

LinkedIn

OPTIMIZATION KIT

Checklist

1

CREATE A CUSTOM URL

Turn your messy, long URL into a clean URL including your name.

2

UPLOAD YOUR PROFILE PICTURE

Choose a professional, tightly cropped, clear headshot as your profile picture.

3

COMPLETE YOUR CONTACT INFO

Include an up-to-date email, phone number and Twitter handle.

7

USE KEYWORDS

Create a list of keywords that people may use when searching for you and incorporate them throughout your profile.

6

LINK TO YOUR COMPANY PAGE

Under the experience section, make sure your company page is linked to your personal account.

5

MAXIMIZE ANCHOR LINKS

Use all three available website links to create a compelling call-to-action for each.

4

UPLOAD A COVER PHOTO

Choose a photo that represents your profession, cause or purpose. Recommended photo size is 1400x425 pixels.

8

CREATE A POWERFUL HEADLINE

Include keywords. Describe what you do. Don't just list your current title.

9

WRITE AN ENGAGING SUMMARY

Write a three paragraph summary that includes keywords and tells people who you are, what you do and what your company does.

10

EMBED DYNAMIC CONTENT

Embed videos, Slideshares, articles and blogs to highlight your products, services, and success.

11

DON'T IGNORE EDUCATION & INTERESTS

Highlight your interests and hobbies outside of work. People want to do business with others they know, like and trust.

