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A Contractors Guide To:
To Creating
The Perfect
LinkedIn
Profile



**Construction
Insider**

Hello@ConstructionInsider.org
www.constructioninsider.org



Why do I need to optimise my LinkedIn Profile?

Running a Construction business Your profile is what represents your personal brand, your LinkedIn profile will be one of the key tools used to communicate trust between you and potential clients. Here are the key elements that piece together the importance of having a perfect LinkedIn Profile:

- Represents the quality which you deliver
- Increases the chance of prospects approaching you
- Decrease the risk of being ignored by your ideal prospects
- Increases inbound sales enquiries
- Builds trust & credibility
- Establish your authority in the marketplace

You want to give potential clients a vision of what to expect. To create a clear and admiring profile, it's essential to communicate your identity, services, target audience, and the value you provide. Start by introducing yourself and what you do in an engaging manner. Highlight the specific ways in which you assist your clients and the benefits they can expect from working with you. Consider including success stories or examples that illustrate the positive impact you've had on past clients. Additionally, emphasize your commitment to understanding and addressing the needs of your clients, ultimately aiming to provide them with a clear vision of the positive outcomes they can achieve through your services.



If your profile reads like a mini biography, accompanied by a list of features regarding your services or skillset, and “you” is the focus, unfortunately, you have missed the mark with the profile.

A person who wants to do business with you wants to know how you can help them and prove that you are the person for the job. Your LinkedIn profile turns from being built around you to being built around the prospect (write as if you are speaking to them, always use “you”, “your”, etc).

It is also important to note that people don't buy features, they buy benefits. This is true in every scenario from a LinkedIn profile to your [website](#).

Additional sections on your profile will complement these two key sections, therefore adding more weight to your promise, and more trust and credibility to you and your business. All of this will become transparent when we put it into practice, but by now you should have a clear understanding of the importance of the perfect LinkedIn Profile.

Why do I need to optimise my LinkedIn Profile?

Your profile URL is the text that appears in the search bar, there is nothing major here, but just ensure professionalism and relevancy to ensure consistency throughout your branding.

To customise your URL is simple, just follow these steps:

1. Click the **Me** icon at the top of your LinkedIn homepage
2. Click **view profile**



3. Click **Edit public profile & URL** on the right side.
4. You will be redirected to the Public profile settings page.
5. Under **Edit your custom URL** on the right side, click the Edit icon next to your public profile URL - It will be an address that looks like www.Linkedin.com/in/yourname.
6. Type the last part of your new custom URL in the text box
7. Click save.

Banner & Profile Photo

You don't want to waste this very important real estate. You want to upload a banner photo.

We are naturally drawn to images, especially ones that have contrast to the rest of the page, so use that space effectively. When deciding your profile picture, you want to represent yourself in a way you want people to remember you and your business. First impressions mean everything and a single image speaks a thousand words! You may want to represent yourself professionally, friendly or even outgoing, this can all be communicated via your profile picture, you can have a corporate look, or could be on the tools, have fun with it!

Harnessing this visual space effectively can significantly enhance your presentation and how you appear to new prospects.

If you would like a bespoke design banner or logo, feel free to get in touch with the team [here](#).

This is a great space to convey the most important message that you wish to represent, you can promote whatever you wish here and is will be seen by thousands:



- Promote a webinar
- Promote an eBook
- Promote a course
- So on...

The main purpose of the picture is it can point the visitor directly towards to point (the call to action).

Your Headline

In the construction industry, your headline is a critical element that immediately grabs attention when someone engages with your profile.

When visiting your profile, people are likely to look at your banner photo and profile photo (if you have one), and then their attention will be drawn to your headline. This section, as emphasised earlier, is very important.

This is one of the KEY sections I was referring to earlier. I've personally invested in the psychology behind your headline because it is everywhere you are!

When you comment on a person's post, your headline will appear below your name, giving everyone a chance to read it.

When you like a post or comment, people notified will check out your profile and check out your headline too.

The makeup of your headline will influence a lot of attract or repel decisions made by your network and future prospects.



This can ultimately make or break your lead generation success. Jumping back a bit, remember when I said earlier that your profile needs to be about them, **well, this is your first impression**

Fear not, I'm going to give you the template that tripled my successful connections from roughly 20% to 70% overnight.

[Authority Leader] for [Prospect Position] in the [Niche Industry] | [Benefit driven tagline]

Note, this is not saying it's the only headline you should use, you should play around and test different headlines which you believe suit your audience, but it is a good template to get you started.

Another tip for you, and this is how I continued to test and adapt my headline, take note of industry leaders either in your target market or competitors in your industry and see what their headlines say. If they have a huge following & engagement, their headline is probably going to be pretty good.

Here's a valuable tip for your construction business: Continuously refine and test your headline, drawing inspiration from industry leaders within your target market or competitors in the construction sector. Analyse their headlines, especially those with significant followers and engagement, as they likely reflect effective strategies for capturing attention and interest.



Contact Information

This is simple, you want to ensure that you have the correct information available for people to contact you, this may be a contact number or work email.

The About Section

Okay, so now we are onto another key aspect of your profile, this is important as it elaborates on what your headline claims. I won't go too deep into the how aspect of it, but more so the what and why.

I want to start off by pointing out that your About section should not be in 3rd person - Your LinkedIn profile is you, it's literally your personal profile, you should talk in the first person to show that you are a real human! People like talking to people, not entities.

A bad example of an about section is one that focuses solely on themselves, their achievements and a list of all of the features/services which they offer.

Here are a couple of tricks:

- Resist creating big bulky paragraphs - they are ugly and no one wants to read a wall of text
- White space is your best friend when it comes to copywriting.
- Structure your about section for readability.

Now, let's focus on how you communicate yourself to your target audience.

Reverting back to what's been said earlier about marketing & advertising



effectively, it's not about you per se or your features, it's about them and how YOU can help them.

Begin by designing your about section in a way that the reader nods their head as they're reading, thinking "This person gets me", "they know what I need".

Call out the pain or problem your market is struggling with, then go on to describe the solution you provide to fix it, being sure to include the advantages of choosing you over anyone else.

You can show proof through past achievements such as creating a return on investment on a web design and development project of 250%. In doing so, you're acknowledging their pain points and proving the effectiveness of your solution.

You have a 2000 character limit when it comes to your about section, make every word meaningful.

Experience

Once you reach the bottom half of your construction company profile, it can become less relevant because fewer people will scroll past the About or Featured areas. However, it is still important to optimise and ensure its relevance.

In the experience section, highlight your past achievements and education, treating it as you would a traditional CV. Fill it out in detail to showcase your construction expertise and professional journey.



Education

This section is pretty self-explanatory, a lot of people leave it blank but don't! It is a great place to prove your education history. You can include everything from your university degree to online courses.

Skills and endorsements

Okay, so within this section you can list up to 50 of your top skills, in hindsight it will only display 3 on your profile at any given time, so ensure the most important skills you wish to display are within the top 3. People you've worked with, or engaged with are able to endorse you and provide a level of social proof of your skills. LinkedIn will also give you ideas of skills to add to your page.

If you have a network of supportive people such as friends and family who trust you can endorse you, in the end, more the merrier. This will help you develop trust and authority with potential clients.

Recommendations

Similar to skills and endorsements, but this is essentially your personal testimonials. It would be like having a trustpilot for an individual. Typically you will not have anybody actively leaving you a recommendation just because it is uncommon practice.

You have to take control here and personally, outreach to those you believe would leave a meaningful and relevant recommendation. This feature even gives you the ability to send a link directly.

Someone could try to "recommend" you and instead write something



negative, you have the ability to hide or show this on your profile, furthermore, you can also request the user to edit a recommendation.

Conclusion

That brings us to the end of optimising your LinkedIn profile, you have now got 10 pillars of optimisation to walk away with and hopefully, you feel well-equipped to develop an impactful profile which delivers results.

Now it's up to you to take this information and utilise it and put yourself in the best position to attract and motivate your network to engage with you.

Optimising your LinkedIn profile is powerful for several reasons which I will conclude here:

1. Strengthens your chances of generating new sales enquiries because of your relevance and how you communicate your solution to your market problem.
2. Positions you as someone who your prospects can benefit from when working together, or can learn by consuming your content.
3. Places you at the top of other people's search results when looking for a particular expert.

If you require any more information feel free to contact the team [here](#)!



Need further support? Check out:

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[Construction Insider Resources](#)

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Additionally, the team at [Saint Construction Support](#) provide a wide range of business support from marketing to the accountancy. They are turning construction businesses around and nothing like it has been seen within the industry.

[Arrange a free call today.](#)