



MILIA MARKETING

BETTER MARKETING. BETTER RESULTS.



THE ULTIMATE LINKEDIN PROFILE CHECKLIST



Boost Your Authority



Expand Opportunities



Grow Your Network

Anthony Milia, founder
Miliamarketing.com

A WORD FROM ANTHONY MILIA, FOUNDER AND CEO OF MILIA MARKETING

While your LinkedIn feed may showcase a few non-work-related memes from time to time, there's no denying that the platform is an invaluable asset when it comes to handling professional engagements and associations.

With this guide, you can expect:

- The ability to utilize existing connections
- Position yourself or your company as a thought leader
- Increase referrals and word-of-mouth
- Increase website traffic
- Generate leads

If you don't have a LinkedIn marketing strategy or your personal profile is an out-of-date, glorified resume, it's time to put some meat on those bare bones. You need a detailed and strategic profile page if you want to drive real business results.

I've personally leveraged the power of LinkedIn to catapult my personal brand and my company, Milia Marketing, to new heights. By doing so, I was able to build an award-winning agency and secure awesome business relationships.

01 KEYWORD RESEARCH

- ❏ Make a list of keywords that people might use to find you and the services you offer.
- ❏ You can use LinkedIn's related search terms. Simply go to LinkedIn, type in a keyword phrase, scroll to the bottom until you see "Try searching for", copy and paste the keywords into a document.
- ❏ Use [Ubersuggest](#) and/or the [Google Keyword Planner](#) to view search volume and discover new keywords.
 - Incorporate these keywords into your profile as specified in the steps below.

02 COVER IMAGE

- 1 | Add one!
- 2 | Make sure the photo communicates what you are trying to portray when someone visits your page.
- 3 | Great opportunity to add branding.



03

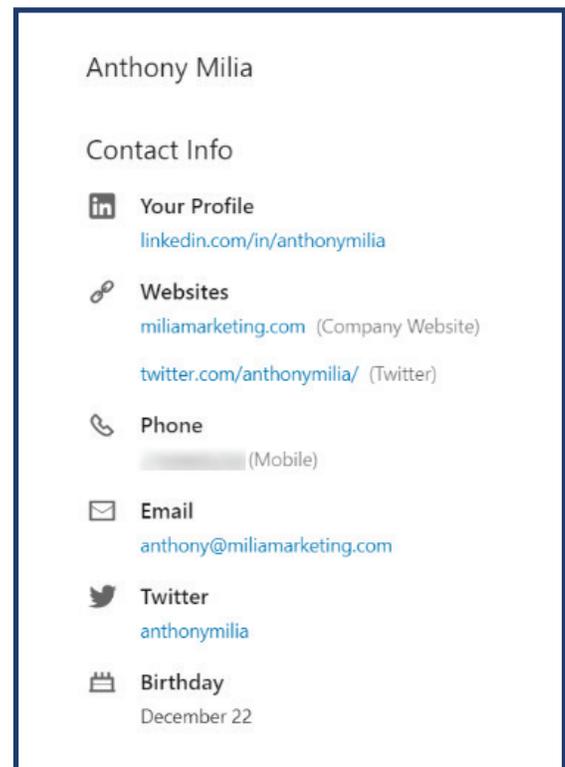
PROFILE PHOTO

- 1 | Your photo should take up 60% of the frame.
- 2 | Should be a CURRENT photo.
- 3 | Dress to the expectations of your desired audience.

04

CONTACT DETAILS

- 1 | Add your personal/company website.
- 2 | Add your “professional” email address.
- 3 | Add Twitter (if you are active)
- 4 | **Add Your Birthday (Important: An easy way to show up in all of your contacts notifications at least once a year!)**



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HEADLINE

- 1 | Explain what you do and who you help in 120 characters or less
- 2 | Don't just put your job title.
- 3 | Use keywords and phrases that a prospective customer might use to find you.
- 4 | Differentiate your headline from everyone else, especially your competitors.
- 5 | Think like your prospects and ask yourself, “Is it crystal clear what I do from my headline alone?”

EXAMPLES:

- a. Mine: Website Design | Digital Strategy | Start-up Mentor | Social Media Marketer | Search Engine Marketing | Visionary
- b. “Looking to double the size of 10,000 businesses”, “Best selling author, speaker, and business coach,” “Internationally known to rock the microphone”



PRO TIP

Your profile should be about THEM more than it is about YOU. After landing on your profile anyone should quickly understand what it is you do within seconds. Make it crystal clear!

06

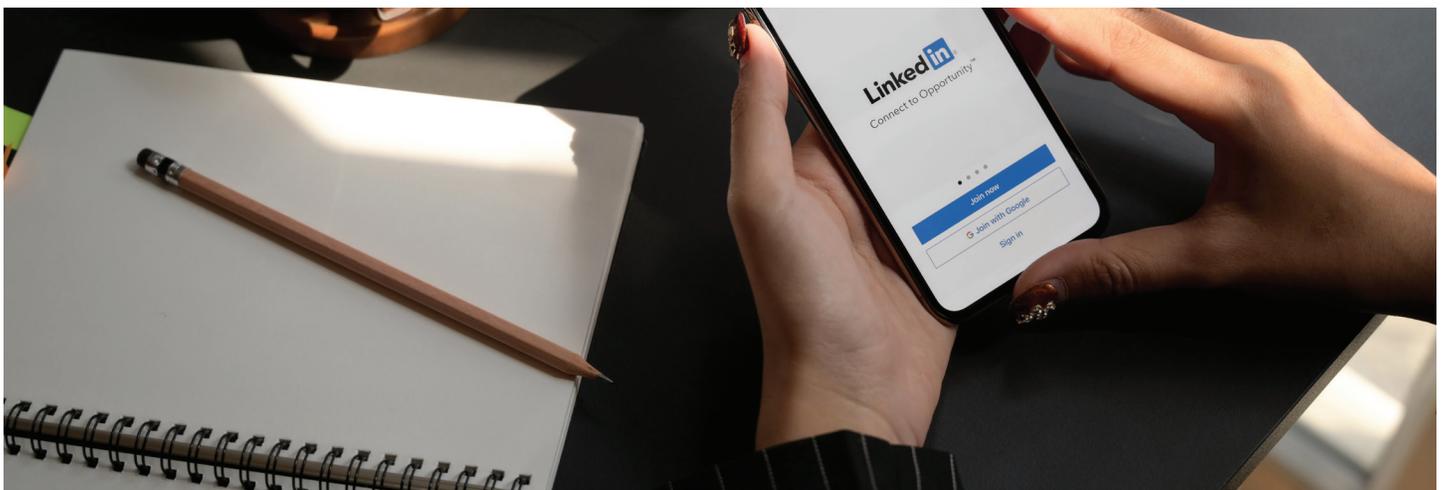
SUMMARY

- 1 | Speak to your target audience
- 2 | Explain what you do and who you help
- 3 | List results you've accomplished
- 4 | List your key areas of expertise
- 5 | Mention some of your achievements
- 6 | Break up text into sections using paragraphs and bullet points
- 7 | Add "featured media" that highlights your best and most recent accomplishments, media spots, speaking gigs, videos, articles, etc.



PRO TIP

Use the top keywords found in your research within your summary. Make sure that the keywords flow with your overall summary and avoid "keyword stuffing".



LINKEDIN EXAMPLE SUMMARY

About



Anthony helps Small and Medium-sized businesses get the best ROI for their marketing dollars by shedding light on their sales and marketing challenges. You need a marketing strategy, let's create one.

Anthony understands that you want to see results from your digital marketing campaigns. It's not the likes or the number of followers that matter. It's the RESULTS!

- Do you want to see leads and sales?
- Would you rather want to see transparent reporting?
- Do you want to work with a team that speaks your language?
- Do you want a Website Designer that communicates with you efficiently and effectively?
- Do you want someone that creates a digital marketing plan for your business and actually follows through?

Anthony is the owner of Milia Marketing, a Digital Marketing Agency located in Northeast, Ohio delivering results to a wide range of industries involving: Landscaping, Trades (Plumbing, Electricians, Construction, Mechanics), Distribution facilities, Insurance Agencies, Auto Repair Shops, Consulting Firms, Authors, Public Figures, E-Commerce, Software Development Firms, and more.

Let's create a marketing strategy for your business and execute. It's time that you get the results you've been looking for.

Interested? Send me a message or email me at anthony@miliamarketing.com to book your Digital Strategy appointment.

Specialties:

- WordPress Development
- eCommerce Development
- Website Design & Strategy
- Social Media Marketing & Targeting
- Pay-Per-Click Advertising
- Digital Marketing Consulting
- Digital Strategy
- Lead Generation and Conversion Optimization
- Getting Your Business Results

07

CURRENT AND PAST EXPERIENCE

- 1 | List your current position
- 2 | List at least two previous positions
- 3 | For each position, include your title, the name of the company, and a thorough description of your role and accomplishments.
- 4 | Use keywords that a prospective customer might use to find you in your job titles and descriptions
- 5 | Add photo's and videos that capture attention
- 6 | Don't add every position you've ever had (no lemonade stands)
- 7 | Bullet points make it easier to read.

Experience



Owner

Milia Marketing, LLC

Sep 2016 – Present · 3 yrs 8 mos

Cleveland/Akron, Ohio Area

MiliaMarketing.com is a Digital Marketing Agency located in Northeast, Ohio delivering results to small/medium sized businesses through compelling Web Design, Social Media Marketing, and Pay-Per-Click Advertising.

- 153% Increase in website traffic, generating over 32% more website inquiries for one of the largest minority-owned businesses in the U.S.A, located right in Ohio.

- Generated 67% increase in leads through Facebook Advertising for one of the fastest growing pest control companies in the nation, Aptive Environmental. (team recruits)

[...see more](#)

Milia Marketing -
Character | Culture |...



Milia Marketing - Official
Website

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EDUCATION

List all education beyond the high school level. (This may include college, university, non-traditional education, trade schools and other institutions where you took classes).

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SKILLS AND ENDORSEMENTS

- 1 | Make sure your top 3 skills are the ones you want people to endorse (you can control your top 3)
- 2 | Give endorsements for skills and you shall receive

**PRO TIP**

List the keywords you found in your research as they could be considered "skills" as well.

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RECOMMENDATIONS

- 1 | Ask for recommendations
- 2 | Give recommendations
- 3 | Aim for at least 10 from employers, peers, clients.
 - a. Go to your profile.
 - b. Scroll down to "Recommendations" and click on "Ask for a recommendation"
 - c. Type in the name of the person you'd like to ask. Typically, someone who you know would leave a quality, honest recommendation.
 - d. Once they write it - return the favor.



PRO TIP

Recommendations are key. Aim for a minimum of 5 recommendations and continue growing that number every month.

Recommendations

Ask for a recommendation 

Received (9)

Given (12)



Thiago Nascimento

Paid Search Specialist at
Moving Traffic Media

January 29, 2020, Thiago worked
with Anthony in different groups

Anthony Milia is always a pleasure to work with! Over the last year, we've worked on multiple projects related to copywriting and UX design. One of the things that stuck out is our working relationship. As a seasoned marketer, one of the biggest challenges I face working alongside agencies and remote teams is ... [See more](#)



Sharon Spychola

Brand Ambassador at Your
Corporate Concierge

December 9, 2019, Anthony was a
client of Sharon's

I had the honor of representing Anthony with Milia Marketing at the 2019 Customer Service Revolution. His commitment to his business and partners goes above and beyond expectation. I highly recommend his talent and professionalism if you'd like to take your business to the next level with digital marketi... [See more](#)



Jelena Đukić

Business Development
Manager | Marketing &
Sales Expert

July 30, 2018, Jelena and Anthony
were students together

During the extensive and a very intense 5-week business program at the Lehigh University, Anthony and I had multiple chances to challenge each other in various ways and topics. When we had the chance to work together on a task, he was extremely reliable, on-time and an excellent team player! Even then, I've n... [See more](#)

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INTERESTS

- 1 | Follow pages that truly interest you.
- 2 | Join industry specific groups (great networking opportunity)

Interests



Kent State Networking Club
39 members



Major League Gaming
6,733 followers



Guy Kawasaki 
Chief evangelist of Canva and podcaster
3,098,581 followers



Kent State University
179,648 followers



The Karcher Group
1,045 followers



Lehigh University
72,298 followers

[See all](#)

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SHARE YOUR CERTIFICATIONS AND AWARDS

LinkedIn has a special section for accomplishments where you can add certifications, awards, publications, and other details important to your professional qualifications and experience. Add these to your profile whether they're from your company or related to your personal interests.

To add an accomplishment, click the + sign in the upper right of the Accomplishments section and select from the list that appears. You then see a dialog box specific to your selection where you can enter the relevant details.

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ADD VOLUNTEER EXPERIENCE (OPTIONAL - BUT RECOMMENDED)

- 1 | Go to your profile
- 2 | Right under profile picture > Add profile section > Background
- 3 | Volunteer Experience
- 4 | Fill out the information with a decent write-up about the volunteer experience/opportunity.



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WHAT'S NEXT?

**CHECK OUT OUR GUIDE
ON HOW TO DOUBLE YOUR
WEBSITE TRAFFIC IN 30 DAYS**

LEARN MORE