

LinkedIn Optimization Guide

A practical guide to improving profile clarity, search visibility, and professional credibility.

1. Headline

Make the headline specific enough to communicate your target work, core capability, and value.

Draft headline

2. About Section

- [] Open with what you do and the problems you help solve.
- [] Include key skills/tools naturally.
- [] Summarize experience with evidence.
- [] Make target roles/domains clear.

About section draft

3. Experience

- [] Match dates and titles to resume.
- [] Emphasize relevant outcomes.
- [] Connect tools to context.
- [] Describe confidential work at an appropriate high level.

4. Skills & Keywords

- [] Align top skills to target role.
- [] Represent technical and business skills where relevant.
- [] Remove outdated skills.
- [] Order skills by current priority.

5. Featured & Portfolio

- [] Keep portfolio/GitHub/project links current.
- [] Use featured items to demonstrate relevant work.
- [] Explain what each item proves.

6. Credibility

- [] Use professional photo/banner.
- [] Keep education/certifications accurate.
- [] Use genuine recommendations.
- [] Use a clean custom URL when available.

7. Networking Routine

- [] Follow target companies and leaders.
- [] Engage thoughtfully with useful industry content.
- [] Use personalized outreach.
- [] Avoid mass messaging.

8. Recruiter Visibility

- ☐ Keep location and job preferences current.
- ☐ Use realistic target titles.
- ☐ Match profile language to the market.

9. Final Profile Review

Top improvements to complete