

LINKEDIN PROFILE CHECKLIST



STEP 1 - Cover Image

1. Add a Cover Image
2. Make sure the photo communicates what you are trying to portray
3. Great opportunity to add branding

STEP 2 - Profile Photo

1. Your photo should take up 60% of the frame
2. Should be a CURRENT photo (no catfishing)
3. Dress to the expectations of your desired audience

STEP 3 - Contact Details

1. Personalize your LinkedIn URL
2. Add your “professional” email address
3. Birthday (Important: you want to show up in all of your contacts at least once a year)

STEP 4 - Headline

1. Use all of the real estate (120 character limit)
2. Don't just put your job title
3. Examples: “Internationally known author and speaker”

STEP 5 - Summary

1. Use all of the real estate (2,000 character limit)
2. Clear mission statement optimized for SEO
3. End with a clear call-to-action

STEP 6 - Experience

1. Add photos and videos that capture attention
2. Write in narrative format
3. Don't add every position you've ever had. Make sure the work experience is relevant

STEP 7 - Education

1. Keep this up-to-date
2. Link to college or university
3. Tap into your academic network

STEP 8 - Endorsements

1. Make sure your top 3 skills are the ones you want people to endorse
2. Give endorsements to your contacts
3. Don't be shy - Ask for endorsements

STEP 9 - Recommendations

1. Ask for recommendations
2. Give recommendations
3. Aim for at least 3 from employers and peers

STEP 10 - Interests

1. Follow pages that truly interest you
2. Join industry specific groups
3. Network and be active in groups