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Building the Perfect LinkedIn Profile

With so much competition for attention on LinkedIn, how do you stand out? This checklist will ensure you're covering all the basics on your profile.

Your LinkedIn Profile Checklist

☐ Change your privacy settings: click “Me” > “Settings & Privacy” > “Profile privacy” > turn “Sharing profile edits” off

☐ Craft your headline so it states your career mission (more on how [here](#))

☐ Add a summary, including your key values, passions, strengths, opinions, and personality (more on how [here](#))

☐ Add your experience, including your daily responsibilities and any relevant links

☐ Add at least 10 endorsements, or remove irrelevant ones (more on that [here](#))

☐ Reach out to a colleague or friend to write a LinkedIn recommendation for you (more on how to ask [here](#))

☐ Write a colleague or friend a recommendation—because it’ll make you look good, too ([here’s](#) how to do it in five minutes)

☐ Customize your URL (Hint: try firstnamelastname or firstnamejob)

☐ Join groups or follow influencers (Hint: check out [these influencers](#) or [these groups](#) we recommend)

☐ Reorganize your profile (if relevant)

☐ Add a cover and background photo (Hint: try [these background photo options](#) we made just for you)

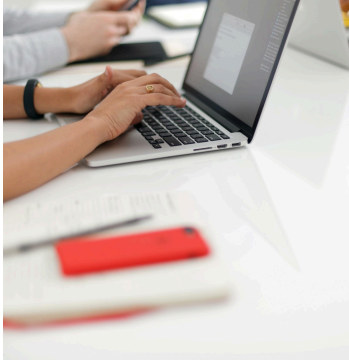
☐ Do one last spelling and grammar check!

☐ Create a schedule to regularly update your profile (and make it a repeating event on your calendar!)

I will update my profile every _____ days/weeks/months.

Recommended Articles

Want to read more on this topic? Any of these should be right up your alley!



17 Must-Haves for Your LinkedIn Profile

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How to Get Your LinkedIn Profile Ready for Your Job Search in 30 Minutes

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The 31 Best LinkedIn Profile Tips for Job Seekers

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