

# LinkedIn Profile Checklist



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.

## 1. Profile Basics

- ☐ 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).