LINKEDIN MARKETING CHECKLIST

LINKEDIN PROFILE

- ☐ Design a quality background (recommended size: 1400X425)
- ☐ Use a Professional Profile Image. Select your profile image as if you were attaching it directly to your resume.
- ☐ Your headline appears directly below your name and is the first piece of information connections will see. A well-written headline is descriptive and includes your title and business's name. Its also an SEO keyword opportunity
- ☐ Select a Custom Profile URL
- ☐ Create a relevant and engaging summary
- ☐ Incorporate multimedia into your profile (SlideShare presentation, video, PDFs)
- ☐ Add Skills & Endorsements
- ☐ Add relevant work history and media
- ☐ Give and ask for Recommendations
- ☐ Keep your profile up to date!

COMPANY PAGE

- ☐ Add both a profile image and background banner image. LinkedIn recommends that one of these images be your company's logo because "companies with logo images get six times more traffic to their pages."
- ☐ Add your company description with a clear idea of who you're trying to connect with on LinkedIn
- ☐ Add your company's specialties. These are SEO keywords! Use words and terms people will use when searching for what you offer. Put in what your business is known for—what you do, who your target clients are, etc. The right keywords make your page easier to find and will ensure it shows up in searches.
- ☐ Include high-quality images and digital media, like videos. And this almost goes without saying, but make sure the image you use matches the message (no click-baiting images, please!).
- ☐ Ask questions, share insights, and encourage discussion. Remember, with LinkedIn you're targeting a specific audience and trying to attract those in your industry, so show that you're knowledgeable, passionate, and interested in conversing with others.
- ☐ Promote your events. Have a big conference coming up? Write about it! Tell people about it. Did you just wrap up at a seminar? Write about it and share highlights, possibly even including video clips from some of the sessions.

☐ Use showcase pages. A showcase page is where you can highlight one of your products or brands. Showcase pages are part of your company page, but they function as a separate page, so you'll need to do the same thing with a showcase page as you would with a company page, like share content and keep it updated.

ARTICLES

☐ Just like a blog post articles catch attention if they contain good images and info-graphics

☐ Include relevant links to your website and in particular, your sign-up forms and landing pages

☐ Respond to any comments and engage in conversation.

GROUPS

☐ Pick only groups that are most relevant to you

☐ Check in on groups frequently and provide value, become a subject matter expert

☐ Don't be overly negative or critical in group discussions

POSTS

☐ Don't post connection-seeking messages as Status Updates.

☐ Consider lighter stuff for personal engagement

☐ Make your titles between 40 and 49 characters long. 40-49-character length titles receive the greatest number of post views overall.

☐ Use "How-to" and List-Style Headlines

☐ Limit Marketing type posts, go with the 80/20 rule!

☐ Share up to date, valuable articles and tips.