

LinkedIn Profile for ProFinder Checklist



Before you apply as a Pro on LinkedIn ProFinder, make sure your regular LinkedIn profile is complete, up to date, and tailored to the services you offer on ProFinder. Key portions of your profile are pulled directly into ProFinder, so it's important to complete all of these items:

Headline

Create a short headline that highlights your skills. [Video](#)



Profile Photo

Upload a professional headshot.



Background Photo

Upload a relevant background photo to make your profile look more polished.



Website

If you have a website that illustrates your expertise, be sure to include it.



Summary

Talk about what you offer and your story. The Summary is not a resume. Use keyword phrases that people search for and try to keep it under 1,200 words. [Video](#)



LinkedIn Pulse/Publisher

Publish blog posts on LinkedIn's platform in your area of expertise. [Video](#)



Recommendations

Get at least 3 recommendations for the service you are offering on ProFinder, the more the better. [Video](#)



Experience

Adjust your listed experience to ensure it's relevant to the types of jobs you're seeking.

