

YOUR GO-TO LINKEDIN OPTIMIZATION GUIDE

Growing your personal brand has many avenues, one being your LinkedIn presence. There are many key optimizations to complete before you go full force into your thought leadership content if you want the best chance of being discovered. Follow the below checklist to give your profile the lift it deserves!

LINKEDIN PROFILE PHOTO



- Professional, High Resolution
- Clean Background
- Face takes up 70-80% of the frame
- Face forward making eye contact

COVER / BACKGROUND PHOTO



- Professional
- Branded
- Recommended Size: 584 x 396 px
- Ensure text isn't hidden by profile photo

SUMMARY



- Summarize who you are and about your skillset
- Should be written in first person
- Stay succinct - keep it between 450-650 characters

SKILLS



- You have up to 50 skills you can add, use them!
- Think of skills as 'keyword search' and list the skills as people would type them in to find you

EXPERIENCE



- Job Title
- Link to Company Profile
- Include job responsibilities (2-3 is sufficient, for executive positions 5-6)
- Include notable accomplishments
- Attach any relevant documents/project pieces for specific companies

RECOMMENDATIONS



- Recommendations = testimonials
- Recommendations should be requested from senior-level connections
- Write recommendations for your colleagues and coworkers - remember that by writing them a recommendation, your profile will be listed on their profile as well

CONTACT INFO



- Professional email address
- Website
- Personal or company social media accounts

LANGUAGES



- Add all languages you are fluent in
- Include only verbal and written fluent languages

CAUSES/INTERESTS



- Select Causes that you are passionate about or interested in
- Interests aggregate based on followed influencers, companies, groups, etc.

LICENSES & CERTIFICATIONS



- Certification/License Name
- Organization
- Timing / Expiration Date
- Link