

# LinkedIn Profile Optimization

## – Action Book –

**Keyword Research**

* List Your Top 10 Keywords (or search phrases) to Focus On:
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* Research your top competitors as well and analyze their keyword placement.

**Profile Checklist**

* Does your Headline include BENEFITS and/or RESULTS that you bring to your clients?
* Do you have all relevant past positions listed?
  + Be sure to include keywords in these titles, and that they are meaningful titles describing what you did.
* Have you included keywords in Specialties section?
* Have you included keywords in Skills & Expertise section?
* Have you sought out and obtained recommendations for all positions?
* Does your profile look like it was written by a human? (It’s important that you not go overboard with keyword stuffing)
* Does your profile, and specifically summary section, include a clear Call-To-Action?
* Regarding Your Summary:
  + Have you included keywords in your summary?
  + Have you expanded on how you help your clients achieve results?
  + Use Unicode symbols to highlight the most critical components, but don’t go overboard.
  + Highlight your call to action with bold arrows or similar.
* Have you embed any media (documents, photo, links, videos, presentations) as appropriate?
* Have you joined the maximum number of groups (100)?
* Have you included other sections as deemed appropriate?