

# LinkedIn Profile Checklist



## FOLLOW THESE STEPS TO OPTIMIZE YOUR LINKEDIN PROFILE

- Profile Photo:** upload a professional quality or high resolution photo of yourself.
- Cover Photo:** use a photo that represents your brand or line of work.
- Headline:** describe how you help people. Keep it short and impactful.
- Summary:** what problems do you solve? Use keywords that prospects may be searching for. Include a call to action and contact info.
- Experience:** highlights past employment and roles. Include examples of work when possible.
- Recommendations:** seek these word of mouth reviews from past clients.
- Skills & Endorsements:** include skills that are applicable to your job then ask clients and co-workers to endorse them.

### ADDITIONAL LINKEDIN BEST PRACTICES:

- Avoid over-used buzzwords (passionate, committed, enthusiastic, etc.)
- Write your About section in 1st person
- Customize your LinkedIn url (linkedin.com/in/YOURNAME)
- Share original or curated content to your feed regularly
- Connect with co-workers, peers and potential clients
- Interact (like, comment, share) with other professionals on the platform