Profile Optimization Checklist

Baseema Fatima

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- [ ] Use a high-quality, professional headshot

- [ ] Craft a compelling headline that highlights your expertise

- [ ] Choose the most relevant industry for your work

- [ ] Write about section in an engaging storytelling way

- [ ] Use keywords relevant to your industry

- [ ] Write your work experience with specific accomplishments/responsibilities

- [ ] List your educational background with degrees/institutions/graduation years.

- [ ] List relevant skills related to your industry.

- [ ] Seek endorsements from colleagues and peers.

- [ ] Request and display recommendations from colleagues, or clients.

- [ ] Add certifications, awards, publications

- [ ] Ensure your contact information is up-to-date.

- [ ] Attach media files or links to showcase your work

- [ ] Include any volunteer experience (if any)

- [ ] Connect with relevant professionals in your industry.

- [ ] Create a custom LinkedIn URL that includes your name+ skill

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- [ ] Utilize the "Featured" section to showcase your offer or products
- [ ] Use the "Open to Work" feature but turn on the badge only for recruiters
- [ ] Create an offer provoking banner
- [ ] Turn on creator mode
- [ ] Turn off people also viewed option

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