JYNX RECRUITING • CANDIDATE RESOURCE CENTER

LinkedIn Profile Checklist

Free for every job seeker. No catch.

Recruiters decide in about 10 seconds whether your profile is worth a closer look. Work through this checklist top to bottom — every box you check makes you more findable and more hireable.

Photo & Banner

☐ Professional headshot: clear face, plain background, you alone, smiling

☐ Banner image: something related to your field (not the default blue gradient)

Headline (the most important line on your profile)

Formula: [Title or target role] | [2–3 specialties] | [proof or differentiator]

Example: "HR Generalist | Onboarding & Employee Relations | Bilingual EN/ES | 10+ yrs multi-site operations"

☐ Headline states what you DO, not just your last job title

☐ Includes 2–3 keywords recruiters search for in your field

About Section

☐ First 2 lines hook the reader (they show before "see more")

☐ 3–4 short paragraphs: who you are, what you're great at, proof, what you're looking for

☐ Ends with how to reach you (email) and what roles you're open to

☐ Written in first person — it's a conversation, not a resume

Experience

☐ Every role has 3–5 bullet points starting with strong verbs

☐ Bullets include numbers: team size, budget, % improvements, volume

☐ Most recent role is the most detailed; older roles get shorter

Skills, Recommendations & Extras

☐ At least 10 skills listed; top 3 pinned are the ones you want to be hired for

☐ 2–3 recommendations from managers or colleagues (ask — most people say yes)

☐ Licenses, certifications, courses, and volunteer work filled in

Settings & Activity

☐ “Open to Work” turned on with 3–5 target job titles and locations

☐ Profile is public and has a custom URL (linkedin.com/in/yourname)

☐ You engage weekly: comment on posts in your field, share one insight, connect with 5 people

A dead profile tells recruiters you’re not serious. Fifteen minutes a week keeps you visible.