

LINKEDIN PROFILE CHECKLIST

A To-Do List For A Job Search Ready Profile

Update Your Privacy Settings

You don't want current connections to see all the changes you're making. Change settings to prevent notifications with every edit.

Add or Update Profile Picture

You'll receive up to **21x more profile views** just by adding a photo. It doesn't have to be a professional shot, but it should be clear, friendly, and recent. Use the LinkedIn app to take, edit and easily upload a shot in just a minute.



Did you know that 50% of hiring managers decide to contact an applicant based on their LinkedIn profile?

Update Your Headline

Don't use the default headline! Instead, customize your headline to include relevant skills and the job title you want.



Stuck on what to say? Use this formula:
{Desired Job Title} with {relevant skill} experience within {desired industry}.

Share Your Professional Story in Your Summary

Briefly share your unique work history. Be sure to use keywords when describing your skills and experience. This is the #1 spot recruiters scope out on your profile! Read these [summary examples](#) to inspire your own.

Add & Update Work Experience

Quantify your experience and accomplishments. Include relevant skills. Members with more than one job listed receive 36x more profile views!

Add Your Education, Licenses, and Certifications

Take an online course to freshen up your education section if needed.

Showcase Your Skills

You can include up to 50 but don't have to. Add relevant skills you know and hope to use in future positions.

Create A Vanity URL and Custom Background Image

Don't keep the default URL from LinkedIn. Change it to your name and job title, i.e., Ashlee-Anderson-Career-Coach. Use [Canva](#) to make an image fast.