route.

YOUR FRAMEWORK

I help [specific audience] with [specific service or problem]. My approach focuses on [how you work or what makes your approach useful].

Typical projects include [two or three concrete examples]. If you would like to see how I work, [direct visitors to Contact info, Featured or your website].

YOUR OPENING LINE

A COMPLETED EXAMPLE

I help independent businesses turn unclear ideas into straightforward brand identities and websites their customers can actually use.

My work includes brand direction, website structure and content planning. I start by understanding the business, its customers and what the website needs to achieve before moving into design.

You can see examples of my work through the links on my profile or contact me to discuss a project.

The editing test

Read your About section aloud. Can you explain every sentence? Could a stranger identify your field, strengths and next step? Can you support every claim? Cut repeated ideas, unnecessary buzzwords and sentences that describe what you hope people will think instead of what you actually do.

Turn experience *into evidence.*

Two people can share a title and do very different work. Help a recruiter or prospective client understand your scope, contribution and relevant skills. Prioritise work that supports your current direction.

BEFORE / A LIST OF RESPONSIBILITIES

Responsible for social media, reporting and working with stakeholders.

AFTER / THE WORK BECOMES VISIBLE

Planned monthly content across three social channels, prepared performance reports for the marketing team and coordinated approvals with internal stakeholders.

Build an experience entry

01

Set the scope

Open with one or two sentences about the role and what it covered.

02

Choose relevant contributions

Describe three to five things you delivered, coordinated, improved or changed.

03

Add evidence you can support

Use reliable, shareable figures where available. Scope, decisions and deliverables can also be specific without a performance result.

Evidence without *exaggeration.*

01

Scale

Teams, markets, projects or channels: the extent of the work, if accurate and shareable.

02

Contribution

What you designed, delivered, coordinated, improved or changed.

03

Outcome

What happened as a result, where you can reasonably support the connection.

WRITING EXAMPLES

ONLY WHEN A VERIFIED RESULT EXISTS

Redesigned the onboarding email sequence, reducing repeated first-week questions by 25%, according to the team's internal tracking.

WITHOUT A NUMBER

Redesigned the onboarding email sequence to address common first-week questions and give new starters clearer guidance.

Private work. Real experience.

You do not need to publish private details about a gap or apologise for changing direction. Describe relevant work, training or projects when they add context. For confidential work, explain your role and process without naming clients, revealing private data or showing work you cannot share.

Early in your career? Placements, substantial university projects, volunteering and portfolio projects can demonstrate skills. Label them accurately. A personal project is not paid client work.

Only use a result when the data is real, shareable and supports the claim.

Show the work.
Explain why it matters.

Choose work that supports your direction. A project, article, presentation or example can show how you think before someone starts a conversation. Give each item a useful title and enough context to understand it.



LINK



POST / ARTICLE



DOCUMENT



IMAGE

PROJECT CAPTION

Website content restructure | A short explanation of how I organised a service website around customer questions. Includes the original problem, my approach and the final page structure.

WRITING CAPTION

Three lessons from coordinating high-volume interviews | An article on candidate communication and managing expectations.

EARLY CAREER CAPTION

Independent portfolio project | A customer journey review of a public website, completed as a learning exercise. Not commissioned by the business.

Posts, articles, external media, documents and links can be Featured work samples. Adding existing profile sections to Featured is a separate feature restricted to specified paid plans. [4,5]

Check what your own account offers. If Featured is missing, look under Add profile section. Preview and click behaviour can vary by content type and interface. An approved portfolio, press feature, interview or presentation can also work. Only share material you have permission to show.

Sources: [4] [5]

Let the details *back you up.*

Skills you can discuss

Choose skills that reflect work you can talk about and support the direction you set at the start. A focused, relevant list is easier to interpret than every vaguely related skill you can think of.

Ask someone who knows the work.

A recommendation is more useful when it describes a real working relationship or contribution. Make the request easy to answer without scripting praise for the other person.

COPY & ADAPT / RECOMMENDATION REQUEST

Hi [Name], I enjoyed working with you on [project/team]. I am updating my LinkedIn profile and wondered whether you would be comfortable writing a short recommendation about our work together, particularly [relevant area]. No pressure at all, and thank you either way.

Credentials with a purpose

Education, certifications, projects and publications belong on your profile when they add relevant context. You do not have to fill every available section just because it exists.

WHO COULD DESCRIBE A SPECIFIC CONTRIBUTION YOU MADE?

Use the words *they're looking for.*

Look at relevant job descriptions, professional communities or the way your customers describe their problems. The phrase they recognise may be more useful than your internal company acronym.

TOO VAGUE

I create innovative solutions and deliver transformation.

CLEARER

I work on onboarding processes, employee communications and people operations.

Build a small language bank.

Collect terms that accurately describe your work. Use them naturally in your headline, About section, experience and skills. If a phrase sounds ridiculous when you say it aloud, rewrite it.

My audience's words

My relevant experience

Where this belongs on my profile

There is no magic keyword formula or guaranteed search ranking. A clear profile can be built without paid promotional buttons or AI writing features; some extras require subscriptions. [10]

Where are you?
How can people reach you?

Use an accurate location and an industry selection that reflects your work. If someone is considering you for a local role or project, they need enough information to judge practical fit.

Relocation is a plan. Explain it.

If you want to relocate, say so in your About section or headline where it makes sense. Be clear about where you live now, where you hope to move and any relevant timeline. Discovering this late in a conversation can waste time and damage trust.

AN ADAPTABLE RELOCATION LINE

Based in [current location]. Open to relocating to [target location] from [timeframe, if known].

- [ ] **Contact details [6]**

  Review Contact info and the email visibility settings. You do not need to publish a personal telephone number; a professional email or website may be more appropriate.

- [ ] **Public profile [7]**

  Choose what you are comfortable showing outside LinkedIn. Public-profile settings affect what is eligible for display; a visitor may still see a limited preview or sign-in prompt.

- [ ] **Your profile URL [8]**

  Review your custom URL and choose an available variation of your name or brand. Check any job-seeking or service indicators against your actual situation and comfort with visibility.

Sources: [6] [7] [8]

You still have to *speak to people.*

A strong profile gives your interactions context. You still need to introduce yourself, contribute to relevant conversations and maintain professional relationships. You do not need to become a daily content creator.

01

Follow with a purpose

Look for people and organisations relevant to your direction, beyond the biggest accounts.

02

Contribute something useful

Ask a genuine question, share relevant experience or offer a perspective you can discuss confidently.

03

Share work you can stand behind

Useful observations and real projects give someone a reason to visit your profile.

04

Keep the relationship human

Reply thoughtfully, follow up after real interactions and avoid identical pitches to everyone who connects. Update your profile when your work changes.

A QUICK NOTE ON THE FEED

LinkedIn describes using profile information and past interactions as signals for personalised recommendations. [9] This explains context, not a formula for reach. Nobody outside LinkedIn can promise a particular result from a profile change.

Job hunting still involves tailored applications, relevant networking and preparation. A business profile still needs a clear offer and good client experience behind it.

Would a stranger *understand it?*

Use this after making your changes. Start with positioning, headline and About; then check experience, evidence and settings. You do not have to finish everything in one sitting.

- [ ] **Direction**

  My headline explains my field and relevant direction.

- [ ] **First impression**

  My photo and banner are clear and consistent with that direction.

- [ ] **About**

  My About section explains my experience and gives useful context.

- [ ] **Experience**

  My role entries describe my contributions accurately.

- [ ] **Evidence**

  My strongest relevant work is visible where appropriate and permitted.

- [ ] **Credibility**

  My skills, qualifications and recommendations are relevant and truthful.

- [ ] **Practical details**

  My location, visibility and contact information are intentional.

- [ ] **The visitor's next step**

  Someone arriving after seeing my activity can understand why they might connect and how to do it.

ONE LAST PASS

Review the whole profile on mobile as well as desktop. Read it aloud, test your links and ask someone unfamiliar with your work what they think you do.

Make the next *change obvious.*

Choose the changes that will make your profile easier to understand. Type the exact edit or asset you need, then decide how you will check it. Keep these notes beside your profile as you work.

01

Section to improve

The specific change

How I will check it

02

Section to improve

The specific change

How I will check it

03

Section to improve

The specific change

How I will check it

MY VISITOR SHOULD UNDERSTAND...

Sources & notes

Platform-specific guidance was checked against LinkedIn's own help pages and engineering publication. Source numbers sit beside the relevant advice. Click a reference below to open it.

[1] Add or change the cover image on your profile
LinkedIn Help

[2] Add, change, edit, or delete your LinkedIn profile photo
LinkedIn Help

[3] Edit Your Headline
LinkedIn Help

[4] Featured section on your profile FAQs
LinkedIn Help

[5] Add or remove your profile content from the featured section
LinkedIn Help

[6] Edit the Contact Info Section of Your Profile
LinkedIn Help

[7] Control your public LinkedIn profile
LinkedIn Help

[8] Manage your public profile URL
LinkedIn Help

[9] Engineering the next generation of LinkedIn's Feed (12 March 2026)
LinkedIn Engineering

[10] Edit your profile
LinkedIn Help

[11] My services: The Clarity Session
By Joanna Clare

Features, menus and access can change. Check the relevant source and your own account before following a route. All sources were checked on 1 November 2026.

By Joanna Clare

Start with a *Clarity Session.*

A PAID 60-MINUTE, ONE-TO-ONE MARKETING CONSULTATION

One hour.
One challenge.
A clearer way forward.



If working through this guide has uncovered a positioning or marketing question you would like to talk through, bring one specific challenge.

We'll use the hour to make sense of it, explore your options and work out practical next steps you can take yourself.

The Clarity Session is paid support. A free introductory fit call is a separate conversation, rather than the session itself. Check current details or enquire through the website. [11]

Let's work out what needs your attention.

byjoannaclare.com

hello@byjoannaclare.com

Explore the Clarity Session