

A PRACTICAL PLAYBOOK

Make Your LinkedIn Profile Work for You

Twelve focused moves to help the right people find you, understand what you bring and trust what they see.



hmcgllc-us.com



Three goals, twelve moves

01



Be Seen

Win the first few seconds

- A photo that invites connection
- A headline that searches well
- A banner that carries your brand
- A clean, shareable URL

02



Be Understood

Show the person behind the title

- An About section in your voice
- Experience framed as impact
- Recommendations from others
- Sections that prove depth

03



Be Found & Trusted

Make every detail work together

- Skills loaded with keywords
- Facts that match your resume
- Privacy settings that protect you
- A clear signal if you're looking

GOAL 1 • BE SEEN

A photo that invites connection

People decide in seconds whether to keep reading.
Aim for **you on a good day: warm, current and easy to approach.**

- ✓ Your phone camera is enough; good light matters more than gear
- ✓ Wear what you'd wear in the role you're aiming for
- ✓ Choose a plain backdrop that won't compete with you
- ✓ Crop in close so your face takes up most of the circle



⚠️ **Lost in the scene**



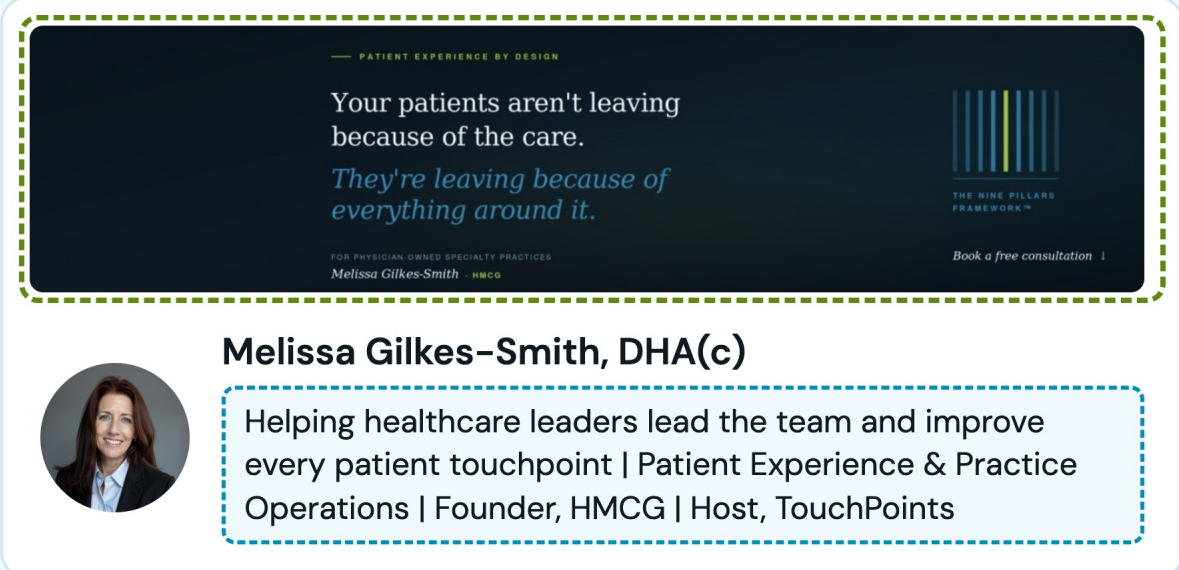
✓ **Close and clear**

GOAL 1 · BE SEEN

A headline that works as hard as you do

- It's the line people read right after your name
- Search ranks you partly on the words you put here
- Trade a bare job title for specific, searchable phrases
- Keep it short enough to scan in one glance

💡 **Use your banner:** replace the default background with an image tied to your field, values or interests. It's free brand space.



— PATIENT EXPERIENCE BY DESIGN

Your patients aren't leaving because of the care.
They're leaving because of everything around it.

FOR PHYSICIAN-OWNED SPECIALTY PRACTICES
Melissa Gilkes-Smith · HMCG

THE NINE PILLAR FRAMEWORK™
[Book a free consultation](#)

Melissa Gilkes-Smith, DHA(c)

Helping healthcare leaders lead the team and improve every patient touchpoint | Patient Experience & Practice Operations | Founder, HMCG | Host, TouchPoints

 Banner: brand space  Headline: read right after your name

**BUILD IT IN
THREE PARTS**

Your role

+

What you're known for

+

The difference you make

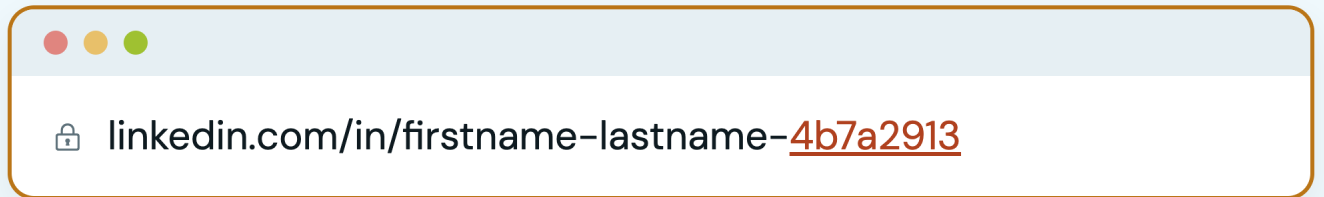
GOAL 1 • BE SEEN

Claim a clean, shareable link

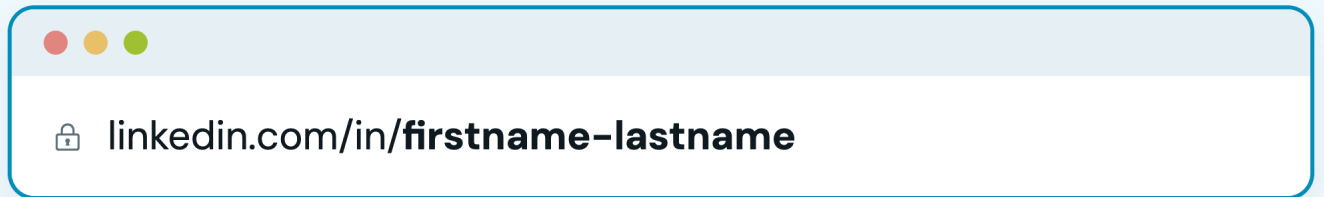
- 1 Open your public profile settings and choose to edit the URL
- 2 Delete the random string of letters and numbers
- 3 Use your name, or the closest version available

A tidy link reads well on a resume, an email signature or a business card.

⚠ Default



✓ Claimed



An About section in your own voice



Speak as yourself

First person reads like a conversation, not a press release



Name what you're known for

Your expertise, strengths and the results people count on you for



Show how you work

What colleagues experience when they partner with you

A SIMPLE THREE-PART SHAPE

1

Open with who you are

A sentence or two



2

Back it with proof

Three to five sentences on skills and wins



3

Close with what drives you

A sentence or two on your approach and interests



 WORTH REMEMBERING

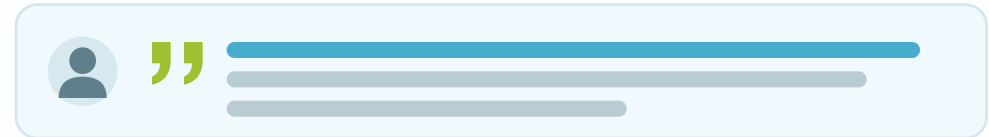
A resume lists the *facts*. Your profile tells the *story* behind them.

Turn experience into evidence



Impact-first experience

- Lead each role with results, not a task list
- Make growth visible: promotions, new scope
- Connect roles to each employer's page
- Attach samples: decks, articles, videos, links



Recommendations

- Ask managers, peers, clients and partners
- Let others vouch for skills and character
- Aim for a focused paragraph, not a page
- Suggest what they might highlight

Add sections that prove your depth

CREDENTIALS

 Licenses & Certs

 Courses

 Honors & Awards

 Test Scores

WORK YOU CAN SHOW

 Featured

 Projects

 Publications

 Patents

BEYOND THE JOB

 Volunteering

 Organizations

 Languages

 Interests

 Only add what strengthens your story. An empty or off-topic section dilutes it.

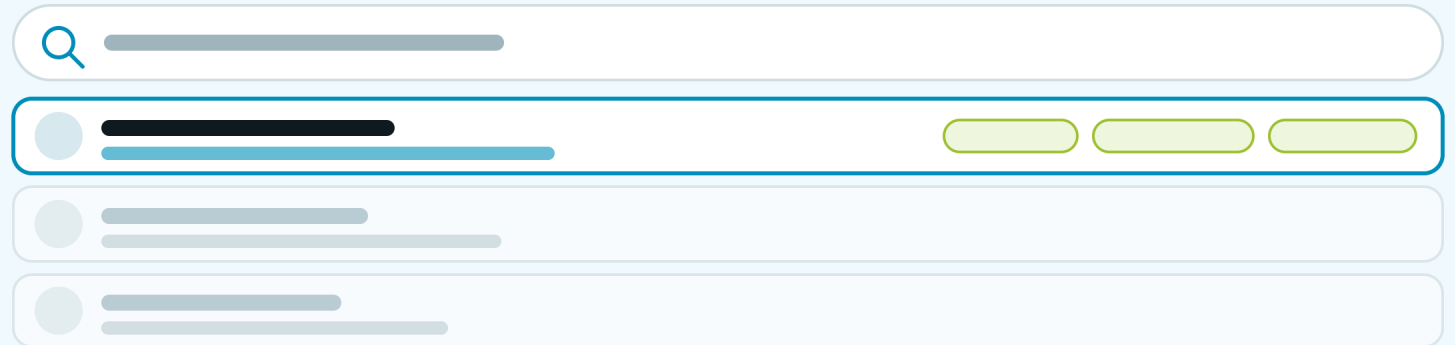
Load your skills with the words recruiters search

100

Skills you can list. Fill every slot you honestly can.

5–10

Skills worth attaching to each position



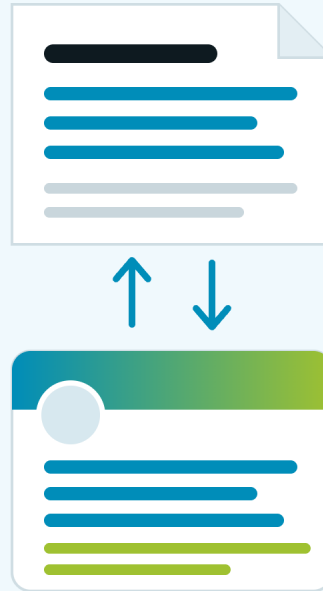
- 1 Cover the role you hold **now** and the one you want **next**
- 2 Borrow terms from the job postings you'd actually apply for
- 3 Attach relevant skills to every position so they reinforce each other
- 4 Revisit the list every quarter or two

GOAL 3 · BE FOUND & TRUSTED

Match your resume on the facts, go further on the story

MUST MATCH EXACTLY

- ✓ Your name
- ✓ Where you're based
- ✓ Degrees and schools
- ✓ Titles
- ✓ Start and end dates
- ✓ Company names



ROOM TO EXPAND

- ⚡ Tone and depth of your summary
- ⚡ How you describe each role
- ⚡ The skills you feature
- ⚡ Results you'd keep off a resume
- ⚡ Media, writing and other extras

Recruiters compare the two. Consistent facts build trust; the extra context is where you stand out.

Protect your privacy, signal your intent



Keep it safe

- ✓ List a personal email so you never lose access
- ✓ Make email your only public contact detail
- ⚠ Leave off phone, home address and birth year



Let recruiters know

- ✓ Turn on Open to Work from your profile header
- ✓ Spell out titles, locations and job types
- ✓ Choose: recruiters only, or a public frame

BEFORE A BIG REFRESH



Pause job-change notifications so your network isn't alerted to every small edit.

Settings & Privacy



Visibility



Share job changes: Off

YOUR PROFILE TUNE-UP

Ready for a final pass?

BE SEEN

- ✓ Photo updated and cropped close
- ✓ Banner customized
- ✓ Headline built in three parts
- ✓ Custom URL claimed

BE UNDERSTOOD

- ✓ About section in your own voice
- ✓ Roles rewritten around results
- ✓ Two or three recommendations requested

BE FOUND & TRUSTED

- ✓ Skills list filled and tagged
- ✓ Facts match your resume
- ✓ Personal email on file
- ✓ Open to Work set, if searching

KEEP GROWING AS A LEADER

Keep building the leader behind the profile

THE PRACTICE OF LEADING

Get the next issue in your inbox

Practical leadership, operations and patient experience guidance for practice managers in small and mid-sized practices, often with a free template, script or checklist you can use the same day.

Subscribe free →

melissagilkessmith.substack.com

LEADERSHIP COACHING

Explore Leadership Coaching

One-on-one coaching for healthcare leaders and practice managers who want more clarity, confidence and capability to lead their team and every patient touchpoint.

Explore Leadership Coaching →

hmcgllc-us.com/healthcare-leadership-coaching