

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.*
 - ✓ Industry 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 your peers, prospects and/or partners would use to describe your capabilities.
- Get Engaged** Like + Comment + Share. Stay connected. Write updates and articles that align with your expertise.

- Grow Your Network** Strategically connect with LinkedIn users. When requesting a connection, always personalize the message.
- 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 partners. Contribute to group discussions to build your credibility as a subject matter expert.

Does your LinkedIn profile need a **B.O.O.S.T.**™?
Taylor-Leonard Corporation can help.
info@taylor-leonard.com
www.BoostMyLinkedIn.com

