

LinkedIn Profile Optimization Checklist



Profile Photo

Your picture should be clear, friendly and relatable.



Cover Photo

Upload a photo that represents your interests, passions, hobbies etc.



Full Name

Use your full name, and leave out email addresses and phone numbers.



Headline

Customize it to highlight what you do and the value you provide. Think SEO.



Summary

Tell your story.



Experience

Provide the most detail for your current role and your role before this.



Skills and Endorsements

Include your key skills in this section to boost your profile's SEO.



Recommendations

Ask for recommendations from past or present colleagues, managers, clients, etc.



Volunteer Experience

Share the activities and skills you've picked up outside of a paid job.



Accomplishments

List out certifications you have earned, awards you have received and languages you speak.