

LinkedIn Makeover

A LinkedIn makeover is not about personal branding. It's about removing friction before conversations, to make it easier for the right people to engage with you.

Below are some pointers to help:

Profile area	Signal
Profile photo	Trust - Do I look credible and professional?
Banner + Headline	Relevance - Is it immediately clear who I work with and what problems I help resolve?
About section	Clarity - Can someone understand what I do and why it matters in under 30 seconds?
Experience section	Value - Do I describe outcomes and impact, or my role and responsibilities?
Featured section (optional)	Conversation - Is there a reason to engage, reply, or start a discussion?

Additional tips

The **Banner** sizing is quite unique in LinkedIn, and lining up with your Profile Photo can be a challenge.

When creating the Banner, the size of the picture should be:

- 1584 × 396 pixels (a 4:1 ratio)
- Format should be PNG or JPG
- Leave about 1/4 - 1/3 of the bottom left empty, for your Profile Photo to sit on top

Your **Headline** should give an even shorter insight into what you do than the About section, as well as describe your role. Keep to 2-3 lines tops (not an essay).

About section shows the first 2 lines. Make them compelling and interesting enough to get someone to click on "...more"

Experience section should highlight Measurable outcomes you have created for your clients. This often leads to discussions about current/past roles, and gives you a way to provide more Customer-Centric value.