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10-Point  
**LINKEDIN**  
**OPTIMIZER**  
*CheatSheet*



Simple guide to a perfect profile

# 10-Point LINKEDIN OPTIMIZER *CheatSheet*



LinkedIn is the largest professional social network available online today. It is the perfect tool for finding employment opportunities and developing long-term business relationships. Having an optimized LinkedIn profile is essential if you want to promote yourself online and connect with business professionals in your industry.

This **10-Point LinkedIn Optimizer Cheat Sheet** will help you get your profile in tip-top shape and help you attract and develop the right type of connections.

**Let's get started!**

# 10-Point LinkedIn Optimizer Cheat Sheet

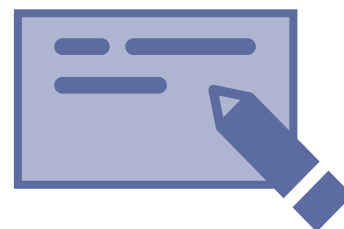
## 1 A High Quality Profile Photo.

You've heard that first impressions are everything. This couldn't be truer than in the case of your LinkedIn profile photo. This is one of the first spots people look when viewing your profile. Your photo should be professional with good lighting and a neutral backdrop. Wear clothing appropriate to your industry. DO NOT use an old headshot.



## 2 A Well Written Headline

The headline area in LinkedIn is prime real estate. It appears just under your name. By default, your headline is your current job title. Most experts recommend that you change your headline to include keywords that describe your professional focus. Search engines use these keywords to find you. Make the 120 characters count by strategically conveying what you do and for whom. Use a vertical separator if needed.



## 3 A Customized URL

Personalizing your URL shows others that you are serious about your LinkedIn success. It also allows others to find you more easily. Try using your first and last name. If that is unavailable, try other variations of your name. Your URL can have 5 – 30 letters or numbers.

## 4 A Short and Sweet Summary

The summary section is one of the most overlooked sections in LinkedIn. Use this section to explain who you are, who you help and how you help them. You have up to 2000 characters to highlight your accomplishments. Most importantly, use keywords and include your email address at the end unless you're worried about privacy issues.

## 5 An Accurate Work History

Your work history should mirror your resume, including accurate titles, company names and dates. Identify accomplishments not just job descriptions. Quantify your accomplishments as best you can through the use of percentages, numbers, dollars etc.

### 6 Plenty of Endorsements

LinkedIn endorsements are a great way to get recognized for skills and talents you want to be known for. The more endorsements you have, the higher your profile will rank in the search results for those specific keywords. Don't be afraid to reach out to your already existing network to ask them to endorse you. You can list up to 50 endorsements, but it is recommended that you focus on your top 10.



### 7 Professional Recommendations

A recommendation is a comment written by a LinkedIn member that recognizes or commends you for the work you've done. They are very valuable and add credibility to your LinkedIn profile. Ask for recommendations from previous employers, academics, and high-ranking friends. Another great way to get recommendations is to give them.

### 8 Education and Certifications

Your Education and Certification sections say a lot about you, especially to potential employers and to former schoolmates who are looking to reconnect. Make sure you include your major(s), minor(s), and any study abroad or summer programs you've completed. Also, list any specialized educational achievements you've received within your industry.

### 9 Volunteer Gigs

According to LinkedIn data, 41 percent of employers consider volunteer work to be as important as paid work. Add relevant part-time or unpaid work, including contracting or internships, you want people to know about. This shows that you are a passionate professional eager to help others and is a great way to strengthen your profile.

### 10 LinkedIn Groups and Interests

Join groups and publicize your interests so that others can see whom you are following and what influencers are on your list. This allows others to get to know you better and connect with you more easily. It is advisable to join as many groups as you can. LinkedIn lets you join up to 50 groups and all of the members in each group are added to your network.