

THE MOST COMPLETE PROFILE OPTIMIZATION CHECKLIST

33 Strategic Points



Disclaimer: Just Connecting HUB is an independent training and consultancy firm specializing in LinkedIn and social selling. We would like to clarify that we are not affiliated with, endorsed by, or employed by LinkedIn Corporation. Our services, research, and content are provided independently, and any references to LinkedIn are purely for explanatory purposes. We emphasize our commitment to maintaining our independence and assure our audience that our views, opinions, and recommendations are based solely on our expertise and experience.

1- Background Picture



Fact!

Showing yourself in action builds trust.

Authenticity is key. Avoid boring corporate pictures



2 - Profile Picture - Visibility



Visibility ×

Choose who can see your profile photo

- ☐ **1st-degree connections only**
LinkedIn members connected directly to you.
- ☐ **Your network**
Only people connected up to three degrees away from you will be able to see this.
- ☐ **All LinkedIn members**
Members signed into LinkedIn, including everyone in your network.
- ☒ **Anyone**
Anyone on or off LinkedIn.

Save

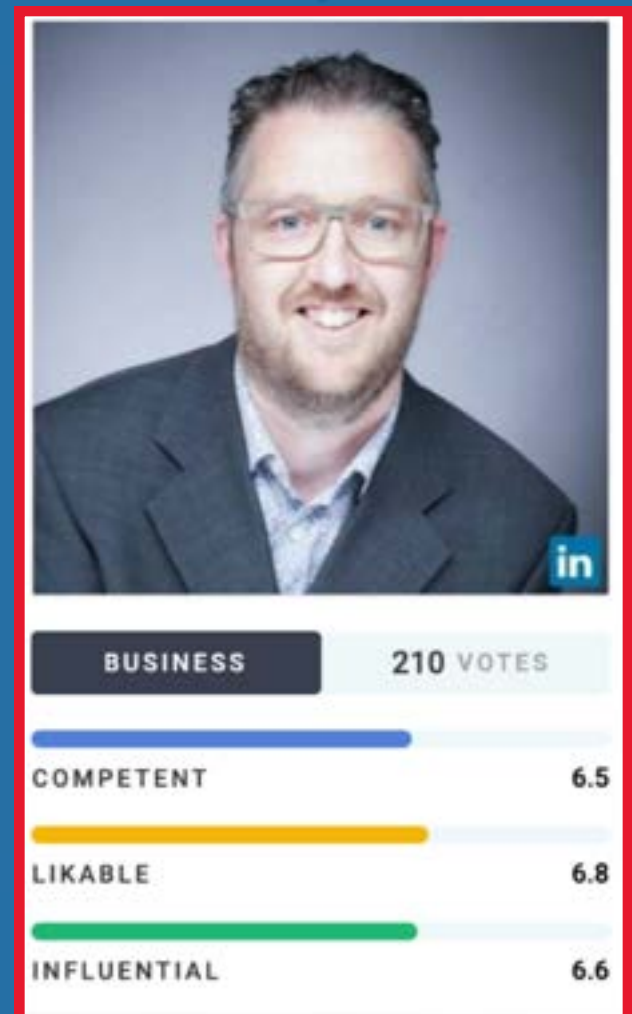
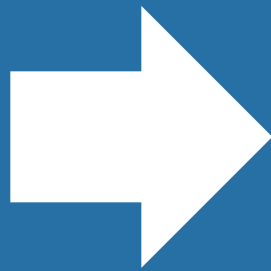
Tip!

Set visibility to **“Anyone”** or **“All LinkedIn Members”**



3 - Profile Picture - Professional

Check
www.photofeeler.com
and get feedback!



Tips:

1. Recent (not older than 3 year)
2. Professional foto shoot
3. Authenticity

Ask yourself, "Would someone recognize me at the reception of my client's company?"



4 & 5 - Headline

Richard van der Blom 🗣️

Create your own Authentic Audience! Supporting sales and marketing teams to master LinkedIn for Brand Awareness and Lead Generation 🚀 Sales Navigator & Social Selling 🎤 International Keynote Speaker

Tim FitzGerald · 2nd

Helping banks overcome their difficult data challenges that impede the delivery of value to their customers to do more profitable business with less risk. Want to know more about how we do this? Send me a message.

Darren Pallatina · 1st

We Design High-Performance Profiles for Business Professionals | Full LinkedIn Profile Optimization & Design | Personal & Employer Branding | Earn 15% Commission for Referrals - DM me for more info

Must be included:

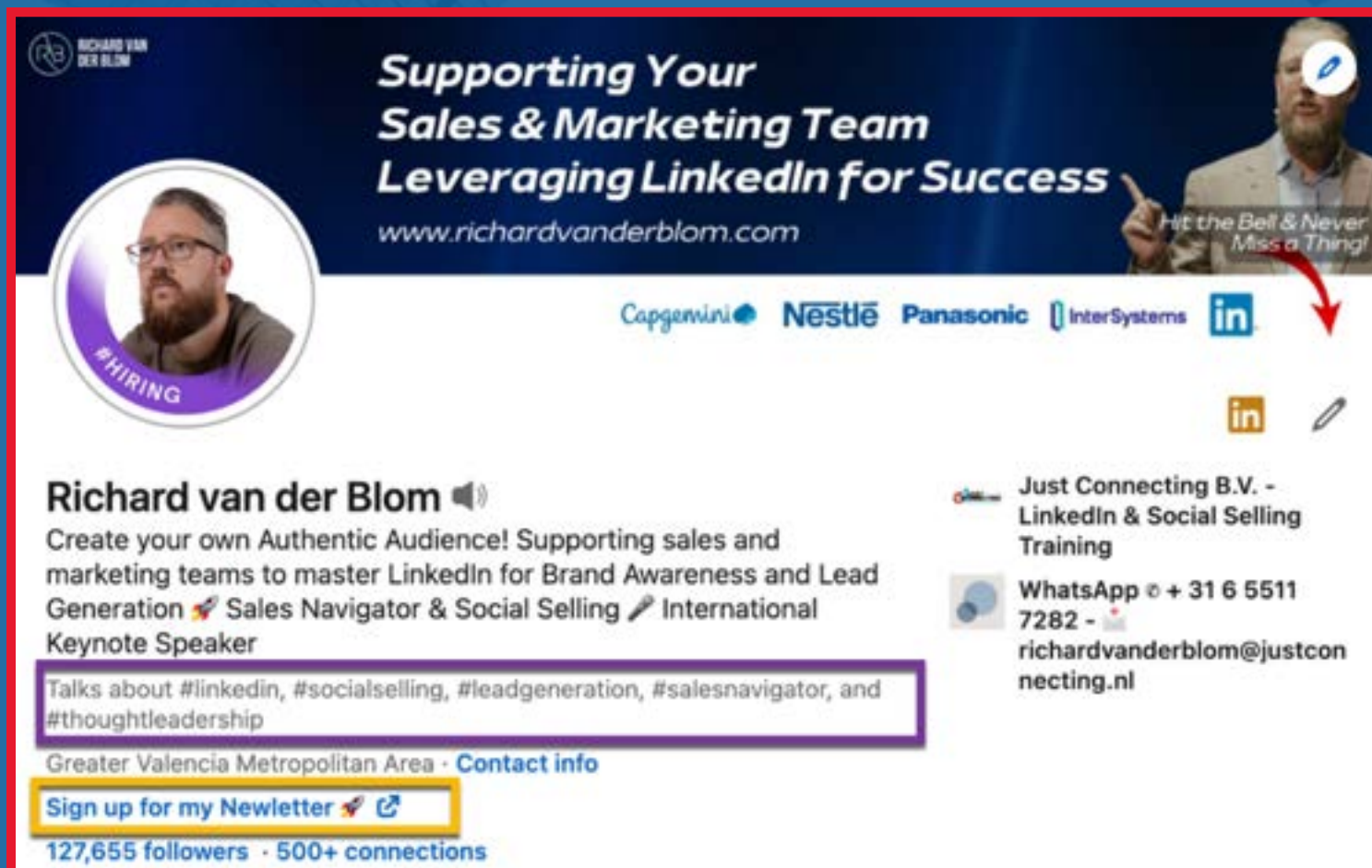
1. Address your target audience
2. What is your added value?

Optional:

1. Job Title
2. Keywords
3. CTA



6 & 7 - Hashtags - Profile Link



Hashtags:

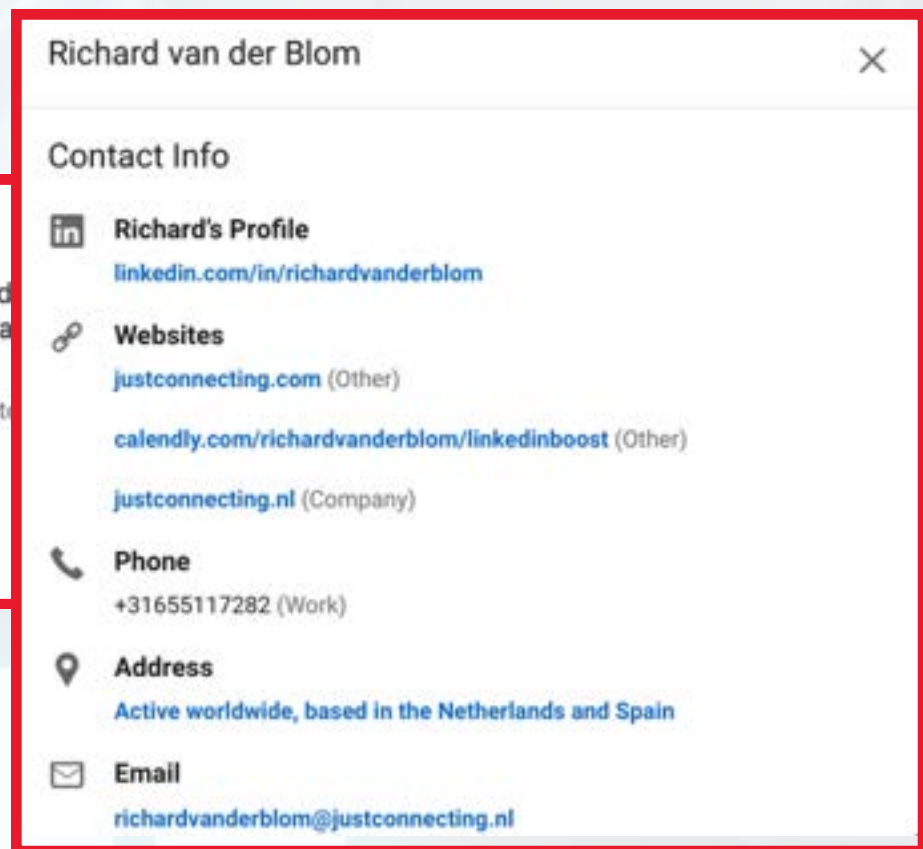
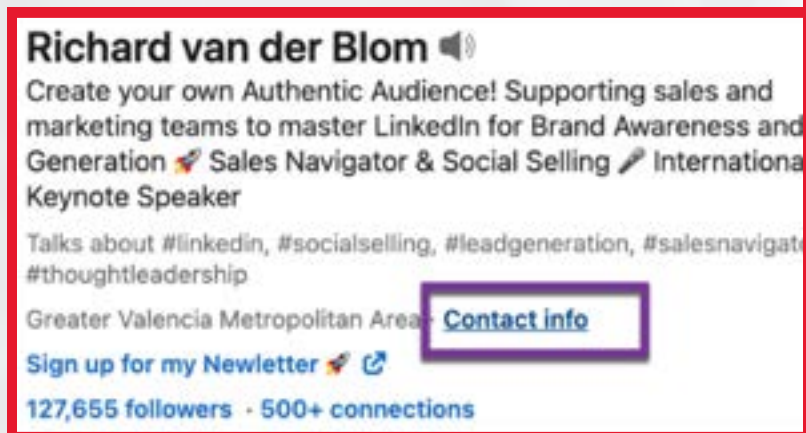
- Add to your expertise
- Provide direction

Profile Link:

- most clicks (!)



8 - Digital Business Card



Tips!

1. Set Email "Open" to 2nd degree connections
2. Add a phone number for connections
3. Add websites (SEO)

Optional:

1. Twitter
2. Birthday
3. Instant Messaging



9 - Easy to Contact



The image shows a LinkedIn profile for Richard van der Blom. The header features a banner with the text "Supporting Your Sales & Marketing Team Leveraging LinkedIn for Success" and the website "www.richardvanderblom.com". A circular profile picture of Richard is on the left, with a "#HIRING" badge. To the right of the profile picture are logos for Capgemini, Nestlé, Panasonic, and InterSystems. Below the profile picture, the name "Richard van der Blom" is followed by a speaker icon. The bio states: "Create your own Authentic Audience! Supporting sales and marketing teams to master LinkedIn for Brand Awareness and Lead Generation 🚀 Sales Navigator & Social Selling 🗣️ International Keynote Speaker". It also lists topics: "Talks about #linkedin, #socialselling, #leadgeneration, #salesnavigator, and #thoughtleadership". The location is "Greater Valencia Metropolitan Area". A "Contact info" button is highlighted. Below the bio, a "Sign up for my Newsletter" button is highlighted. At the bottom, it shows "127,661 followers · 500+ connections". On the right side of the profile, a post from "Just Connecting B.V. - LinkedIn & Social Selling Training" is visible, with a purple box highlighting the contact information: "WhatsApp @ + 31 6 5511 7282 - richardvanderblom@justconnecting.nl". A red arrow points from the top right of the profile to the contact information box.

Richard van der Blom 🗣️
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Talks about #linkedin, #socialselling, #leadgeneration, #salesnavigator, and #thoughtleadership
Greater Valencia Metropolitan Area · [Contact info](#)
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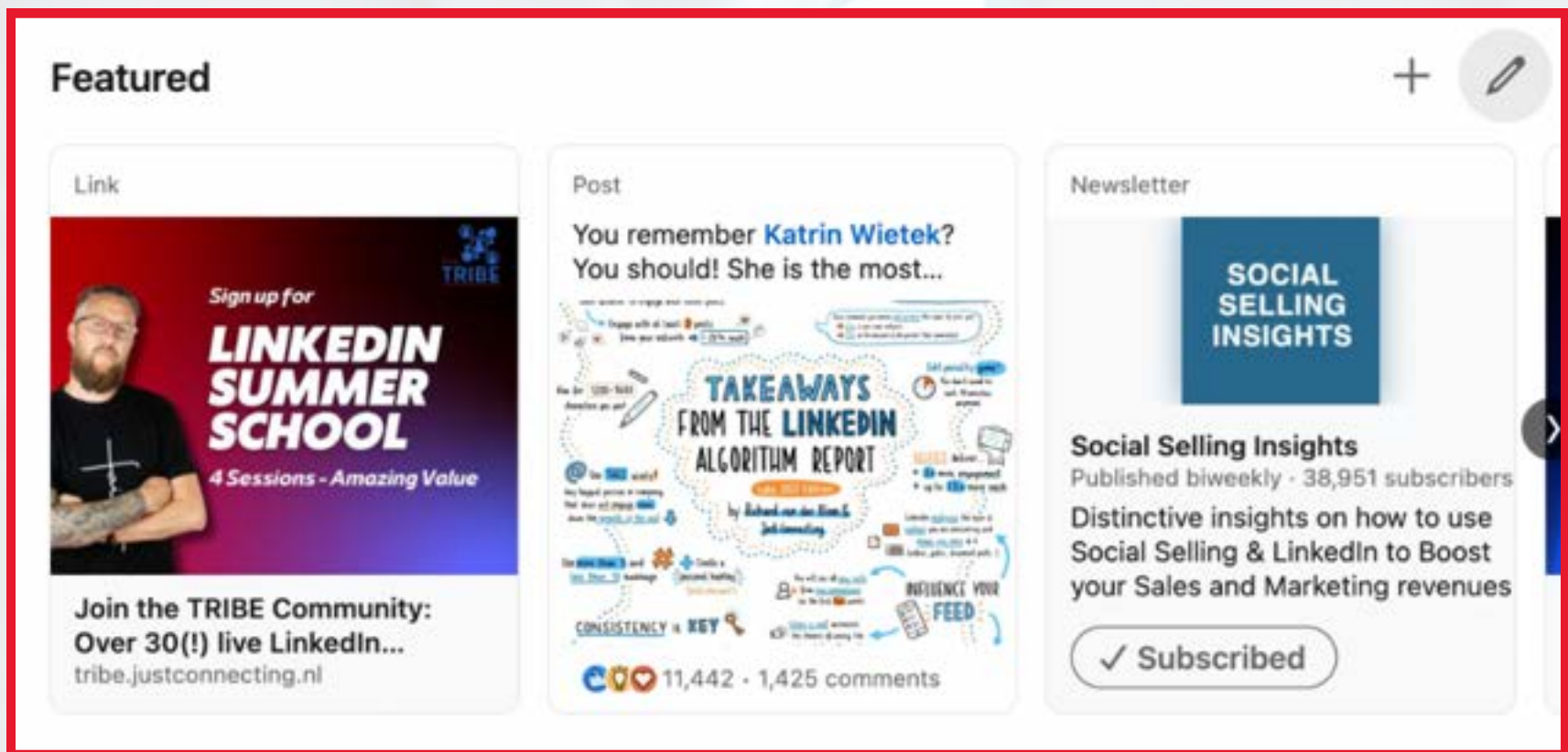
Fact!

Average time a buyer spends before 1st decision: **20 seconds.**

So make sure people have options to contact you.



10 & 11 - Featured Section

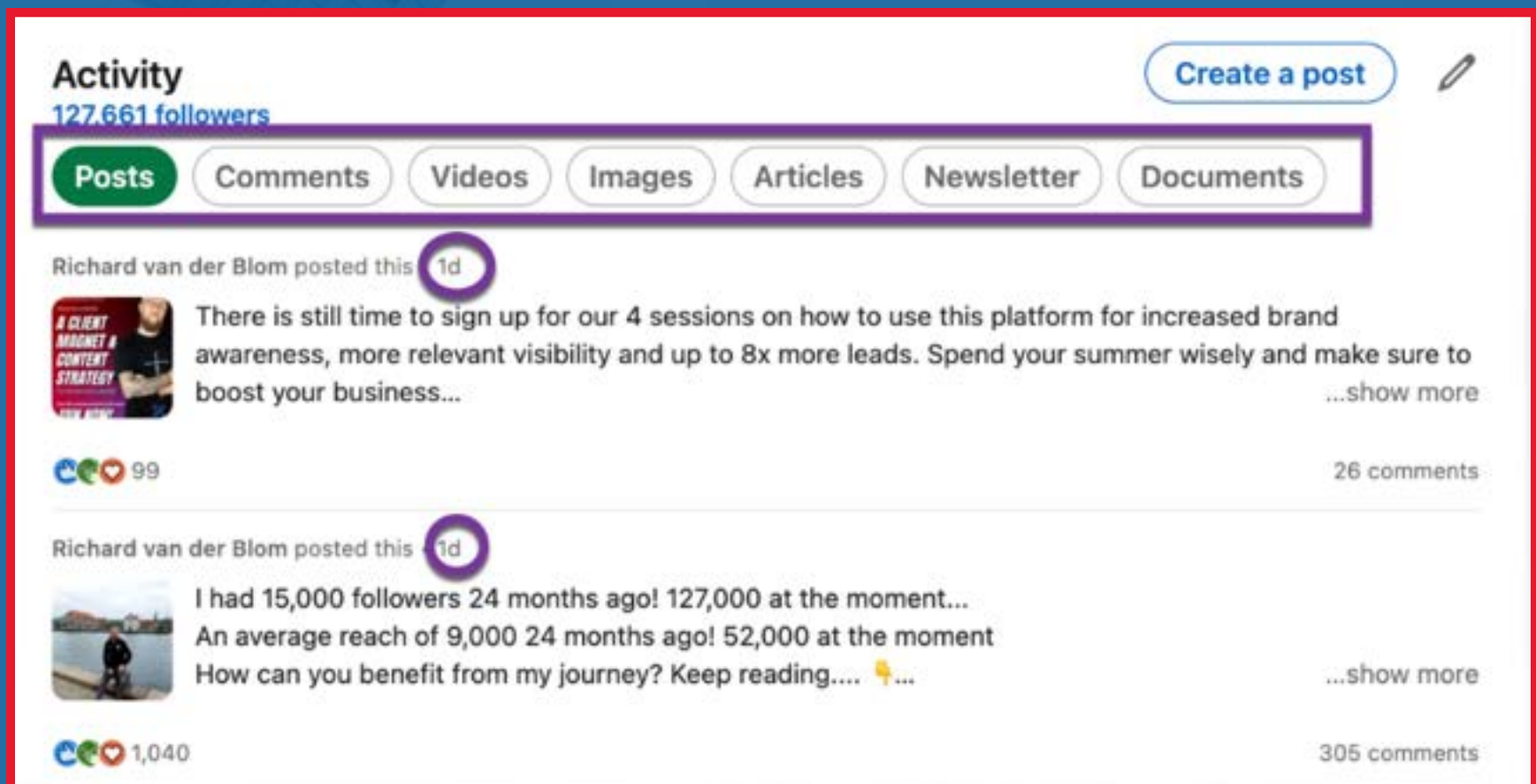


Tips:

1. Upload at least 3 items (try multichannel)
2. Have a Converting Element or Offer included



12 & 13 - Status Activity



Tips:

1. Publish at least 4 times per month (*)
2. Have at least 4 tabs activated

(*) Eventually try to find your own rhythm, consistency outperforms frequency



14 & 15- About - Trigger and P.P.I.

About

Do you need help strengthening your brand and generating leads on LinkedIn? Networking effectively is essential to convert your audience into loyal customers. Not sure where to start, I'm here to help! Let's work together to optimize your LinkedIn strategy and achieve your goals! **Call me now** 📞 + 31 6 5511 7282... [...see more](#)

Who am I?

Born in 🇳🇱, living in 🇪🇸, in a relationship with Evelina 🇲🇪 and my doodle 🐶 Siena 🇩🇪. Addicted to international cooking, traveling and Pearl Jam, loving a Gin-Tonic (in that order).
Used to be a technical skilled footballer, now barely keeping up with the local Veteran team.

Tips!

1. Trigger your audience to click see more or contact you
2. Have a **Professional Personal Introduction** (P.P.I.)



16 & 17 - About - Expertise & Added Value

Business wise

I help individuals, teams, and businesses of all sizes leverage modern Virtual Selling approaches on LinkedIn to create genuine, authentic, and meaningful relationships with their networks. But how? 🤔

Since 2009, I've trained or consulted with **over 250,000 individuals** to teach them how to:

- 👂 Actively listen, identify and discover pain, and respond with empathy
- ✓ Bring a value-first attitude toward their content creation
- 👋 Engage with the right people at the right time

In order to:

- 👉 Become recognizable thought leaders within their networks or industries
- 📈 Increase profile engagement, follow requests, messages, and lead generation
- 👏 Develop long-lasting relationships that lead to new business and referrals

How Can we Work Together

✓ Just Connecting

I founded Just Connecting in 2009 to support organizations and professionals with dynamic LinkedIn social selling training to accelerate engagement, growth, and lead generation online. Our team has trained +850 clients in 7 different languages across +40 different countries.

Tips!

1. Summarize your expertise & knowledge (#Legitimization)
2. Position your added value for your target audience



18 & 19 - CTA - Skills

Interested? Contact Me!

📞 Call me +31 6 5511 7282

✉ Send me a message richardvanderblom@justconnecting.nl



Top skills

Social Selling • Lead Generation • Keynote Speaker • LinkedIn Sales Navigator • LinkedIn Training

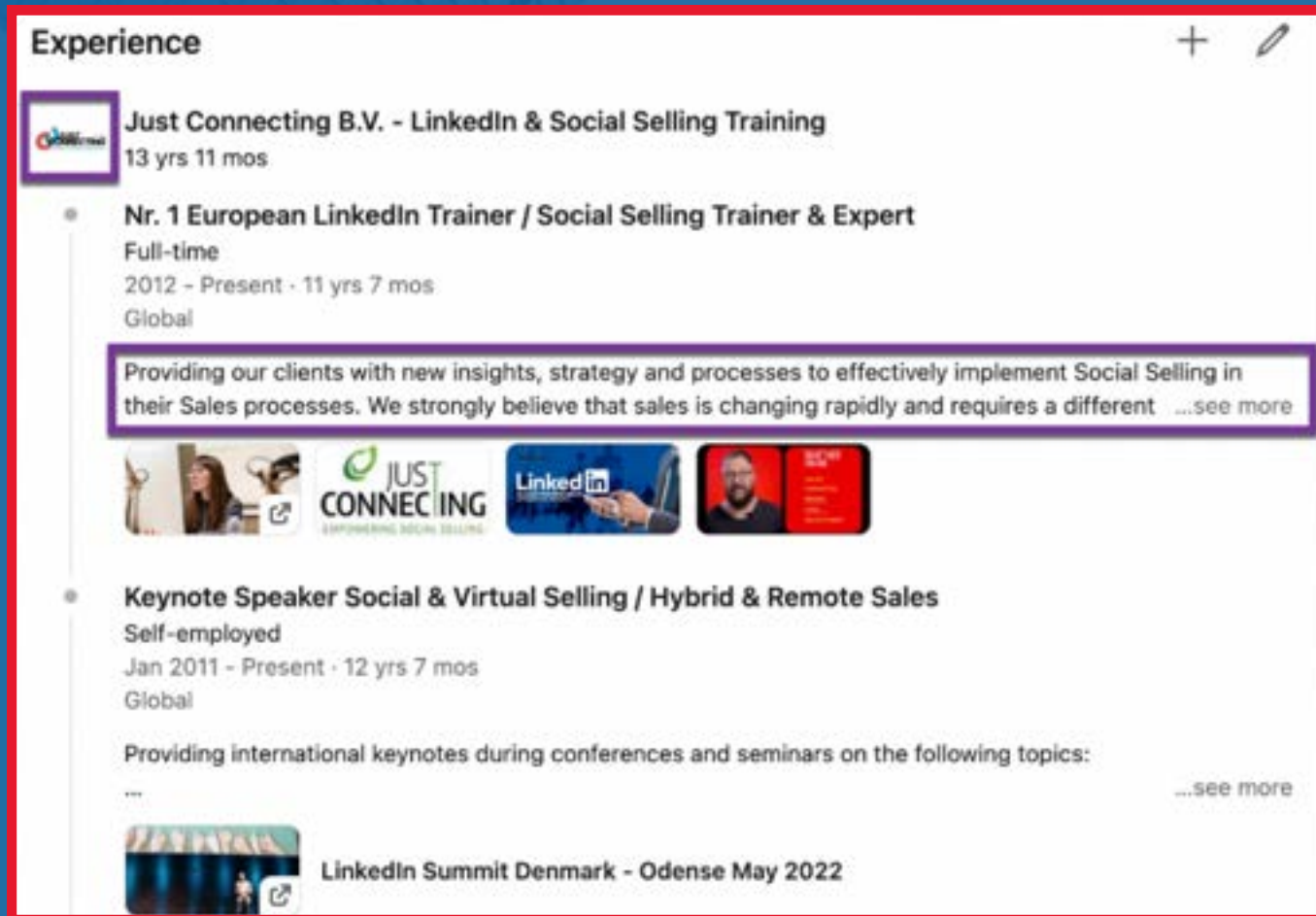
Tips!

1. Make it easy for people to contact you.
Give them options

2. Add Top Skills (internal SEO – higher visibility)



20 to 22 - Work Experience



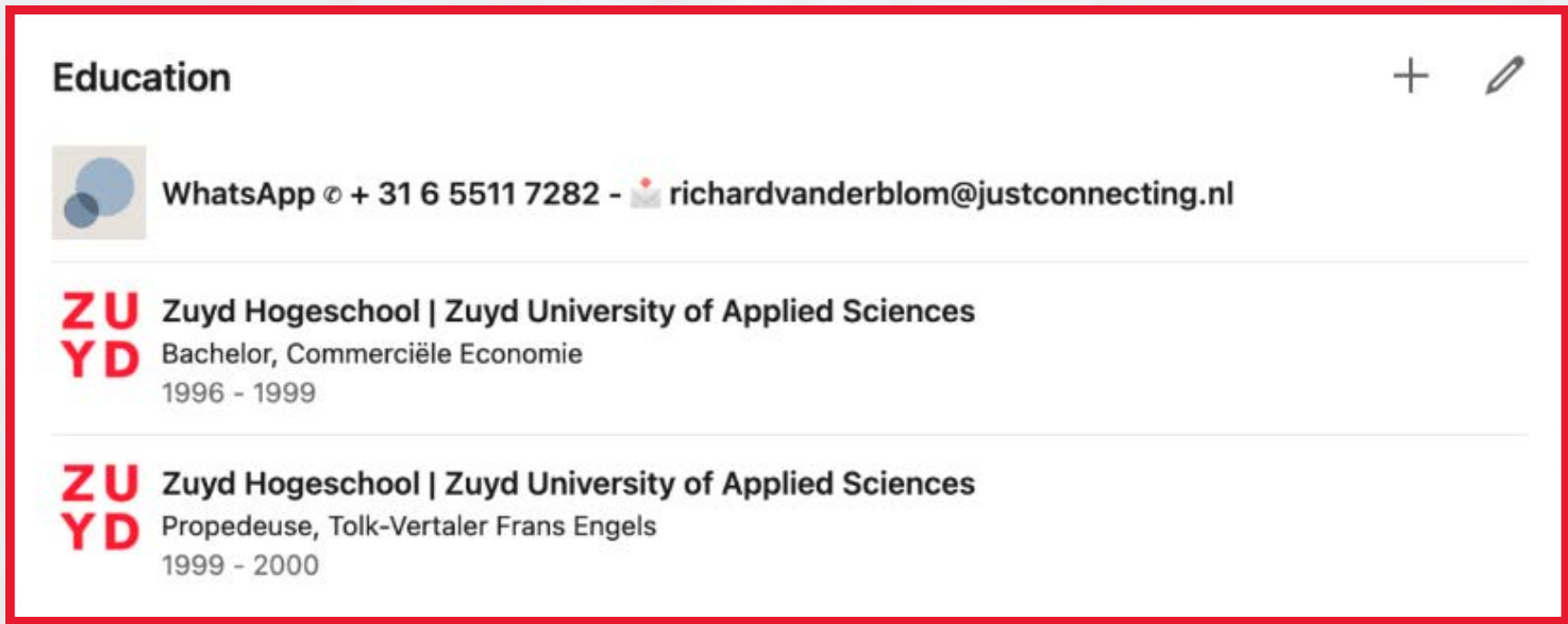
Tips!

1. Connect Company Page (Logo)
2. Provide a customer-centric description, minimum 3 lines
3. Add Media (SEO)

Optional: Different activities, different target audiences? Create multiple "Job Roles"



23 - Education



Fact!

Without adding at least 1 Education, you will not reach All-Star Profile, resulting in less visibility (*)

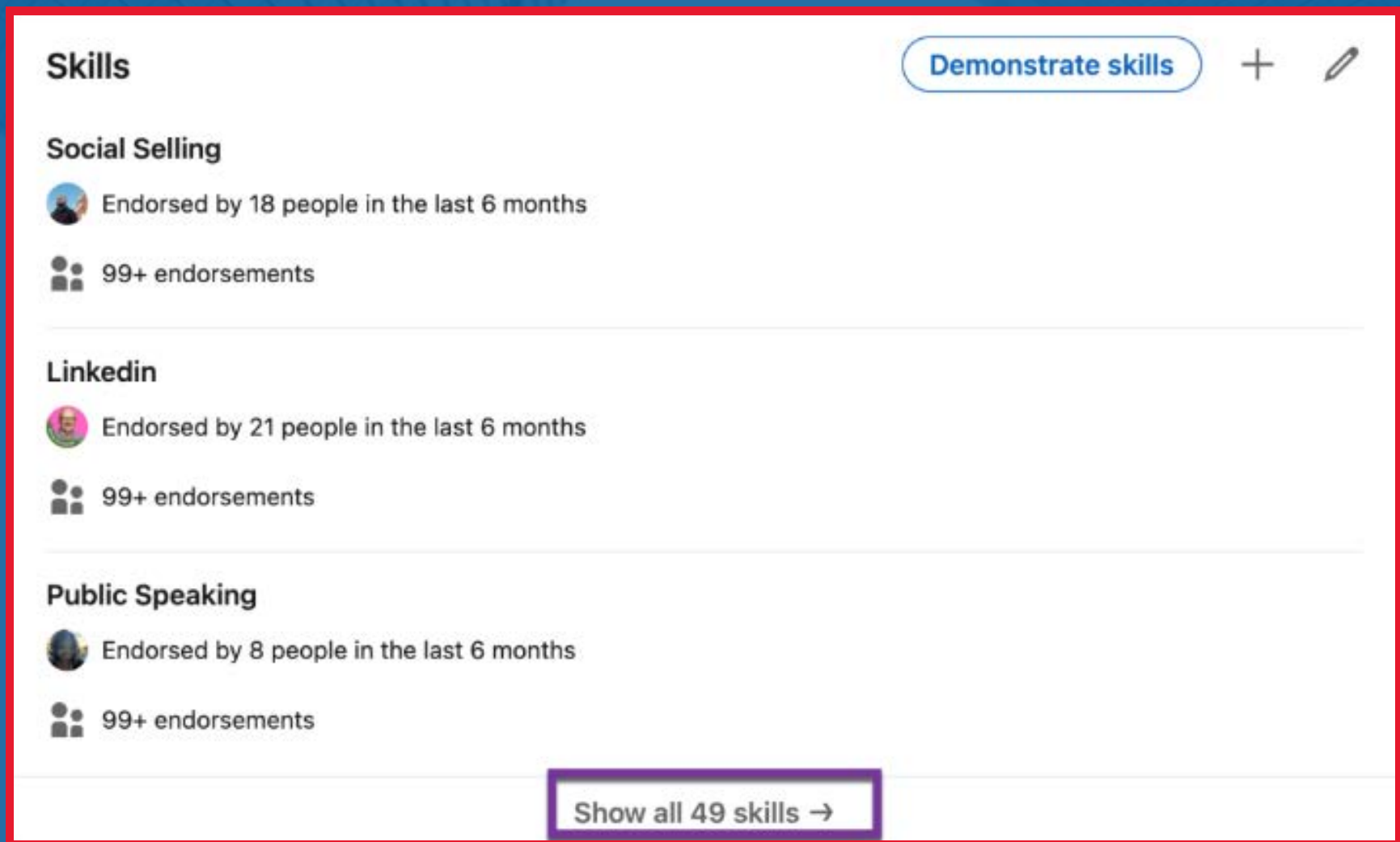
() Although LinkedIn doesn't show All-Star status anymore, it's still active in the back end/ algorithm*

Hack:

Use Education to show contact details on top of your profile!



24 to 26 - Skills



Must haves:

1. **3 Top Skills** that Add to your positioning
2. At least **15 Skills** added because of All-Star Profile
3. Adding relevant terms as skills will improve the SEO of your profile. **Add keywords**



27 to 29 - Recommendations



Paul Heller · 1st

Innovation Evangelist | Innovation Talks podcast host | Helping companies maximize their innovation outcomes | InnovationOps

July 3, 2023, Paul was Richard's client

Richard trained people from our company on how to use and get value from LinkedIn. It was incredibly valuable to everyone who attended, and he received high marks in a follow-on survey conducted internally.

We'd all been using LinkedIn for many years. And we had been using it in a less effective manner (and we did not know it). Simple changes, suggested by Richard, made a big difference.

Richard's knowledge of LinkedIn is vast and deep. He really knows his stuff. As a result, all of us who attended his course are now using what we learned to be more effective in our use of LinkedIn. I personally have already seen my engagement scores go up.

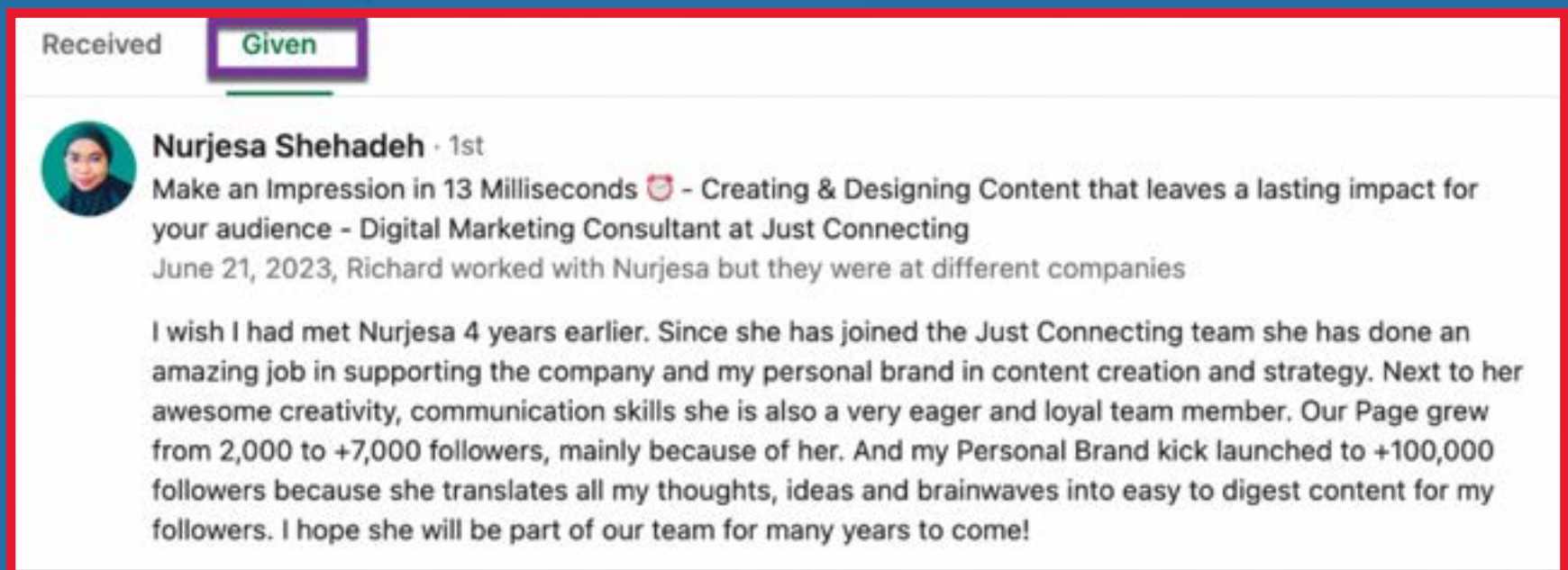
If you want to be a thought leader on LinkedIn, or want to reach a wider audience and get more personal value out of it, reach out to Richard to find out how.

Must haves:

1. A minimum of **3 received** recommendations (All-Star)
2. Visible Client Recommendations
3. Last one is more recent than 1 year ago



30 - Recommendations Given



Must have:

1. A minimum of **3 recommendations given**

Tip!

Giving them pro-actively is a relationship booster



31 - Accomplishments

Add to profile

Recommended

Additional

Add even more to your network

Add volunteer experience

Add publications

Add patents

Add honors & awards

Add test scores

Add languages

Add organizations

Add causes

Honors & awards

Highest Rated Speaker 1st LinkedIn Summit Denmark (Odense)

Issued by Mette Will · May 2022

Associated with Just Connecting B.V. - LinkedIn & Social Selling Training

Rated (4.64 out of 5) as best speaker during the 1st LinkedIn Summit covering all topics of LinkedIn. Keynote "Crack the Code"

Languages

Dutch

Native or bilingual proficiency

English

Professional working proficiency

French

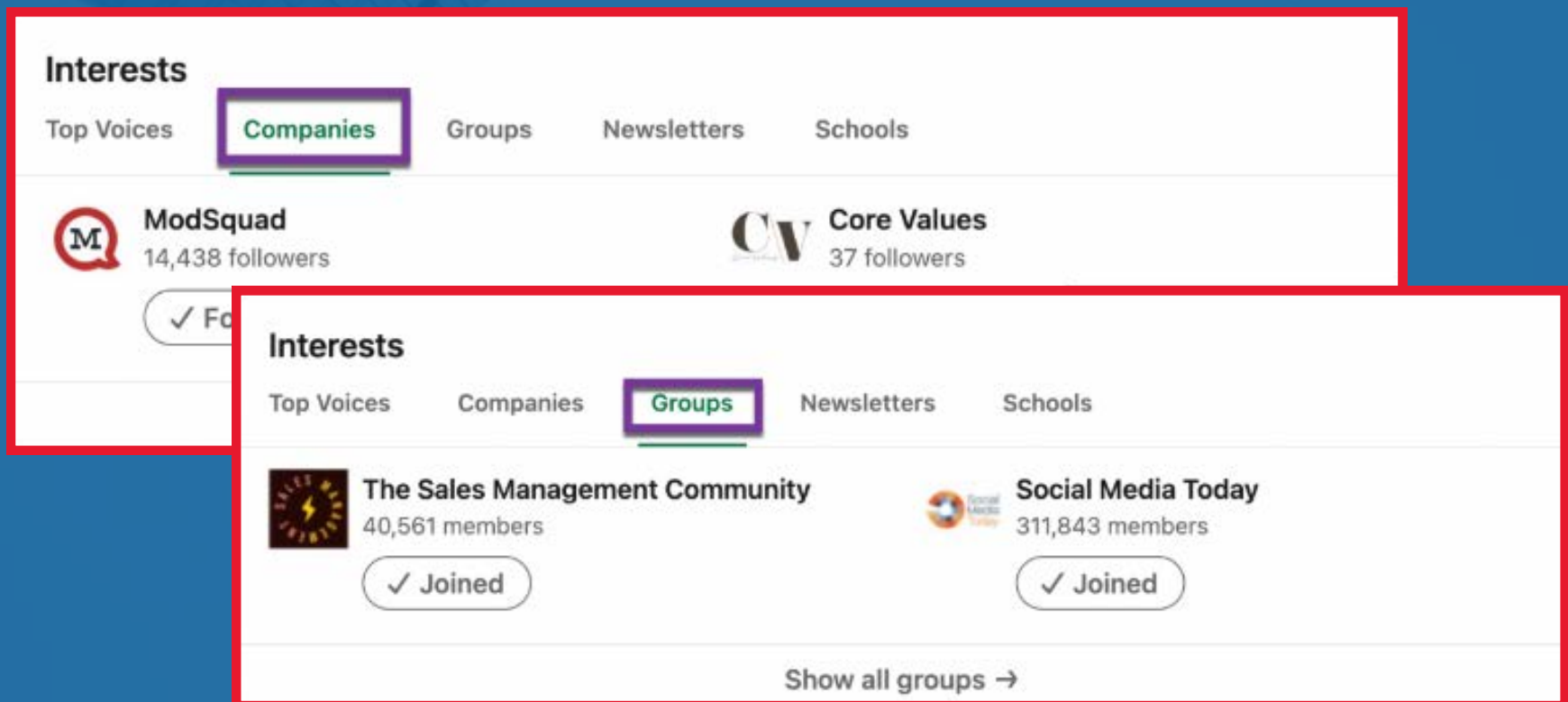
Full professional proficiency

Must have:

1. Add at least **2 categories of additional accomplishments** to your LinkedIn Profile



32 & 33 - Companies & LinkedIn Groups



Must haves:

1. Following at least **20 companies**
2. Being a member of at least **5 LinkedIn Groups**



Result?

0 - 20 - You've lost your password?

21 - 40 - You don't take it serious, do you?

41 - 60 - Average LinkedIn Brand

61 - 80 - Optimized for Networking

81 - 100 Thought Leader Brand

**Average of 1.412 profile
analyzed in 2022: 62%**



LinkedIn Profile Analysis are part of our **Thought Leadership** and **Social Selling** Programs.

An optimized profile will boost the reach and visibility of both your profile and content.

**Follow me for more
Tips and Insights**

Richard

Accelerated growth of

Nestlé

Panasonic

InterSystems®
Creative data technology

Capgemini

LANXESS
Energizing Chemistry

on LinkedIn