

LinkedIn Checklist

10 actions to take today

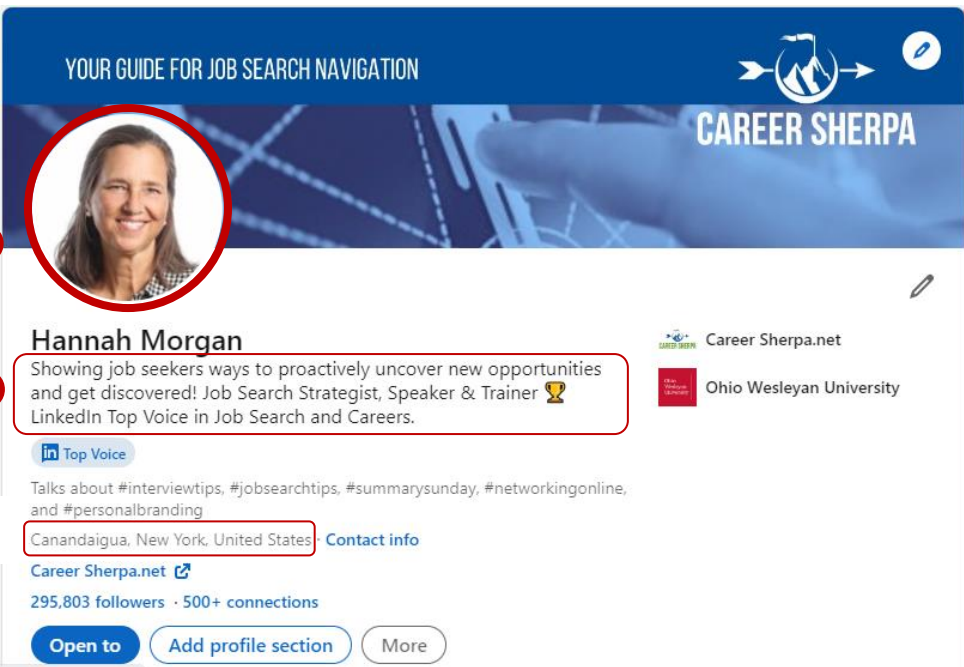
Your LinkedIn profile is open 24/7 and should convey not only your expertise but give the reader a sense of who you are.

If someone looking at your profile has read your resume, you want to fill in the blanks or answer questions they may still have.

But most importantly, you want to make sure your LinkedIn profile serves as an online portfolio and fully tells your career story as you want it to be heard.

Here are 10 tips to enhance the quality of your LinkedIn profile.

Introduction Card Information



The screenshot shows a LinkedIn profile for Hannah Morgan. Numbered callouts highlight the following elements:

- 1** Profile picture (headshot).
- 2** Headline: "Showing job seekers ways to proactively uncover new opportunities and get discovered! Job Search Strategist, Speaker & Trainer LinkedIn Top Voice in Job Search and Careers."
- 3** Location: "Canandaigua, New York, United States".
- 4** Public profile & URL: "www.linkedin.com/in/hannahmorgan".

Other visible profile details include the background banner "YOUR GUIDE FOR JOB SEARCH NAVIGATION" with the "CAREER SHERPA" logo, the "Top Voice" badge, the company "Career Sherpa.net", and the alma mater "Ohio Wesleyan University".

1 Current professional looking headshot. BONUS Add background header image for branding. Use Canva template <https://www.canva.com/linkedin-banners/templates/>

2 Headline uses job title, keywords/skills, notable achievement. (220 characters)

3 Specify city of choice (recruiters search by location, so use the city/metro area where you want to work)

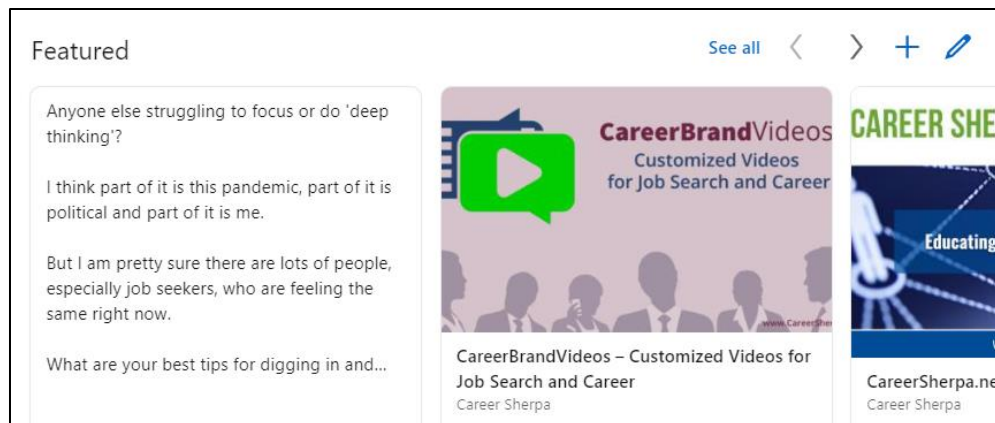
4 Customize LinkedIn URL your first and last name

A profile with a photo receives **21x** more profile views & up to **36x** more messages

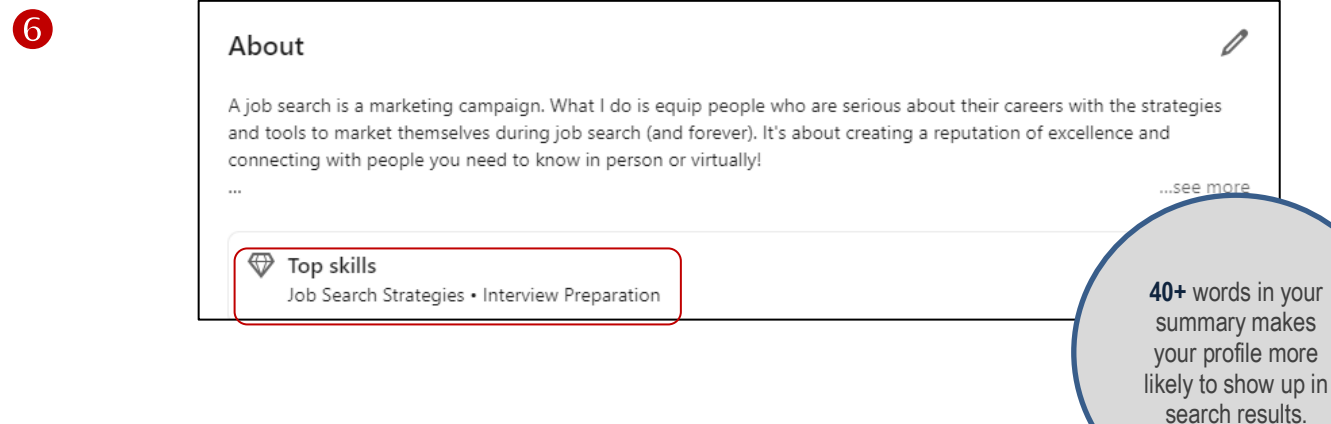
Users with complete profiles are **40x** more likely to receive opportunities

Featured Section

5 FEATURED use this section to visually illustrate career highlights, samples of work, articles, posts or images.



About /Summary Section



6 Your About/Summary is similar to your pitch or the answer to “tell me about yourself?” Add information that tells your story and explains **why** you do what you do.

- Write a clear and interesting first sentence.
- Make it easy to read with white space and short paragraphs (2,600 character limit).
- Write in first-person to make it sound like you.
- Use keywords throughout
- **NEW** Select the top skills you want the reader to see in your about section.

Experience

7

 **Career Consultant**
Lee Hecht Harrison
December 2002 – October 2004 • 1 year 11 months

Career Consultant
Administered quality career management services to displaced employees, at all levels, in the form of notification meetings, delivering seminars and workshops, facilitation of networking groups and one on one consulting.

- Initiated "technical mentoring" program for clients to assist one another in technical aspects of job search to foster communication and ease burden on staff.
- Facilitated Job Search Work teams to increase morale and minimize time in job search through encouraging networking and sharing of information.
- Conducted group and one on one meetings with hundreds of dislocated workers to advise them of outplacement services which prepared them for the job search and emotional transition.

7 Update your experience and internships. Add information that makes you stand out.

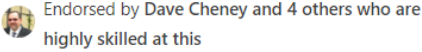
- Use job title from pull-down menu PLUS add detail about role (department, project, focus)
- Explain why the role was important, what you learned, and skills you developed.
- Write about what you accomplished.
- At a minimum, copy and paste the information from your resume. More information is better.
- Add pictures, samples of work, links to articles you wrote or mention you.
- **NEW** Add relevant skills to each work experience.

Skills

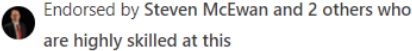
8

Skills & Endorsements

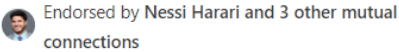
 **Leadership** • 53



 **Public Speaking** • 53



 **Customer Service** • 32



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LinkedIn users with **5+** skills listed are contacted (messed) up to **33x** more & receive up to **17x** more profile views.

8 Select 100 skills from LinkedIn's pull down menu. Use skills recruiters would search for.

- Be sure to ask for endorsements on important skills.

Page 3 | 2025

 **CAREER SHERPA** →

<https://careersherpa.net>

Recommendations

9

Recommendations

Ask for a recommendation

Received (2) Given (1) >



Edwin Theetge
Director of Support Services
at Boy Scouts of America,
Westchester-Putnam Council
May 16, 2016, Edwin managed
Chris directly

Chris is very driven by success, he is always working to win. He is also a big picture guy who is willing to work on the details. The one thing about Chris that makes him the perfect team member is his very open and friendly personality. This allows him to work with many different kinds of people. I would be very happy to have Chris on any team that I work with.

9

Ask for written recommendations from past supervisors, clients and co-workers. Send an *email* message that describes what you want to be endorsed for.

- **Give** recommendations to 3-5 supervisors, clients, vendors, or co-workers.

Actions Speak

10



Start a post

 Photo  Video  Event  Write article

10

Be active on LinkedIn

- **Update your status regularly** by writing about events you've attended, articles you've found helpful or other information you think your network would benefit from seeing.
- **Comment daily** on posts written by people you want to connect with, your connections, people who work for companies you are interested in or thought leaders in your industry.
- **Follow companies** on LinkedIn to stay up-to-date on news.

Measure Results

Your Dashboard

Private to you

All Star

3,179 Who viewed your profile	698 Post views	328 Search appearances
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Record & Monitor the number of people who view your profile and the number of search appearances should increase after you've made changes. Write down these 3 number BEFORE you make changes and check back in 2 weeks to see if the first and third numbers are larger.

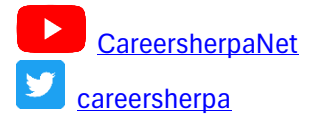
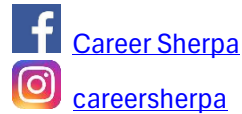
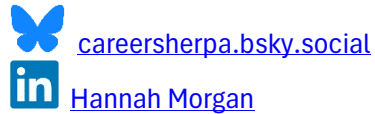
More Useful LinkedIn Tips

Click on these links for articles that provide more information and guidance:

[25 Inspiring Ideas for What To Post On LinkedIn](#)

[What To Put In Your LinkedIn Summary/About Section](#)

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