

# LinkedIn Profile Optimization Checklist

Is Your Profile A.L.I.V.E.®

A- Accurate L- Locatable I- Impactful V- Value-based E- Engaging

- Is Your Profile Complete?** Users with profiles that are 100% complete are 40 times more likely to receive inbound inquiries.
  - ✓ Industrial and postal code
  - ✓ A current position with description
  - ✓ Two more positions
  - ✓ Education
  - ✓ At least 5 skills
  - ✓ Profile photo
  - ✓ At least 50 connections
- Tweak Your Headline.** Combine your unique value proposition with relevant keywords. Your headline should answer “why should I connect/ do business with you?”
- Construct a High-Impact Summary.** Showcase your background and measurable accomplishments in 2-3 short paragraphs. Include a “call to action” along with your contact information.
- Leverage SEO-friendly Content & Keywords.** Incorporate keywords that peers, prospects, and/or partners would use to describe your capabilities.
- Grow Your Network.** Strategically connect with LinkedIn users. When requesting a connection, always personalize the message.
- Get Engaged.** Like + Comment + Share. Stay connected. Write posts and articles that align with your expertise.
- Give + Get Recommendations.** Build your credibility. Give more than you receive. Only ask for recommendations you are willing to draft and be sure to include SEO-friendly content and keywords.
- Join + Engage in Groups.** Strategically join Groups containing your peers, prospects and/or strategic partners. Like/ Share/ Comment on discussion threads; contributing relevant, non-sales content when appropriate to build your credibility as a subject matter expert.

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Still need a B.O.O.S.T.®? Kelly Leonard Consulting can help!

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