LINKEDIN PROFILE CHECKLIST

- ☐ Professional **profile picture**
- ☐ Branded **background image**
- ☐ A **headline** that triggers with value proposition & job title
- ☐ Full **contact details** (business email, website, phone)
- ☐ **About section** with CTA, services, personal info & links
- ☐ At least one **article** for the activity section
- ☐ At least one **post**, **comment**, **like** and **share**
- ☐ Link **company page** in the experience section
- ☐ Customer-centric j**ob description** with links
- ☐ Highlight three keyword-optimized **skills**
- ☐ Three **recommendations** from happy customers
- ☐ List your relevant **accomplishments**
- ☐ Join relevant **groups**
- ☐ Follow interesting **companies**

LINKEDIN CONTENT MAGIC

MEETUP | SLIDES & VIDEO
- get.pirateskills.com/magic

SURVEY | HOW DO YOU DO YOUR CONTENT MARKETING?
- get.pirateskills.com/survey

NEXT WORKSHOP | DATA ANALYTICS
- Feb 19th 2020 | 09:00-17:00
- get.pirateskills.com/analytics

NEXT MEETUP | AUTOMATION FOR BUSY MARKETERS
- Mar 4th 2020 | 19:00-21:00
- get.pirateskills.com/busy

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