



*LinkedIn*

# CHECKLIST

## Complete these tasks:

- + Include a profile picture
  - + List your current work industry
  - + Include your current position along with a description of what you do
  - + Include at least 5 of your expert skills
  - + Include at least two positions
  - + Include important projects you've worked on
  - + Education + Include any new related industry courses you've taken
  - + Try to gain at least 50 connections
  - + Write your summary
- + Do a complete re-read of your profile to emit any possible errors or typos.
- + Customize your LinkedIn profile URL with your name e.g., [linkedin.com/in/sallyjones](https://www.linkedin.com/in/sallyjones) or if it's your company website use that name.
- + Be sure to include 10 keywords of what industry professionals would use to find someone like you. Brainstorm keywords that relate to your work, industry, skills and qualifications. (Explore job postings and job descriptions in your industry to help in determining the keywords you want to use in your profile. Also try Google's Keyword Tool).

**Tip:** Choose keywords that fit your skills and qualifications along with words that align with the skills an employer or business partner would look for when working with someone like you.

+ Check your profile each quarter to make any new changes to your profile and to ensure everything is up-to-date. For example, make sure all of your contact details are up-to-date.

+ Check your profile. Go to "Settings" to ensure that the display of what others see in your profile is correct.

+ Look at your Privacy Settings as you may want to limit who views your profile to only those direct connections within your network. So, be sure to thoroughly examine what is shown publicly.

**Note:** Google indexes LinkedIn profiles. Although an open profile can give you more visibility on Google, you need to decide if this is for you.