



## Personalize the Link to your LinkedIn Profile

By Jan Wallen

### New 2014 Updated Version!

Here's a tip that will increase your visibility and credibility on LinkedIn and everywhere. It's from my book *Mastering LinkedIn in 7 Days or Less* ([available at www.JanWallen.com](http://www.JanWallen.com)):

Your LinkedIn Profile is like your own personal Web page, and in effect is a marketing piece to promote you and your company. Most of the search engines search your LinkedIn Profile when it's complete. In real estate, there's a Rule of Thumb that says, "Location, location, location!" With marketing, sales and LinkedIn, it's "Frequency, frequency, frequency". You want as many people as possible to see your name and your company name as often as possible.

LinkedIn automatically gives you a link to your LinkedIn Profile. It's a combination of numbers and letters, and will look something like this:

[www.linkedin.com/in/468406/0/376/b](http://www.linkedin.com/in/468406/0/376/b).

This link is the easy way to send people to your LinkedIn Profile. For example, **use it in your email signature**. And in the **Resource Box** when you write and distribute articles, and on your **resume**. Your LinkedIn Profile isn't exactly like your resume because you can put more information in your Profile, and can expand on the descriptions of the results you've achieved. In your resume, you're limited in space. It's also backwards oriented, showing only what you've done in the past in a very brief form. With your LinkedIn Profile, you're not. Also, your LinkedIn Profile also includes information on what you're doing now and what you want to do.

**When the link to your LinkedIn Profile is personalized, people see it and immediately know who you are.** And are many times more likely to click and go there. This is great visibility for you no matter what you want LinkedIn to do for you.

To personalize the link to your LinkedIn Profile, login to LinkedIn and start at the LinkedIn Home page.

1. Go to the **Edit Profile** tab: Hover your mouse over **Profile** in the Menu Bar and click [*Edit Profile*]. You'll see your Profile with blue pencils next to several lines that you can change. Look to the right of your photo, and you'll see **Customize Your Public Profile** at the top. Scroll down until you see **Your public profile URL**. Look carefully, and you'll see

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**Customize Your Public Profile URL** in blue. Click there, and you'll see the URL that has numbers and letters in it.

2. Type your name in the white box, and then click on [*Set Custom URL*]. For example, after I personalized the link to my profile, it says: [www.linkedin.com/in/janwallen](http://www.linkedin.com/in/janwallen).

If you have a name that many people have, someone else may have put their name at the end. Be creative, and add a number or word at the end of your name in that white box.

Your personalized link gives you a way to be on peoples' radar screen regularly, so use it! Put it in your email signature the same way that you put your company name, email address, phone number and Web site. You can also make a hyperlink with that link. Put it on your resume with your contact information. People I would not have found or known about have clicked through to my Profile after they saw the link in my email signature, and invited me to connect. I like to make it stand out and make it clear to people what it is, so in my email signature, I put:

Jan Wallen

[www.JanWallen.com](http://www.JanWallen.com)

Connect with me on LinkedIn: <http://www.linkedin.com/in/janwallen>

You've just read one more of my LinkedIn Insider Secrets. If you found these tips helpful, you'll find lots more in my monthly ezine "10 Minute Tips". Go to [www.JanWallen.com](http://www.JanWallen.com) to subscribe – It's chock full of easy tips you can use right away. Or download more articles at [www.JanWallen.com/socialsellingarticles](http://www.JanWallen.com/socialsellingarticles)



Jan Wallen wrote the book on LinkedIn – literally. She's the author of *Mastering LinkedIn in 7 Days or Less* (New! Completely updated for 2014). She publishes an ezine, [articles](#) and [blog](#), and writes for several sales-related blogs. Jan also gives the "[Get More Speaking Engagements with LinkedIn](#)" fast track program. She is a featured expert on [LinkedIntelligence](#) and a member of the invitation-only Friends of LinkedIn group. She has been featured in [Business News Daily](#), the Business Insider, [Entrepreneur Podcast Network](#), [iCANny's webcast](#), and radio shows including [Into Tomorrow and BlogTalk Radio \(Lead Generation and Prospecting\)](#).