

LinkedIn Profile Refresh Guide

Use this expanded checklist to optimize every section of your LinkedIn profile for visibility and credibility.

Is my headline keyword-rich and reflective of my career goals?	
Does my About section tell a story of who I am, not just what I do?	
Do my job descriptions focus on results and measurable outcomes?	
Do I have at least 3 recent recommendations that highlight my strengths?	
Are my skills up-to-date and endorsed by colleagues?	
Does my profile banner image reflect my personal brand?	
Am I engaging with posts, articles, or thought leadership content?	

Does my profile include multimedia (videos, presentations, links)?	
Is my contact information complete and professional?	
Does my profile photo project confidence and approachability?	