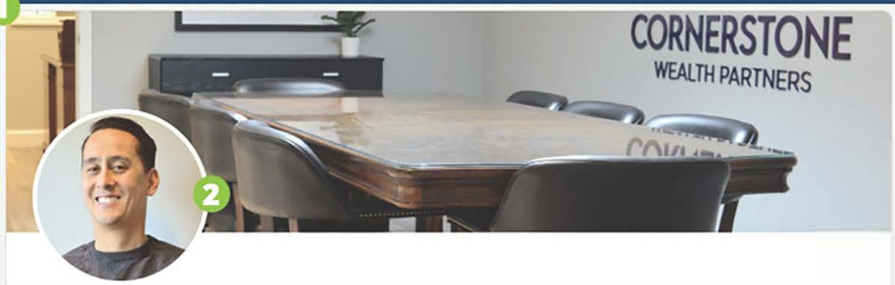
Power Up Your LinkedIn Profile

Tips to Enhance Your Profile and Improve Search Engine Optimization

1



2

3 Paul Ha · 2nd
Founder, Cornerstone Wealth Partners and LPL Financial Advisor
4 helping individuals pursue financial success through investing, advising & insuring.
5 New York City Metropolitan Area · Contact info
206 connections
Jennifer Hallmark, David Rich, and 1 other mutual connection

Connect | Message | More

Cornerstone Wealth Partners, LLC

View Paul's live profile on LinkedIn

6 https://www.linkedin.com/in/cstonewealthpartners-paul-ha-financial-advisor/

7 About

I am dedicated to helping individuals and businesses develop financial and investment strategies that line up with their needs, goals and risk tolerance. My mission is to provide every client with targeted, comprehensive financial advice and portfolio analysis - delivered with the highest level of personal service and professional integrity.

My clients come in all shapes and sizes. Whether you are shopping for a life insurance policy, recently divorced or widowed, inheriting marketable securities from a parent, need investment management for your trusts, or just need to talk to someone about how you are doing; we guide your pursuit to financial stability.

Making sure your wealth continues to work in support of the goals you have established takes careful planning. Such planning is not a single event – it is a process which is why I work one on one, continuously.

Away from the office I am a husband, father of 3, baseball coach, soccer coach, financial literacy teacher at Ocean County College and Ocean County Library, member of the golf committe at Toms River Country Club, amateur pianist, Manchester City F.C. fan, and love to cook.

Please call me directly (609)301-6130 or email me at paulha@cstonewealthpartners.com for more detailed information.

8 Skills

Investments
LPL Financial Advisor at Cornerstone Wealth Partners, LLC

Planning
LPL Financial Advisor at Cornerstone Wealth Partners, LLC

Trading
LPL Financial Advisor at Cornerstone Wealth Partners, LLC

9 Experience

LPL Financial Advisor
Cornerstone Wealth Partners, LLC · Full-time
Jul 2021 - Present · 1 yr 10 mos
615 Lacey Road Suite I, Forked River, NJ 08731

Securities and advisory services offered through LPL Financial, a registered investment advisor, Member FINRA/SIPC. For hyperlinks to FINRA and SIPC, please refer to 'See Contact Info' section above.

Click here to see complete and applicable disclosures

10 Back to LinkedIn

Account preferences
Sign in & security
Visibility

Visibility of your profile & network

Profile viewing options — Change

1. Utilize a **header image** that emphasizes your brand, the region, a personal interest, or the building where your office is located. Incorporate your logo and your slogan.
2. Use a professionally taken **headshot**
3. Your **professional name**, title and designations
4. Write a niche - oriented **headline** using key industry terms (refer to skills section below)
5. Add a **License or Certification** to potentially receive 10% more followers.
6. Create a **Personalized** URL
7. **About Section**
   - Provide a more in-depth description of who you are and what you do
   - Include the skills, accomplishments, and specialties that make you unique.
   - Show results – give specific examples of how you've helped clients
   - Add a personal element – explain why you are passionate about your career
   - Call to action – end your summary by inviting people to connect with you
   - Required Disclosure: LinkedIn profile disclosure info (under About section)
8. **Skills Section** -
   - Use **keywords** and **search** terms likely to appear in search results in your headline and About section
   - Find keywords that LinkedIn uses to help those searching for your service/skillset.
   - Use those keywords found in their search drop-down in your headline.
   - Make sure your top 3 skills that you want to be known for are checked so it signals to LinkedIn your core areas of expertise and raises your status to "All Star".
9. **Experience Section**
   Write a brief description of your current role then add the required disclosures to the Experience section of your profile. (2000 character limit)
10. **Privacy Settings**
    Don't give away free advertising to other advisors! Consider these 3 settings:
    - Who can see you as a connection (Visibilty section)
    - Profile viewing options (Visibilty section)
    - People also viewed (Preferences section)