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The 27-point LinkedIn Profile Optimization Checklist

Every fix, in order, with the exact character limits — the same list I use on client profiles.



Work top to bottom in the order visitors read. Tick each box as you finish it, then re-check quarterly.

First impression

- [ ] **01 Profile photo**
  Recent, well-lit, face clearly visible, eyes to camera; head and shoulders fill ~60% of the frame; plain or brand-coloured background.

- [ ] **02 Banner (1584×396)**
  One headline that repeats your positioning, three short proof points, one call to action. Keep text clear of the bottom-left photo overlap.

- [ ] **03 Name field**
  Your name only — no emojis, no 'open to work', no credentials.

- [ ] **04 Pronunciation & name variants**
  Record the pronunciation; include the short form of your name in About so searches still find you.

- [ ] **05 Verification & badges**
  Verify identity and workplace where available.

Headline

- [ ] **06 Headline leads with who + outcome**
  Who you help and the outcome, not your job title. 120–180 of the 220 characters.

- [ ] **07 Keywords in first 60 characters**
  The 2–3 terms buyers search appear in the part shown in feeds and search.

- [ ] **08** **One credibility marker**
  Audience size, years, client type or result — true and relevant.
- [ ] **09** **Separators, not sentences**
  Vertical bars or bullets; one emoji at most.

About

- [ ] **10** **About opens with the reader's problem**
  First two lines (shown before 'see more') are a hook about them, not a statement about you.
- [ ] **11** **Approach in one paragraph**
  Who you help, with what, how — your positioning statement in natural language.
- [ ] **12** **Symptoms list**
  Five or six short lines the reader nods along to.
- [ ] **13** **Proof + who you work best with**
  Years, numbers, brands, roles — true ones. Qualify people in and out.
- [ ] **14** **One clear next step**
  DM keyword, booking link or email. One, not four.
- [ ] **15** **Full 2,600 characters with white space**
  Short paragraphs, line breaks, keywords used naturally.

Featured

- [ ] **16** **Featured = conversion path**
  Three items: proof, free resource, offer/booking link — in that order.
- [ ] **17** **Designed thumbnails**
  Custom images in brand colours for every Featured item.
- [ ] **18** **Quarterly refresh**
  Swap in your best recent post; keep the resource current.

Experience & education

- [ ] **19 Outcomes, not duties**
  Every Experience entry describes results and scope, not responsibilities.
- [ ] **20 Role titles that match search**
  Use the words buyers search in role titles where honest.
- [ ] **21 Media & skills on roles**
  Attach decks, pages, designs; link up to five skills per role.
- [ ] **22 Education brief and honest**
  Degrees, institutions, years; activities only if relevant.

Skills, services & settings

- [ ] **23 Top 3 skills match headline keywords**
  Reorder; collect endorsements for those three.
- [ ] **24 Services section set up**
  Unlocks the Services tab, RFP path and extra search surfaces.
- [ ] **25 Custom URL + complete contact info**
  linkedin.com/in/yourname; email and website filled; same URL everywhere.
- [ ] **26 Creator mode & topics**
  Topics match your pillars; primary button Follow (audience) or Connect (network).
- [ ] **27 Visibility settings checked**
  Public profile visible, About shown to logged-out visitors, 'Open to' set to providing services.

After the checklist: an optimised profile without activity is a well-dressed mannequin. Next, build a content system — see shiblysadik.com/blog — or let me do it: shiblysadik.com/services/linkedin-profile-optimization.

Score yourself in 60 seconds at shiblysadik.com/resources · Questions? WhatsApp +880 1727 953242

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