

LinkedIn Key Elements Checklist - Optimize Your Profile!

Top LinkedIn Elements	Specs*	Details
Photo	200x200px	Professionally taken, business casual, friendly, engaging, approachable.
Name	60 chars	Display your name as people know you. Include designations, certifications, advanced educational degrees.
Headline/Title	120 chars	Shortened version of what you do. Choose a keyword headline or a power statement headline.
Contact Info		Complete your contact info. <i>Note: only visible to 1st degree connections.</i>
Custom Website URL	256 chars	Customize your LinkedIn URL. You have 29 characters after “www.linkedin.com/in/”.
Summary	2000 chars	Differentiate yourself, written in the 1 st person. Opportunity to make the right people ‘feel’ a connection to you. Humanize yourself. Add keywords!
Experience	2000 chars	A paragraph or two for each position you have held. Include only relevant positions.
Groups	Up to 50	Join Groups. Order them so the 7 most important show on your profile. Stay active with your top 3-5 groups thru relevant contributions.
Influencers	500+	There are 500+ LinkedIn Influencers. Follow the ones that you admire from a personal and professional perspective.
Companies	unlimited	Follow your company, your competition and companies of interest.
Publisher	40k	Publish on LinkedIn just like an ‘Influencer’ – share your subject matter expertise and thoughts. <i>Check with your firm’s compliance group regarding e-communications created in support of you and your practice. FINRA may classify it as advertising.</i>

* Details including sizes (in pixels), character limits, availability, etc. as of June 2015