



INTERNATIONAL HUSTLERS

# Optimise your LinkedIn Checklist

Profile picture	<ul style="list-style-type: none"> <li>Is your profile picture optimised?               <ul style="list-style-type: none"> <li>Are you looking at the camera?</li> <li>Is there a plain background?</li> <li>Do you have a calm/relaxed face</li> </ul> </li> </ul>
-----------------	---

← Optimise your LinkedIn Checklist | Template

Profile Headline	<ul style="list-style-type: none"> <li>Is your headline in the following format?                {Degree}   <b>Seeking {X} roles</b>   <b>Relevant achievement</b> </li> </ul>
About section	<ul style="list-style-type: none"> <li>Write 'About' section in this format:  <i>I am a recent {Degree} Graduate from the {university name}, where {I graduated with a First Class degree} / {any other major achievement}. I am looking for Graduate roles in Operations or similar.</i>   <i>I became passionate about {role} when {insert story here}</i> </li> </ul>
Work experience	<ul style="list-style-type: none"> <li>Is your experience listed in chronological order?</li> <li>Is the description of EACH experience within 100 words? (Take your best bullet from your CV and add it to each experience on LinkedIn)</li> <li>Are promotions listed as separate roles?</li> </ul>
Education	<ul style="list-style-type: none"> <li>Have you included your grade (only if 2:1 or above)?</li> <li>Did you add a picture of your degree certificate (if you have it)?</li> <li>Did you include a one-liner for achievement at each institution you studied at?</li> <li>Contract-based roles</li> </ul>
Marking profile as 'Open to work'	<ul style="list-style-type: none"> <li>Did you mark your profile as 'Open to work' and ONLY make it visible to recruiters?</li> </ul>
SEO Optimising	<ul style="list-style-type: none"> <li>Is your URL in the following format?</li> </ul>

<b>your profile</b>	<b><i>www.Linkedin.com/firstname-lastname</i></b>
<b>LinkedIn premium</b>	<ul style="list-style-type: none"><li>• Did you send the below message to 20 people for a FREE LinkedIn premium 2-month trial? <i>Hey {Name}, can you please send me the 2-month FREE LinkedIn Premium? Thanks</i></li></ul>