

**Linked in**

10X Your Prospects With  
These Simple Profile Tweaks  
(in Under an Hour)

LinkedIn Profile  
Optimization Checklist by:



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



LinkedIn is the top social platform for business professionals today, with over 500 million members worldwide. Right now is the perfect time to dive in because many people still aren't utilizing LinkedIn to its full potential, so get it while the gettin' is good! The opportunity to connect with prospects, generate leads, and ultimately to grow revenue and build your brand here is huge - if you have the tools to set yourself up for success.

The first step to growing your personal brand or business with LinkedIn is to maximize the effectiveness of your profile. Users with complete profiles are much more likely to receive opportunities through LinkedIn - even adding just 5 skills can get you messaged **33 times** more often. A thorough, optimized LinkedIn profile will increase your credibility and trustworthiness as well as the likelihood of your target prospects finding you.

LinkedIn has been crucial in my own journey to becoming a digital marketing influencer, and is one of the top sources of leads for Mod Girl Marketing. This checklist contains actionable steps to guide you through the process I personally use to attract leads and keep my profile ranking high. If you follow the steps outlined below, you will open the door to more meaningful, targeted connections, and will be ready to start utilizing LinkedIn to its full potential.

Optimizing your profile is only the first step. Jumpstart your LinkedIn lead generation efforts with our Mod Lead Gen Jumpstart program! Get my 60-Minute Masterclass recording where I reveal my proven strategies to attract your dream clients on LinkedIn, get copy-and-paste LinkedIn message templates you can put into use today (the same ones I use for Mod Girl Marketing!), and so much more. [Get Mod Lead Gen Jumpstart today!](#)

P.S. If you'd like to use my LinkedIn profile as a reference when optimizing your profile, [please send me a connection request](#). I'd love to connect!

Without further ado, here is the ONLY checklist you need to transform your LinkedIn profile in under 47 minutes.

- Mandy McEwen

# 10X Your Prospects With These Simple Profile Tweaks

## Keyword Research (3 Minutes)

- Make a list of keywords that people might use to find you and the services you offer ([Google Keyword Planner](#) and [Ubersuggest](#) are great tools for this).
- Incorporate these keywords into your profile as specified in the steps below.

## Name (1 Minute)

- Use your true first and last name.
- Include any professional credentials you have (MBA, PhD etc.).



**MOD  
PRO  
TIP**

**Use proper case throughout. Do not use all caps for your name as spammers often do this.**

## Headline (2 Minutes)

- Explain what you do in 120 characters or less.
- Use keywords and phrases that a prospective customer might use to find you.

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## Photos (2 Minutes)

- 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.
- The background image should be 1536 x 768 pixels and no larger than 4MB.
- Accepted file types are JPG or PNG.
- Be sure to smile!
- Use a professional photo if possible.

## Summary (8 Minutes)

- Summarize your professional background.
- List key areas of expertise.
- Focus on your achievements.
- Think about your target audience and tailor this to them.
- Break up text into sections using paragraphs and bullet points.
- Add media that showcases your work.



**MOD PRO TIP** Use the top keywords you found in your research above within your summary.  
Make sure that the keywords flow with your overall summary and avoid "keyword stuffing."



**MOD PRO TIP** Include videos in your summary to make your profile stand out and capture your audience's attention. Think: FB video ads, client testimonials, and introduction videos you've made for products or services.

# 10X Your Prospects With These Simple Profile Tweaks

## Experience (6 Minutes)

- 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.



**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 (2 Minutes)

- 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 (3 Minutes)

- 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, that could be considered skills in this section too.

## Contact & Personal Info (2 Minutes)

- Fill out your contact information.
- Add links to your websites (up to 3, including social media links).

## Accomplishments (4 Minutes)

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



**MOD  
PRO  
TIP**

**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](http://www.linkedin.com/in/mandymcewen) is the same as [www.linkedin.com/in/MandyMcEwen](http://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](http://www.linkedin.com/in/mandymcewen) were taken, I could try [www.linkedin.com/in/mandymcewenmarketing](http://www.linkedin.com/in/mandymcewenmarketing) or [www.linkedin.com/in/mandymcewenconsulting](http://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 colleagues and supervisors.

# What's Next?

## Jumpstart Your LinkedIn Lead Gen Efforts

You've learned how to optimize your LinkedIn profile, but do you know how to use LinkedIn to generate high-quality leads?

LinkedIn has been THE way I've grown Mod Girl Marketing, and now you can do the same by kick starting your lead gen efforts with our Mod Lead Gen Jumpstart program!

This powerful resource stack will give you all the actionable tips you need to attract and convert high-paying clients quickly using LinkedIn.

- 60-Minute Masterclass Recording Revealing My Proven 5 - 8 Leads/Day System
- 8 of My Top Performing LinkedIn Message Templates
- Video Training to Help You Craft the Perfect LinkedIn Profile
- Mod LinkedIn Lead Gen Guide
- And more!

Start working only with your dream clients. Get the Mod Lead Gen Jumpstart program today!

Subscribe for Future Mod Workshops

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