

# How to Write a *KILLER* LinkedIn® Profile

## LINKEDIN PROFILE COMPLETION CHECKLIST

Use this checklist to assess and update your LinkedIn profile based on the tips and strategies found in Brenda Bernstein's e-book, *How to Write a KILLER LinkedIn Profile*.

	Task Complete
1. My profile uses highly searched keywords and an informative headline.	<input type="checkbox"/>
2. My photo is a professional, closely cropped "head shot."	<input type="checkbox"/>
3. My contact information is complete, including my website URLs.	<input type="checkbox"/>
4. I have a custom URL for my public profile (possibly with keywords included) .	<input type="checkbox"/>
5. I have at least 500 connections.	<input type="checkbox"/>
6. My profile contains a compelling summary section.	<input type="checkbox"/>
7. My job duties and accomplishments are described in clear, concrete language.	<input type="checkbox"/>
8. My profile is formatted consistently and is free of spelling, grammar, and punctuation errors.	<input type="checkbox"/>
9. My profile is formatted attractively.	<input type="checkbox"/>
10. I have completed the Skills section and chosen my top three.	<input type="checkbox"/>
11. I have endorsements for my most essential skills.	<input type="checkbox"/>
12. I have taken advantage of Special Sections to provide additional detail about my accomplishments.	<input type="checkbox"/>
13. I have attached Portfolio items in my Summary and Experience Sections.	<input type="checkbox"/>
14. I have used the Jobs function on LinkedIn (if you are a job seeker or employer).	<input type="checkbox"/>
15. I have at least three (and preferably 10), well-written recommendations.	<input type="checkbox"/>

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16. I review my LinkedIn profile at least monthly, and update it when needed.
17. I have exported and saved a backup copy of my profile in .pdf format.
18. If I own a businesses, I have created a Company page.
19. I have a Profile Badge and I use it in my email signature.
20. If I am unemployed, my Headline, Activity Updates and Experience sections contain appropriate information.
21. I am in full compliance with LinkedIn's Terms of Service.
22. If I am bilingual, I have created a Secondary Language Profile.

Total Completed: \_\_\_\_

Notes:

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