

# LINKEDIN PROFILE CHECKLIST

How to Create an All-Star LinkedIn Profile



# Checklist for Creating an All-Star LinkedIn Profile

There are currently three levels of profiles on LinkedIn:

1. Beginner
2. Intermediate
3. All-Star

LinkedIn has said that an All-Star profile will make you 40 times more discoverable than less developed profiles. So, here are the 8 things you need to do to achieve All-Star profile status in LinkedIn.

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## #1

### Picture

Select an image of yourself that is appropriate to either your target buyer or hiring decision maker. If you aren't sure, look at pictures of others with the title you want to have.

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## #2

### Headline

Get rid of the job title in your headline and replace it with up to 220 characters that tell your story or tell your buyers how you can help them. Think of this as if you were writing for the billboard at the two busiest intersections in your area.

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## #3

### Summary/About

LinkedIn allows you to expand on your headline with this section. You'll have up to 2000 characters to use here, and you'll want to write it like a newspaper story because only the first three lines appear to everyone. Visitors to your profile must click "see more..." to view the rest, and you'll want to give them a reason to do that. You don't need to have 2000 characters to reach All-Star status; a few sentences will do.

## #4

### Experience

In addition to your current role, even if that is ‘seeking opportunities,’ people viewing your profile will want to see your previous two work positions. Use each position to tell your professional success story by providing mini-case studies of who you worked for and how you help them while working there.

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## #5

### Skills

Recruiters are often tasked with finding people with specific skills. To become an All-Star, you need to select at least 5 skills that you want to showcase. You can pin 3 of those skills to the top, so they are always visible. We recommend pinning the skills you want people to endorse you for the most.

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## #6

### Industry & Location

LinkedIn has a finite selection of industries, and you’ll want to choose the one closest to yours if there isn’t an exact match. If you live near a large metro area, you can also select that as your location rather than a smaller community—both help searchers and LinkedIn.

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## #7

### Education

While this is a requisite for All-Star status, it’s also an opportunity to showcase your educational background. Listing the university, school, or college you attended will also make it easier to connect with other Alumni from your alma mater.

# #8

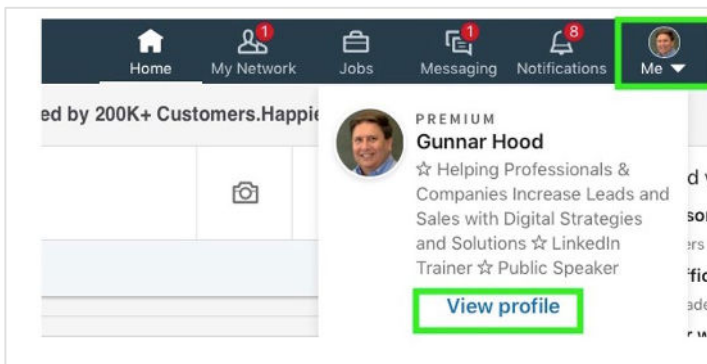
## Connections

Making valuable connections is one of the biggest benefits of LinkedIn, and to achieve All-Star status, you'll need to have at least 50 connections. But don't stop there. Set your next goal at 500 because that's the level where LinkedIn stops showing how many actual connections you have.

Most of the above items are easy to complete. You will also want to enhance your profile by receiving and giving recommendations, as well as customizing your personal URL for your LinkedIn profile (see instructions below). Remember, as your work experience, skills, or position changes, go back and fine-tune your LinkedIn profile content as needed.

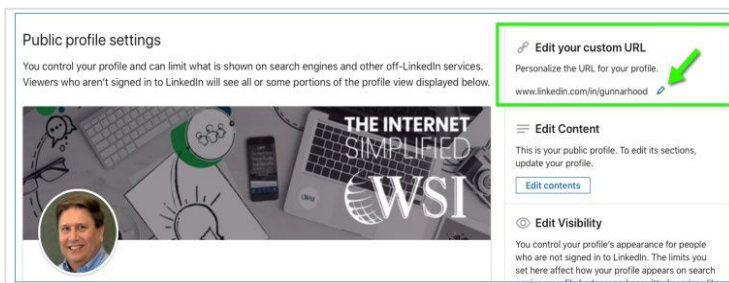
### Don't Forget to Customize Your Personal Profile URL

#### 1. Click the *View Profile* link on your LinkedIn Profile



When you claim your personal LinkedIn URL, you now have a permanent link that you can share with others that is uniquely yours. Eventually, when people search for you on Google, this will be the top link found for you.

#### 2. Go to the *Edit public profile & URL* option



If you have a unique name, you can probably get your URL to match your full name. If your name is more common, you may need to add a middle initial or a digit to your name's front or back. Some people chose to add the word "The" in front of their name as well.



*We're a powerful network of marketers who strive to discover, analyze, build and implement digital strategies that win digital marketing awards and help businesses succeed online.*

Headquartered in Toronto, Canada, WSI was founded in 1995. After 25 years, we have hundreds of successful WSI Agencies spanning across the globe and the most extensive digital marketing network of its kind. In 2020, WSI was named the Top Agency for the second year in a row by the Web Marketing Association at their prestigious WMA WebAward competition.

For more than two decades, WSI has helped over 100,000 businesses develop their online marketing strategies so they can get more leads, generate more sales, and earn a better return on their online marketing investment. Overall, WSI strives to make a difference in the lives of the businesses they work with by fostering lasting, life-changing growth for their clients.

## **Looking to leverage LinkedIn as part of your online marketing strategy more effectively?**

Talk to us. We can help.

Book your [complimentary consultation](#) today.