

Your LinkedIn profile is doing **you dirty**

A no-nonsense guide
to fixing it.



Before we start

I look at a lot of LinkedIn profiles. It's basically an occupational hazard. And the number of people in professional services who are leaving serious money on the table because their profile is a mess is genuinely wild.

I'm a copywriter, not a LinkedIn influencer. But in the last 90 days, my profile got 1,342 views, showed up over 79,000 times, and my post impressions were up 46%. That's not luck. That's a profile that's actually doing its job.

And your potential clients are checking your profile before they ever reach out. Before they email you, before they book a call, they've already made a decision based on what they found. It needs to do some work.

This guide walks you through every section of your LinkedIn profile and tells you exactly what needs to be there. No fluff, no vague advice about "building your personal brand." Just what to fix and why.

1,342

profile views in 90 days

79,000+

profile appearances

167,000

post impressions

What's inside

- Your headshot
- Your headline
- Your featured section
- Recommendations
- Your header image
- Your about section
- Your experience section

Section 1 of 7

Your headshot

People want to know who they're dealing with before they talk to you. A blurry, low-res, or clearly-taken-in-2009 photo sends exactly the wrong signal.

I'm not asking you to be in a suit or have a perfectly polished corporate headshot. I'm just asking that it looks like you, that it's clear and well-lit, and that it feels like someone a client would feel comfortable handing their finances to.

Invest in a proper headshot if you don't have one. A professional photoshoot isn't that expensive, and the return on a great photo is hard to overstate. If you can get something on-brand with your colours and visual identity, even better.

No photoshoot budget?

If a full photoshoot isn't in the budget right now, a well-lit photo taken near a window on a plain background is infinitely better than a blurry candid or a cropped group shot. Natural light does a lot of heavy lifting.



Section 2 of 7

Your header image

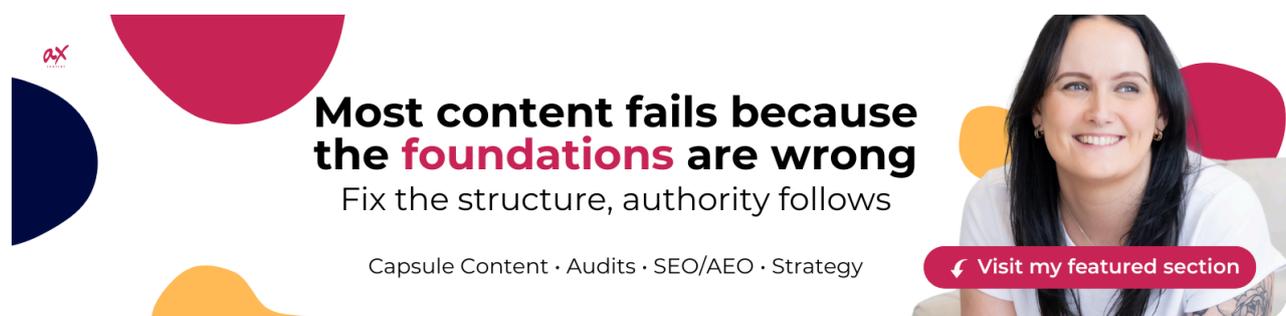
That big banner at the top of your profile? Most people leave it as the default blue gradient and never think about it again. Don't.

Your header image is prime real estate. It's one of the first things someone sees when they land on your profile, and it's where you can immediately communicate what you do, who you help, and why someone should keep reading. I've seen profiles where the headshot is great and the header is just... nothing. It's such a missed opportunity.

Create a branded header that clearly states what you do or who you serve. Keep it simple: your name, your value proposition, your branding.

Size guide

Ideal LinkedIn banner size is 1584 x 396 pixels. Keep text large enough to read on mobile — roughly 40% of your audience will be viewing on their phone.



ax

**Most content fails because
the foundations are wrong**

Fix the structure, authority follows

Capsule Content · Audits · SEO/AEO · Strategy

Visit my featured section

Section 3 of 7

Your headline

Most people write their job title here and call it done. That's a wasted opportunity.

Your headline is searchable. It's what LinkedIn uses when people are looking for someone like you. "Financial Adviser at [Firm]" tells people your job. It doesn't tell them why they should care, or whether you're the right person for them.

Write your headline around who you help and what you help them do. Think: who you help, plus what problem you solve or outcome you deliver. Use keywords your ideal clients would actually search for.

Alice Xerri 🧠 🛡️

Content partner for finance, tech & SaaS 💊 Capsule content, website rewrites & ongoing support | Fractional content lead + copywriter | Founder @ AX Content | Co-founder @ Lovli

Greater Melbourne Area · [Contact info](#)

Section 4 of 7

Your about section

This is where I see the most damage.

The About section is not a biography. No one needs to know that you've been passionate about finance since you were a kid, or that you "pride yourself on building long-term relationships." Everyone says that. It means nothing. I've read hundreds of these and they all blur into the same beige paragraph.

Your About section should talk to the person reading it and make them feel like you genuinely understand their situation. What's keeping them up at night? What are they trying to achieve? How do you help them get there?

About



You're probably here because you're looking for a copywriter.

More specifically, you're likely trying to fix one of two things:

- your website no longer reflects what you actually do
- or your content feels scattered, repetitive, or disconnected

That's where I come in.

I work as a content partner and fractional content lead for finance, tech and SaaS teams. I still use the word copywriter because that's what people search for. In practice, my work goes far beyond writing individual pieces.

Most of my client work starts in one of two places:

Capsule content

A set of foundational content pieces designed to establish authority and give everything else somewhere to point back to.

This is how ad-hoc blogs and half-finished ideas become a clear, connected content system.

Website rewrites

Full or partial rewrites for teams whose websites no longer match where the business is now.

The focus is clarity, structure and tone — especially for complex or regulated offerings.

From there, I often step in as a fractional content lead, taking ownership of content strategy and execution so content stops being a bottleneck and starts doing its job.

I work primarily with:

- ✓ financial services (super, banking, insurance, lending)
- ✓ tech and SaaS
- ✓ lean or growing marketing and comms teams

Alongside AX Content, I'm also co-founder of Lovii Weddings, where I lead marketing and go-to-market strategy for a tech-enabled wedding platform.

What people are saying:

"We've already noticed a shift in how people are engaging with the site."
— Brendan Tremble, JobTetris

"She made what could have been an overwhelming project feel completely manageable."
— Carley Anderson, Hometown

"Her curiosity and insight really set her apart."
— Lucy Jasper, DisplaySweet

✉ alice@axcontent.com.au
🌐 axcontent.com.au

Section 5 of 7

Your featured section

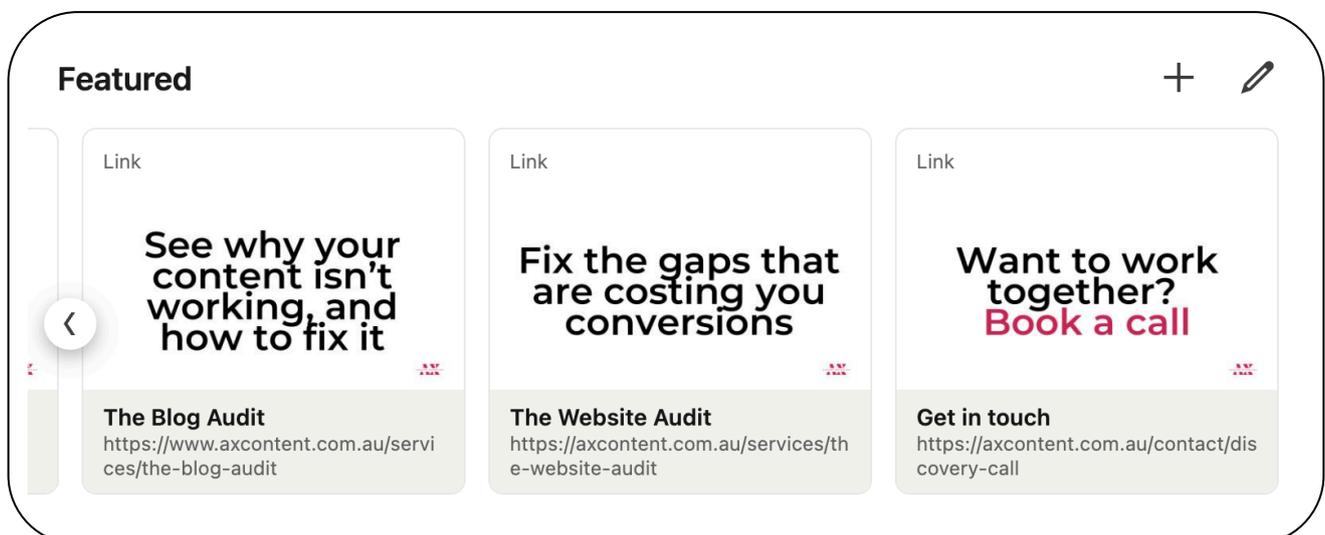
Genuinely one of the most underused parts of LinkedIn, and one of the highest-value.

The Featured section sits right under your About and it's where you can pin links, posts, or documents for people to click through to. Most people either leave it empty or fill it with random posts from three years ago that have nothing to do with what they currently do. Neither is great.

At a minimum, you should have a link to your website, a way for people to get in touch, and something that shows what working with you actually looks like.

What to pin

Pick 3-5 things that move someone from 'interested' to 'reaching out.' Make sure the thumbnail images look good — they matter more than people think.



Section 6 of 7

Your experience section

Yes, people look at this. No, it's not just a formality.

Your experience section is where people go to work out whether to trust you. But it doesn't need to read like a duty statement from an old job description. I'd rather see two sentences about what you actually achieved in a role than a bullet list of responsibilities that tells me nothing about you.

For each relevant role, focus on outcomes rather than tasks. And keep it up to date — a profile where someone's 'current' role is three jobs signals you're not active, so people won't reach out.

Before



Fractional Head of Content & Website Copywriter

AX Content · Freelance

Oct 2023 - Present · 2 yrs 6 mos

Melbourne, Victoria, Australia · Remote

Experienced content writer and copywriter with a passion for helping businesses communicate their message effectively.

Responsibilities include:

- Writing website copy, blog articles and social media content for clients across a range of industries
- Developing content strategies to support business goals
- Managing client relationships and ensuring timely delivery of projects
- Editing and proofreading content to ensure quality and accuracy
- Collaborating with clients to understand their needs and objectives
- Creating LinkedIn content for executives and business owners

Industries:

- Finance, technology, SaaS

After



Fractional Head of Content & Website Copywriter

AX Content · Freelance

Oct 2023 - Present · 2 yrs 6 mos

Melbourne, Victoria, Australia · Remote

I run AX Content: fractional marketing for teams that need clarity and cleverness to coexist.

I partner with financial services, tech and SaaS teams that want content to perform for AI, search and humans. Some days I'm building the strategy. Other days I'm ghostwriting LinkedIn or turning a 20-page paper into months of useful content. Always, I'm making sure your message is clear, confident and consistent.

What I help with

- Content strategies that drive growth from the ground up
- Website and blog content built for humans and algorithms
- LinkedIn and web strategy that actually connects the dots
- Ongoing partnerships that keep you visible, credible and converting

Flagship offers

- The Blog Audit: a full review for AI, search and human performance
- The Website Audit: see how to improve your website content to improve conversions
- Capsule Content: the 10 core pieces every business needs
- Visibility package: a new look on content retainers, tailored to your business
- Executive Thought Leadership: become an authority figure in your industry

Who I work with

- Financial services: super, banking, insurance, lending
- Tech and SaaS
- Lean teams, growing teams, and big teams that are stretched

How it looks in practice

- Rewrite the site so people actually get what you do
- Plan and ship a realistic content program
- Ghostwrite LinkedIn so it sounds like you (but tighter)
- Repurpose complex reports into readable, on-brand assets

Section 6 of 7

Recommendations

Social proof matters. A lot.

Recommendations from real clients and colleagues are one of the most powerful trust signals on your profile. They show that actual humans have worked with you and thought it was worth saying something nice about publicly.

Ask for them. Seriously, the main reason most people don't have recommendations is just that they haven't asked. The best recommendations are specific: a real situation, a real outcome, and what made working with you different from the next person.

How to ask

When you ask for a recommendation, give the person a few dot points to work from. It makes it easier for them and means you're more likely to get something specific and useful.



"The end result felt clear, confident and much more aligned with how we want to show up. We've already noticed a shift in how people are engaging with the site."

Brendan Tremble
Founder, JobTetris

[See case study →](#)



"Alice is, without exaggeration, one of the best I've ever worked with. No task is too big, too complicated, too annoying or even too small. She gets in and gets it done with enthusiasm and great care."

Lucy Jasper
Head of Marketing, DisplaySweet

[See case study →](#)



"Her process was smooth, collaborative and efficient; she made what could have been an overwhelming project feel completely manageable. Highly recommend working with her!"

Carley Anderson
Marketing Executive, Hometime

[See case study →](#)

The short version

Your LinkedIn profile has one job: make the right person feel confident enough to reach out. Every section (your photo, your headline, your About, your Featured) should be working toward that.

If someone lands on your profile and can't tell within 30 seconds who you help and why you're credible, you've got some work to do.

The good news is that most of these fixes aren't complicated. They just require someone to actually sit down and do them — which, in my experience, is exactly why most people's profiles still look the way they do.

Need a hand with the copy?

That's kind of my thing. Get in touch and we'll figure out what you need.

axcontent.com.au