

LinkedIn Profile Health Checklist

Profile Basics

- Professional, high-quality profile photo (recent, clear, and industry-appropriate).
- Customised banner image aligned with your personal brand or career goals.
- Profile reviewed and updated in the last 3-6 months, with new skills, roles, or accomplishments added.

Headline & About Section

- Headline reflects expertise, value, and career aspirations (e.g., "Marketing Specialist | Driving Growth through Digital Campaigns").
- About section includes career highlights, values, and a call-to-action.
- Written in a friendly yet professional tone with concise, skimmable content.

Experience

- Descriptions focus on achievements and measurable results, not just responsibilities.
- Includes numbers, percentages, or other quantifiable outcomes where possible.

Skills & Endorsements

- Top 5 skills listed prominently and relevant to current or desired roles.
- Endorsements received for key skills from colleagues or managers.



Recommendations

- At least 2-3 recommendations from past colleagues or managers.
- Recommendations are specific and highlight unique strengths or achievements.

Additional Features

- Projects, media, or links added to the "Featured" section to showcase work.
- Certifications and courses added to the "Licenses & Certifications" section.

Keywords & SEO

- Keywords relevant to your industry and desired roles included naturally throughout.
- Headline, About section, and Experience optimized for searchability.

Engagement

- Recent posts, shared articles, or comments demonstrate activity and interest in your field.
- Engagement with connections to maintain visibility and expand network.

Open to Opportunities

- "Open to Work" feature enabled (if applicable).
- "Providing Services" feature updated (if relevant for freelancing or consulting).

Ready to take the next step in your career?

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