

LinkedIn Profile Optimization Checklist



When building your LinkedIn bio, include all of the key sections that optimize your profile and highlight your key strengths. LinkedIn breaks down your profile into core, additional and recommended sections with multiple subsections. To help you create your best profile, we've put together a checklist with tips so you position yourself the best way possible.

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Core - Include all sections in your LinkedIn profile to give viewers the most important information about you.



Background Photo: *The photo behind your profile picture.*

The background photo stretches out across the top of your profile. We recommend choosing a neutral or gradient color photo that matches your company brand. The recommended photo size is 1584 x 396 pixels.



Profile Picture: *The headshot people see when clicking on your profile.*

Make sure the picture clearly shows your face and is within the last 1-2 years. Use a professional looking picture or fun picture to show your personality, both with a solid color background building off your background photo. The recommended photo size is 400 x 400 pixels. See [our article](#) for examples.



Headline: *The text under your profile picture that states your tagline.*

Your headline typically gives a brief summary of your job title and where you work, while also highlighting your strengths. For the top ways to outline your headline, check [our article](#) with the top LinkedIn profile articles.

 Summary / About: *This gives you the chance to further explain your company and job while also highlighting your interests and strengths.*

The summary is 1-4 paragraphs and is your chance to highlight your strengths and explain your job further and build off of your tagline. Explain what your role is and the name of the company. Also include at least three things about you outside of you to make your profile personable. See [our article](#) for examples.

 Experience: *This is a brief description of your past work experiences.*

This highlights where you have worked and how long you were at each job. Include a 1-2 sentence description of your role and connect experiences with the company's page. Include experiences relevant to your story.

 Education: *This is a brief description of your education including the years you graduated.*

This section tells you viewers your field of study and any accomplishments you had. Make sure to include your degree, important papers or projects that you completed, and any relevant clubs or teams you participated in.

 Skills: *A list of strengths and skills you have mastered that are relevant to the field you are interested in.*

This section should highlight your main strengths and skills. You should add if you are proficient in any computer programs or personal skills here. You select your skills from a predetermined list based on your industry. These help you be discoverable on LinkedIn because of keywords.

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Recommended (if applicable) - Optimize your profile by adding these sections to your profile to set you apart from the average person.



Featured: *This is the place to show your best work and link to projects you have completed.*

Link to your best content creations to show legitimacy and proficiency in skills specific to your industry. Put your best posts, documents, articles, photos, websites, videos or presentations in this section.



Licenses and Certifications: *Any certifications that you have been given to help highlight a well-rounded person to help show your client your assets.*

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Interests: *This help your employers and viewers understand who you are interested in both inside and outside of work.*

Interests come from interacting with different groups. These groups include influencers, companies, groups and schools. This opens the opportunity to bond over similar interests.



Recommendations: *These are given by other people, but you can request them and can help prove your skills in the real world.*

Requesting recommendations help strengthen your profile by having someone else provide evidence of your skills, experience, strength and education.



- ☐ **Courses:** *These are classes you have taken that highlight your strengths or show proficiency in a particular subject area.*

This should be classes that you have taken either in or out of school that help show employers and viewers your learning experience in your area of study.

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Additional - These are sections that if applicable, you should add and will help strengthen your profile, but you should not stress it if you can't add these sections.

- ☐ The sections that you can include are volunteer experience, publications, honors and awards, test scores, languages, organizations, causes and contact information.