

Secrets Revealed LinkedIn

Optimize Your Profile For Success



- ☐ Research Keywords for LinkedIn
- ☐ Use a Current, Professional Profile Image
- ☐ Get Premium, and Add a Cover Photo
- ☐ What's Your Name, and What Do You Do?
- ☐ Offer Complete Contact Information
- ☐ Grab a Custom URL
- ☐ Make Sure Your Profile Is Visible
- ☐ Consider a Profile Badge
- ☐ Support Additional Languages
- ☐ Update Your Connections
- ☐ Update Your Background
- ☐ Add Media / Links
- ☐ Review Skills & Endorsements
- ☐ Move Sections Around
- ☐ Add / Update Projects
- ☐ Add / Update Publications
- ☐ Ask & Give Recommendations

- ☐ Regularly Publish Posts
- ☐ Review Group Memberships

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