



The Ultimate LinkedIn Profile Checklist for Freelancers

Stand out from the crowd of freelancers with a client-focused LinkedIn profile. Recommendations related to the changes LinkedIn made in early 2017 say **CHANGE**.

1. Create a compelling and client-focused headline.

You have up to 120 characters for your headline. Use them to attract clients and make them want to learn more about you:

- Clearly say what you do and how you help your clients.
- Use the word “freelancer” or “freelance writer” (or “freelance ADD YOUR FIELD HERE”), because that’s how people search.
- Use other keywords related to your services that people will search for.

2. Create a compelling and client-focused summary.

CHANGE: The summary now starts near the top of your profile, and only the first 201 characters (45 in mobile) show before you need to click **See more**. This is one of the biggest changes that LinkedIn made.

Make sure the first 201 characters flow with your headline and offer a clear, concise message. Focus the rest of your summary on how you help your clients meet their needs. Briefly summarize your relevant experience, background, and education.

3. Use a professional photo. If you already have a photo, check it.

Having a photo can get you up to 9 times more requests for connections, says LinkedIn. Use a professional photo.

CHANGE: Your profile photo, now in center of the intro section, is smaller and round. Make sure that it still looks good, and that key parts of the photo haven’t been cropped out. The ideal profile photo size, says LinkedIn, is 400 x 400 pixels.

4. Update your background image.

CHANGE: The size of the background image has changed. If you had your own image there, make sure it still looks great. The default image looks fine, so you don't have to use your own image. But if you do, LinkedIn recommends 1536 x 768 pixels.

5. Include your industry.

CHANGE: Your industry no longer shows on your profile but it's still there in the background. It's part of LinkedIn's search algorithm, so more people will find you if you include your industry when you complete your profile.

6. Include your contact information.

CHANGE: Your contact info is still there, but it's on the side now, instead of below your header. Make sure you include at least your email address and website.

One LinkedIn guru also recommends including your email address at the beginning of your summary (in the first 45 characters).

7. Include a call to action.

Tell prospects what you want them to do with a call to action in your summary (e.g., call or email, visit my website, connect on LinkedIn, or any combination of these). Include contact info (again) and your website's URL (again).

8. Include your website URL.

Prospects usually want to know more about you before they contact you, including seeing samples of your work. Include links to your website under contact info and in your summary's call to action.

9. Be conversational and interesting.

Your LinkedIn profile isn't a resume. Make it easy to read (conversational) and interesting. Use short, action-oriented sentences, short paragraphs, subheads, and bulleted lists.

10. Check your profile on mobile and computers.

60% of users now access LinkedIn on smart phones or tablets. Make sure your profile looks great on smart phones, tablet, laptops, and desktops.