

## LinkedIn Profile Checklist: 12 Sections to Make Your Profile Stand Out

- **Intro**  
Complete this section so users can quickly see who you are professionally.
- **Profile Picture and Header**  
Make sure your profile image is professional, and that the image is clear and well-lit.
- **About**  
Explain your history, expertise, and interests using a narrative structure. Tell a story!
- **Work Experience**  
Describe your professional or volunteer positions beginning with the most recent.
- **Education**  
List your most recent education, even if it is in progress.
- **Skills**  
Include the required minimum of 5 skills, but there is space to list up to 50 skills.
- **Custom URL**  
Customize your profile's URL to be shorter if you plan to list your profile on your résumé.
- **Honors and Awards**  
Brag about yourself! Show off your achievements and awards.
- **Licenses and Certifications**  
Add any licenses or certifications.
- **Organizations**  
List your organizational affiliations since it helps other members find you.
- **Professional Interests**  
Indicate your professional interests to help curate your feed and enable others to find you.
- **Connections**  
Reach out and make a minimum of 50 connections per LinkedIn's recommendation



**Note:** LinkedIn profiles that receive an update every 30 days are seen as “active” and are more likely to be shown to other members. Note that an update can be big or small, even changing “an” to “the” in your summary is enough to trigger an updated status. So, once you get your profile set up, remember to keep it active!

