

# LINKEDIN PROFILE REVIEW CHECKLIST

DATE: \_\_\_\_\_

		<input checked="" type="checkbox"/>
	<b>PROFILE PICTURE</b>	
1	Does your photo convey professionalism and approachability?	
2	Is it a high-resolution headshot with professional attire?	
3	Is the background simple and non-distracting?	
4	Are you smiling and looking approachable?	
5	Is this photo consistent with what you use on other professional platforms?	
	<b>BANNER</b>	
6	Do you have a banner image?	
7	Does your banner visually represent your professional brand or area of expertise?	
8	Is it a high-quality image that aligns with your professional identity or career goals?	
9	Does it resonate with your target audience?	
	<b>HEADLINE</b>	
10	Is your headline clear, concise, and attention-grabbing?	
11	Does it effectively communicate your current role or professional aspirations?	
12	Does it include relevant keywords that recruiters and connections might use to find someone with your expertise?	
13	Is it within the 220-character limit?	

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	<b>ABOUT SECTION</b>	
14	Have you chosen to write in the first person or third person, based on your preference and career goals?	
15	Is your About section well-written, engaging, and easy to read?	
16	Does it effectively communicate who you are, what you do, and your unique value proposition?	
17	Does it highlight your key achievements and skills?	
18	Is it free of jargon and written for a broad professional audience?	
	<b>EXPERIENCE</b>	
19	Have you listed all relevant positions, including academic, industry, and volunteer roles?	
20	For each role, have you provided a clear and concise description of your responsibilities and accomplishments?	
21	Did you quantify your achievements with specific examples and metrics whenever possible?	
22	Did you incorporate industry-specific keywords to enhance searchability?	
	<b>SKILLS</b>	
23	Did you list all degrees and institutions attended, including dates and relevant details?	
24	Have you mentioned significant projects, theses, or research work?	
	<b>ENDORSEMENTS AND RECOMMENDATIONS</b>	
25	Do you have endorsements for your key skills?	

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	<b>ENDORSEMENTS AND RECOMMENDATIONS</b>	
26	Have you reached out to colleagues, mentors, or peers to request endorsements?	
27	Do you have personalized recommendations that highlight your skills, experience, and character?	
28	Have you identified connections who could provide compelling recommendations and reached out with specific requests?	
	<b>OVERALL PROFILE</b>	
29	Does your profile effectively communicate your personal brand and career goals?	
30	Is all the information consistent with your resume/CV?	
31	Is it free of grammatical errors and typos?	
32	Have you considered industry norms and expectations while crafting your profile?	
33	Are you updating your profile regularly to reflect your latest accomplishments and experiences?	

