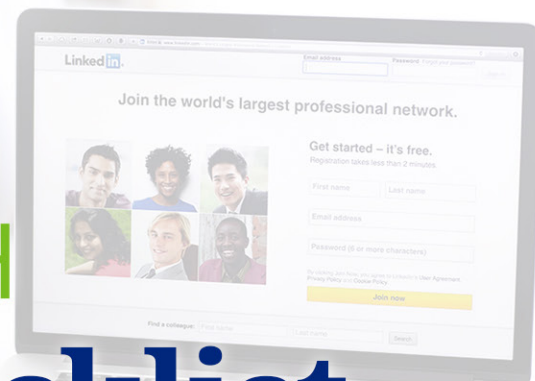




Career  **Thinker.com**

YOUR JOB SEARCH

LinkedIn Checklist



When You Optimize Your LinkedIn Profile You Maximize Your Career Opportunities

If you check no to more than two question, then you should schedule a free LinkedIn review call; visit my [online calendar](#)

#	QUESTIONS	YES	NO
1	Do you have a professional, friendly, charismatic portrait photo with a non-distracting background? Companies want to hire happy and positive people.		
2	Did you know how to make a border around your photo to make it stand out?		
3	Do you have a headline with keywords to differentiate yourself? Include the top two job title targets, then relevant keywords. Don't use "jobseeker" or "seeking next opportunity"? (Use the 220 characters wisely to reflect your brand)		
4	Did you choose a profile location more relevant to your career, for example, "New York City Metropolitan Area"? It must match a choice from LI's database. Update 2023		
5	Did you choose the best description for your industry? Again, it needs to form LI's industry database, which they updated in 2022.		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
6	Are you using a customized URL? (/in/ not /pub/), this URL is key for adding your LI profile URL to your resume, email signature, and other online platforms.		
7	Did you enter complete contact information, including email, phone, and links to your social media and websites?		
8	Is your about page written in first person and telling your career story? (2600-character limit) Is it broken down into sections (as suggested below) with bullet points? WHO AM I WHAT I DO VALUE I BRING EXPERTISE & LEADERSHIP COMPETENCIES PERSONAL TRAITS		
9	Are you building your Skills & Endorsements section? Use keywords to differentiate yourself, concentrate on keyword diversity, and only choose skills from LI's database.		
10	Did you include a logo of your school(s) in the education section?		
11	In your work experience sections, have you used value-based bullet points with accomplishments, outcomes, impacts, and proud moments?		
12	Are your accomplishments quantifiable with KPI, statistics, or numbers?		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
13	Do you have recommendations for each position and know how to request them?		
14	Do you have groups? (Maximum 100 unless subgroups include alums, industry, geographic, etc.)		
15	How extensive is your network? It would help if you strived to have at least 500 1st level connections as a first goal, then keep building your sphere of influence.		
16	Are you following your target companies' LI pages and turning on job alerts on their pages?		
17	Have you checked your public profile settings?		
18	You can post media to your featured section, each experience, education, and, as of 2023, certifications. (PowerPoint, Excel, Word, PDF, Photo, Video, Website, etc.)		
19	Do you have creator mode turned on?		
20	What does sharing your resume data setting in applications settings do for your profile in LI Recruiter? New in 2023.		
21	Do you know where and how to turn on "interested in working for you in the future" on company pages? New in 2023		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
22	Do you know how to export a LinkedIn profile to PDF format?		
23	Do you know why and how to use hash# tags on LinkedIn?		
24	Do you know how to find key people with whom you should connect on LI?		
25	Have you turned on the notification bell on other profiles of SMEs or industry influencers to stay well informed?		
26	Have you turned on our name pronunciation to help recruiters?		
27	Do you know how to take skill quizzes on LI to showcase your talent?		
28	You can create videos on the skills backend for HR, sales, project management, and marketing positions.		
29	Did you know that with Career Premium, you can conduct practice video interviewing and get AI and professional feedback?		
30	Did you pick job titles from LI's database for each job/ position? Database job titles are key and drive LI recruiter results.		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
31	Do you know how to find LI's top skills associated with job titles in LI's resume insights?		
32	Do you have any projects to post? Do any projects have URL links?		
33	Do you belong to any organization that can add value?		
34	Do you speak other languages?		
35	Do you have any certifications?		
36	Do you have any honors or awards?		
37	Do you volunteer your time?		
38	Do you have a banner 1584 x 396 pixels on your LinkedIn? It should be relevant to your career or industry and help brand you.		
39	Have you created a profile badge for your website or blog?		
40	Are you using symbols after your last name or in your headline for that little extra pop?		
41	Where can I find the lists of supported content providers for uploads?		
42	Do you know how to apply for jobs through LinkedIn?		

YOUR JOB SEARCH LINKEDIN CHECKLIST

#	QUESTIONS	YES	NO
43	Do you know how to use advanced search techniques, including Boolean searches?		
44	Do you know the extra benefits you get with a Career Premium Membership?		
45	Do you know how to send a personalized message to someone?		
46	Do you know how to follow someone and see their recent activity?		
47	Do you know how to block or unfollow someone?		
48	Do you know how to post an article with comments or use the publishing tool?		
49	Do you know how to export a LinkedIn profile to PDF format?		
50	Do you know the best LinkedIn security settings for your profile?		
51	Do you know the best practices for commenting and engaging on LinkedIn posts?		