

**OPTIMIZE YOUR PROFILE FOR SUCCESS**

* Research keywords for LinkedIn
* Use a current, professional profile image
* Get Premium, & add a cover photo
* What’s Your Name, & what do You do?
* Offer complete contact information
* Grab A Custom URL
* Make sure your profile is visible
* Consider a Profile Badge
* Support additional Languages
* Update your connections
* Update you background
* Add Media / Links
* Review Skills & Endorsements
* Move sections around
* Add / Update publications
* Ask & Give Recommendations
* Regularly Publish Posts
* Review Group Memberships