

LINKEDIN CHECKLIST

Your guide to an optimized profile that
builds your brand



A step-by-step checklist to optimize your LinkedIn profile
and attract the right opportunities.

LINKEDIN CHECKLIST



- ☐ Have you uploaded a professional and nicely spaced-out profile picture with you highlight?

- ☐ Have you updated your headline with this strategy:
Job title | On a mission to - | 2-3 keywords in your industry.

- ☐ Have you optimised your “About” section?
3 paragraphs -
 - *As a recruitment specialist, I am passionate about (mention 3 things you find interesting in your industry and passionate about.*
 - *My core competencies are (mention 10 skills)*
 - *A summary of how you would describe yourself and what is your 5-years career plan?*

- ☐ Have you updated your work experience sections, projects, achievements, project volunteering sections?

- ☐ Have you got a clear banner? Make one on Canva.com

- ☐ Request 2-3 references from current or post colleagues or managers.



Be discoverable. Be credible

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