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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!



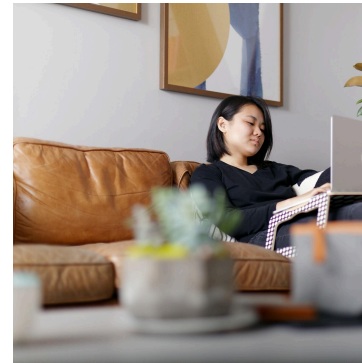
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