

## LinkedIn.com Checklist

<http://LinkedIn.com/in/terryloving>

### Create an Account in LinkedIn.com

By budgeting your time and spending about 15 – 20 minutes a day completing your profile, it will be done before you know it. It need not be written as a comprehensive “Resume” – Your LinkedIn Profile provides insights to your personality, expertise, skills and highlights the areas you excel in. Others are viewing it to get to know you, your service and your products. Provide additional supporting information on your website or blog. Write your profile to stand out on LinkedIn.

### Optimizing your Profile

- Sign in to your account.  
Go to > Profile > **Edit Profile**  
(A bar on the right shows you the percentage of completeness.)
- Upload a professional photo – Do not skip this step.
- Create an engaging, keyword rich (searchable) headline –  
Include details of your expertise. A Headline becomes a “specific mini resume” visible as people scroll over your name in posts.
- Choose a category for your expertise  
Click “edit” category > Find the one that fits best
- List your Current Employer(s)  
Seeking employment? Consider using a headline statement such as “Seeking XX Management Position in the North Seattle Area”

- Job Titles – Use the keywords that apply –  
More specific description is better here -  
Add the details (searchable keywords) of what you do
- Self Employed – Add these descriptions in as well
- Add Past Employment Successes. Consider “skipping” listing employment that does not fit your present goals.
- List Key Education Points -
- Websites – Use “anchor text”  
Here is how:
  - \* click – “Other”
  - \* Type the Keyword Anchor text
  - \* Insert the URL complete with http://
- Insert your Twitter connection the same way
- Customize your Public Profile
- Customize your LinkedIn URL
- Create the link/ copy the code to put on your website
- Complete the Summary  
Use descriptions that include keyword, searchable phrases  
Focus on this section as it is where most people learn about you.
- Experience  
Focus on your most current or most desired position experience  
Be as descriptive as possible showing successes and results
- Skills – List using Keywords where appropriate
- Add current position
- Complete contact section

## Connections –

- Go to contacts and begin adding connections  
Using the “add message” option – Personalize the message creating a meaningful connection – Not just the “auto connect”.
- Consider using TopLinked.com OpenNetworker.com  
As well as groups on LinkedIn.  
Provide your contact email so they can connect with you easily.
- Find people to connect with and build relationships through “target market” keyword searches in:  
Groups – Join the ones with large numbers of members  
Jobs – Find those to collaborate with  
Events – See who is interested in your niche, what’s happening online and off  
Answers – See the influencers and active members  
Become known as an expert by interacting
- Ask for Recommendations from people that you know and have worked with.

## Strategies to Engage and Interact with Others

- Status Updates – Engage, help and connect -  
Share items of interest. Send them to your blog posts, website etc Invite them to take action and interact.  
Respond to other’s status up dates  
Ask questions  
Post help for others
- Timing – Do less on weekends – people are not reading it  
Items shared before 8:30 am Eastern get mentioned in the

Connect with me



“updates news” daily and are then visible to others who receive those notices.

- Go back through the entire Profile. Correct spelling and grammar. Read it as if this was the first time you’ve seen it. Have a business partner read it through as well.