

# LinkedIn Profile Optimization Checklist

Make yourself more visible to recruiters and AI-driven tools by weaving keywords related to your target functional area and industry throughout your profile.

## Headline

Include your areas of expertise and industry or sector focus. Example:  
Operations Leader | Process Improvement | Team Development | Nonprofit

## Summary Section

Treat this like an expanded executive summary—highlight your strongest skills, the impact of your work, and the types of organizations you've worked with.

Include your professional “why” or what drives your work.

Summarize your leadership style or strategic focus.

## Experience Section

Highlight the work you are most proud of. Emphasize specific outcomes with metrics and provide the scope and scale.

Include strategic contributions like leading a team, building a program, or key stakeholder partnerships.

Check start and end dates. If you were promoted, list each role within the same organization.

Use the LinkedIn Skills feature for each job and make sure your top 3 align with the roles you're targeting.

## General Tips

Use a clear, professional photo.

Turn on “Open to Work” (public or recruiters only). If public, post about what you are looking for and why.

Proofread for grammar and spelling.

Respond to recruiter messages (even to decline).

Add relevant work (like speaking, writing, or volunteer roles) to the Volunteer, Publications, or Featured sections. Show how you engage with your field.

Stay active on the platform to remain visible and top of mind.