

LinkedIn Profile Optimization Checklist

A practical profile review for students and recent graduates

Make it easy for a reader to understand your direction, recognize your strongest skills, and find evidence of your work. LinkedIn advises keeping your profile complete and aligned with your current goals. Use this checklist to identify useful improvements rather than chase a score.

Identity and first impression

- ☐ Use your professional name consistently across your profile, CV and portfolio.
- ☐ Check your location and contact details. Include only information you want to share.
- ☐ Choose a clear, current photo and a relevant, uncluttered cover image.
- ☐ Write a headline showing your current position or student status, relevant focus and intended contribution.
- ☐ Create a recognizable custom profile URL where available and test it before adding it to your CV.

Story and evidence

- ☐ Write an About section in your own voice with one or two concrete examples.
- ☐ Include your degree, institution, study dates and relevant academic work.
- ☐ Describe internships, part-time work, volunteering and leadership roles accurately.
- ☐ For each entry, explain your own actions and the outcome; use only defensible figures.
- ☐ Add relevant projects, honors, certifications or languages where they support your direction.
- ☐ Keep dates, titles and claims consistent with your CV and application documents.

Skills and work samples

- ☐ Select relevant skills you can demonstrate and link them to experience where possible.
- ☐ Choose two to four strong work samples for Featured; this is a suggested starting selection.
- ☐ For every sample, explain the context, your contribution, and what it demonstrates.
- ☐ Request recommendations from people who have directly observed your work.

Visibility and maintenance

Make deliberate visibility choices

- ☐ Review public profile, contact and photo visibility settings.
- ☐ If job seeking, review job preferences and the Open to Work audience options. [2]
- ☐ Check who can see material you publish and what profile edits notify your network.
- ☐ Open portfolio links as a visitor to confirm the intended access works.
- ☐ Read your profile on both desktop and mobile; check spelling, layout, and image cropping.

A quick profile test

Ask a peer to read your headline, About section, and one work sample. Can they explain your target direction, name two demonstrated skills, and identify what you personally contributed? Revise anything that remains unclear.

My target role or professional direction

My three highest priority improvements

The evidence or file I need to add

My next review date

Refresh your profile after a meaningful project, internship, or change in direction. A profile can support discovery and conversations, but it does not replace a tailored application or reliable professional behaviour.