



NEILPATEL

# Profile Guide

Advanced Strategies To Turn Business  
Connections Into Leads & Customers

## LinkedIn Profile Guide

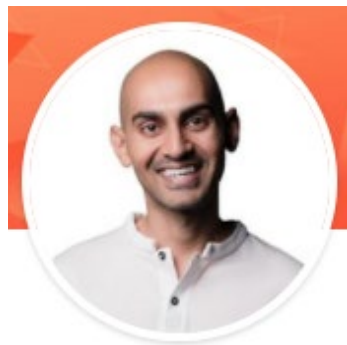
### Why LinkedIn?

LinkedIn has over 260 million active users per month and 575+ million users total. Of people who are active on the platform about 40% use it on a daily basis. In the united states alone there are 150+m users alone. However it is important to make an impact since users only stick around for 17 minutes per month. This means people will look at your profile for a brief moment. In this guide we'll tell you exactly how to optimize your profile so you can leave a good impression and expand your brand in a positive manner!

In short if you're not using LinkedIn you're missing a huge chunk of your potential leads.

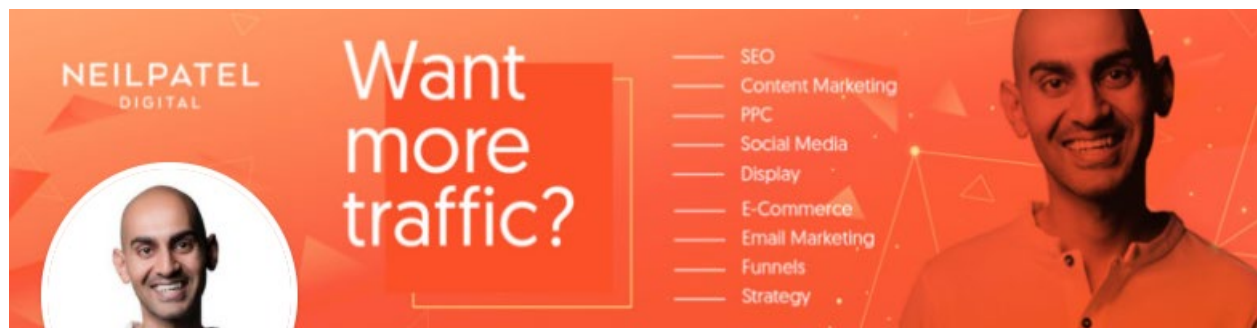
### Profile Picture

Choose a recent picture that is actually you or your brand. We suggest to take a picture that takes up 60% of the avatar space. Next up you'll have to choose a good expression on your photo itself. If for a brand we suggest to use the branded photo that you use across all your sales channels. Consistency is key.



### Cover

In your cover we are suggesting to solve a pain problem of the customer. For example: People want more traffic, you can turn that into "Want more traffic?"



## Headline text

There is a 120 character limit on the headline, it's important to include keywords and important information that people should know when visiting your LinkedIn page.

## Neil Patel

Co-Founder at Neil Patel Digital

Seattle, Washington · 500+ connections · [Contact info](#)

## LinkedIn Summary

When writing your LinkedIn summary you want to be as factual as possible. Use data to back up your results and have a clear call to action. Be as authentic as possible and share your personal interests or your brand mission / what your company does. Make sure that your summary is keyword rich. The character limit is 2000 characters.

**traffic?**

- Display
- E-Commerce
- Email Marketing
- Funnels
- Strategy

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**Neil Patel** · 3rd  
Co-Founder at Neil Patel Digital  
Seattle, Washington · 500+ connections · [Contact info](#)

**Neil Patel Digital**  
**California State University, Fullerton**

### About

I am a New York Times bestselling author. The Wall Street Journal calls me a top influencer on the web, Forbes says I am one of the top 10 marketers, and Entrepreneur Magazine says I created one of the 100 most brilliant companies. I was recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations.

I've helped Amazon, Microsoft, Airbnb, Google, Thomson Reuters, Viacom, NBC, Intuit, Zappos, American Greetings, General Motors, and Salesforce grow through marketing.

My marketing blog generates over 3 million visitors per month (51% of them spend money on paid ads), my Marketing School podcast generates over 1 million listens per month, my YouTube channel about marketing has over 20 million views and half a million subscribers, I have 960,000 Facebook fans, and 343,000 Twitter followers.

I've spoken at over 310 conferences and companies around the world. From speaking at Facebook and Thomson Reuters to every major growth marketing conference, I'm available and interested in speaking at events worldwide.

For speaking opportunities, collaborations, events, and business development, please email Grant Lingel ([grant@neilpatel.com](mailto:grant@neilpatel.com)).

## Skills & Endorsements & Recommendations

We suggest to edit your endorsement section and endorse other people every day. This way you can build connections and get other people to endorse your skills.

### Skills & Endorsements

SEO · 99+

Rajesh Namase and 99+ connections have given endorsements for this skill

Online Marketing · 99+



Endorsed by Jim Boykin and 239 others who are highly skilled at this



Endorsed by 3 of Neil's colleagues at Neil Patel Digital

Web Analytics · 99+



Endorsed by Hiten Shah and 90 others who are highly skilled at this



Endorsed by 3 of Neil's colleagues at Neil Patel Digital

[Show more](#) ▾

Similar to endorsements we also advice you to recommend people and in return you might get recommendations. Make sure your recommendations are from relevant people within the space.

### Recommendations

[Received \(25\)](#)

[Given \(15\)](#)



**Pramod Yadav**

Digital Marketing Expert (SEO  
PPC SMO)

February 15, 2019, Neil was senior to Pramod but didn't manage directly

Neil Patel is an astounding proficient, who brings the majority of the abilities and skill in digital marketing brand the board, content promoting and web-based social networking showcasing.



**Mario Peshev**

CEO @ DevriX & Business  
Advisor @ Growth Shuttle |  
Scaling WordPress past  
500MM views

December 23, 2018, Mario worked with Neil but at different companies

Neil has been my go-to resource for all sorts of digital marketing, SEO, content strategy, community building, and brand development through free content. His content was absolutely instrumental to my professional growth, scaling my agency from 25 to 40+, refining my inbound marketing strategy, and adopting a number of ... [See more](#)

[Show more](#) ▾

## Interests

In this section you can link to your other brands / other parts of your business. You can also highlight people you often collaborate with or work together with. Again the more you put other people in your interests you can ask others to do the same.

### Interests



**Ricardo Amorim**

Most followed LatAm LinkedIn Influencer,...  
2,112,864 followers



**Gary Vaynerchuk**

Chairman of VaynerX, CEO of VaynerMedi...  
4,297,313 followers



**Media and Marketing Community**

27,478 members



**Branding Professionals**

22,492 members



**Kissmetrics**

14,078 followers



**Gustavo Caetano**

CEO da SambaTech, LinkedIn InFLuencer (...)  
560,707 followers

[See all](#)

## Groups

You can join groups that are relevant to your niche. Be active within these groups and build up connections with these people. The more connections you build up the more opportunities will arise. You can also use the groups to share your latest products, blogposts or other information regarding your brand.