



LinkedIn Profile

Optimization Checklist

Profile Edit Share

- Change your profile editing settings. Deactivate the option to 'share your profile changes with your network'. You don't want your connections to receive notifications about every change you make to your profile

• *Me > Settings & Privacy > Privacy > How others see your LinkedIn activity > Sharing profile edits*

1. Background image

- This is prime real estate. Promote your company, a current campaign or your own brand and skill sets

2. Profile Photo

- Upload a professional looking color photo
- Ensure you are the only person in the photo taken on a solid background
- Try and look to your left when having the photo taken; once in position this will draw visitors into your profile page as opposed to having them look off the screen

3. Name/Location

- Your Name: This should be the name by which you're commonly known and nothing else!
- Add your location and the industry sector which you work in Education; add college/university

4. LinkedIn Headline

- 120 character limit
- Make your headline descriptive; convey who you are, what you do, and the value you provide
- Use keywords to make your profile stand out in search results off the screen

5. Profile Summary

- Your LinkedIn profile is not your resume so make sure you are always writing in first person (as if you were speaking directly to your ideal clients)
- Focus on your knowledge and subject matter expertise, how you can add value, what unique insights can you offer
- Add a Call-to-Action
- Use keywords to help improve your ranking but don't go overboard!
- Add rich media content to further enhance your profile with dynamic content (see below)

6. Public Profile URL

- Increase your personal ranking on Google (and other search engines)
- Make it easier for people to find you
- Create a custom URL
- Create a URL which closely matches your name; don't include any details of the company you work at
- Add the URL to your email signature, business card, documentation, slide decks etc.

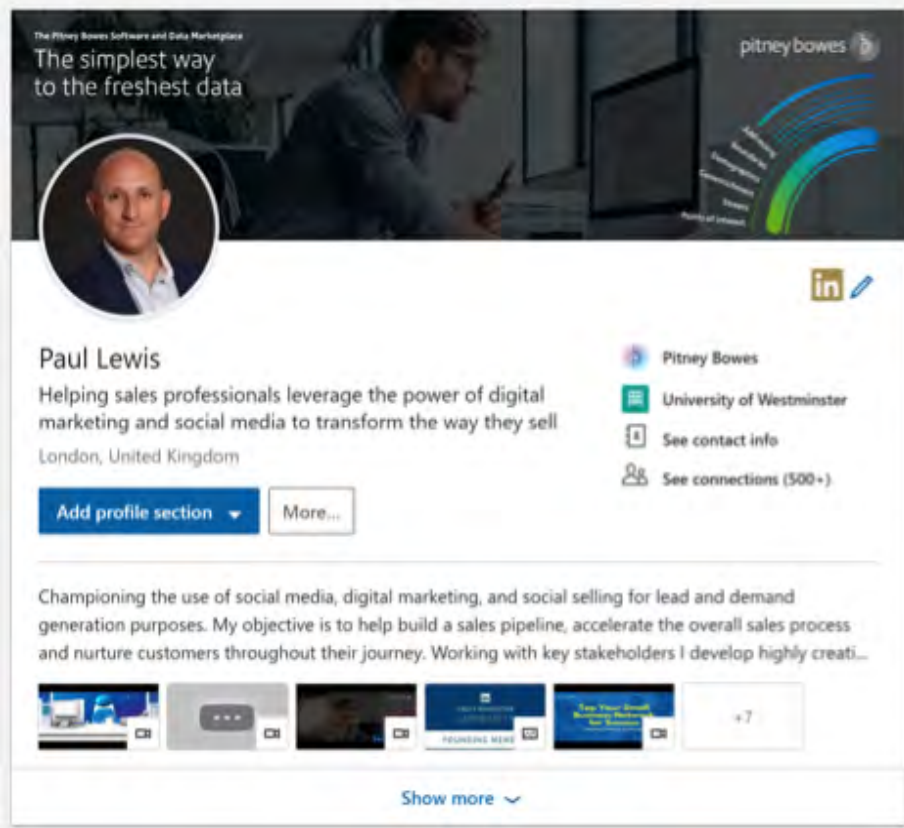
7. Contact info

- Add a business phone number and an office address (these details are only visible to your connections).
- The email address listed is the primary address you're using for LinkedIn;
- List 3 website links that relate to your company and the solutions you are focused on

8. Rich Media

- Add content so profile visitors can view, access and download important files and presentations such as videos, data sheets, white papers, and presentations

*Public Profile URL



The image shows a LinkedIn profile for Paul Lewis. The header features a banner with the text "The simplest way to the freshest data" and a Pitney Bowes logo. Below the banner is a circular profile picture of Paul Lewis. To the right of the profile picture is a blue "in" icon. The name "Paul Lewis" is displayed, followed by a description: "Helping sales professionals leverage the power of digital marketing and social media to transform the way they sell". The location "London, United Kingdom" is listed. There are two buttons: "Add profile section" and "More...". To the right, there are links to "Pitney Bowes", "University of Westminster", "See contact info", and "See connections (500+)" with a person icon. Below this is a section titled "Championing the use of social media, digital marketing, and social selling for lead and demand generation purposes. My objective is to help build a sales pipeline, accelerate the overall sales process and nurture customers throughout their journey. Working with key stakeholders I develop highly creati...". This section contains several video thumbnails and a "+7" button. At the bottom, there is a "Show more" link with a downward arrow.

The simplest way to the freshest data

pitney bowes

Paul Lewis

Helping sales professionals leverage the power of digital marketing and social media to transform the way they sell

London, United Kingdom

Add profile section More...

Pitney Bowes

University of Westminster

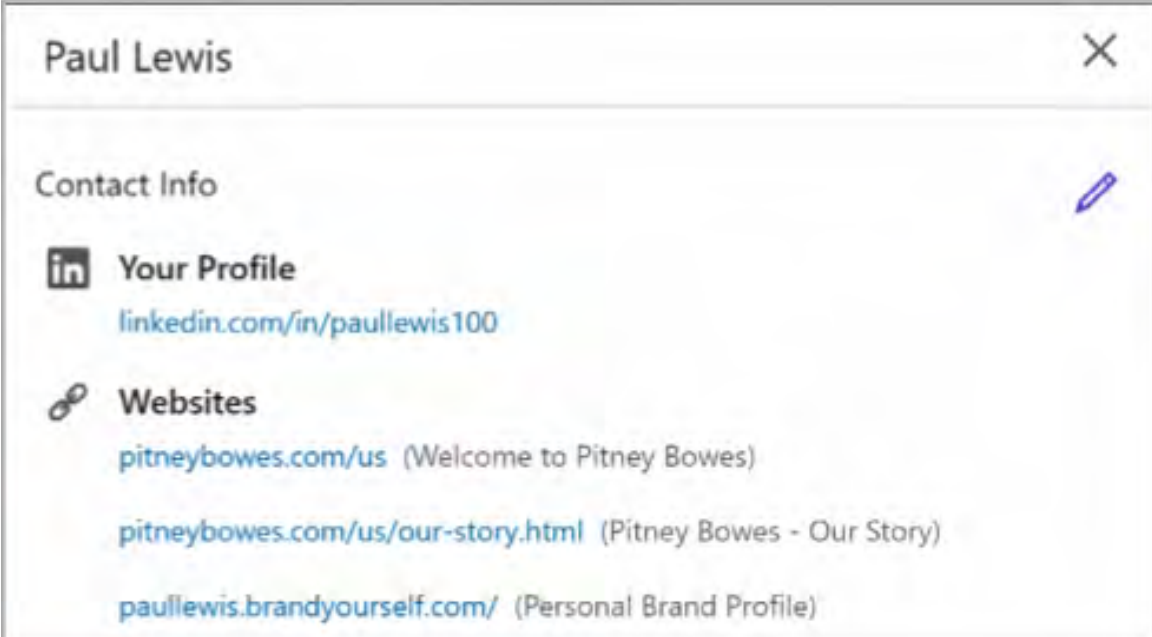
See contact info

See connections (500+)

Championing the use of social media, digital marketing, and social selling for lead and demand generation purposes. My objective is to help build a sales pipeline, accelerate the overall sales process and nurture customers throughout their journey. Working with key stakeholders I develop highly creati...

Show more

*Contact info



The image shows a "Contact Info" modal for Paul Lewis. The modal has a title bar with "Paul Lewis" and a close button (X). Below the title bar is a section titled "Contact Info" with a blue pencil icon. The section contains three items: "Your Profile" with a LinkedIn icon and the URL "linkedin.com/in/paullewis100", "Websites" with a chain link icon and three URLs: "pitneybowes.com/us (Welcome to Pitney Bowes)", "pitneybowes.com/us/our-story.html (Pitney Bowes - Our Story)", and "paullewis.brandyourself.com/ (Personal Brand Profile)".

Paul Lewis

Contact Info

Your Profile

linkedin.com/in/paullewis100

Websites

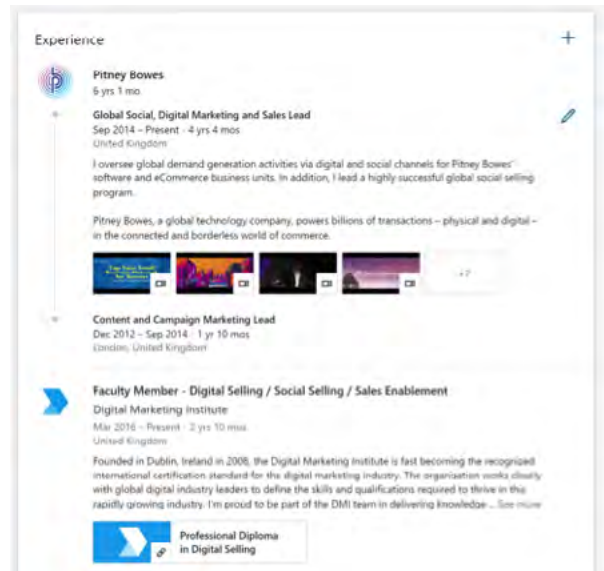
pitneybowes.com/us (Welcome to Pitney Bowes)

pitneybowes.com/us/our-story.html (Pitney Bowes - Our Story)

paullewis.brandyourself.com/ (Personal Brand Profile)

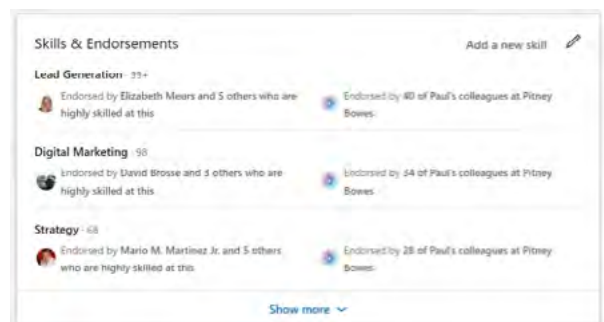
9. Experience

- Associate your profile with your company
- Add current & past positions
- Show your career progression (break out different roles you've held at the same company)
- Provide a brief description for each role
- Add rich media (videos, websites, presentations etc.)



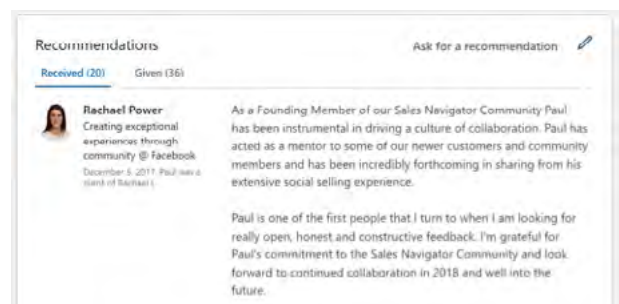
10. Skills & Endorsements

- List your most strategic skills; pin the top three
- Let your connections validate the strengths found on your own profile
- Don't feel obligated to endorse someone back, but rather consider endorsing people authentically
- Listing the right skills will aid in making you more visible in both LinkedIn advanced and Google searches



11. Recommendations

- Build credibility, ask current and past colleagues, partners, suppliers and most importantly customers to write a recommendation.
- Ask those who can speak highly about your abilities and contributions.
- Have them focus on a specific skill or personality trait that drives their opinion of you.



12. Groups

- Search and join LinkedIn groups appropriate to your area of focus
- Meet and engage in discussions, demonstrate your subject matter expertise
- Message group members even if you're not connected

