

LinkedIn Check List

- Determine Whether Premium LinkedIn Account Needed
- LinkedIn Profile
 - Review LinkedIn Profile Examples
 - Turn off Status Updates If in Confidential Job Search (Turn Back On After Major Overhaul of Profile)
 - View Profile As Seen By Those Viewing Your Profile Vs. Edit Mode
 - Understand LinkedIn SEO
 - Top 3 SEO Keyword Spots: Headline, Job Titles in Experience Section, Skills Section
 - Create Keyword List (Use for Headline, Job Titles, Skills Section, Summary, Experience Descriptions, Education Descriptions)
 - Job Titles – Top Priority
 - Skills
 - Put Keyword List in Priority Order*
 - LinkedIn Top Card
 - Your Picture
 - Headline (Keywords SEO)
 - Your Contact Information
 - Your Profile Address
 - Phone, Email, IM
 - Background Picture
 - Formatting for the Screen
 - Summary
 - First Person Description (Human Voice) with Benefits / Results
 - Specialties
 - Industries
 - Location
 - Experience
 - Job Titles (Keywords SEO)
 - Skills & Endorsements (Keywords SEO)
 - Education
 - Recommendations
 - Accomplishments (Optional Sections that Can Be Added Add):
 - Publications
 - Courses
 - Certifications
 - Organizations,
 - Volunteering
 - Honors & Awards
 - Projects
 - Languages
- Re-Order Sections For Emphasis*
- Build Your Network
- LinkedIn Groups (Up to 100 – SEO)
 - Job Specific
 - Career Specific

- Industry Specific
- Company
- Special Interest
- Alumni
- Company Alumni
- Job Search
- Be Active on LinkedIn (SEO)
 - Connect to People (Build Your Network)
 - Revise Your Profile
 - Join Groups
 - Give & Get Recommendations
 - Add Skills
 - Get Endorsements
 - Post Status Updates
 - Post Blog Posts
 - Participate in Groups

LinkedIn Job Search Check List

- Jobs Tab
 - Search for Jobs
 - Set up a Job Alert
- Group
 - Join Job Search Groups
 - Join Alumni Groups
 - Join Industry Groups
 - Join Career Groups
 - Join Company Groups
 - Search for Jobs Under Group Jobs Tabs (Free postings for employers)
 - Link to Recruiters
 - Link to Hiring Managers
 - Ask for Informational Interviews
 - Link to People in Target Companies, Industries, Careers
 - Ask for Informational Interviews
- Link to Recruiters
 - Advanced Search
 - Search Connection's Connections
- Link to Hiring Managers
- Link to Well Connected People
- Set Up Informational Interviews