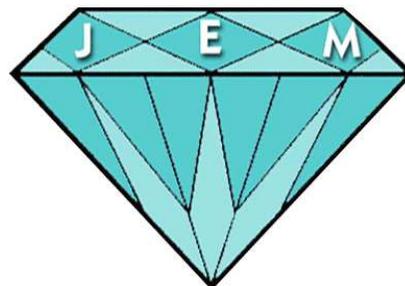


## My Baker's Dozen Checklist For Branding Your LinkedIn Profile (Rev. 01)



This checklist is my starting point when I evaluate someone's LinkedIn profile. With it I can quickly determine whether someone is correctly branding themselves and using relevant keywords to enable being found in a search.

Most of these points apply whether you are marketing your business or seeking a managerial or executive position (whether unemployed or seeking a new opportunity).

Use this as a learning tool. Try to be objective (as I am) when you review your profile. Have someone close to you do it for you. Or you can have me do it with you.

- I know the keywords I want to be found for. I added them to my profile in the right places to enhance my "being found" in a relevant search.
- I researched 'People similar to myself' as well as my competition. I understand what differentiates me from them, what makes me unique.
- I uploaded an appropriate background or hero image with a good 'tag' line. It is not too bright and does not detract from my own photo. It supports my professional brand.
- My profile picture uses a full size (fits the space), high resolution, work ready head shot photo or likeness.
- My Headline (just under my name) is at or near 120 characters (including punctuation and spaces) in length. It includes targeted keywords as well as a value statement, not just my title.
- I personalized (no string of numbers) my LinkedIn address (URL).

- I provide my email and phone number to be reached at. I included them in my 'Contact Info' pull down and elsewhere (Summary and Advice for Contacting Me) in my profile.
- I included three links to appropriate Web site pages and use anchor text rather than the defaults "Company Website," etc.
- I wrote my summary statement in first person. I direct it towards my ideal client and explain how I can solve her problems or challenges. I state at least three areas I excel in so as to differentiate myself from my competitors.
- I use more than just company titles or industry jargon for the titles in my "Experience" sections.
- I added social proof statements in my Summary section as well as appropriate Experience and/or Education sections.
- I list 50 skills and rank them in my Skills and Endorsements section.
- I have a minimum of one or two Recommendations for recent and relevant Experiences and/or Education.

This 'Baker's Dozen' is the starting point to leveraging LinkedIn. Use this first step, this basic building block, to branding yourself as well as to ramp up your marketing and networking success on LinkedIn.

Happy Networking and Marketing!

Michael L. Yublosky  
Vice-President

If you found this valuable and would like to explore working together to increase your effectiveness, call me at 847-634-6535 or email: [mikey@diywebjem.com](mailto:mikey@diywebjem.com)

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