THE

Visible Expert

LinkedIn profile headline tips

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Your LinkedIn profile is central to our personal brand. Central to how prospective clients, employees, investors, or employers find and get to know you. Central to how they will decide whether or not you appear to be a trustworthy expert who can help them solve their problem or lead them to their next opportunity.

Why Your Headline Matters

The headline on your LinkedIn profile can either work on your behalf, bringing relevant people to your profile, or it can work against you, chasing your target audience away.

Think of your LinkedIn headline as your own personal billboard that follows you around LinkedIn. Wherever your name appears on LinkedIn (your own posts, in the newsfeed when commenting on others' posts, and in search results), your headline is right there beside you. It tells everyone who passes by a bit about who you are and what you can do for others.

Your headline should give someone a small preview of who you are and what you do. When well-written, it creates interest and serves as an invitation to learn more by visiting your profile.

Where your headline shows up

1. On your profile: The headline appears at the top of your profile. However, this is not where the power of the headline shines. Anyone reading your headline is already on the profile.

2. In search results: This is a critical opportunity for your headline to stand out. When your name and headline appear on a page of LinkedIn search results, it is because someone used search terms that appear in your profile. It is very possible that this person is in your target audience. Your customized headline (a.k.a your personal billboard) should call out to them, inviting them to visit your profile to learn more.

3. In the newsfeed: Each time you post content to the newsfeed, or comment on someone else's post, your name and headline appear. This is a chance to be seen by people who don't yet know you and who might be your target audience.

Tactical tips

1. By default, LinkedIn uses your current job title and company as your headline. To stand out from the crowd and attract attention, be sure to edit this field and add your own customized headline.

2. The LinkedIn headline allows 220 characters. Due to the fact that the headline is often truncated in the newsfeed and in search results which means that the entire headline isn't visible. I strongly recommend that the most important words are placed within the first 45 characters, describing what you do. While selecting these keywords should be based on your target audience's language, resist the temptation to pack your headline full of keywords.

Writing your headline

1. Consider what you most want to be known for and what your target audience wants or needs.

2. Many people use the XYZ formula in their headlines.

"I help (serve, coach, lead, etc.) ___X__ to ____Y____ in order to ____Z___"

Examples:

I help entrepreneurs make smarter hiring decisions in order to grow faster.

I help corporate executives build a thought leadership presence to increase brand trust.

3. Use the words your target audience uses to describe their problem or need. This may be different than how you're accustomed to describing what you do.

Your turn...

I can't wait to see how you apply these tips to create a more engaging and effective headline. Send me a message on LinkedIn so I can celebrate you taking this important step.

If you are ready to achieve your dreams, invest in yourself, and take action, I am ready to help you find a new level of success.

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