

THE ULTIMATE

# LinkedIn PROFILE

## *Checklist*

**How to  
Optimize  
Your Profile  
to Attract More  
Connections,  
Leads, and  
Customers**



# About LinkedIn as a Marketing and Lead Generation Platform

LinkedIn users are professionals - like executives, small business owners, entrepreneurs, and decision-makers - who are looking to engage with other professionals and consume business-related content.

You know what that means? LinkedIn is an ideal social media platform if you're marketing your products and services to businesses. You'll naturally find a higher concentration of your target market on LinkedIn if you're targeting other businesses.

Additionally, there's less social chatter on LinkedIn since most of the platform is limited to business topics rather than more personal content, such as family photos, personal updates, and BuzzFeed quizzes. For you, that means more visibility on your business-related content and marketing messages. And that's another huge benefit.

What I'm saying is that LinkedIn is really the ideal social media platform for B2B networking and marketing!

Here are some mind-blowing statistics about LinkedIn that you may not know.

- LinkedIn generates 3x more lead conversions than Twitter & Facebook. ([HubSpot](#))
- Leads from LinkedIn are more qualified and willing to buy. (HubSpot)
- 43% of B2B marketers attribute sales to LinkedIn. ([InfluencerMarketingHub](#))
- 52% of buyers list LinkedIn as the most influential channel during their research process. ([Oberlo](#))

What do these facts tell you?

***LinkedIn works to generate leads and sales within the B2B and professional space!***

Use the following checklist to help you create a LinkedIn profile that will attract leads and customers!



## CHECKLIST ITEM #1

# Profile Photo

- Profile photo dimensions: 400 x 400 pixels (up to 20,000 x 20,000 px)
- Use a high-quality, professional headshot.
- Consider your brand's image, color palette, identity.
- Don't use a logo.
- Use a current, up-to-date photo.
- Crop the picture from your shoulders or neckline up so that the photo is a close-up of your face.
- Choose appropriate clothes that are appropriate for your profession/business.
- Make sure your photo has very good lighting so that people can see your face.
- Use a lighter, less busy background in your photo so the background doesn't distract from or compete with your headshot.
- Avoid blurry, dark, small, or silly profile photos.
- Look friendly and smile!
- In your settings, make your profile photo visible to the public.



## CHECKLIST ITEM #2

# Background Photo

- Dimensions: 1584 x 396 px
- Create a custom background photo in your brand colors using a tool like Canva.
- Don't use copyrighted images.
- Use the space to promote something - like an event, podcast, website, or book - with a call to action.
- Don't use text that is too small to read.
- Choose a job or a goal for your background photo to accomplish, like promote your book, schedule a consultation call, visit a web page.
- Make sure your background photo is legible on mobile.
- In your settings, set your background photo visible to show to the public.





## CHECKLIST ITEM #3

# Headline

- Create a headline that explains your value proposition, the transformation you deliver, or the benefits you provide to your clients/customers.
- Use your mobile phone to increase your headline's character limit from 120 to 220.
- Make sure your headline informs people what you do.
- LinkedIn is a powerful search engine. Use keyword terms in your headline to attract the people who are looking for you.
- Google indexes LinkedIn profile content, so research the terms people are using to find you in LinkedIn AND in Google to increase your visibility in search results.
- Avoid too many unique, fun titles or you'll decrease your visibility in search.
- Your headline appears in many places on LinkedIn, however it's often truncated. Put the most important details about what you do in the first few words of your headline so that more people can see it.
- Optional: include a call-to-action (example: encourage people to read your About summary or contact you)



## CHECKLIST ITEM # 4

# Services

- Opt to include services on your profile.
- Choose the best category - the one that describes your services most accurately - and select all of the services in that category that you provide to customers.



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## CHECKLIST ITEM #5

# About Summary Section

- Show off your personality and share your story in 2600 characters or less.
- Take a deeper dive into how you help your customers.
- Share testimonials, your process, more about who you help - anything that helps attract your ideal customer or your desired connections.
- Include a call-to-action or next steps to encourage people to take action.
- Use keywords to increase your visibility in search.
- Embed examples or samples of your work for social proof and to show your expertise. You can include images, presentations, videos, SlideShares, documents, and links.



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## CHECKLIST ITEM #6

# Posts, Replies, and Articles

- Set your “Articles & activity” section to be viewable to the public.
- Pay attention to what you’re posting and how you’re replying because people can easily see your activity.
- Write and publish articles that are relevant to your industry, show off your expertise, and inform others.
- Use keywords in your posts and articles.
- You represent yourself and your business in everything you post, publish, and respond to - don’t behave in any way that could jeopardize your reputation or brand.
- Engage with others responsibly and professionally.
- Articles boost your authority and help you become influential in your niche. Repurpose your blog posts as LinkedIn articles to save time.



## CHECKLIST ITEM #7

# Completing Your Profile

- Fill out all remaining sections of your profile to achieve an “All Star” rating in LinkedIn, which increases your visibility in search.
  - Experience
  - Education
  - Licenses & Certifications
  - Accomplishments
  - Skills & Endorsements
  - Recommendations
- Interests
- Modify your privacy settings per section. You may prefer some sections only display to your connections versus the public.
- Don't skip any section since together they showcase your talents, communicate your expertise, establish social proof, provide depth of character, and make you appear well-rounded.



## CHECKLIST ITEM # 8

# Privacy Settings

- Check your privacy settings across the board to optimize your profile for communicating and interacting with people outside of your network.
- Allows connections from everyone.
- Allow people to follow you so that they don't have to be connected with you to view your content.
- Allow the public to message or contact you.
- You don't have to make your entire profile viewable to the public. However, it's important for networking and for building your business to show at least some sections to the public, including:
  - Profile photo
  - Name
  - Headline
  - About summary



## CHECKLIST ITEM #9

# Edit Your URL

- Update the URL that LinkedIn gives you to remove the numbers
  - Go to your profile.
  - Click the blue pencil icon in the upper right next to the More button.
  - Scroll to Contact info & select the blue pencil icon to edit your Profile URL.
  
- If your name is taken, swap the position of your first and last name, add numbers, or include keywords.
  - [linkedin.com/lastnamefirstname](https://www.linkedin.com/lastnamefirstname)
  - [linkedin.com/firstnamelastname1](https://www.linkedin.com/firstnamelastname1)
  - [linkedin.com/name-accountant](https://www.linkedin.com/name-accountant)
  
- You can't use spaces, special characters or symbols in your URL, but you can use numbers or add words.



## CHECKLIST ITEM #10

# Pin a Post to Your Profile (Optional)

**NOTE: This last item is not a feature that all users have.**

- Select a LinkedIn post to pin to your profile. This highlights your post when people visit your profile.
- To pin a post to your profile, select the three dots in the upper right hand of your post. Then select "Feature on top of profile." LinkedIn will add this post to your featured content.
- Choose posts that are relevant, important, and give people a flavor of who you are, what you do, and what you post about.