16-Point Checklist for your LinkedIn Profile

LinkedIn can be overwhelming. Whether you are job searching or starting a business, use this LinkedIn profile checklist to increase your opportunities.



- [ ] You have over 100 connections.
- [ ] You have a professional photo.
- [ ] Your profile has a keyword strategy in place. You have a unique LinkedIn Profile URL in place.
- [ ] You have a benefit-oriented headline that grabs attention.
- [ ] Your summary includes an overview of your skills, talents, and how you can add value to a company.
- [ ] Your summary includes previously quantified results at other companies, with numbers whenever possible.
- [ ] Your summary includes how you can be reached. You have one piece of media in your summary.
- [ ] You have two pieces of media such as relevant videos, images, presentations or articles quoting you in your experience section.
- [ ] Your experience includes results, numbers, and accomplishments (Challenge, Actions, and Results) in your experience section.
- [ ] You have at least three recommendations. You have been endorsed at least 15 times.
- [ ] You are a member of at least 25 groups.
- [ ] You post relevant articles and tips on your profile at least once per week.
- [ ] You follow at least five companies you are interested in.
- [ ] You message at least one person you know and at least one person you don't know on LinkedIn each week.
- [ ] Every month you introduce two new people in your network.
- [ ] Comment on a post in at least one group once per week.

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