

# LINKEDIN PROFILE OPTIMIZATION CHECKLIST



## PROFILE PICTURE

- 400 x 400 px
- Face at least 60% of image.
- Use natural lighting.
- Smile!
- Wear what you wear to work.
- Try adding a bright color background.



## BACKGROUND IMAGE

- 1584 x 396 px / 4:1
- Consistent branding / colors with your profile pic or organization.
- Make a graphic on Canva to add some text.



## HEADLINE

- 220 characters.
- Add relevant keywords.
- Job title / what you do.
- Make it fun!
- Add a value proposition: why should people follow you?



## SUMMARY

- 2000 characters limit.
- Use storytelling: talk about your career journey.
- Consider adding your goals & hobbies, make it personal to you.
- Mention key career moments, e.g. big projects, successes.



## SKILLS

- Up to 50, but be picky!
- Categorized by: Industry Knowledge, Tools & Technologies, Interpersonal Skills. Try to add all 3.
- Reorder based on most important
- Occasionally go through skills - add and remove them.
- Get others to endorse your skills
- Add any licenses & certifications you hold, link these to specific skills.



## WORK EXPERIENCE

- Think strategically: do you need to share every single job you've had?
- Add details about your roles: responsibilities, skills learned, and projects.



## RECOMMENDATIONS

- Personal testimonials about you.
- Ask former bosses or colleagues for recommendations.
- Make sure to give recommendations to people you've worked with.



## VISIBILITY

- Make sure your profile is public if you want people to find you and your content. If you don't want a fully public profile, have your profile picture visible to add users.
- Change your profile URL - use your name and/or business name
- Turn on 'Open To Work' if you're looking for a job!
- Use the featured section to highlight your most important content / links.
- Written a book or an article? Use LinkedIn publications to link it on your profile.