

# LINKEDIN PROFILE CHECKLIST

CONNECT THE DOTS DIGITAL



## INTRODUCTION SECTION (AKA - TOP CARD)

- Name:** Stick with your first and last name. Don't add a clever title to stand out. If your name is difficult to pronounce, add a 10 second recording of how to properly say it on the mobile app. You can also choose to add your pronouns.
- Profile picture (400 X 400 px):** Choose a professional headshot where you are looking at the camera and SMILE!. Check your settings to make your photo visible to everyone.
- Banner photo (1584 X 396 px):** Use this to cement your brand - highlight your company and/or area of expertise. Don't leave this blank - it makes your profile look incomplete. On the left, keep the bottom 2/3 blank.
- Custom URL:** Edit your LinkedIn profile URL to remove the random numbers
- Location:** When adding your location, choose the broader geographic area vs. your specific town
- Add a Link:** You can add a link that sits under your location. This is a great place for a lead magnet or your Linktree. You can switch this up is you are promoting an event or launching a new product or service.

## FEATURED CONTENT

- Featured:** This is a billboard for your content. Use it to share direct links to your website, especially calls to action like to subscribe to email lists. Choose 2-3 pieces of content that gives people an action to take.

## HEADLINE & ABOUT

- Headline (220 character limit):** This goes EVERYWHERE with you on LinkedIn. It should speak to your industry, area of expertise and the value you offer. Don't default to your title and company.
- About (2600 character limit):** Show your personality & tell your story: why are you passionate about your field; what do you do; why should people connect with you? Use the first three lines to hook the reader and be sure to write this in the 1st person; If you own your business, speak about the problem you solve & the services you offer. Be sure to close with a call to action and how someone can contact you.

## EXPERIENCE & EDUCATION

- Experience:** Build this section to showcase your work experience. Be sure to connect to all company pages so the logos are seen. For your current role, talk about what you do and who you do it for - you can be specific about your services. For past roles, you can talk about accomplishments in the context of your current role. If you own your own business, be sure to create a company page so you can highlight your branding and build an audience.
- Education:** Add your degrees if you see them as relevant or it makes sense to tap into an alumni network. You do not need to include the dates you attended or your degree.
- Volunteer Experience:** Volunteer roles help your network understand causes that are important to you. Include any organization where you held a leadership role or served in a hands-on capacity.
- Licenses & Certifications:** Include these if they are relevant to your industry, especially if they give you added credibility.



## SKILLS & ENDORSEMENTS

- Skills (limit 50):** Include all relevant skills that apply to your expertise. These are indexed by LinkedIn in search so it's important to use keywords. Don't be afraid to create unique skills that help you stand out. Choose 3 top skills you want to be associated with to pin at the top of the list. Connect your skills to current and past roles in Experience - this [video](#) shows you how..
- Endorsements:** Your network can endorse you for your skills.. If you start to endorse people in your network, they will often return the favor but be sure to give endorsements that you can attest to personally.

## RECOMMENDATIONS

- Recommendations:** These are the ultimate social proof for your profile. You have to request these from people in your network. Consider asking colleagues, clients, partners or people who look to you as a valuable connection. And if you have something positive to share about someone, consider writing them a recommendation.

## OTHER

- Honors & Awards:** Include personal and professional honors
- Organizations:** This is where you can list organizations where you have a membership. If you served in a leadership role, that goes under Volunteer Experience. This professional organizations.
- Publications:** Have you written a book? Had an article published? Been a guest on a podcast? Add these under Publications.



We hope this checklist helps you with your use of LinkedIn by starting with a fantastic profile!

