

The background features a dark navy blue field with large, stylized, rounded shapes. On the left, there are several overlapping shapes in shades of blue and teal. On the right, there are shapes in shades of yellow and orange, with one prominent shape that resembles a large, upward-pointing arrow or a stylized 'V' shape. The overall aesthetic is modern and graphic.

Upgrade your
LinkedIn profile

Quick introduction

Welcome to Wildbos' Ultimate LinkedIn Guide!

With this guide, you can transform your LinkedIn profile from a simple CV to an effective tool that attracts new clients.

What's the goal?

Our guide is designed to help Founders, CEOs, and Sales professionals make the most of their LinkedIn profiles.

By making small, yet impactful changes, you can greatly enhance the appeal of your profile. The result? Instead of visitors quickly leaving your page, they'll be drawn in and become valuable leads.

Why it's more than just a Checklist:

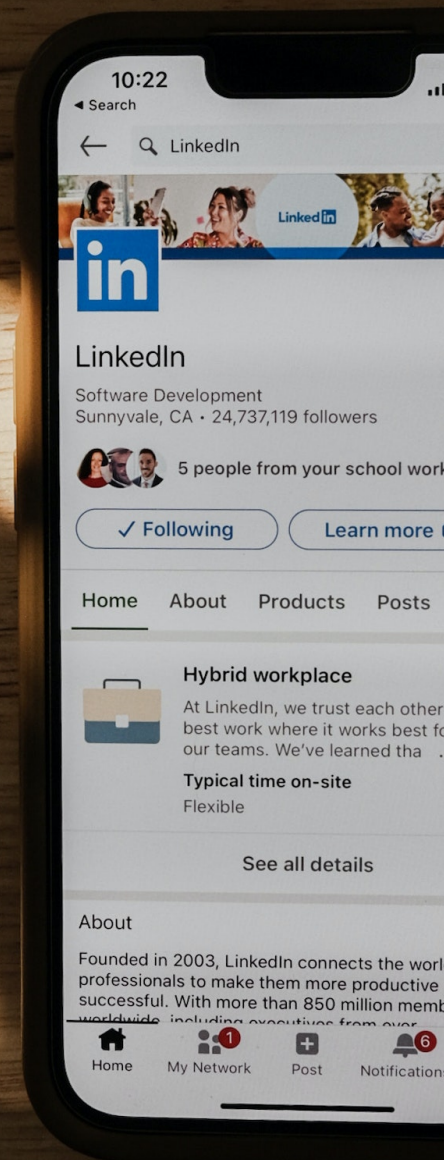
Improving your LinkedIn profile isn't just about ticking off tasks. It's an art. It combines elements like SEO, powerful writing techniques, and eye-catching visuals.

Need more help?

If you want to take your LinkedIn profile to the next level, check out Wildbos' E-book or our specialised optimisation packages.

Learn more:

Find out more about what we offer at <http://wildbos.com>.



Who are we.

Having worked in Lead Generation and Marketing for a combined 20 years, we heard so many awesome stories. Unfortunately, these stories were not shared with the public.

So we decided to step up.

Now, Wildbos serves a diverse range of companies, fuelling their growth and elevating their brand awareness.



Rik Renzenbrink
Commercial



Joost Toornend
Operations

"The guys from Wildbos helped JIBSER with communication. It helped us to close multiple deals straight away."



The Checklist

Pre-optimisation

- Define your ideal customer profile
- Identify and list profile-relevant keywords.

LinkedIn URL

- Customize your personal LinkedIn URL.
- Ensure the URL is SEO-friendly, shows professionalism, and aligns with your brand.

Headline

- Focus the headline on addressing the ICP's needs.
- Incorporate 'What I do', 'For whom I do it', and 'How I do it'.
- Optimize the headline for SEO.

Banner

- Adhere to the 1584x396 pixel dimension.
- Design should resonate with your brand and captivate visitors.
- Clearly and concisely communicate your value proposition.
- Incorporate a compelling CTA.
- Ensure mobile and desktop optimization.

Profile Picture

- Use a clear, professionally lit photo, ideally a laughing headshot.
- Opt for a brand-consistent background.
- Incorporate an SEO-optimized tagline.
- Incorporate a compelling CTA.
- Set the profile picture visibility to public.

Creator Mode

- Activate "Creator Mode" on your LinkedIn profile.
- Make the most of the "Featured" section with at least two standout items.
- Ensure featured section thumbnails are brand-aligned and captivating.
- If applicable, enable and complete the 'Open to - Service Page'.
- Incorporate profile topic hashtags and a custom link or CTA beneath the headline.

About

- Tailor the 'About' section to educate your ICP.
- Employ the PAS copywriting framework.
- Craft a gripping introduction with the first four sentences.
- Conclude with a compelling CTA.
- Maximize the 2600 character limit.

Experiences

- Align all experiences with your current ICP's needs.
- Incorporate media in your current experience section.
- Add a media link with a CTA in the current experience section.
- Ensure media thumbnails in experiences are brand-consistent and engaging.
- Use the PAS structure for experience descriptions.
- Incorporate skills that are consistent across profile sections.

Final Checks

- Thoroughly proofread your profile for any typos or grammatical inconsistencies.
- Ensure your profile is SEO-optimized.
- Disable the "People also viewed" setting.



Bonus

LinkedIn URL

A personalised LinkedIn URL, especially one incorporating your name, can significantly bolster your search engine visibility.

Headline

The initial 45 characters are pivotal. On certain LinkedIn sections, like comments, only these characters are visible. A recommended structure is: "What I do / Value proposition | My Role | Official Title | Company Name"

Banner

Leverage free tools like Canva to craft a standout banner that aligns with your brand. Remember, the ideal dimensions are 1584px by 396px with a 24px border padding.

Creator Mode

The "Featured" section is a golden opportunity to spotlight your pivotal work, CTAs, articles, links, or media. This is accessible only when 'Creator Mode' is activated. Thumbnails in this section should be captivating and consistent with your brand. Tools like Canva can assist in crafting these visuals.

About

The 'About' section is more than a professional narrative. It's a strategic space to directly address your ICP, highlighting how you can mitigate their challenges and add value. Remember, it's about them, not just you. Utilise the PAS framework for a compelling narrative.

Experiences

Your experiences should resonate with your ICP, underscoring how you can alleviate their challenges and add value. It's about the value they derive from collaborating with you.

Each experience offers a chance to showcase media, an opportunity you shouldn't miss. Reuse or craft new visuals using Canva



Congratulations!

Your LinkedIn profile is now better than before, and you did it without spending a penny!

Haven't achieved the perfect LinkedIn profile yet?

We understand.

As a CEO, Founder, or Sales Executive, you excel at leading teams, making deals, and growing businesses. Perfecting a LinkedIn profile shouldn't be another task on your plate. It can be frustrating to put in effort and still not see the results you want.

Imagine a LinkedIn profile that truly works for you. A profile where every visitor is a potential lead. Where your strengths stand out. Where every detail, from your headline to your experiences, directly appeals to your ideal clients. A profile that not only makes you proud but also effectively promotes your brand.

Let Wildbos Assist You.

We do more than just provide checklists. We transform profiles and run entire pages.

We know the secrets to make a LinkedIn profile into a powerful tool for your business.

Let's schedule an introduction to learn how we can grow your business.

What we offer

Full profile update €299 per profile €249 per extra	Starter 3 days per week €1750 per month	Most popular Growth 5 days per week. Incl. Carousels €2500 per month	Sprint 5 days per w. Incl. Carousels Inc. SEO Blog €3000 per month
--	--	--	---

All prices exclude Dutch VAT

What others say



Anne Troelstra
CEO JIBSER

'The guys from Wildbos helped JIBSER with communication. It helped us to close multiple deals straight away. I can highly recommend working with them'o



Lodewijk Keulen
Serial Entrepreneur

Wildbos has helped me with a beautiful design for my LinkedIn profile. Super fast and now much more leads through my profile and much better visibility!"



