



Every week, it seems like LinkedIn adds new features to the platform. With so many possibilities, it might be difficult to distinguish between nice-to-haves and must-haves on your LinkedIn profile.

That's why we've created a checklist to help you optimize your LinkedIn profile. Make sure your profile has the following elements to ensure you're getting the views you deserve.

## 1 Profile Photo

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- Needs to be professional, friendly and engaging
- Size: 200 x 200 pixels

## 2 Background Photo

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- Picture relevant to personal or company brand
- Size: 1400 x 425 pixels

## 3 Industry and Location

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- Make sure to include an accurate industry category and add where your business is located

## 4 Headline

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- Should be about 125 characters
- Contains 2-3 keywords
- Accurately describes your value
- Don't make it your job title

## 5 LinkedIn Summary

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- Use three keywords relevant to your industry
- Summary should be 100-250 words
- First person
- Add technical skills or specialties
- Include a CTA

## 6 Current Position and Description

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- Include any promotions as a separate job title
- Use bullets or paragraphs to explain what you do
- Add any links, presentations or articles relevant to your job



## 7 Past

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- Include two past positions
- Tie it into what you're doing now

## 8 Education

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- If you have a graduate degree, add relevant projects or activities you worked on, otherwise no need to add much detail
- Include your college major
- Don't add grades unless you're an entry-level employee

## 9 Skills

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- Include at least three
- Don't include any that aren't relevant to your current work

## 10 URL

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- Make it unique (name usually works)
- If you have a common first or last name, you might need to use numbers in the URL

## 11 Connections

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- Make sure you're connected to at least 50 people, but aim for 500
- Only connect with people you know unless there's a specific reason why you'd like to connect
- Personalize your invitations
- Don't feel obligated to accept everyone who connects with you

## 12 LinkedIn Groups

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- Join at least three, but you're limited to 50
- Try to post in a few every week with an interesting article
- Comment on any interesting discussions, especially if you provide expertise

Want a free 30-minute consultation on your LinkedIn profile? Email us at [info@lrgmarketing.com](mailto:info@lrgmarketing.com).