



# LINKEDIN PROFILE CHECKLIST

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*OPTIMIZE YOUR PROFILE*

**Thank you for downloading this resource!**



This is the *exact* profile playbook I use to grow my clients' profiles and bring in millions in revenue. I know you'll get a ton of value out of it. If you want more advice on social media, marketing, and personal branding, feel free to connect with me on [Linkedin](#). ❤️ CJ

## **Part 1: The Strategy**

## 🏆 Goal of Your LinkedIn Profile: More Leads, Sales, more Revenue.

Forget the conventional LinkedIn advice. Most articles and resources on LinkedIn profile optimization are wrong.

Let me tell you why.

Conventional LinkedIn profile optimization advice is targeted toward **recruiter** optimization. This guide helps you target **buyer** optimization.



**Roxana Irimia** • Following

Click FOLLOW to save hours of Marketing, Copywriting and Personal Br...

15h • 🌐



your LinkedIn profile ≠ your CV

your LinkedIn profile = your business website

The place where people can see:

- who you are
- what you do
- what you can bring to them
- why they should trust you



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27 comments

## 🏆 Goal of Your LinkedIn Profile: Position Yourself as a Thought Leader

That way, your audience has top-of-mind-awareness of YOU as the expert.

**POSITION YOURSELF AS A THOUGHT  
LEADER.**

**POSITION YOURSELF AS AN EXPERT.  
THE EXPERT.**

**CREATE TOP-OF-MIND-AWARENESS.**

**WHEN YOUR CUSTOMERS GET TO THEIR  
BUYING DECISION, YOU BECOME THE  
OBVIOUS CHOICE.**

If your goal is to get more inbound leads, make more sales, and make more revenue, this guide is for you.

**TOP OF MIND AWARENESS**

**BRAND RECOGNITION**

**UNAWARE OF BRAND**

## Part 2: Must-Do's

### Your Profile Visibility

So many times I've seen people wonder why their LinkedIn strategy wasn't working... because their profile was listed as private!

**To make sure your LinkedIn profile is public:**

1. Click the "Me" icon at the top of your LinkedIn homepage.
2. Select Settings & Privacy from the dropdown.
3. Click the Data Privacy on the left rail.
4. Make sure everyone can see your profile.

### Your Unique LinkedIn URL

A string of random numbers and letters does not look professional. Update yours under "profile settings" to create a more professional, custom URL.

💡 Setting a custom URL can also help your name's SEO on Google.

LinkedIn is a high-traffic site. This will help your LinkedIn profile appear higher up in search results.

The screenshot shows a LinkedIn profile for Courtney Johnson. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, and Me. The main content area is titled 'Public profile settings' and includes a description of profile control. A red rectangular box highlights the 'Edit your custom URL' section, which shows the current URL 'www.linkedin.com/in/courtneylynnjohnson' and an edit icon. Below this, the 'Edit Content' section is visible, followed by the 'Edit Visibility' section which has a toggle switch for 'Your profile's public visibility' set to 'On'. The profile card on the left shows the user's name, title 'Social Media Strategy', location 'Austin, Texas, United States', and a 'Sign in to follow' button.

**Public profile settings**  
You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

**Edit your custom URL**  
Personalize the URL for your profile.  
www.linkedin.com/in/courtneylynnjohnson

**Edit Content**  
This is your public profile. To edit its sections, update your profile.  
[Edit contents](#)

**Edit Visibility**  
You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.  
[Learn more](#)

Your profile's public visibility ☒ On

Basic (required)

**Courtney Johnson** 📁 📧 **Social Media Strategy**  
social strategy thought leader | driving biz impact through social media | building brands  
Austin, Texas, United States  
500+ connections  
[Sign in to follow](#)

Freelance  
Texas Christian University

## Your Website

Add your website or booking link to the top of your profile.

## Website

Add a link that will appear at the top of your profile

Link

<https://calendly.com/courtlynnjohnson/one-hour-marketing-or-linkedin-consultation>

Link text

Customize how your link will appear (optional).

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## Part 3: The “Points”

Depending on your industry, the following section won't be SUPER important to your buyer. However, LinkedIn boosts profiles (and in turn, posts) with the algorithm “check marks.”

This means each of the following form fills are check marks in LinkedIn's algorithm. The more check marks you have, the more LinkedIn boosts your profile, the more visibility you get, the more followers you get, and the more leads you get.

### Work Experience Section

- ☐ Is your work experience updated?
- ☐ Does it reflect the same copy as your resume (but more spaced out + dots?)
- ☐ Do you have links to either A. the website or B. work examples from each job?

- ☐ Is the company properly tagged in each job?

## Certifications

- ☐ Is your education listed?
- ☐ Licenses and Certifications: are these updated?
- ☐ Licenses and Certifications: are they properly tagged?
- ☐ Licenses and Certifications: do you have certificate images on each cert?
- ☐ Licenses and Certifications: do you have a description?
- ☐ Volunteer experience: are these updated?
- ☐ Volunteer experience: are they properly tagged?
- ☐ Volunteer experience: do you have a description?

## Skills

- ☐ Skills and endorsements: do you have at least 50 skills listed?

💡 *you don't need 50 different skills - for example let's say social media is a skill. There will be at least 10 skills called "social media" - "social media marketing" "social media strategy" "social and digital media" etc.*

- ☐ Accomplishments: are your accomplishments updated with accolades?

## Recommendations

Recommendations: do you have at least 2 recommendations?

Recommendations: Have you given at least 2 recommendations?

## Part 4: The Branding Elements

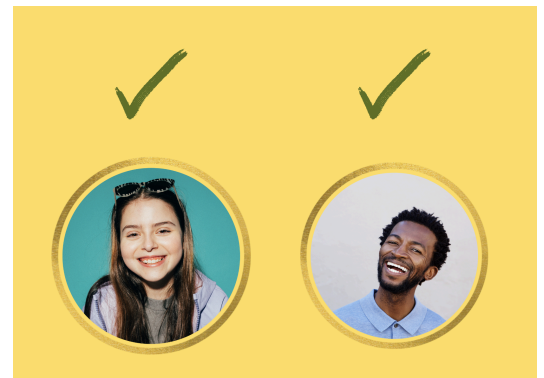
### Canva

[Profile Pics](#)

[Banners](#)

### Your Profile Photo

Your profile photo is the first thing people see when they click on your profile. It should be clear, bold, approachable, and representative of you!



→ [How to update your photo](#)

- ☐ Do you have a strong profile photo?
- ☐ Is your profile photo representative of you?
- ☐ Is it approachable?
- ☐ Is it bold? Does it stand out?



☐ Is it on-brand thematically?

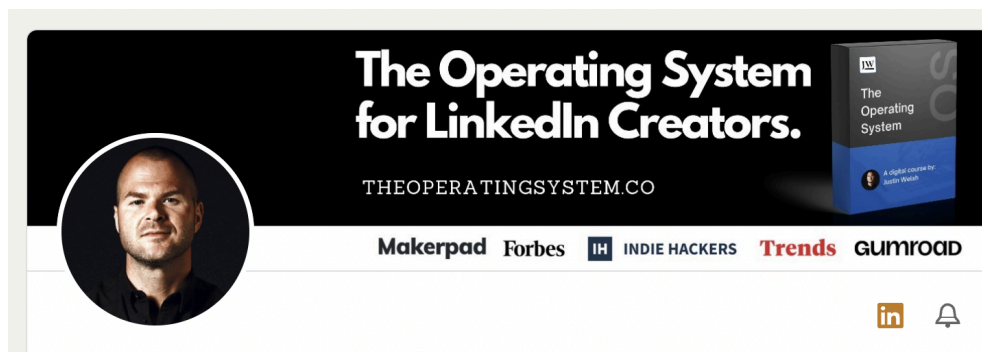
💡 *If you want a fun way to spruce up your profile photo even more, you can use Canva to remove your current profile photo background and add in a new background.*

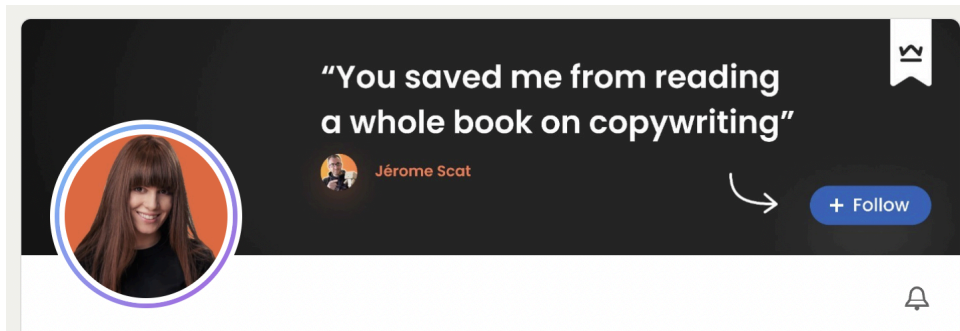
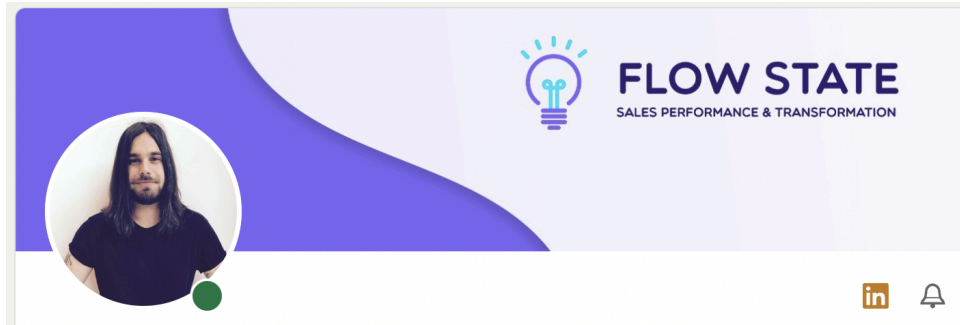
## Your Banner

Your banner, or cover photo, is a great way to add information on your value - add or a call to action.

It should be on-brand with the rest of your profile. Use Canva to create a custom banner, or Unsplash to choose a representative photo.

💡 *Here are some banners to get inspiration from.*





## Your Name

Did you know you can add emojis and descriptors to your name? Make it stand out!

Edit intro

×

\* Indicates required

First name\*

Courtney

Last name\*

Johnson 🏠👉 Social Media Strategy

Additional name

## Your Headline

HELPING [TARGET AUDIENCE]  
ACHIEVE [GOAL]  
THROUGH [UNIQUE VALUE PROP]

Your headline is a GREAT place to showcase the value you bring to clients. Reframe the typical approach of a job title, to a formula that actually expresses your value. Or, you can get creative with it and add in something totally unique.



**"Account Executive  
at XYZ"**



**"Helping enterprise  
companies retain top  
talent through career  
development training"**

In the headline, you're answering a Q from your audience. "How can you help me?"

## **PART 2: THE FEATURES**

*To access features, click "add profile section"*

- ☐ About section: does your about section explain your 1. Background, 2. Value, 3. A clear call to action, and 4. Reflect your personality?
- ☐ About section: is your about section well-spaced and easy to read?
- ☐ **Featured section: Does your featured section have at least 3 featured items? This can be a pinned post, pinned video, a link to your website, a pdf of your resume or portfolio, or an article you've written or have been featured in**

## ADVANCED

- ☐ If you are bilingual, is that listed on supported languages?
- ☐ Do you have a [custom URL](#)?
- ☐ Is your profile [public](#)?
- ☐ Do you have at least 5 posts that show your expertise?
- ☐ Do you have an audience size (connections) over 1,000?
- ☐ Do you have at least 1 unique blog published on LinkedIn? (this will give you an "author" tag)
- ☐ Do you have at least 10 interests? ("liked" or "followed" people and pages)

## BONUS

More bio formulas here:

<https://www.linkedin.com/feed/update/urn:li:activity:7148312057048686592/>

Linkedin Verification: <https://www.linkedin.com/help/linkedin/answer/a1359065>