

# LinkedIn Acceleration

**Want Tracy's help with your Profile or other LinkedIn Marketing? Grab a "Clients Like Clockwork Session on LinkedIn" here: <https://bookme.name/BookTracy/lite/linkedin>**

## Detailed LinkedIn Profile Checklist (Not Creator Mode Checklist)

LinkedIn is continuously evolving and adding new features as well as removing them. As a business owner, sales/marketing professional, or entrepreneur, your LinkedIn profile should evolve with you as your business grows or changes. So, your profile should not be a "set it, and forget it" strategy but should be visited and updated occasionally as your business grows, your objectives and goals evolve and change, or as LinkedIn updates new features.

Your profile is your professional online identity and your first contact with a new prospect, referral partner, media host or producer, magazine editor, or potential business partner.

Below is a **31-point** checklist with tips to complete or update your profile. This checklist is structured so your profile can be customer- or client-focused, showcase your expertise and likability, and have that H2H (Human to Human) touch.

**We call this H.E.A.T. (Human-Expertise-Authority-Trust)**

**\*\*Please refer to your training recordings or notes for further explanation. This list is to help you stay on track and complete your profile quickly.** (Accompanying digital course coming SOON)

**HINT:** Your goal is to create an ALL-STAR profile. LinkedIn looks at the completeness of your profile and uses three levels to rate your profile:

\*Beginner \*Intermediate \*All-Star

Make sure you reach the All-Star level. All-Star profiles typically rank higher in LinkedIn search results. LinkedIn will tell you exactly what's missing if you have not reached All-Star. However, don't stop here. Make sure you complete all sections, if possible and/or relevant.

**To Attain All-Star, you need the following:**

- Location (i.e., Kansas City, Chicago, etc.)
- Industry (Choose an industry based on your business)
- Profile Photo
- About (formerly Summary)
  
- A Current or Past Work Experience
- Education

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• 5+ Skills

**BACKGROUND PHOTO-** This is a prime place to add your personality, CTA (call to action), and/or what you do and who you do it for. **Examples:** Direct prospects to your website, purchase your book, free guide, webinar, enroll in a course, calendar link, or your email or phone number. See my resources for DIY graphics or hire a graphics designer.

**PROFILE PHOTO-** Your profile photo and headline are the first items other members will see and is your first impression. According to LinkedIn, profiles with a profile picture get 21x more views and 36x more messages.

**Tips:** Show a front-facing photo of you, preferably smiling, wearing an outfit where you would meet a new prospect for the first time. A head and shoulders photo is best. Make sure your background is neutral or has a background that is out of focus. Refrain from family photos, photos with your dog, alcohol, your vacation, or your logo, and the dreaded selfie.

**NAME-** Only enter your name without adding your email, website, phone number, company name, tagline, emojis, etc. LinkedIn's terms of service (TOS) do not allow these additions and, in doing so, may lead to an account restriction. Professional titles such as DDS, MD, JD, MBA, etc., are okay to add after your last name. Additionally, only add your name and not your nickname in quotation marks or parentheses. Your profile may not show up in the search.

**PRONOUNS:** After your name, you can add your pronouns. **HOT TIP: Instead of your pronoun, click 'Custom' and use a Keyword, Tagline, or short title** (mine is 'LinkedIn Expert')

**GET VERIFIED (the checkmark after your name)-** LinkedIn's user base is experiencing a growing influx of fraudulent or fake profiles. Add another layer of trust by taking 2 minutes to verify your identity with Clear.

**HEADLINE-** Your headline is an essential part of your LinkedIn profile besides your profile photo. 99% of all your activities are tied to your profile photo and headline. These are the first things members see. This also encourages prospects and other members to look further at your profile.

Make your headline stand out rather than use the default headline (Your position @ Company name). You get 220 characters, so you should get creative and unique and use keywords and/or a benefit statement. This is why I spend considerable time on this in our training sessions.

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## CONTACT INFO-

- A. **Custom Profile URL:** Change to something easy to remember. Some “experts” tell you to use your keywords; however, we have found that when people Google you, they are googling your name and not your keywords. Choose your name, and if it’s a common name, try using numbers after it or your middle initial.
- B. **Add three websites or URLs:** Add your main website, landing pages, calendar links, evergreen webinars, or any type of website that captures a prospects information.
- C. **Address & Phone:** Use your website's address and phone number. Google indexes your company pages, social profiles, website, business directories, etc., based on your phone and address. Keep them all consistent across all sites and profiles.  
  
This is an old Google SEO trick that still works. (EX: 6 SE 2nd St. Ste. 102 could be 6 Southeast 2nd Street, Suite 102. Google is getting smarter, however, by staying consistent, you and your company will get indexed faster, and people can find you easier)
- D. **Add your Birthday:** This hack is AMAZING! My clients and I have generated new business for FREE by adding a birthday. You can expect upwards of 200+ birthday wishes that give you a reason to start a conversation with your network, netting new business. LinkedIn doesn’t ask for the year, just month and day.
- E. Have a Twitter? Add your Twitter details to share your posts and articles on Twitter easily.

**PROFILE SETTINGS-** Hover over “ME” from your Home page and click on Settings & Privacy. Click on Privacy and change your settings to your liking. **ADVANCED TIP:** When viewing your competitors, choose ‘Anonymous’ when profile viewing. Turn back on to full when viewing your prospects. We want to alert your prospects that you are checking them out and not giving your competitors an advantage.

There is more to the Privacy Settings in LinkedIn. See the video for further explanations on how to set this up.

**INDUSTRY-** Set your industry to your current position. **HINT:** Some industries overlap; choose the best one that fits your business (Ex: Coaches or Consultants can fall under Professional Coaching or Marketing & Advertising)

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**LOCATION-** Choose the closest Metropolitan location to your office/home. No one is looking for your small suburban town, and even though the search engine is getting smarter, it is best to use the closest Metro area. Also, people tend to search for businesses or vendors in their own area first. If your office is in Kansas City, but your prospects or territory are in Dallas, consider changing your area on LinkedIn to Dallas.

## **ADD A SERVICE PAGE (Premium Feature)**

- Add a Service Page that lists your products or services  
<https://www.linkedin.com/help/linkedin/answer/130342>
- Reviews (much like Google reviews) are now available for Premium Members (Business Premium or Sales Navigator)
- **HOT TIP:** Want your services section to stand out? Consider adding a couple of colored graphics to highlight services or office locations.

**ABOUT (formerly Summary)-** By not filling out this section, you are missing out on a huge opportunity. On desktop, approximately 300 characters of your summary are the most important. This equates to the first three lines. What you add will entice a prospect to click “See More.” Sharing your most important value proposition, hook (a bold statement or statistic), or call to action in the first three lines is essential. Make it interesting! People often write something generic and boring about the company they work for or skip this section altogether. Your about section is the ideal location to share your story in the first person, what you do, who you do it for, and the outcome or results you get for your clients/customers. Check out the sample summaries in our training for some inspiration.

**FEATURED (new section)-** Did your Articles disappear? You can now “feature” them in this section. Click the + sign and add your articles, news feed posts, video links, Slideshare, word docs, and pdfs. **HINT: Add your favorite news feed posts to drive to a CTA (webinar, landing page, download) and reorder first. LinkedIn only shows the first three featured media on desktop.**

**HINT:** Only add TWO that drive your profile viewer to take actions (i.e. a freebie, calendar, evergreen webinar, book, checklist) that get them in your email list. Remember, your LinkedIn is a rented audience, not owned.

**RICH MEDIA-** Add relevant media to your **Experience** sections. This allows for further credibility and authority. **HINT:** Use your keywords in the title and description. This trick is another place to add keywords for enhanced profile visibility. Can upload PDFs, Slideshare, Links, Documents, etc.

**WORK EXPERIENCE-** Add all your current positions as well as any past positions. You want to show history and not significant gaps in employment. If your company has a company page,

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make sure to link to it or create a company page for your business. If you've held more than one position within the same company or have several products/services within your company, LinkedIn now lets you group the positions under the same company. **HINT:** Treat your current position as a mini sales letter; use keywords and/or benefit statements in the headline and location section. Add your title after your benefit statement in the headline. Refer to the example profiles and training.

**LICENSES/CERTIFICATIONS-** Add your current/past licenses and certifications. Extremely important if it's related to your current work position.

**EDUCATION-** Add your traditional college experience and dates. If you participated in any academic organizations or clubs, add them here. If you received any honors (MBA, J.D., Cum Laude, Magna, etc.), add in here. **HINT:** Don't have a traditional college education? Try adding your other non-conforming education here (Ex. Military, Courses, Secondary Education such as Real Estate School, etc.)

**SKILLS-** You brainstormed up to 100 skills/keywords in your foundation work. Add here and reorder to highlight your top 3 skills. **HINT:** Use **Title Case** and the keywords your prospects will use to find you in the search. **You can now attach skills to your work experience.** Some of these also land in your About Summary. Consider removing them from the About Summary to avoid taking away from your total character count.

**VOLUNTEER-** Add past and present volunteer work. Describe your role as a volunteer. This section will help your prospects see the human side of you.

**ORGANIZATIONS-** Add past and present organizations you belong to or support monetarily. If relevant to your current position or focus, this is another prime section to add your keywords and a description. Remember, this section also is the human side to you. Get creative.

**PUBLICATIONS-** Have a book? Been written about in publications, or have you written for any online or offline publications? This section is a fantastic place to add your books and articles (Ex. Medium, your blog, Wall Street Journal, Amazon self-published e-books, press releases, etc.) and add your keywords if relevant. Add Link URL to publications to drive further authority **HINT:** Send to your Amazon book or another site

**PROJECTS-** This is my favorite section. I like to reverse engineer this section by adding past client stories (my best ones), speaking gigs, TV/Radio, etc. Remember to use your keywords in the headline and description. To showcase past client successes, use the rule of copy by sharing the problem, agitating that problem, and sharing the success after you solved that problem. **HINT:** If you are connected to your client, add them as a contributor and give them some kudos!

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**HONORS-** Add any honors/awards from past or present here. It's ok to boast a bit about your accomplishments! Add your keywords if relevant.

**RECOMMENDATIONS-** According to LinkedIn, ten recommendations or more will help your visibility in search. Request a recommendation from past clients, referral partners, attendees at your events, book readers, colleagues, etc. **HINT:** Your recommendations should have your keywords in the copy. Ask your network to include those, if relevant. This will help your profile visibility as well. Slow and steady is the key. Too many at once will trigger a red flag with LinkedIn. Create a template and personalize it.

**PATENTS-** Hold any patents? Are they relevant to your current work? Add here. (OPTIONAL)

**LANGUAGE-** Speak more than one language? Add additional languages here and choose your proficiency. **HOT TIP:** You can now also add another profile in different languages. A bit of extra work but worth it if that is your prospect's native language.

**COURSES-** This section is designed more for a college student. You cannot add detailed information here, so if you have courses outside of college, add the course or class here.

**NEW! CAUSES-** Check the causes you care about. If you added Volunteer work and checked off any causes, this will automatically be populated. Here you can check more. Remember, this can be a talking point (something you have in common) when prospecting.

## Here are the Causes:

- Animal Welfare
- Arts and Culture,
- Children
- Civil Rights and Social Action
- Disaster and Humanitarian Relief
- Economic Empowerment
- Education
  
- Environment
- Health
- Human Rights
- Politics
- Poverty Alleviation
- Science and Technology
- Social Services
- Veteran Support

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## **\*\*\* BONUS TITLE CASE TIPS \*\*\***

We use title case in the profiles because it draws the eye, looks professional, and makes it easier to read online and on mobile. What are the Title Case rules? Check it out here:

<https://capitalizemytitle.com/>

## **WHERE DO YOU USE TITLE CASE IN YOUR PROFILE?**

We use TITLE CASE in almost every section.

1. Headline
2. Contact Info
3. Clickable URL under headline
4. Work Experience - Headline, Location, Company Name (create your company page name using Title Case)
5. Skills
6. Education - Headline
7. Volunteer - Headline
8. Organizations Headline
9. Honors - Headline
10. Publications - Headline
11. Projects - Headline
12. License & Certifications
13. Courses
14. Featured Headline