

# 6 +1 fast and simple ways to improve your LinkedIn profile and build relationships



[www.herodigitalmarketing.com.au](http://www.herodigitalmarketing.com.au)

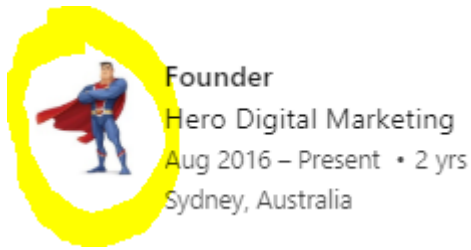


The LinkedIn profile page is the foundation for your personal branding. Over time it changed to be clearer and more visual. Here are 6 + 1 things that you can do to make the most of that potential.



[www.herodigitalmarketing.com.au](http://www.herodigitalmarketing.com.au)

# 1) Make sure you have a Business Page for your business and there is a logo

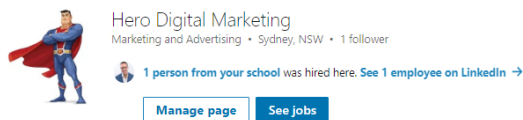


When clicking on the link for the name



you should see a business page

eg



## About us

We unlock the potential for our clients to get new customers through Digital Marketing Options

## Company details

Website  
<http://www.herodigitalmarketing.com.au>

Headquarters  
Sydney, NSW

Year founded



2) Choose the right profile picture for LinkedIn and have a good background image



The image shows a LinkedIn profile banner for Hero Digital Marketing. On the left is a circular profile picture of a man with glasses in a blue suit. The banner text reads "Hero Digital Marketing" in a large, bold, black serif font, with the website "www.herodigitalmarketing.com.au" in a smaller font below it. To the right of the text is a cartoon illustration of Superman. Below the main text, the slogan "We get our clients more customers" is written in a red, sans-serif font. At the bottom right of the banner are the LinkedIn logo and a blue pencil icon for editing.

Your initial image is how people are introduced to you and (visual beings that we are) it governs their impressions from the start.



### 3. Make your headline more than just a job title

Alex Dance

Founder at Hero Digital Marketing: we get our clients new customers | Speaker

Use a headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick



#### 4) Make your link/url better

This is easy to do and even if your name is taken you can still add Australia or something else simple

eg

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#### Edit URL

Personalize the URL for your profile.

[www.linkedin.com/in/alex-dance](http://www.linkedin.com/in/alex-dance) 



## 5. Turn your summary into your story

The first thing to say about your LinkedIn summary is – make sure you have one! It's amazing how many people still leave this field blank when creating their LinkedIn profile.

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I started on my marketing journey because of mathematics and statistics background. For some of Australia's biggest businesses and loyalty databases, I calculated and understood which marketing campaigns were delivering the greatest results. For all my clients it quickly became apparent that Digital Marketing was the most effective option. It also quickly became apparent that digital marketing, when done well, gave even the smallest of businesses the chance to compete and win in a big way.

That was back in 2007 and I have been a digital marketing tragic ever since.

My sole purpose is to help businesses effectively compete and scale up using the best digital marketing options available. We do this through getting them new cost-effective leads, and then help them convert those leads.

We have a 4 step approach when working with clients

- Understand our clients' needs
- Put together a growth strategy
- Implement the plan
- Deliver better results through tracking and improving

My team and I have helped over 100 clients through delivering one-off projects, being their consistent marketing team, delivering consistent leads and being their resource for the best options and marketing tools available.

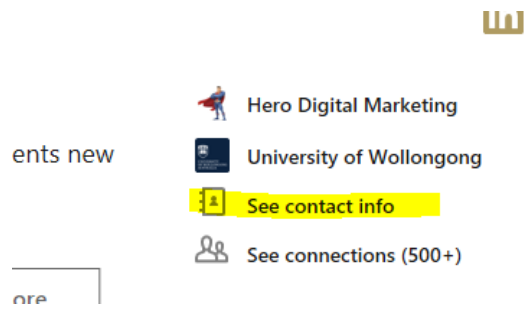
Have some faith and get in touch via call or email. Together let's add value to your business and take it to the next level.

Contact: alex@herodigitalmarketing.com.au or 0414 293 628



## 6) Make sure your contact info is right

eg



A screenshot of a LinkedIn interface showing contact suggestions. At the top right is a gold crown icon. Below it, a list of suggestions is shown. The first is 'Hero Digital Marketing' with a superhero icon. The second is 'University of Wollongong' with a blue square icon. The third is 'See contact info' with a yellow background and a person icon. The fourth is 'See connections (500+)' with a person icon. On the left side, there are partial text elements: 'ents new' and 'ore'.

## Alex Dance

### Contact Info



#### Alex's Profile

[linkedin.com/in/alex-dance](https://www.linkedin.com/in/alex-dance)



#### Website

[herodigitalmarketing.com.au](https://www.herodigitalmarketing.com.au) (Company Website)



#### Phone

[0414 293 628](tel:0414293628) (Mobile)



#### Email

[alex@herodigitalmarketing.com.au](mailto:alex@herodigitalmarketing.com.au)



## 7) This was titled 7 ways to improve. Here is a bonus. Work with a Partner

Hero Digital Marketing offer:

- A consultancy service to further advise how to improve a profile
- We improve profiles through the above and other options
- A Lead Generation Service for clients who can benefit from growth by making business connections and nurturing these connections into business relationships. It is a great strategy for business people seeking strategic alliances or referral partners ie, a Pest Control business seeking relationships with Real Estate agents who can refer them business.



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