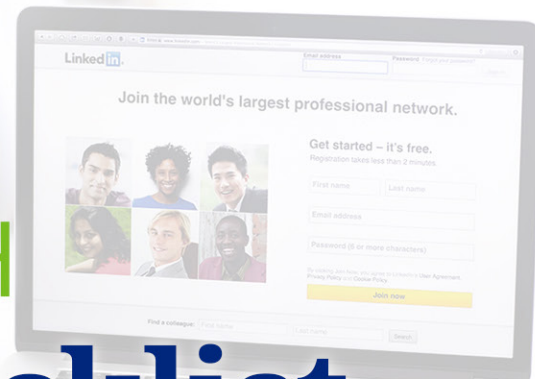




Career  **Thinker.com**

YOUR JOB SEARCH

LinkedIn Checklist



When You Optimize Your LinkedIn Profile You Maximize Your Career Opportunities

If you check no to more than two question, then you schedule a free LinkedIn review call, visit my [online calendar](#).

#	QUESTIONS	YES	NO
1	Do you have a professional, friendly, charismatic portrait photo with a plain background? Companies want to hire happy and positive people.		
2	Did you rename your photo with your name and keywords with underscores in between and are you using this on all social media platforms to build SEO? Do you know how to make a border around your photo to make it stand out?		
3	Do you have a headline with keywords to differentiate yourself, instead of a job title or “jobseeker” or “seeking next opportunity”? (Use the 120 characters wisely to reflect your brand and if you are a job seeker, don’t appear desperate)		
4	Did you choose a location that is not the city you live in, but “Greater Philadelphia Area” for example?		
5	Did you choose the best description for your industry? Are you using a customized URL? (/in/ not /pub/)		
6	Did you enter complete contact information including email, phone, and links to your social media websites?		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
7	Is your about page, written in first person, tell a story? (2000-character limit) Is it broken down in sections (as suggested below) with bullet points? WHO AM I WHAT I DO VALUE I BRING EXPERTISE & LEADERSHIP COMPETENCIES PERSONAL TRAITS		
8	Are you building your Skills & Endorsements section using keywords to differentiate yourself, and keyword diversity?		
9	Did you include a logo of your school(s) in the education section?		
10	Have you used value-based bullet points with accomplishment verbs in the past tense for your work experience sections?		
11	Are your accomplishments quantifiable with statistics or numbers?		
12	Do you have recommendations for each position, and do you know how to request them?		
13	Do you have groups? (Maximum 50 unless there are subgroups including alumni, industry, geographic, etc.)		
14	How big is your network? It would help if you strived to have at least 500 1st level connections as a first goal, then keep building your sphere of influence.		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
15	Are you following your target companies and turn on job alerts on their pages?		
16	Have you checked your public profile settings?		
17	Did you post 5 documents under your summary or add media to your work experiences? (PowerPoint, Excel, Word, PDF, Photo, Video, Website, etc.)		
18	Do you have any projects to post? Do any projects have URL links?		
19	Do you belong to any organizations?		
20	Do you speak other languages?		
21	Do you have any certifications?		
22	Do you have any honors or awards?		
23	Do you volunteer your time?		
24	Do you have a banner 1584 x 396 pixels on your LinkedIn? It should be relevant to your career or industry.		
25	Have you created a profile badge for your website or blog?		
26	Are you using symbols after your last name or in your headline?		
27	Do you know where to find the lists of supported content providers for uploads?		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
28	Do you know how to apply for jobs through LinkedIn?		
29	Do you know how to use advanced search techniques including Boolean searches?		
30	Do you know the extra benefits you get with a Premium Membership?		
31	If you have a free account, do you know how to send messages to group members for free once you run out of your first five inmails?		
32	Do you know how to send a personalized message to someone?		
33	Do you know how to follow someone and see their recent activity?		
34	Do you know how to block or unfollow someone?		
35	Do you know how to post an article with comments or use the publishing tool?		
36	Do you know how to export a LinkedIn profile to PDF format?		