



## QUICK Checklist for Reviving or Updating a LinkedIn Profile

- ☐ Customize your URL
- ☐ Insert a current headshot photo of yourself (alone)
- ☐ Make sure your name is the one you use for business
- ☐ Create a headline that includes keywords for what you do and who you do it for
- ☐ List your relevant city or location
- ☐ Complete your Contact Info
  - List up to three web addresses
  - Consider listing your phone number and an email address
- ☐ Complete the About section for what you want potential clients/employers to focus on
  - Include contact info within this section (*will not be hyperlinked*)
  - Include a Call to Action if appropriate
- ☐ Complete your Experience section with at least 3 recent roles
  - Use each Company's "LinkedIn name" for the logo to appear
  - Only show years, not months
  - Include accomplishments or keywords in the Title space
  - Highlight what you love about your job and what you excel at
  - Include a URL to your website or offering (*it will not hyperlink*)
- ☐ Include any college or advanced institutions in the Education section
- ☐ Create your Skills & Endorsements section with up to 50 relevant Skills
  
- ☐ BONUS: Look up 3 – 5 people who you know and Connect with them.
- ☐ SUPER BONUS: Write a Recommendation for someone who has delighted you recently!

Anita Hampl, THE Short Attention Span Writer

*helping you look good in words*

**Need more help?** [Schedule an affordable 60-minute review session!](#)