



LINKEDIN'S PROFILE CHECKLIST

1. **Professional Headline:** Interesting and memorable are the two goals of a headline. When brainstorming, consider: what you do, your industry focus, any specialized areas of expertise or anything which shows credibility. You will want a short (no longer than 120 characters), concise, and well thought-out headline. Think: what sets me apart from my colleagues, what skills and qualifications do I possess that can serve my audience, and what can catch the eye of my reader?
2. **Customize your URL:** A URL is a web “address” which will escort a reader back to a page. Best plan for your URL is to use your name.
3. **Summary:** Use your goals: what do you want this profile to do for you? A good summary should be both professionally creativity and 100% honest. With only 2,000 characters or less you must produce a powerful summary leaving the reader knowing who are professionally, how you will help their company, and why you are different from the other candidates.
4. **Completed Profile:** Simple, do not leave any area of your profile incomplete.
5. **Recommendations:** A recommendation is a written statement which attests to your hard work, career success and character. Hiring managers are looking for evidence to back up your claims on your resume, and a well-done recommendation can be all the proof they need.
6. **Endorsements:** People who are familiar with your skills are willing to endorse you similar to a “high-five”.
7. **Privacy Settings:** Giving access to your profile will ensure opportunities are not missed and create greater career possibilities because of a well-developed network.
8. **Frequent Updates:** Continually update your information, and share and comment on industry news to show your audience that you are well-informed and knowledgeable.
9. **Profile Photo:** Investing in a professional to take a head shot of you is never a waste of money. Your profile picture will catch a person’s eye and leave your viewer with a certain perception of who you are as a person.
10. **Keywords:** (not a section on your profile page): Recruiters search LinkedIn using keywords and phrases to find a candidate that possesses qualities, skills and/or experiences they want for an employment opportunity. By selecting and using proper keywords and phrases you increase your SEO (Search Engine Optimization) allowing your profile to become more visible.
11. **Experiences:** Your experiences should be listed in reverse chronological order. Include your most recent employment with at least two other positions.



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