

LinkedIn Profile Prep Checklist

Steps to Take Before Updating Your Profile

- **Clarify Your Career Goal:** Define your target roles or industries and what you want LinkedIn to help you achieve (job search, networking, or branding). Remember, your LinkedIn profile is one-to-many, while a résumé is one-to-one and tailored to each job.
- **Research Top Profiles:** Study 5–10 professionals in your target field for tone, structure, and keyword inspiration.
- **Gather Your Achievements:** List key results and accomplishments using the STAR method (Situation, Task, Action, Result).
- **Update Your Resume:** Align job titles, dates, and descriptions with what you'll share on LinkedIn.
- **List Out Your Skills:** Pick 10–15 hard and soft skills that match job postings or top profiles.
- **Collect Supporting Materials:** Prepare your headshot, portfolio links, volunteer work, and certification details.
- **Check Privacy and Settings:** Turn off profile update notifications if you want to edit quietly, and update contact info.

Information You'll Need

Profile Photo & Banner	Professional photo and banner image that fits your field.
Headline	Keyword-rich role + your value statement or perfect intro (e.g., 'Career Coach Empowering Professionals').
About Section	Short summary (3–4 paragraphs) highlighting strengths, achievements, and motivation. Aim for a character total between 880 and 1120
Experience	Job titles, employers, dates, and measurable results.
Education	Schools, degrees, and honors.
Skills	10–15 relevant skills, prioritized by importance.
Licenses & Certifications	Credential name, organization, and issue date.
Volunteer Experience	Organization, role, and impact.
Recommendations	2–3 strong testimonials from peers or supervisors.
Custom URL	Clean format (e.g., linkedin.com/in/firstname-lastname). Steps to create a custom LinkedIn URL: <ol style="list-style-type: none">1. Sign in to LinkedIn.2. Click your profile photo → View Profile.3. On the right side, select Edit public profile & URL.4. In the top-right corner, click the pencil icon next to your URL.5. Type your desired custom URL (usually your name).6. Click Save.