

# LINKEDIN CHECKLIST





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Everything you need to kick-start your LinkedIn profile



## BANNER UP!

Don't just leave the boring blue standard LinkedIn banner - there is an opportunity here to apply a banner to grab someone's attention and make them want to find out a bit more about you. Remember to keep it professional though, what would appeal to your ideal viewer?



## PROFILE PICTURE

Unlike a resume where we encourage people NOT to include photos, LinkedIn is all about connecting and building those professional relationships the same way you would at a networking event. Imagine if we were a faceless person in a room of 500...we wouldn't get many connections! Keep your image clear, bright, high resolution, and be sure you have a neutral 'non-cluttered' background.



## HEADLINE

The bit under your profile image. Use your current job title, or use this space to tell your connections how you make an impact in your field of expertise. For example, [Customer Service Advisor, Delivering Top-Rated Solutions to Technical Problems](#)



## CUSTOMIZE YOUR URL

If you go to your homepage (not your newsfeed), you will be able to change your URL by going to the top right of your page and clicking on 'Edit public profile & URL'. It will take you to another page and there up on the top right is where you can change it. Get rid of the number LinkedIn assigns you and try to add your name or a simple variation of it. This URL can be used on your resume.



## ABOUT SECTION

Imagine you are in a networking event and you are mingling with people you want to build a business relationship with. You would likely introduce yourself (in the first person, not the third person as you use in a resume) and let them know a bit about who you are and what you do. It's the same here too. Just always keep in mind whom you are trying to connect with and what would resonate with them.



## KEYWORDS

Just the same as you would do in your resume, your LinkedIn profile needs to have keywords throughout. Your searchability is dependant on them. LinkedIn runs a little like a Google search engine. You want to ensure if someone searches for an expert in your field, you appear in that search! You can include keywords in your about section and throughout your work history.



## RECOMMENDATIONS

They are like ready-made references. Now, we DO NOT want a recommendation that says, 'Dave was a great guy, a good laugh at the pub after work' (trust me, I've seen these). A recommendation should highlight the key qualities you want your reader or potential employer to see. When you ask for a recommendation you can always steer them to focus on a particular area of your expertise. And don't forget to reciprocate!



## ENGAGE!

Don't spend ages building your profile to be fabulous if you aren't going to actually use LinkedIn to actively engage and connect with your network. Try to comment and like on other posts and even create your own. Follow companies and people of interest to you and join groups. LinkedIn can open doors but you have to unlock them first!

Need help crafting the ultimate LinkedIn Profile? I've got everything you need right [HERE](#)