

LinkedIn Revamp Checklist

■ Profile Basics

- Update your profile photo – use a clear, friendly, and professional image.
- Refresh your headline – make it more than just your job title. Include your specialty or what you're passionate about.
- Add a compelling About section – tell your story and highlight your value.
- Customize your LinkedIn URL for easier sharing.
- Make sure your contact info is up to date (email, portfolio, etc.).

■ Work Experience & Skills

- Revisit your job descriptions – focus on impact, results, and metrics.
- Add media (links, PDFs, projects) to showcase your work visually.
- Update your skills – prioritize the top 10 most relevant ones.
- Request 2–3 new recommendations from recent colleagues or clients.

■ Personal Branding & Engagement

- Create a consistent banner image that reflects your brand or industry.
- Post or share relevant content weekly to stay visible.
- Engage with your network – comment thoughtfully and support others' posts.
- Add a featured section showcasing posts, portfolios, or projects.
- Join and participate in relevant LinkedIn groups or communities.

■ Job Search Optimization

- Turn on the 'Open to Work' setting (if applicable).
- Add keywords in your headline and About section to match target roles.
- Follow companies you're interested in and interact with their content.
- Reach out to recruiters or hiring managers with personalized messages.
- Ensure your resume and LinkedIn profile tell the same story.

■ Ongoing Maintenance

- Review your profile quarterly to keep it current.
- Celebrate milestones – share achievements, certifications, or career updates.
- Keep building connections in your industry regularly.