



BEYOND B-SCHOOL

Online Career Training for MBAs


LinkedIn
Optimizing your profile




Checklist for Optimizing Your LinkedIn Profile

It is very important to have an optimized profile because this is how people find you when they search for you both on LinkedIn and on Google. You want to make a good first impression when people see your profile and make sure your message speaks to your ideal target market's pains and goal.


Checklist

Priority		Activity
1	<input type="checkbox"/>	Create a Custom URL/Web Address. <i>* A custom URL is a web address specific to you and perhaps your name.</i>
2	<input type="checkbox"/>	Choose and add the right professional headshot for LinkedIn. <i>*Make sure the picture is recent, Make-up of your face should take up around 60% of the photo, wear what you would like to wear to work, and smile with your eyes.</i>
3	<input type="checkbox"/>	Add a Banner on Your LinkedIn Page. <i>* Your background photo is the second visual element at the top of your profile page. It sets the context of what really matters to you, and it gets attention.</i>
4	<input type="checkbox"/>	Customize Headline and make it more than just a job title. This text is part of your first impression. <i>*Use the headline field to describe how you see your role, why you do what you do, and what makes you stand out.</i>
5	<input type="checkbox"/>	Use Your LinkedIn ABOUT (Summary) to Tell Your Story <i>*Tell a story of how you how YOU made a difference to the people you work with and your professional purpose.</i> <i>*Write it in first person</i>


Checklist

Priority		Activity
6	<input type="checkbox"/>	Select your skills that are relevant to your professional direction. Pin the top 3.
7	<input type="checkbox"/>	<i>Grow your network and stay connected.</i> <ul style="list-style-type: none">• <i>Sort your LinkedIn search results by Company and jobs.</i>• <i>Find and join Groups on LinkedIn.</i>• <i>Find and reach out to school alumni contacts.</i>• <i>Meet and connect with possible contacts.</i>• <i>Customize and personalize all invitations</i>• <i>Find people you can connect with in a company you are interested in.</i>• <i>Start engaging them with the activity they post on their Profile.</i>• <i>Send a private message if you want to dialog.</i>
8	<input type="checkbox"/>	Request Recommendations <p><i>* Recommendations give you validation of your credibility of value..</i></p>
9	<input type="checkbox"/>	Make the words in your profile keyword searchable. <ul style="list-style-type: none">• <i>Use keywords describing your area of specialization in your headline.</i>• <i>Add key words and phrases next to your job title.</i>
10	<input type="checkbox"/>	Add Projects <p>Showcase desirable skill sets, work efforts, new capabilities to strengthen identity. Link to your Experience and Education sections.</p>

Checklist

Priority	 Activity
11	<p>Track your Profile impact using 5 measures:</p> <p><input type="checkbox"/></p> <ul style="list-style-type: none">a. VOLUME speaks about the depth of your experience.b. RELEVANCE is about the interest of your community and prospects.c. PURITY is how you compare to your competition.d. DIVERSITY talks about the use of multimedia.e. VALIDATION from others speaking on your behalf
12	<p>Showcase your passion for learning.</p> <p><input type="checkbox"/> <i>*When you complete a course on LinkedIn Learning, you'll have the opportunity to add a course certificate to your LinkedIn profile</i></p>
13	<p>Follow relevant influencers in your industry.</p> <p><input type="checkbox"/> <i>*Adds interesting content into your feed, which you can share.</i></p>
14	<p>Publish posts, articles and videos (“Activity”) to build authority and visibility.</p> <p><input type="checkbox"/> <i>*The more you share and comment on content, the more you establish your expertise on LinkedIn.</i> <i>*Use hashtags (#) to generate views.</i></p>

Checklist

Priority	 Activity
15	<input type="checkbox"/> Increase your number of connections to 500. Look at your first-degree connections and search for people in the same field or people you might be interested in networking with.
16	<input type="checkbox"/> Spend 20 minutes a day on LinkedIn to show people you are active and engaged.