

# Top 10 LinkedIn Tips Guide

Laurence Svekis

<https://www.linkedin.com/in/svekis/>

# Profile Picture

Use a professional profile picture: A professional headshot is essential for making a good first impression on potential connections and employers.



**Laurence Svekis** ✓

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# Headline

Write a compelling headline: Your headline is the first thing people see when they come across your profile, so make sure it accurately reflects your professional brand and grabs their attention.

## **Laurence Svekis** ✓

Best Selling Course Author - 1,000,000+ Students. Web  
Technology Expert - Google Developer Expert - Author - Speaker

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# Your Summary

Optimize your summary: Your summary is your chance to tell your professional story and highlight your unique skills and experiences.

Show an activity

## About

Helping others to experience and learn more about what is possible online. As a web technology expert I enjoy sharing my knowledge helping other learn about digital technology. I've had the honour of being able to reach over 1 MILLION students worldwide throughout my 18 years of producing digital e-learning content.

I enjoy working on sharing knowledge and demonstrating how to bring amazing things to life online! Helping to spread knowledge to everyone. Innovative technology expert with a wide range of real world experience. Providing Smart digital solutions online for both small and enterprise level businesses.

"I have a passion for anything digital technology related, enjoy programming and the challenge of developing successful digital experiences. As an experienced developer, I created my first computer applications in 1990, and my first website in 1998. I enjoy sharing my knowledge with others and want to help you share in the wonderful opportunities that the internet provides."

"Learning, understanding with a strong passion for education. The internet has provided us with new opportunities to expand and share knowledge."

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# Job Experience

List your current and past job experiences: Make sure to include your current job title, company, and a brief description of your role, as well as your past job experiences.

## Experience



### Google Developer Expert

Google Developer Experts · Freelance

Apr 2020 - Present · 2 yrs 10 mos

A Google Developers Expert is a person recognized by Google Inc. as having exemplary expertise in one or more of their Google Developers products. GDEs are awarded through the Google Develop ...see more



GDE-Social-Linkedin-Banners-experts.png

[https://developers.google.com/community/experts/directory/profile/profile-laurence\\_\(lars\)\\_svekis?hl=en](https://developers.google.com/community/experts/directory/profile/profile-laurence_(lars)_svekis?hl=en)



### Champion Google Cloud Innovators

Google Cloud Education · Freelance

Sep 2022 - Present · 5 mos

Toronto, Ontario, Canada


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# Highlight Skills

Highlight your skills: Use the skills section to highlight your strengths and areas of expertise. This will make it easier for potential employers to find you when searching for candidates with specific skills.

**Google Suite**



 46 endorsements

**JavaScript**



 Passed LinkedIn Skill Assessment

 45 endorsements

**E-commerce**



 50 endorsements

**SEO**



 66 endorsements

**SEM**



 38 endorsements

**Social Media Marketing**



 38 endorsements

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# Get endorsements

Get endorsements and recommendations:  
Endorsements from your connections and recommendations from past employers can help boost your credibility and make you stand out.

## Recommendations



Show all pending

### Given



**Lawrence Suekis** · 1st

Course Demo Profile

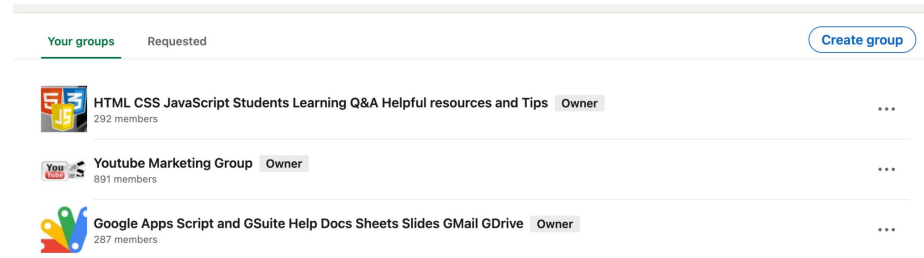
September 16, 2021, Lawrence managed Lawrence directly

I know Lawrence well - I highly recommend Lawrence

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# Groups

Join relevant groups: Joining groups in your industry can help you stay up-to-date on industry news and connect with other professionals in your field.



The screenshot displays the LinkedIn Groups interface. At the top, there are two tabs: 'Your groups' (active) and 'Requested'. A 'Create group' button is located in the top right corner. Below the tabs, three group listings are shown, each with a profile picture icon, the group name, the number of members, and the role of the user (Owner). The first group is 'HTML CSS JavaScript Students Learning Q&A Helpful resources and Tips' with 292 members. The second is 'Youtube Marketing Group' with 891 members. The third is 'Google Apps Script and GSuite Help Docs Sheets Slides Gmail GDrive' with 287 members. Each listing has a three-dot menu icon on the right.

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# Content

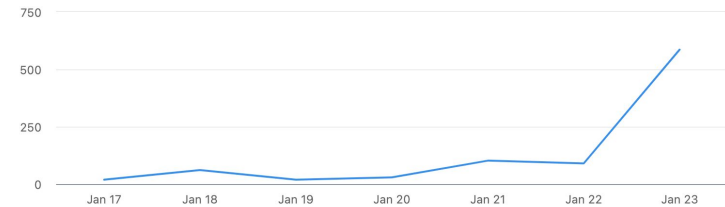
Share valuable content: Share relevant articles, blog posts, and other content to demonstrate your industry knowledge and establish yourself as a thought leader.

## Content performance 📊

**906**

Impressions

▲ 586.4% past 7 days



Daily data is recorded in UTC

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# Be Active

Be active: Regularly update your profile and engage with your connections by liking, commenting, and sharing their content.

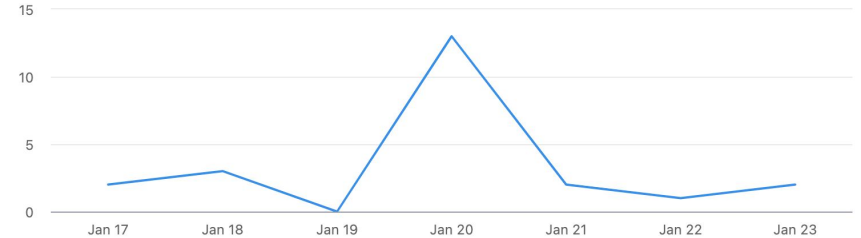
**24,636** ⓘ

Total followers

▲0.1% past 7 days

**New followers** ⓘ

Past 7 days ▾



Daily data is recorded in UTC

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# Contact Info


Make it easy to contact you: Include your contact information, such as your email address and phone number, so that potential employers and connections can easily get in touch with you.


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Laurence Svekis ✓ ✕


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Contact Info ✎

 **Your Profile**  
[linkedin.com/in/svekis](https://www.linkedin.com/in/svekis)

 **Websites**

- [discoveryvip.com/Contact](https://discoveryvip.com/Contact) (Company)
- [basescripts.com/](https://basescripts.com/) (Portfolio)
- [udemy.com/user/lars51/](https://udemy.com/user/lars51/) (Portfolio)

 **Email**

 **Twitter**  
[discoveryvip](https://twitter.com/discoveryvip)

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# Conclusion

Overall, your LinkedIn profile is your professional online identity, so invest time and effort to make it as complete and professional as possible. It's a living document that should be updated regularly with your latest experiences, skills, and achievements.

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