



LINKEDIN PROFILE CHECKLIST

Update and Optimize Your LinkedIn Profile for Maximum Impact and Success

Your LinkedIn profile is more than just an online résumé—it's your digital personal brand, networking tool, and can open the door to new opportunities. Whether you're job hunting, growing your business, or building your authority, an optimized profile helps you stand out, showcase your expertise, attract the right connections, and opportunities.

Use this LinkedIn Profile Checklist to ensure your profile is complete, professional, and strategically positioned for success!

1. Profile Picture

- ☐ Use a clear, high-quality headshot.
- ☐ Take the photo from your shoulders and up.
- ☐ Use a recent photo and ensure it's 50% to 60% of the frame.
- ☐ Ensure good lighting and a neutral or uncluttered background.
- ☐ Smile and make eye contact with the camera appear approachable.

2. Banner (Cover Image)

- ☐ Customize your banner to reflect your personal brand, expertise and/or industry.
- ☐ Include a tagline, website, or call to action (optional).
- ☐ Avoid clutter or being generic —keep it simple and visually appealing.

3. Headline (Your Digital First Impression)

- ☐ Go beyond just your job title! Use this format:
[Who You Help] + [How You Help Them]
Example: Helping Expats, Entrepreneurs & Executives Win on LinkedIn with Strategy & Impact
- ☐ Add relevant keywords for better searchability.

4. LinkedIn URL & Contact Info

- ☐ Customize your LinkedIn URL (e.g., linkedin.com/in/yourname).
- ☐ Add your email, website, and other relevant links to your contact info.



5. About (Your Story & Value Proposition)

- ☐ Start with a hook (why should people care?).
- ☐ Share what problem you solve for your target audience.
- ☐ Include a call to action (CTA): "Let's connect!" or "Visit my website."
- ☐ Write it in the third person and include white spaces for readability.
- ☐ Personalize it with some fun facts.

6. Featured Section (*Optional but Powerful!*)

Showcase **your best work**, such as:

- ☐ Articles, blog posts, or videos.
- ☐ LinkedIn posts that performed well.
- ☐ Lead magnet or free resource.
- ☐ Services you provide, testimonials.

7. Experience Section

- ☐ Give a brief overview or description of the company.
- ☐ Add your key achievements and results.
- ☐ Use bullet points for readability.
- ☐ If relevant, include media, links, or documents.

8. Education

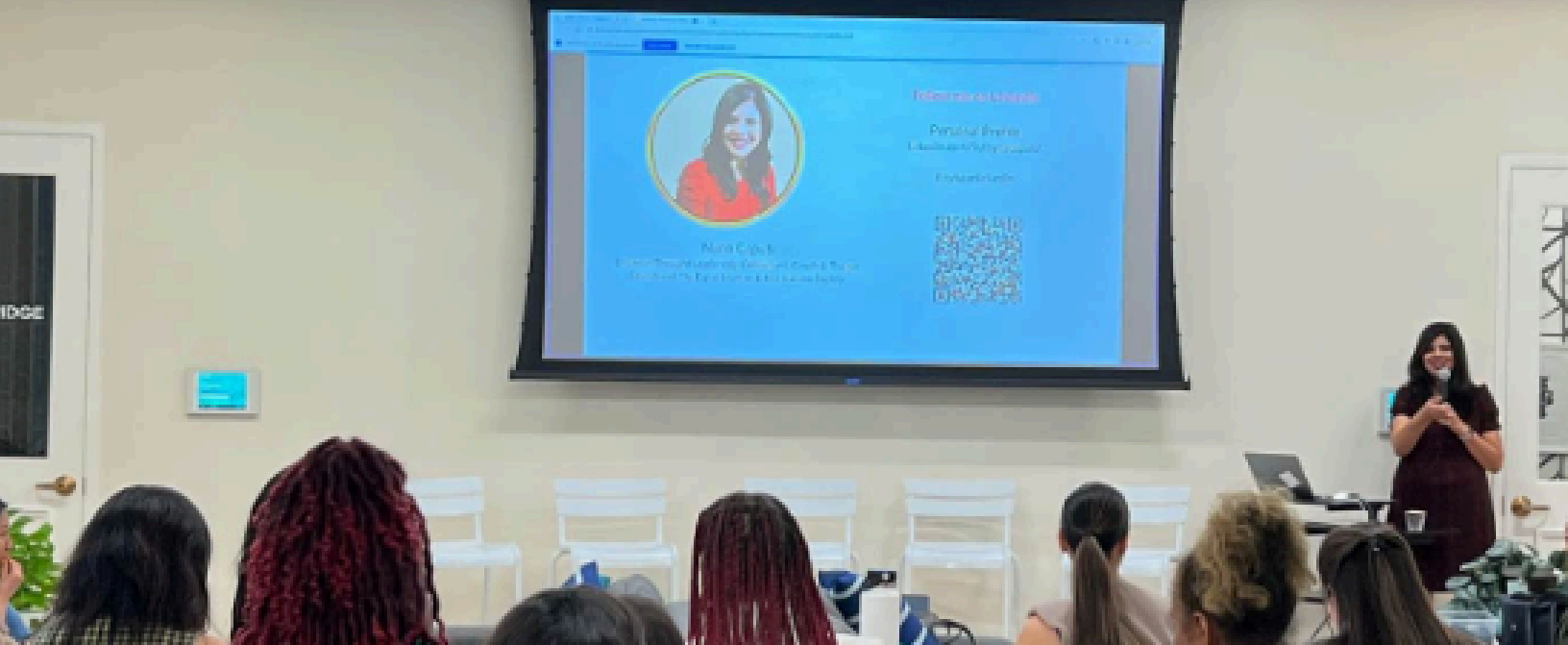
- ☐ List your educational background if it's relevant to your current career.
- ☐ You do not need to include dates if you are concerned about ageism.
- ☐ Include any relevant coursework or extracurricular activities that showcase your skills .

9. Skills & Endorsements

- ☐ List at least 5-10 key skills relevant to your industry.
- ☐ Prioritize the top 3 you want to be known for.
- ☐ Get endorsements from colleagues, clients, or peers.

10. Recommendations

- ☐ Request at least 2-3 recommendations from former colleagues, clients, or mentors.
- ☐ Be strategic: Ask for testimonials that highlight your strengths and expertise.



WHAT'S NEXT?

So now you have your LinkedIn Profile Checklist ... what's next?

FIRST. Complete, Update and Optimize your Profile.

AND Watch these short LinkedIn Profile Tips Videos.

However, you may be thinking that you want to get 1:1 coaching from me on how to leverage LinkedIn strategically.

Check out my [LinkedIn coaching options here](#)