

# A Quick Checklist to Strengthen Your LinkedIn Profile Management

Use this pulse check to quickly assess your LinkedIn presence. Each point is a small fix, but together, they can transform your visibility and credibility.

## 1. Banner

- ☐ Does your banner clearly show what you do?
- ☐ Replace generic designs with a branded visual that sets context instantly.

## 2. Headline

- ☐ Is your headline written for people or recruiters?
- ☐ Replace job titles with a line that says who you help or what you solve.

## 3. Featured Section

- ☐ Have you pinned 2–3 strong posts or articles that represent your thinking?

## 4. About Section

- ☐ Does the content sound human, not machine generated?

## 5. Experience

- ☐ Does your experience section tell a story of growth?

## 6. Skills

- ☐ Are your top five skills still relevant?

## 7. Comments and Engagement

- ☐ Are you adding perspective in your comments, not just visibility?

## 8. Network

- ☐ Does your network bring new perspectives?

## 9. Call-to-Action

☐ Have you pinned one clear post that tells visitors what to do next, like follow, read, or reach out?

**Pro Tip:** Revisit this checklist every quarter. Small, consistent tweaks compound into long-term credibility.