

ENHANCE YOUR LINKEDIN PROFILE: CHECKLIST

Your LinkedIn profile isn't your resume. It's your living, breathing portfolio. Use this checklist to stop blending in..

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PART ONE: QUICK WINS

These are the fast, high-impact updates that most people overlook. Knock these out first and you'll already be ahead of 80% of profiles.

The five content myths keeping you invisible

Before we build your system, we need to dismantle the misinformation.

01

YOUR PHOTO & BANNER

- ☐ **Upload a professional, high-quality headshot**
Clear lighting, a clean background, and a genuine smile go a long way. This is your first impression — make it count. Blurry or low-res photos immediately undercut your credibility.
- ☐ **Make sure your face is clearly visible and centered**
Avoid group photos, heavy filters, or crops from a night out. LinkedIn is professional, but it's still social, so let your personality come through.
- ☐ **Design a custom banner image (1584 x 396 px)**
Your banner is prime real estate. Use it to reinforce your brand, showcase what you do, or feature a tagline. A blank gray default says 'I haven't thought about this yet.'

Pro Tip: Your photo and banner are the first things someone sees before they even read a word. Treat them like a storefront window.

02

HEADLINE & URL

- ☐ **Rewrite your headline - don't just list your job title**
Your headline should answer 'what do I help people do?' not just 'where do I work?' Try: [Role] helping [audience] achieve [outcome]. You have 220 characters — use them.
- ☐ **Remove empty buzzwords from your headline**
Words like 'passionate,' 'results-driven,' 'guru,' and 'ninja' say nothing. Replace them with specifics that communicate your value.
- ☐ **Customized your LinkedIn URL**
Edit your public URL to something clean like linkedin.com/in/yourname. It looks polished and makes sharing easy. You can do this under 'Edit public profile & URL.'

- ☐ **Add your website, portfolio, or booking link**
Make it ridiculously easy for people to take the next step. If you want inbound, you have to give people somewhere to go.
- ☐ **Verify your contact info is up to date**
Check your email, phone (if you choose to share it), and any linked websites. Outdated info sends the wrong signal.
- ☐ **Turn on 'Open to Work' or 'Providing Services' if applicable**
LinkedIn surfaces these to the right people. Don't be shy - these features exist for a reason.
- ☐ **Add your location (at least city/region)**
People search by location. Even if you work remotely, listing a city helps you show up in local searches.

PART TWO: BUILD YOUR BRAND

These take a bit more thought, but they're what actually make your profile magnetic. This is where your expertise, personality, and value come alive.

- ☐ **Write your About section in first person**
Start with 'I' — not 'Sarah is a...' You're talking to a real person. Third-person bios feel cold and stiff. It shouldn't sound like someone else wrote it.
- ☐ **Open with a hook, not your job title**
The first two lines are visible before someone clicks 'see more.' Make them want to keep reading. Lead with a bold statement, a relatable moment, or the problem you solve.
- ☐ **Share your story, not just your credentials**
Why do you do what you do? What's driven your career? People connect with people, not resumes. A single personal sentence can make your whole profile more memorable.
- ☐ **Include a clear call to action at the end**
Don't leave visitors guessing what to do next. End your About section with a simple nudge — 'DM me,' 'visit my website,' 'let's connect' — whatever fits your goal.
- ☐ **Pepper in relevant keywords naturally**
Think about what your ideal client or employer would search for. Weave those terms into your About copy organically.

Pro Tip: Your About section is the one place on LinkedIn where you control the narrative entirely. Don't waste it by listing your job titles again — that's what the Experience section is for.

05

EXPERIENCE & ACCOMPLISHMENTS

- ☐ **Rewrite each role description to lead with impact, not duties**
Instead of 'Responsible for social media management,' try 'Grew Instagram following by 40% in 6 months through a targeted content strategy.' Accomplishments over tasks, always.
- ☐ **Add numbers wherever you can**
Metrics make your wins real. Revenue generated, percentage growth, team size, projects delivered. Specifics build credibility fast.
- ☐ **Include media in your experience entries (images, decks, links)**
LinkedIn lets you attach files and links to each role. Use this to showcase real work: a campaign, a presentation, a published piece. Show, don't just tell.
- ☐ **Keep your most recent 2–3 roles detailed; older ones can be brief**
No one needs a paragraph about a job from 15 years ago. Focus your energy on the roles most relevant to where you're headed.
- ☐ **Add any freelance, side projects, or consulting work**
These often showcase range and initiative that a traditional role doesn't. If you've done meaningful work outside a 9-to-5, put it on here.

06

SKILLS, EDUCATION & CERTIFICATIONS

- ☐ **Add your top 5 most relevant skills and pin them**
LinkedIn lets you reorder your skills. Put the three you most want to be known for at the top — those are the ones that show up without scrolling.
- ☐ **Request endorsements for your key skills**
Ask a few colleagues or clients to endorse your top skills. Social proof matters, and a quick message is all it takes.
- ☐ **Add certifications, courses, and licenses**
LinkedIn Learning certificates, industry certifications, workshops — include them. They show initiative and ongoing learning, which employers and clients love.

07

RECOMMENDATIONS & SOCIAL PROOF

☐ **Request at least 2–3 written recommendations**

A great recommendation from a manager, client, or colleague does more than any self-written bio. Reach out to people who've seen your work firsthand and ask kindly.

☐ **Give recommendations to others**

Giving is a great way to get. Writing a thoughtful recommendation for someone in your network often prompts them to return the favor.

08

FEATURED SECTION

☐ **Enable and fill out your Featured section**

This is your highlight reel. Pin your best content, a portfolio link, a media mention, a case study, or a lead magnet. It sits above your Experience section and gets seen.

☐ **Pin your top LinkedIn post or article**

If you've written something that resonated, feature it. It shows you're active and gives visitors an instant taste of your thinking.

PART THREE: CONTENT & ALGORITHM

Your profile is only half the equation. LinkedIn rewards active users. Here's how to show up in the feed and stay top of mind without spending all day online.

09

VIDEO & VISUAL CONTENT

☐ **Post native video content (faces get reach)**

LinkedIn heavily favors video, especially when it shows a real face. A 60-second tip, a quick behind-the-scenes, or a thought on your industry can go surprisingly far.

☐ **Add a video introduction to your profile (if available)**

If you have access to LinkedIn's video cover feature, use it. A short, warm intro video immediately makes your profile more personal and memorable.

Pro Tip: You don't need a ring light and a production crew. A well-lit selfie video filmed on your phone, with good audio and a clear point, performs better than overproduced content. Authenticity wins.

10

ENGAGE CONSISTENTLY

- ☐ **Set up LinkedIn notifications for key connections and topics**
Go to your notification settings and turn on alerts for your top contacts and industry keywords. This makes it easy to engage without scrolling endlessly.
- ☐ **Comment meaningfully on others' posts (daily habit)**
Thoughtful comments (more than 'great post!') build visibility and relationships simultaneously. Your comment shows up in your connections' feeds too.
- ☐ **Share and repost content from others in your space**
Resharing valuable content from others positions you as a connector and a resource, not just someone broadcasting about themselves. Add a line about why you're sharing it.
- ☐ **Post consistently (even 2–3x per week makes a difference)**
Consistency beats frequency. You don't have to post every day, but showing up regularly signals to the algorithm (and your network) that you're active.

11

GROWTH

- ☐ **Use LinkedIn newsletters to stay consistently visible**
Newsletters are distributed to all your followers when you publish, even if they don't check their feed. A short, consistent newsletter is one of the highest-leverage things you can do on LinkedIn.
- ☐ **Boost high-performing posts for wider reach**
If a post is gaining traction organically, a small paid boost can extend its life significantly. Even \$20–\$50 can make a meaningful difference on a post that's already resonating.

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