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:

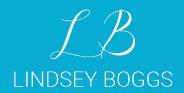
Does your headline have keywords on your company and NOT your title of your current role? Do you have the magic formula of industry keywords + role + passion/skills?



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?

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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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