



LinkedIn Profile Checklist

How to increase visibility with recruiters, head-hunters & industry leaders

LinkedIn is not a CV repository.

It's a **search engine + reputation signal** used daily by recruiters to shortlist, qualify and compare talent.

This checklist focuses on what **materially improves discoverability, credibility and inbound interest**.

1. MUST DO

Non-negotiables for visibility and credibility

These directly affect whether your profile **appears in searches** and whether a recruiter stays on your profile longer than 10 seconds.

Profile Basics

> Professional profile photo

- Clear, well-lit, neutral background
- Face fills ~60% of the frame
- Smart-casual or professional attire
- No selfies, group photos, heavy filters

> Custom LinkedIn headline (not just your job title)

- Use **keywords recruiters actually search**
- Focus on *scope, impact and domain*
- Example:
Growth & Revenue Leader | B2B SaaS | Demand Gen, RevOps & GTM Scale

> Location + open-to-work settings

- Ensure correct city/country
- If job-seeking, enable **"Open to work - recruiters only"**

> **Up-to-date current role**

- Clear role title, company, and start date
- No “Consultant” or “Advisor” without context

About / Summary Section

> **Clear positioning in the first 2–3 lines**

- Who you are
- What you’re known for
- Who you work with / impact you create

> **Keyword-rich but human**

- Include functional, industry and seniority keywords
- Avoid buzzword stacking

> **Outcome-led language**

- Revenue, growth, scale, transformation, leadership
- Not task lists

Experience Section

> **Every role includes context + outcomes**

For each role:

- Scope (region, size, team, P&L if relevant)
- 3–5 bullets max
- Quantified impact where possible

Example:

- Scaled demand pipeline across EMEA from £X to £Y
- Built and led a team of X across marketing, growth and ops
- Partnered with Sales and Product on GTM execution

> **No unexplained gaps**

- Sabbaticals, consulting, career breaks explained briefly

Skills & Keywords

> 20–30 relevant skills added

- Prioritise *functional* and *commercial* skills
- Recruiter search relies heavily on this section

> Top 3 skills aligned to your target roles

- These are weighted more heavily

2. SHOULD DO

Strong differentiators that materially improve inbound interest

These don't just help you get found — they help you get **shortlisted**.

Profile Depth & Proof

> Featured section

- Add a presentation, article, portfolio, case study or website
- Shows credibility beyond claims

> Recommendations (minimum 3–5)

- From senior stakeholders, managers or clients
- Ideally referencing:
 - Leadership
 - Results
 - How you work

> Consistent career narrative

- Logical progression or clearly explained pivots
- Recruiters look for pattern recognition

Network & Engagement

> 500+ relevant connections

- Not random volume
- Founders, leaders, peers, recruiters, industry experts

> **Follow companies you admire**

- Signals interest and keeps your feed relevant

> **Occasional engagement**

- Likes and thoughtful comments increase profile visibility
- Especially on posts by senior leaders or recruiters

Education & Credentials

> **Education filled in**

- Degree, institution, dates (if helpful)

> **Relevant certifications**

- Only include those that reinforce credibility

3. NICE TO HAVE

Signals that elevate you above peers

These are not essential — but they **compound visibility and authority over time.**

Content & Thought Leadership

> **Occasional posts or reposts**

- Industry perspective
- Lessons learned
- Career insights
- No need to post frequently — consistency > volume

> **Articles or longer posts**

- Particularly effective for senior roles
- Helps position you as a subject-matter leader

Personal Brand Signals

> Banner image

- Clean, professional
- Can subtly reference your domain (e.g. tech, growth, leadership)

> Clear career intent

- Especially during transitions
- Recruiters read between the lines

Advanced Optimisation

> Custom profile URL

- Cleaner and more professional

> Creator mode (selective)

- Useful if you publish or engage regularly

Common Mistakes to Avoid

- ☒ Using a CV summary as your About section
- ☒ Listing responsibilities instead of outcomes
- ☒ Buzzwords with no evidence
- ☒ Inactive or outdated profiles
- ☒ Over-optimising with irrelevant keywords

A strong LinkedIn profile should answer **three questions immediately**:

1. *What level do you operate at?*
2. *What problems do you solve?*
3. *Why should I speak to you now?*

If it does that, visibility and inbound conversations follow.