

## LinkedIn Checklist

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### **You need a complete and FINISHED LinkedIn profile.**

Here's what you need to ensure your LinkedIn profile is optimized:

1. Profile Picture: LinkedIn profiles with photos get 21 times more views and 36 times more messages.
2. Banner Image: LinkedIn profiles with graphics have 11 times more chance of getting viewed than those that don't. This is often unused real estate on your page. You can customize a graphic with your own stats (where you've been quoted, some metrics of success, etc.), or you can upload your organization's logo.
3. Compelling Headline: not just what you do, but who you are, and what you want to achieve.
4. Strong Summary: (optimized for keywords). Tell a story and put the strongest information first.
5. Employment History: This is a chance to include any past/currently held board positions and your specific qualifications.
6. Media: If you've been featured in a video, quoted in an article or press release, or written an article, here is the place to link it. (Even if you haven't you can create your own!)
7. Posts: Update your LinkedIn throughout the week with news, announcements, and valuable information. Add pictures and videos into your posts and articles to increase the click rate. People using such tactics for the first time have reported an average of 300 to 500 views per post.
8. Articles: Everyone can/should publish at least 3 LinkedIn articles. The subject area should be your area of expertise. Aim for 500-750 words. Here is more on why: While more and more people are using LinkedIn for lead generation, many people are not yet taking advantage of one of its most powerful features: the LinkedIn publishing platform. While the ability to publish long-form posts on LinkedIn was once reserved for the elite of the network – aka LinkedIn ... [read more](#).