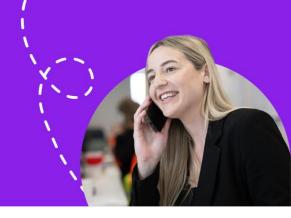


1. Profile Basics

LinkedIn Profile Checklist ②



Your LinkedIn profile is often the first impression employers and recruiters will see. Use this checklist to make sure your profile is professional, polished, and stands out.

 □ Professional photo (clear headshot, neutral background, smiling, approachable). □ Custom URL (e.g. linkedin.com/in/firstname-lastname). □ Headline that goes beyond your job title (include skills, industry, or value you bring). □ About section with a concise career summary (2–3 short paragraphs). 	
2. Experience	
 □ Add all relevant roles with dates, job titles, and company names. □ Write 2 to 4 bullet points per role (focus on achievements, not just duties). □ Include measurable outcomes where possible (e.g. "Improved process efficiency by 20%"). 	
3. Skills & Endorsements	
 □ List top 5 to 10 key skills relevant to your industry. □ Reorder so the most important skills are at the top. □ Ask colleagues to endorse your strongest skills. 	
4. Education & Training	
 ☐ Include all relevant qualifications (degrees, diplomas, certificates). ☐ Add short courses or professional development (LinkedIn Learning, industry workshops). 	
5. Recommendations	
 □ Request written recommendations from past managers, colleagues, or clients. □ Aim for at least 2 to 3 strong recommendations that showcase credibility. 	
6. Engagement & Visibility	
 □ Follow industry groups, companies, and thought leaders. □ Share or comment on relevant posts weekly to stay active. □ Write your own post occasionally (share a professional achievement, lesson, or insight). 	
7. Final Checks	
 Ensure grammar and spelling are correct across your profile. Make your profile public and searchable. Test how your profile appears to recruiters (use "View as" option). 	

