LinkedIn Checkup Worksheet

Keywords (KW)
1. ____________________________________
2. ____________________________________
3. ____________________________________
4. ____________________________________

Complete all LinkedIn Required Steps for 100% Completion
• Name and Current Position (25%)
• Picture (5%)
• Summary (5%) 2,000 characters max
• Specialties (5%) 500 characters max
• Education (15%)
• Past Job 1 (15%) Title 100 characters max, Description 2000 characters max
• Past Job 2 (15%)
• Recommendation 1 (5%)
• Recommendation 2 (5%)
• Recommendation 3 (5%)

Complete Profile to Best Practice Levels
• Edit Headline (120 character max) (KW) Otherwise, by default it will list your current position.
• Add three websites and describe them. 36 characters for description max
• Edit Public Profile URL to as close to your real name as possible
• Include in Summary the standard company paragraph (KW)
• Include keywords in Specialties (KW)
• Edit current job titles to be “Title- (Specializing in KW)” 100 characters max
• Edit current job description to include standard company paragraph (KW)
• Add Skills section to profile (KW)
• Use the “Portfolio” feature. New feature in 2013 that lets you display samples of your work on your profile. With it, you can link to or upload images, presentations, videos, or documents.
• Obtain ten recommendations from current customers (KW)

First Level Connections: At least 100, but have a goal of at least 250
Join at least 15 LinkedIn groups, but have a goal of joining the max of 50

Did you pass your checkup? If not, don’t be discouraged, but set realistic goals to complete these steps. Then you will be ready to not only play the LinkedIn game in 2012 but win it!         -Advice from Wayne Breitbarth, author