

# My LinkedIn Checklist

Your LinkedIn profile is an important component of your job search. Plan to spend time upfront to create or update your profile.

This checklist will help you showcase your strengths to your network and hiring managers. The tips below will also ensure that your profile shows up when recruiters use search tools to find candidates.

**Wondering how to address your career gap?** See our article [Should You Call Out Your Career Break on LinkedIn?](#) to consider the options.

## PHOTO

- Is my photo clear, professional, and up-to-date?

## BANNER

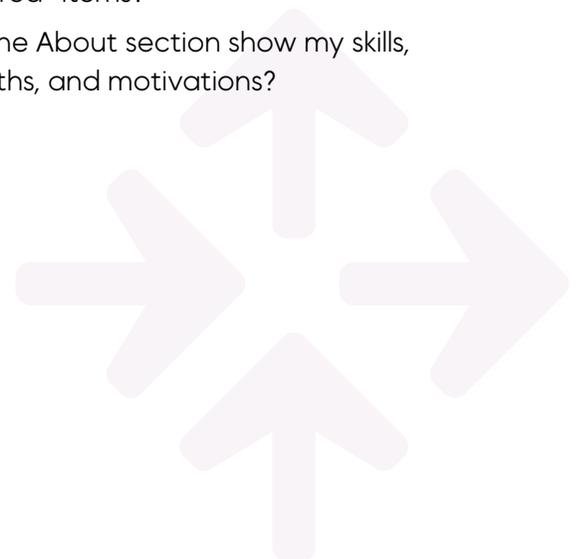
- Does my banner represent me?
- Have I used an appropriate image that reflects my personality or industry?

## HEADLINE

- Does my headline reflect what I do and my current skills and interests?
- Does my headline have a clear first line?
- Have I picked one option and filled it out?
  - Option 1: What you do
  - Option 2: What you do – Something you're passionate about
  - Option 3: What you do – Something you're specialized in
- Have I included relevant keywords for profile search engine optimization (SEO)?
- Is my headline 120 characters or less?

## ABOUT

- Does my About section start with a “hook” and capture the reader’s attention in the first three lines?
- Does my About section strengthen the reader’s first impression of me?
- Have I used first-person “I” statements in my About section?
- Have I shared my values, accomplishments, and added a human element?
- Does my About section tell a compelling story about my professional journey?
- Have I included a call to action and added “Featured” items?
- Does the About section show my skills, strengths, and motivations?



## EXPERIENCE

- Do I describe my professional experiences in detail?
- Are my descriptions detailed and strategic, focusing on keywords and impact?
- Have I added company logos or relevant images to enhance credibility?
- Have I included images, pictures, or media to make my Experience section visually appealing?
- Do my job titles accurately represent my roles?
- Do I reference relevant project work?

## SKILLS AND ENDORSEMENTS

- Have I strategically selected at least five relevant skills and sought endorsements from connections?
- Have I endorsed others in return to foster a supportive network?

## RECOMMENDATIONS

- Do I have at least 2–3 recommendations on my profile?
- Have I reached out to past colleagues, managers, or mentors for recommendations?
- Have I offered to write recommendations for others in return?

## EDUCATION

- Have I listed my education, including projects, clubs, and affiliations?

## LICENSES AND CERTIFICATIONS

- Have I included any relevant licenses and certifications?

## VOLUNTEER/PROJECT EXPERIENCE

- Have I included any relevant volunteer or project experience?
- Have I included a short description of each volunteer experience, including keywords for the roles I am targeting?

## ACCOMPLISHMENTS

- Have I included any notable personal or professional accomplishments?

## INTERESTS

- Have I followed 2–5 groups on LinkedIn?
- Have I followed companies and engaged with their content to show interest and increase SEO ranking?

## CONNECTIONS

- Do I have at least 100 connections on LinkedIn?

## ACTIVITY

- Does my LinkedIn profile reflect “recent activity” (e.g., an active online presence)?
- Do I have a strong online presence, creating value and sharing uplifting content?
- Am I aware that people may research me, and is my online presence consistent and professional?

**Remember to regularly review and update your LinkedIn profile to stay relevant and showcase your professional growth.**