

LinkedIn Profile Checklist

You don't need to be a LinkedIn expert to make your profile work in your favour. Go through this checklist to make sure the basics are covered. Recruiters and employers often check LinkedIn, so it's important to make sure you're showing up in the best possible way.

Profile Basics

- ☐ Profile photo – clear, friendly, and recent (no group photos or low-quality images)
- ☐ Headline updated - instead of just your current job title, include the type of role you're looking for (e.g. "Warehouse Operator | Forklift Licensed | Available Now")
- ☐ Location set correctly so employers and recruiters can find you
- ☐ Contact info up to date (email and/or phone, if you're comfortable sharing)

About Section

- ☐ A short summary (3–4 sentences) covering your background, key skills, and what you're looking for
- ☐ Written in a natural, first-person tone (it doesn't need to be super formal)

Experience

- ☐ All recent roles listed, with dates and a brief description of responsibilities
- ☐ Achievements or results included where possible (e.g. "Consistently met daily targets")
- ☐ Consistent with your CV - dates and job titles should match

Skills & Endorsements

- ☐ Add relevant skills (e.g. Forklift Operation, Customer Service, Microsoft Excel, Health & Safety)
- ☐ Ask a previous colleague, supervisor, or manager to endorse a few key skills

Visibility & Activity

- ☐ Set your profile to 'Open to Work' if you're actively job hunting & your employer knows
- ☐ Connect with colleagues, supervisors, and recruiters you've worked with
- ☐ Follow companies you're interested in working for
- ☐ Consider following Hirestaff for job updates and tips

A Few Tips

- Recruiters often search by keywords - make sure your skills and job titles reflect how the role is usually described.
- Keep it professional, but it's okay for some personality to come through.
- Update your profile whenever your CV changes - little and often is easier than a big overhaul.