



Your Ultimate LinkedIn Profile Checklist

Boost Your Authority and Expand Your Opportunities



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A Word from Mandy McEwen, Founder & CEO of Mod Girl Marketing



Thank you for sharing your email address with me (even if it's the one you solely use for promo content - it's ok, we all have them).

To express my gratitude, I've included a special bonus for you:

Access to Chapter 1 of my *Mod LinkedIn Blueprint*...

BONUS: [Optimizing and Utilizing Your Personal Profile](#)

Continue reading this checklist FIRST, then you can access your bonus, pulled straight from our exclusive Mod Lead Gen Masters program.

While your LinkedIn feed may showcase a few non-work-related memes from time to time, there's no denying that the platform is an invaluable asset when it comes to handling professional engagements and associations.

With over 575 million members worldwide and 260 million monthly active users, LinkedIn allows you to tap into a seemingly endless supply of network connections and business opportunities.

That's the real power of using LinkedIn for business: the ability to utilize existing connections and position yourself or your company as a thought leader through referrals and word-of-mouth. In addition, the site has been recognized as the top-rated [social network for B2B lead generation](#).

If you don't have a LinkedIn marketing strategy or your personal profile is an out-of-date, glorified resume, it's time to put some meat on those bare bones. You need a detailed and strategic profile page if you want to drive real business results.

Over the past decade, I've personally leveraged the power of LinkedIn to catapult my personal brand and my company, [Mod Girl Marketing](#), to new heights. By doing so, I was able to build an award-winning agency and secure influencer relationships with huge brands like, believe it or not, LinkedIn.

Pictured above is me cheesin' during [LinkedIn Studio Week](#) in San Francisco. I sat alongside some of the industry's top thought leaders in the marketing space to deliver 90 minutes of valuable advice for the cameras. This was one of the many opportunities I've had to engage with large brands and publications like LinkedIn.

I've achieved this level of success by building a compelling personal brand, positioning myself as a thought leader, and connecting with the RIGHT people. And guess what? LinkedIn was the vehicle I used to showcase my expertise and forge relationships with the right professionals.

My goal is to help you and your company do the same. Whether we end up [working together](#) or not, I want you to be armed with the knowledge and tactics needed to build a strong and cohesive presence as a thought leader – all by leveraging the world's best B2B social platform, LinkedIn.

In my opinion, the very first – and easiest – step in building your thought leadership is to optimize your LinkedIn profile. After, of course, you have clarity on your target market, positioning, and plan of action.

There is no simpler and cheaper (a.k.a. it's free) way to showcase your value and expertise to the world.

LinkedIn is brimming with professionals who can help propel your personal brand and your company to the next level. From prospective clients and collaboration partners to referral partners and so much more - the connections you build and nurture on LinkedIn can be invaluable to your business.

To help you maximize the efficacy of LinkedIn, I created this profile checklist for you to leverage.

By establishing a well-developed LinkedIn profile, you will effectively increase your credibility and trustworthiness, while also painting yourself as a thought leader in your respective area of expertise.

Follow the steps outlined below to create an engaging LinkedIn profile that will open up a world of opportunity and allow you to build a powerful presence as a thought leader so you can have a bigger impact.

What Mod Girl® Clients Say About Our LinkedIn Solutions



Bill Kortesis, M.D., FACS,
Entrepreneur, HealthTech Advisor

"The Mod Girl team gave my LinkedIn profile a much-needed facelift. The results? A 1700% increase in engagements and a 125% increase in high-quality LinkedIn connections & conversations. They optimized my profile, helped develop my personal brand, and positioned me as a thought leader in the aesthetic medicine space. Through their work, I was able to build valuable lifelong connections and uncover more growth opportunities both personally and professionally."

Keyword Research

- Make a list of keywords that people might use to find you and the services you offer.
- You can use LinkedIn's related search terms. Simply go to LinkedIn, type in a keyword phrase, scroll to the bottom until you see "Try searching for", copy and paste the keywords into a document.
 - Use [Ubersuggest](#) and/or the [Google Keyword Planner](#) to view search volume and discover new keywords.
- Incorporate these keywords into your profile as specified in the steps below.

Name

- Use your true first and last name.
- Include any professional credentials you have (MBA, PhD etc.).
- Use "|", "/", or "." to separate your headline sentences.



Use proper case throughout.

Do not use all caps for your name as spammers often do this.

Headline

- Explain what you do and who you help in 120 characters or less.
- Use keywords and phrases that a prospective customer might use to find you.
- Differentiate your headline from everyone else, especially your competitors.
- Think like your prospects and ask yourself, "Is it crystal clear what I do from my headline alone?"

Photos

- Your profile photo should be 400 x 400 pixels and no larger than 8MB.
- Make sure you are centered in your profile photo so that you fit within the circle profile photo format.
- Make the background image 1584 x 396 pixels and no larger than 4MB.
- Accepted file types are JPG, PNG, or GIF.
- Be sure to smile!
- Use a professional photo.



**Mod
Pro
Tip**

Your profile should be about THEM more than it is about YOU. After landing on your profile anyone should quickly understand what it is you do within seconds. Make it crystal clear!

Summary

- Speak to your target audience.
- Explain what you do and who you help.
- List results you've accomplished.
- List your key areas of expertise.
- Mention some of your achievements.
- Break up text into sections using paragraphs and bullet points.
- Use emojis or symbols to make your summary easier and more engaging to read.
- Add "Featured Media" that highlights your best and most recent accomplishments/media spots/speaking gigs/videos/articles/etc.



**Mod
Pro
Tip**

Use the top keywords found in your research within your summary. Make sure that the keywords flow with your overall summary and avoid "keyword stuffing."

Experience

- List your current position.
- List at least two previous positions.
- For each position, include your title, the name of the company, and a thorough description of your role and accomplishments.
- Use keywords that a prospective customer might use to find you in your job titles and descriptions.
- Treat each experience section title as an engaging headline.



**Mod
Pro
Tip**

You can create multiple entries for the same company if you have multiple areas of focus, as I do [in my profile](#). This helps boost your LinkedIn search rankings and credibility.

Education

- List all education beyond the high school level. (This may include college, university, non-traditional education, trade schools and other institutions where you took classes).

Skills

- Select at least 5 and up to 50 skills (the more, the better).
- Order your skills so the ones most important to you and your industry are at the top. These will be the ones that people are more likely to endorse you for.



**Mod
Pro
Tip**

List the keywords you found in your research as they could be considered “skills” as well.

Contact & Personal Info

- Fill out your contact information.
- Add links to your websites.
- Add links to your social media profiles.

Accomplishments

- Fill out any accomplishments that fit under the sections below:
 - Publications
 - Projects
 - Honors & Awards
 - Certifications
 - Courses
 - Volunteer Experience
 - Organizations
 - Patents
 - Test Scores
 - Languages



**Work with customers or clients who speak another language?
Easily create a second profile by going to your profile and
selecting “Add profile in another language.”**

Create a Custom URL

- Use your first name and last name if that URL is not yet taken.
- Use a combination of 5-30 letters and numbers.
- Don't use any special characters, spaces, or symbols.
- The URL is not case sensitive, meaning www.linkedin.com/in/mandymcewen is the same as www.linkedin.com/in/MandyMcEwen.



**Mod
Pro
Tip**

If your name is taken, try adding an applicable title to the end of your name or another term that relates to your professional brand. For example, if www.linkedin.com/in/mandymcewen were taken, I could try www.linkedin.com/in/mandymcewenmarketing or www.linkedin.com/in/mandymcewenconsulting.

Endorse to Get Endorsed

- Endorse your connections for their skills and in return, they may endorse you for yours.

Ask for Recommendations

- Send recommendation requests to current and previous clients, colleagues, and collaboration partners.
- Offer to leave them a recommendation in exchange for them leaving you one.
- Offer to write it for them with their approval to make the process super easy and fast for all parties.



**Mod
Pro
Tip**

Recommendations are key. Aim for a minimum of 5 recommendations and continue growing that number every month.

What's Next?

We Don't Just Talk About Change. We Make it Happen.



Now that you have the insight needed to optimize your own profile, will you commit to making the transformation?

If you're like most business professionals, penciling in the time to revamp your LinkedIn profile probably feels like an impossible task.

Why not let Mod Girl do the heavy lifting, so you can start getting results NOW?

Focus your time and energy on high-level business activities while we convert your profile into an opportunity-generating machine.

Mod Girl builds powerful brand ecosystems for purpose-driven individuals who want to be a vehicle for change in their field. We work with C-Suite thought leaders, ambitious entrepreneurs, innovative companies, and more.

If you are ready to take your LinkedIn efforts to the next level, get in touch with Mod Girl today to learn how we can help.

[Click Here To Connect With Mod Girl Now.](#)

Thanks for adding my checklist to your "free resource" arsenal and I hope you found it valuable.

Talk soon,

Mandy McEwen