The Ultimate LinkedIn Profile Optimization Checklist [Revised & Updated]

Main Profile Optimization

- [ ] Optimize your name - Is your name consistent and the same one online and offline? e.g. Christopher vs. Chris
- [ ] Optimize your LinkedIn headline - Focus on keywords so LinkedIn users and search engines can easily find you.
- [ ] Select the most popular or largest city that's closest to where you work or live. e.g. For me, selecting Salt Lake City, Utah vs. Orem, Utah
- [ ] Select your company's current industry from the dropdown box. e.g. Computer Software, Hospitality, Accounting.

Contact and Personal Info Optimization

- [ ] Customize your LinkedIn profile URL. Try securing your first and last name or last name, first name. Don't use numbers. e.g. http://www.linkedin.com/in/FirstNameLastName vs. http://www.linkedin.com/in/v4sifwts5ftno
- [ ] Add your work email instead of your personal email.
- [ ] Add your work or personal phone number
- [ ] Add your work address - Google your work address and add the exact one that comes up for Google Maps/Local/Places
- [ ] Connect your personal Twitter account - You can connect more than one Twitter account. (Suggestion: If you're planning on sharing your LinkedIn status update to your Twitter account, keep it 200 characters or less so it's compatible on both platforms)
- [ ] Create and connect your WeChat account to your LinkedIn profile. Yes, if you're in the United States, you probably will never use it, so after you connect it to your LinkedIn profile, feel free to uninstall the app. Download and install the mobile app.

Summary Section Optimization

- [ ] Research and identify the top 10 keywords and phrases that resonate with your buyer.
- [ ] Add a "summary section" at the top of your profile. Focus on keywords that you want to rank for and that are relevant to your buyers. Instead of using "I" or "me" refer to yourself in third person to rank for your name.

Skills and Endorsements Optimization

- [ ] Remove any skills that won't increase your current credibility.
- [ ] Add/replace at least 10 keyword oriented skills that will increase your credibility with your buyers.
- [ ] Re-order the skills in order of importance to your buyers. Use your best judgement.

Work Experience Optimization

- [ ] Add your previous work experience. At least have your last three jobs.

- [ ] If done correctly, the company logos of each work experience should show up for each work/job experience you've added. If no logo shows up, try adding the company name again and select from the dropdown suggested box.
- [ ] Add a short keyword oriented summary for each work experience that you've listed. Try to quantify your wins and accomplishments as much as you can. Give specific detail in numbers/percentages if possible.
- [ ] Upload at least three rich media types to each work experience section. e.g. Videos, SlideShare, PDF, etc. In each media type that you add, add a short description of 100 characters or less so your viewer knows beforehand what it is.
- [ ] Obtain two LinkedIn recommendations for each work experience section that you've listed. The best way to receive LinkedIn recommendations is by not only requesting one, but by giving others work recommendations, and then asking for one back.

Extra Credit (Optional)

- [ ] Connect with me on LinkedIn and let's chat social selling :) http://www.linkedin.com/in/gabevillamizar or on Twitter https://www.twitter.com/gabevillamizar
- [ ] Want to optimize your Twitter profile too? I got your back: https://www.checkli.com/checklists/view/93eb6e8f99f5f32e2bfbb25afaeb3064
- [ ] Checkout my bro Jack. He's another social selling practitioner who is doing it right and making waves: https://www.linkedin.com/in/jackkosakowski1/ or https://twitter.com/jackkosakowski

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