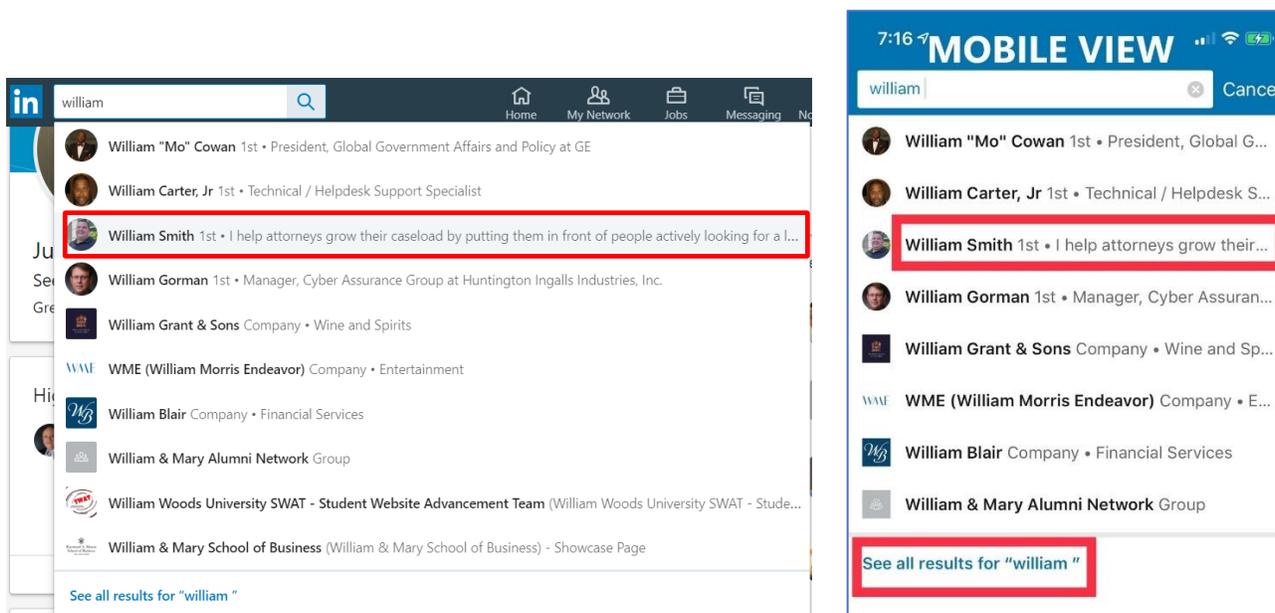


Your Professional Headline

Each day you only have a few seconds to make a first impression. On LinkedIn, your first impression is formed by three elements: your name, a professional photo and your branded headline. However, LinkedIn defaults to using your existing job title as your profile headline.

By customizing your headline, you can reach All-Star status which, according to LinkedIn, makes your profile **27 times** more likely to appear in recruiter searches. You can add up to 120 characters in the headline field but note that only approximately 70-80% of the characters appear in the search results on desktop (96 in this example below) —and just a fraction on mobile.



Keeping the most important information at the beginning of your headline is crucial!

Your headline should sum up your specialty or approach succinctly and compliment the professional brand you're cultivating. In a nutshell there's 3 things your headline needs to accomplish:

1. Clearly identify your value proposition (Why you vs. the million others on LinkedIn?)
2. Who do you help? Tailor it to your audience, capture your prospects attention
3. Outcomes (I helped launched 7 - billion dollar companies, are you number 8?)

At all costs, avoid [buzz words](#). Here's some sample headline styles from [Melonie Dodaro](#) or check out the formulaic approach from [Tim Queen](#).

Other headline ideas 💡:

- 🚩 Share accomplishments, metrics, big wins, awards, ie (Top 50 Sales Influencer)
- 🚩 Include your industry keywords – expertise and skills
- 🚩 Inject some personality - what do you enjoy outside of your specific job description?
- 🚩 Include a call to action for people read more; tasteful emojis work well

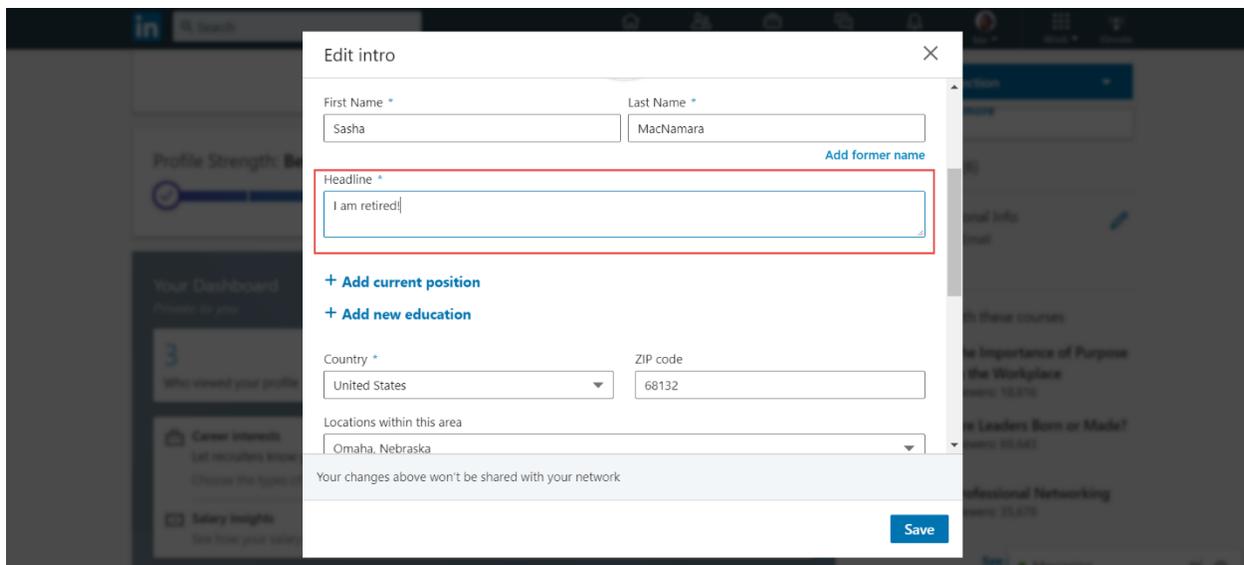
Editing Your Headline

Your professional headline is the text below your name in [the introduction card on your profile](#). It's displayed in search results and can be separate from the title of your current position. Your headline is usually created **when you add a new and current position to your profile**, and it can be used to promote an area of expertise.

Important: You can also edit your professional headline to call out other professional statuses, for example if you're unemployed or retired.

To edit your professional headline:

1. Click the  **Me** icon at top of your LinkedIn homepage.
2. Click **View profile**.
3. Click the  **Edit** icon in your introduction card.
4. In the **Edit intro** pop-up window, make your changes in the **Headline** text box.



5. Click **Save**.

#ProTips:

- If your professional headline and current position are the same, your current position won't be displayed in the top section of your profile.
- Editing the headline doesn't change what's listed in the **Current**, **Previous** and **Education** lines in the top section of your profile.
- LinkedIn limits you to 120 characters for your professional headline on desktop. If you switch to the LinkedIn mobile app, the **character limit increases to 200!** So, checkout instructions on how to make those updates on mobile below. Keep in mind those additional characters won't be visible in search.

Editing on iOS and Android

To edit your professional headline:

1. Tap your profile picture.
2. Tap the  **Edit** icon in your introduction card.
3. In the **Edit intro** screen, make the applicable changes in the **Headline** field.
4. Tap **Save**.

Other Great Articles to Reference:

- [How to Write the Perfect LinkedIn Headline](#)
- [How to Write a Professional LinkedIn Headline \(With Examples\)](#)
- [39 LINKEDIN HEADLINE EXAMPLES](#)
- [15 Of The Best LinkedIn Headline Examples Around](#)
- [LinkedIn Headline Examples That Get Prospects Looking](#)
- [Add Punch to Your LinkedIn Profile Using These Examples as Inspiration](#)
- [LinkedIn Profile Tips: 18 Research-Backed Ways to Stand Out Professionally](#)