

LinkedIn Profile Optimization Checklist

Get found by recruiters who matter

Profile Basics

- Use a professional, high-quality headshot photo
- Add a custom background banner image
- Set profile to 'Open to Work' if job searching
- Enable 'Creator Mode' to showcase content
- Add your location (city and country)
- Include your industry
- Add a custom LinkedIn URL ([linkedin.com/in/yourname](https://www.linkedin.com/in/yourname))

Headline (120 characters)

- Include your current job title or target role
- Add 2-3 key skills or specializations
- Use keywords recruiters search for in your industry
- Make it specific and value-focused (not generic)
- Example: 'Construction Project Manager | Commercial Build Specialist | Safety & Quality Leadership'

About/Summary Section

- Write in first person ('I help...' not 'John helps...')
- Start with a strong opening sentence about your expertise
- Include 3-5 key achievements or specializations
- Add relevant keywords naturally throughout
- Show personality—don't just list job duties
- Include a call-to-action (how to contact you)
- Keep it between 3-5 short paragraphs (not a wall of text)
- Proofread for spelling and grammar errors

Experience Section

- List all relevant work experience (last 10-15 years minimum)
- Use bullet points for achievements (not paragraphs)
- Start bullets with action verbs (Led, Managed, Delivered, Increased)
- Include quantifiable results where possible
- Add media/links to projects or work samples
- Keep job descriptions current and keyword-rich
- Match your resume (consistency matters)

Skills & Endorsements

- Add at least 10-15 relevant skills
- Pin your top 3 most important skills to the top
- Include industry-specific keywords recruiters search
- Request endorsements from colleagues
- Endorse others to encourage reciprocal endorsements
- Remove outdated or irrelevant skills

Recommendations

- Request 2-3 recommendations from former managers or colleagues
- Write recommendations for others (often reciprocated)
- Provide guidance to recommenders on what to highlight
- Accept and display quality recommendations

Additional Sections (if applicable)

- Education (degree, institution, graduation year)
- Licenses & Certifications (trade licenses, professional certifications)
- Volunteer Experience
- Publications or Projects
- Languages

- Honors & Awards

Activity & Engagement

- Post valuable content 1-2 times per week
- Comment on posts from your network
- Share relevant industry articles with your insights
- Join 3-5 relevant LinkedIn groups
- Connect with people in your industry (personalize requests)
- Respond to messages and connection requests promptly
- Engage with recruiter posts and company updates