

Lindsey Boggs' LinkedIn Makeover Checklist



General:

- Have you claimed your custom URL?
- Is your company's website listed as the website in your contact information?

Profile Photo:

- Is your photo a headshot and does it look professionally taken?
- Does your photo make you look approachable?
- Has your photo been taken in the last 2-3 years?
- Have you named your photo something you want to be known for? *PRO tip!

Background Photo:

- Have you chosen either a company photo or a photo that represents your personal brand?

Headline:

- Does your headline have keywords on your company and NOT your title of your current role?
- Do you have the magic formula of industry keywords + role + passion/skills?

About:

- Does your about section tell a story and reflect your personality and experience?
- Is media added to your about section?
- Does the last part of your about section talk about what you currently do at your organization?
- Is your about section written in first person and in concise paragraph format?

*For inquiries please contact Lindsey Boggs at
lindsey@lindseyboggs.com or visit her website at lindseyboggs.com
www.linkedin.com/in/lindseyboggs*



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Experience:

- Is the most amount of content on your current role and not previous roles/companies?
- Is your current role in present tense and your previous roles in past tense?
- Do you have at least 2 pieces of media such as relevant videos or blogs for each of your roles?
- Do you have at least 2 pieces of media per each role in your previous work history?
- Does experience include results, numbers and impact?

Accomplishments:

- Are honors and awards listed?
- Are projects listed?
- Are languages listed?
- Are certifications and publications listed?

Social Proof:

- Do you have at least 5 recommendations?
- Have you given at least 5 recommendations?

Networking:

- Are you going to start adding every person you have 2-way communication with on LinkedIn?
- Do you 'like' your company's content on LinkedIn at least once a day?
- Do you follow at least 15 influencers and engage on their posts?
- Do you comment and engage with clients, colleagues and prospects on your company's LinkedIn page often?

Miscellaneous:

- Is your industry listed as the right industry?
- Do you have your city and state listed accurately?
- If you're actively looking for a job, do you have your recruiter notification setting turned ON?

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