

LinkedIn Profile Checklist



PROFILE

- ☐ My profile uses a customized LinkedIn URL.
- ☐ My contact information (email, phone, website, social media) is current and correct.
- ☐ My spelling and grammar are correct throughout my profile.

PROFILE PHOTO

- ☐ My profile photo is thoughtful, industry appropriate, of high quality and on brand.
- ☐ My profile photo is current (taken within the last 24 months, or after a style change).
- ☐ My profile photo is 75% face, 25% background.



BACKGROUND PHOTO

- ☐ My background photo is thoughtful, industry appropriate, showcases personality and reinforces my brand.
- ☐ My background photo contains text (a quote, a testimonial, my USP, a question that highlights a pain point).
- ☐ My background photo provides social proof - shows me in my job (in action!).

HEADLINE

- ☐ My headline utilizes as many characters as possible (120 on desktop, 200 on mobile).
- ☐ My headline answers key questions: Who am I? What is my value proposition? Why am I credible?
- ☐ My headline contains relevant keywords.
- ☐ My headline includes at least one of the following: accomplishment, metric, award, key skills, a call to action.
- ☐ My headline uses plain language that is relevant and relatable to my audience.

SERVICES

- ☐ If I am a small business owner or freelance service provider, my services section lists up to 10 services I provide.
- ☐ My services include keywords used by my clients / audience.

FEATURED

- ☐ My featured section highlights samples of my work and professional identity.
- ☐ My featured section includes various forms of media (LinkedIn posts, LinkedIn articles, links to web content, photos, documents or presentations).
- ☐ My featured section has been organized to display the most relevant and engaging content first.

ABOUT

- ☐ My about section starts with a powerful preview - the first 2-3 lines are engaging and encourage people to read more.
- ☐ My about section contains relevant keywords.
- ☐ My about section utilizes as many characters as possible (2000 max.).
- ☐ My about section expands on themes in my headline.
- ☐ My about section showcases my story.
- ☐ My about section contains accomplishment-based statements that include measurable results.

ABOUT (CONTINUED)

- ☐ My about section is easy to read. It consists of short paragraphs or bullet points.
- ☐ My about section doesn't contain too many special characters.
- ☐ My about section is written in the first person with conversational tone and in my authentic voice.
- ☐ My about section contains rich media (links, docs, presentations, websites, etc.).

ARTICLES AND ACTIVITY

- ☐ My activity demonstrates consistency. I post and engage with others on a regular basis.
- ☐ My activity showcases varied content (text posts, articles, photos, videos, reactions, comments, shares).
- ☐ My activity provides value to my network.
- ☐ My activity demonstrates originality, respect and thought leadership.

EXPERIENCE

- ☐ My experience contains different but supplemental information to my resume.
- ☐ My experience is accomplishment based with measurable results.
- ☐ My experience contains quotes or testimonials from clients, customers or colleagues.
- ☐ My experience does not list job duties from a job description or statements copied off my resume.
- ☐ My experience contains rich media (links, docs, presentations, websites, etc.).

EDUCATION

- ☐ My education includes relevant degrees, diplomas, certificates, etc.
- ☐ My education contains professional designations, licenses and certifications or professional memberships.
- ☐ My education contains rich media (links, docs, presentations, websites, etc.).

VOLUNTEER EXPERIENCE

- ☐ My volunteer experience includes positions that demonstrate contribution to my industry/profession.
- ☐ My volunteer experience includes positions that relate to causes I am passionate about.

SKILLS AND ENDORSEMENTS

- ☐ My skills are related to my profession, industry or career goals.
- ☐ My skills demonstrate variety (minimum of 10, maximum of 50).
- ☐ My skills are listed in order of importance – the most relevant skills are listed at the top.
- ☐ My skills have been endorsed by others (top three skills at least 25+ times).

RECOMMENDATIONS

- ☐ I have at least 5 recommendations.
- ☐ My recommendations come from different contacts (managers, supervisors, customers, clients).
- ☐ I have given at least 3 recommendations.

ACCOMPLISHMENTS

- ☐ My accomplishments (publications, patents, courses, projects, honors and awards, test scores, languages, organizations) are related to my profession, industry or career goals.

INTERESTS

- ☐ I follow influencers, companies, schools and groups related to my profession, industry or career goals.