



*Successfully Ever  
After*  
a 30 Day Personal Branding Transformation

# LinkedIn Checklist

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**Use this checklist to guide you through the most important components of your profile.**

## WHY

LinkedIn is one of the most important tools you can use to build your career branding and aid your job search. Before you make your profile visible, you need to make sure you've optimized it to get the most views possible. Doing these steps will increase your search rating and give you a better chance of reaching recruiters and hiring managers. Even if you're not looking for a new job currently, you'll gain more exposure and build the value of your personal brand.



## PHOTOS

- According to LinkedIn, profiles with photos get up to 20 times more views than those who don't have one.
- Your photo needs to be a headshot, cropped at shoulders. Make sure you're smiling.
- Don't crop yourself out of another photo, especially if you can see parts of them still in it.
- Make sure you are dressed work appropriate.
- Utilize the header image too. It's another way to showcase your professionalism.

## HEADLINE

- LinkedIn will default your headline as your current position and company.
- Increase your ranking by changing this and adding keywords.
- You have 120 characters to show your skills.

## SUMMARY

- The summary section is the #1 thing recruiters look at when viewing profiles.
- You have 2000 characters to use to highlight your talents, skills and achievements. Make it conversational. Use this section to show how you can be a value to a potential employer by highlighting career accomplishments.



## **SKILLS**

- Profiles listing more than 5 skills are 27 times more likely to be discovered by recruiters.
- You can add up to 50, but remember more isn't always better. Only add the skills you possess.
- You can also re-order your skills so your most valuable ones are on top of the list.

## **WORK EXPERIENCE**

- Make sure you list your positions but instead of listing job duties, list 3-5 accomplishment you obtained while there. Make these items you can back up with facts and figures.
- Remember to sprinkle in key words.
- LinkedIn likes for you to include at least 2 employers. Don't forget if you are just starting out, you can include your internships.

## **RECOMMENDATIONS AND ENDORSEMENTS**

- For ranking and searchability, LinkedIn wants you to have at least 3 recommendations.
- Ask co-workers, classmates or clients to provide these.
- One great way to get them is to endorse or recommend someone else. Most people will feel compelled to return the favor.

## **LOCATION AND INDUSTRY**

- This is a required field when you set up your profile. However, it can be a valuable tool if you are searching for a job.
- If you are planning to relocate, go ahead and make that your location.
- Recruiters often search based on location.
- If you want to change industries, you'll want to change that as well.





## **EDUCATION AND CERTIFICATIONS**

- According to LinkedIn, profiles that include your schools and education get over 10 times more views.
- Make sure you include your major and minor.
- Include any specialized training you have received too.

## **VOLUNTEER WORK**

- Many employers consider volunteer work to be important. It shows you're community minded and involved.
- This is another great place to keyword and show skills you utilize that may not be part of your daily work.

## **CONTACT INFORMATION**

- Make sure you have personalized your LinkedIn URL.
- Make sure you have a professional email address.

## **OTHER**

- You can include samples of your work, presentations, personal website, portfolio sites, etc... in your LinkedIn Profile. This is a great way to set you apart and showcase your strengths.
- Make sure you set your privacy settings to show you are job searching and make yourself visible to recruiters.



**LinkedIn is a great tool to use to improve your visibility and promote your personal career brand. To learn more about building a career brand designed to land you in the interview seat, visit [www.chelliephillips.com](http://www.chelliephillips.com).**