
Power Profile

checklist



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ABOVE THE FOLD

- Edit your custom url
- Ensure your banner is professional, shows a bit of who you are, who you work for etc.
- Have a professional, well lit photo that is open for everyone to see
- Use your phone to record a short introduction linked to your photo (cover story)
- Use all 220 characters for your headline - use keywords, not just your title
- Add services
- Do not switch on Creator Mode unless you are going to publish content very regularly
- Make sure your contact info section is up-to-date

about section - CHECKLIST



Optimize according to keywords - the keywords used in your "about" are indexed 3 times as much as any other section on LinkedIn



Write in 1st person



Make sure you focus on what you are solving for your target market



Incorporate your story and state the value of yourself and your company



Make sure you have a call to action at the end



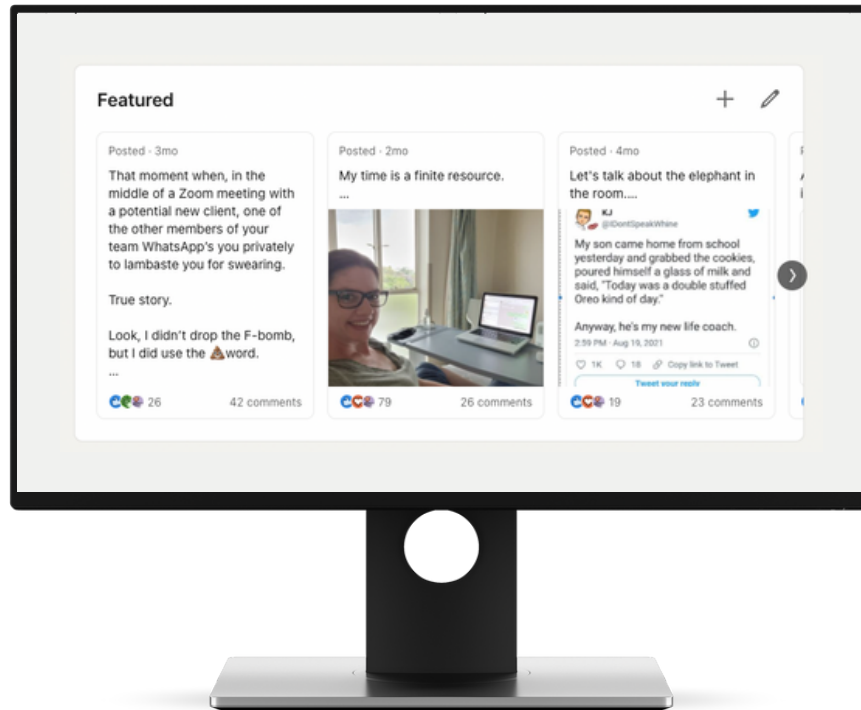
Break up large pieces of text - bold, symbols, emojis



This is not an online version of your resume!



FEATURED SECTION



- Great place to show your activity on LinkedIn
- Use for strategic posts, links, documents etc as people will see these first
- Update on a weekly basis to boost the algorithm

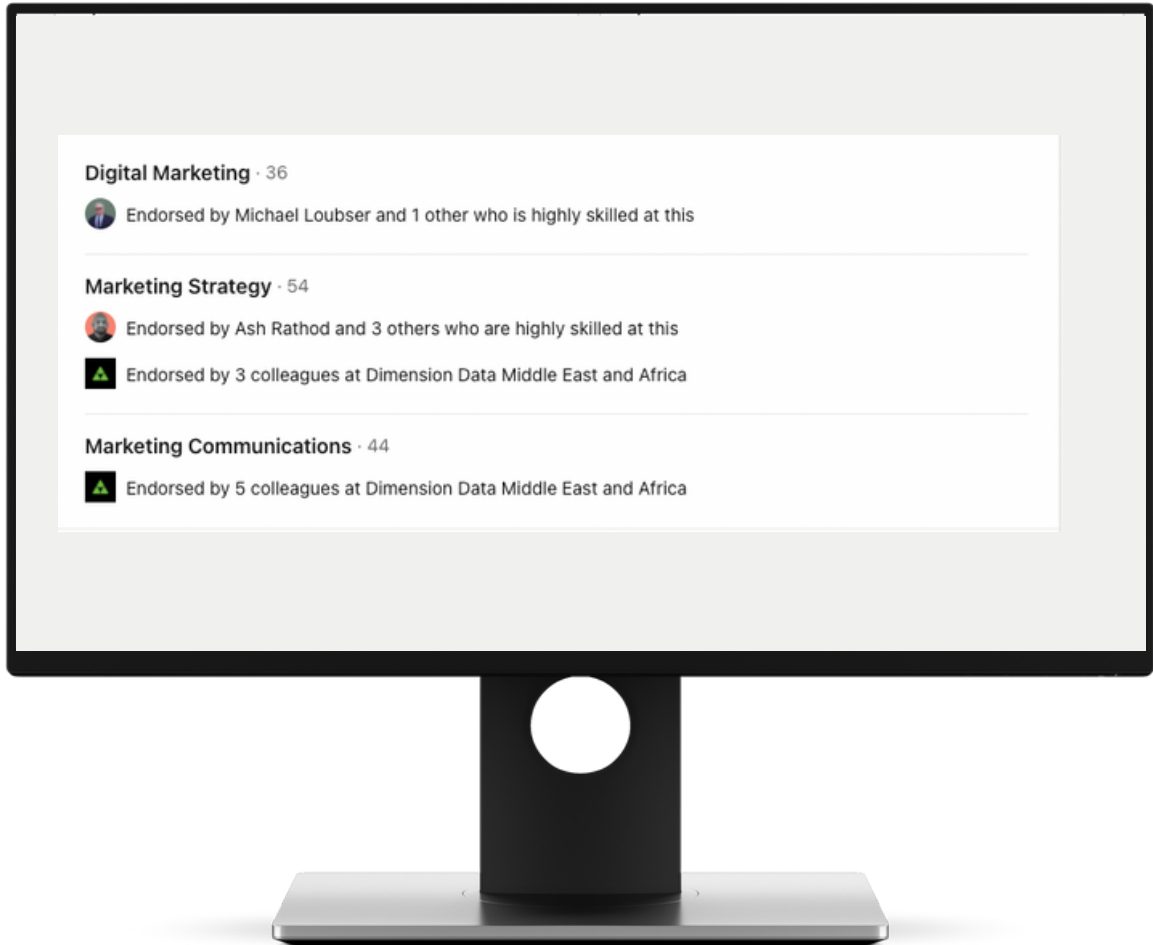


EXPERIENCE SECTION

- Link your company page
- Your job title will be indexed by Google - so add well searched for keywords to your title as it's another way to show what it is that you do.
- Ensure your write up is not about your job function - rather what value can you add to me as a client
- What can you provide and what is your role in this process of adding value to me
- Add media - Testimonials, lead magnets, featured talks etc



SKILLS SECTION



- You can add up to 50 skills - even if you are not endorsed for them!
- Make sure you add your searched for keywords here.
- Move your three most important skills to the top



RECOMMENDATIONS

- Carry far more weight than endorsements and even more than testimonials on your website as readers can authenticate the actual endorser
- Make sure that your recommendations are linked to your services and what problems you solve
- How to get more recommendations:
 - Ask those that you know! Also do not ever recommend anyone you don't know.
 - Personalize your recommendation request
 - Make it easy and provide an example - but make sure that you customise it for every request!
 - Ask as soon as you hear a compliment and straight after you've completed a project/sold them the product/solution
 - Ask those that have given you testimonials on your website, to do the same on your LinkedIn profile

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