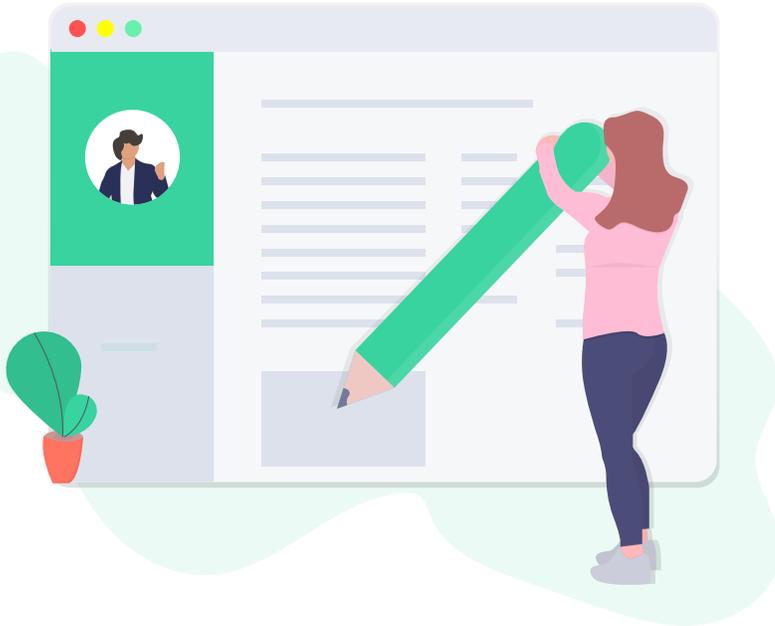# LinkedIn

Profile Optimizer Checklist

Profile Photo

- ✓ Is it professional?
- ✓ Is it high resolution?
- ✓ Does it have a clean background?
- ✓ Does your face make up 70-80% of the frame?
- ✓ Are you facing forward and looking directly at the camera in your photo?
- ✓ Tip: Make your profile consistent with your other social media pages.

Cover Photo

RECOMMENDED SIZE

1584 x 396 PX

- ✓ Is it professional?
- ✓ Does it show your brand?
- ✓ Does it show a photo of you working? Does it showcase a current project or promote a work campaign?
- ✓ Does it have a call to action and a link to your website or other important social media platforms you have?
- ✓ Tip: Highlight your awards or include a short testimonial.

Recommendations

- ✓ Get your profile listed on your colleagues' profiles by writing them recommendations.
- ✓ Ask for recommendations from previous and present clients and/or colleagues.

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Custom URL

✓ Maximize SEO by personalizing your URL.

INSTRUCTIONS

1. Click the **Me** icon at the top of your LinkedIn homepage.

2. Click **View profile.**

3. On your profile page, click **Edit public profile & URL** on the right sidebar.

4. Under **Edit URL** in the right sidebar, click the **Edit** icon next to your public profile URL.

   • It'll be an address that looks like **www.linkedin.com/in/yourname.**

5. Type the last part of your new custom **URL** in the text box.

6. Click **Save.**

Companies are Linked

✓ Allows visitors to click and view your company

✓ Includes a hi-res logo

Actionable Headline

✓ Include keywords

✓ Instead of just listing your job title, mention how you benefit your company/customers

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Bulleted Job Description

✓ Include job responsibilities (2-3 is sufficient except for executive positions which merit 5-6)

✓ Include notable accomplishments, certifications, and awards

✓ Attach any relevant documents/projects to showcase your work.
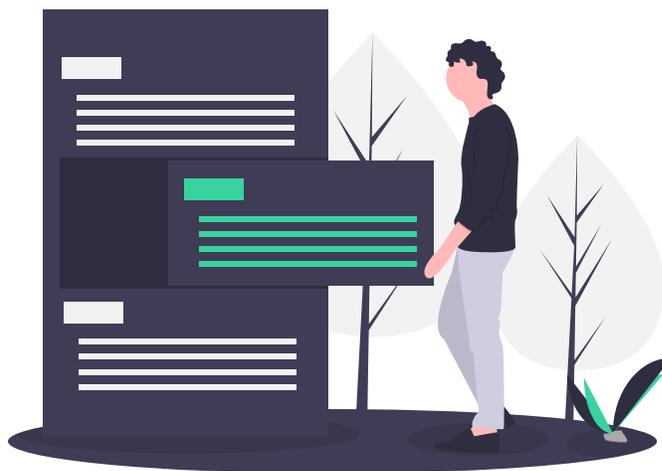
Relevant Skills
Rearrange your skills so the most relevant ones are listed first

Education Background
Rearrange your education so the most relevant ones are listed

Include a Summary

- ✓ Should tell people who you are
- ✓ Should be written in first-person
- ✓ Practice brevity - keep it between 450-650 characters

Include Contact Info

- ✓ Professional email address
- ✓ Website
- ✓ Personal/company social media accounts.
- ✓ Phone number

Adjust Public Profile Settings

- ✓ Ensure necessary information is visible to the public
- ✓ If your profile is hidden it will make it harder for contacts to find you.

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Bonus Linkedin Growth Hacks

- ✓ Regularly tag your company page (when relevant) in your personal posts to grow your company page following.

- ✓ Generate more leads by regularly promoting downloadable resources in your posts such as ebooks, guides, checklists, etc. Make sure your blog posts and Linkedin pulse articles point to these as well with relevant calls to action.

- ✓ Connect with people who engage with your newsfeed posts. These people are proven to engage with your posts, so they are likely to engage with your future posts.

- ✓ Engage new connections in conversations to increase the likelihood of them engaging with your future content. Sometimes these conversations can even naturally lead to sales meetings.

- ✓ Leverage the Linkedin voice message feature on the Linkedin mobile app. This can drastically increase the conversion rate from new connections, to actual conversations.