



LINKEDIN PROFILE SUCCESS CHECKLIST



LINKEDIN ESSENTIALS

MISSING DONE

- | | | |
|--|-----------------------|-----------------------|
| Have you claimed your custom LinkedIn URL? | <input type="radio"/> | <input type="radio"/> |
| Cover Photo (1584 x 396 pixels) | <input type="radio"/> | <input type="radio"/> |
| Profile Photo (400 x 400 pixels) | <input type="radio"/> | <input type="radio"/> |
| Name: 60 characters (20 first, 40 surname) | <input type="radio"/> | <input type="radio"/> |
| Professional Headline: 220 characters | <input type="radio"/> | <input type="radio"/> |
| Summary: 2,600 characters | <input type="radio"/> | <input type="radio"/> |
| Is the contact info section filled out? | <input type="radio"/> | <input type="radio"/> |



COVER PHOTO

MISSING DONE

- | | | |
|---|-----------------------|-----------------------|
| Have you designed a high-resolution cover photo? | <input type="radio"/> | <input type="radio"/> |
| Does the cover photo also work on the mobile app? | <input type="radio"/> | <input type="radio"/> |
| Do you have an interesting header graphic which is on brand and matches the feel of your website etc? | <input type="radio"/> | <input type="radio"/> |



PROFILE PHOTO

MISSING **DONE**

Is your headshot taken by a professional photographer?

Do you look approachable? Are you smiling?

Are you recognisable?

Is the photo framed appropriately i.e. a headshot?

Are you dressed appropriately for your role position and industry?



HEADLINE

MISSING **DONE**

Does your headline state your unique proposition and value i.e. does it tell me what you do, who you help and how you help them?

Does your headline include industry specific keywords?

Does your headline correlate to the 3 featured skills in your endorsement section?



CONTACT INFO

MISSING

DONE

Have you shared your contact phone number?

Are you using a professional email address?

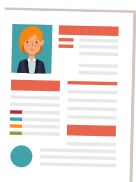
Have you added links to your company website, blog and one other website page? You can customize the website links to specific landing pages on your site when you select 'other'.

Have you shared your IM address?

Have you shared your physical address?

Have you shared your Twitter handle?

Have you customized your LinkedIn profile URL?



SUMMARY

MISSING

DONE

Do you have an impactful opening? The 1st sentence is crucial.

Is your summary written in the 1st person?

Does your summary reflect your personality and experience to date?

Does your summary section speak to your target audience?

Does your summary read like a resource or a CV? Does it solve a problem?

Is your summary interesting and written in a conversational tone?

Do you have a clear call to action at the end?

Have you formatted your summary or is it one large block of text? You can use ALL CAPS for subheadings and bullet list markers.

Have you attached rich media to the end of the summary section?



EXPERIENCE

MISSING

DONE

Does your experience include results, numbers and accomplishments?

Are you using keywords in your titles?

Do you have a clear call to action (email / phone number) at the end of your current experience?

Is your experience connected to the relevant company pages?

Have you attached relevant media such as videos, images, presentations or blogs?

Do you wear several hats? If so use different positions.



EDUCATION

MISSING

DONE

Have you listed all your appropriate studies?
Your most recent education will be featured in
the heading next to your profile picture.



FEATURED SKILLS & ENDORSEMENTS

MISSING

DONE

Have you optimised this section with the 50
skills that you want to be known for?

Have you listed job related skills, industry skills
and leadership and management skills?



ACCOMPLISHMENTS

MISSING

DONE

Have you listed any publications such as a
book, Ebook, guest blogs etc?

Are honors and awards listed?

Are relevant courses listed?

Are current and past projects listed? You can
direct link to a landing page.

Do you do business in more than one
language? If so list it here.

Do you belong to any organisations?

Are relevant certifications listed?

Have you used the Volunteer section to show that you give back?



RECOMMENDATIONS /SOCIAL PROOF

MISSING

DONE

Do you have at least 10 recommendations?

Have you given any recommendations?

Are you receiving endorsements?



VISIBILITY

MISSING

DONE

Have you checked and adjusted your privacy settings?

Is your profile fully visible when viewing someone's profile?

Are your profile amendments visible to your entire network?

Are you checking who has viewed your profile and reaching out?

Are you checking your profile views and dashboard metrics?

Have you added visuals throughout your profile (videos, PDFs, PowerPoints etc.)?



SEO (SEARCH ENGINE OPTIMISATION)

MISSING

DONE

Are you using keywords throughout your profile?

Are you mindful of SEO when saving down attachments?

How have you saved your profile photo?

How have you saved your cover photo?

MY
SuperConnector