



LinkedIn Optimization Checklist

Maximize Your Visibility • Attract Recruiters • Land More Opportunities

1. Profile Setup & Branding Essentials

- ☐ Upload a professional, well-lit headshot with a clean background
 - ☐ Customize your LinkedIn URL (e.g., linkedin.com/in/yourname)
 - ☐ Add a branded banner image with tagline, logo, or value statement
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2. Headline Optimization

- ☐ Go beyond your job title — include value + keywords
 - ☐ Add targeted keywords aligned with recruiter searches
 - ☐ Use symbols (| • →) for readability, but keep it professional
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3. About Section (Professional Summary)

- ☐ Start with a hook: what drives you?
 - ☐ Highlight achievements, not duties
 - ☐ Write in first person for authenticity
 - ☐ Include keywords naturally for SEO
 - ☐ End with a clear call-to-action (e.g., “Let’s connect!”)
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4. Experience Section

- ☐ Use action-driven, results-focused bullets
- ☐ Quantify achievements wherever possible
- ☐ Include promotions, projects, and recognition
- ☐ Add company logos and maintain clean formatting

5. Skills & Endorsements

- ☐ List up to 30 relevant, role-aligned skills
 - ☐ Pin your top 3 skills for visibility
 - ☐ Request endorsements for credibility
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6. Recommendations

- ☐ Aim for 2–5 recommendations from managers, peers, or clients
 - ☐ Personalize your request with a project or collaboration reference
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7. LinkedIn SEO & Keywords

- ☐ Place keywords in headline, About, Experience, and Skills
 - ☐ Mirror phrasing from job descriptions
 - ☐ Test with tools like Jobscan for optimization
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8. Content & Activity Strategy

- ☐ Post 1–2 times weekly (career tips, industry insights, personal wins)
 - ☐ Mix posts: thought leadership, milestones, trends, or resources
 - ☐ Engage with others through thoughtful comments and group activity
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9. Network Building & Outreach

- ☐ Grow to 500+ connections for better visibility
 - ☐ Send personalized connection requests
 - ☐ Follow recruiters, industry leaders, and decision-makers
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10. Open to Work & Recruiter Preferences

- ☐ Enable “Open to Work” settings with roles, locations, preferences
 - ☐ Decide if badge is visible to recruiters only or public
 - ☐ Update recruiter preferences regularly
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11. Final Optimization Review

- ☐ Profile is 100% complete and error-free
 - ☐ Contact info updated and accessible
 - ☐ Brand messaging consistent across all sections
 - ☐ Profile shows recent activity and engagement
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 **Pro Tip:** Optimized profiles with consistent activity are **3X more likely to be found by recruiters** and get **40% more opportunities**.