



LINKEDIN OPTIMIZATION WORKSHEET

Worksheet Overview

This document has been prepared to help you update and/or complete the content in your LinkedIn profile. When possible, copy-and-paste the information directly from this document into your profile to prevent errors introduced through re-typing the information. [What is a LinkedIn Profile?](#)

The first thing to do is to back up your current LinkedIn profile by saving as a PDF. You will do this twice — right now, so you have a copy of your LinkedIn profile before you update it, and again after you are finished updating your profile with the information in this document. [How to Save Your Profile as a PDF.](#)

The more information you include in your profile, the easier it is for recruiters and hiring managers to find you. Populating fields like Publications, Certifications, Courses, Projects, Honors & Awards, Patents, Test Scores, Languages, and Organizations can boost the keywords that will help you be found on LinkedIn. [LinkedIn FAQs.](#)

Profile Overview

Account Settings: Customize your LinkedIn experience by managing your account settings. Learn how to change your account contact information, including email addresses and phone numbers, language settings, and more.

- [How to Manage Your Account and Privacy Settings](#)

Profile URL: By default, LinkedIn assigns you a URL with random numbers and letters. For branding purposes, you will want to customize the link. An easy-to-read website address increases the chance of people being able to remember and find you on LinkedIn. Promote on your blog, social pages, email signature, and more.

- [How to Customize Your Profile URL](#)

Profile photo: Including a profile photo increases the credibility of your profile by helping you stand out from the crowd, and it allows people to see who you are when you send invitations to connect.

- [How to Add / Change Your Headshot Photo](#)
- [Profile Photo Guidelines and Conditions](#)
- [Profile Photo Visibility Settings](#)

Background photo: Your background photo appears behind your profile photo in the introduction card on your profile. This photo is a great opportunity to personalize your profile and give it a flavor of your own. Ideas include cityscapes (skylines), nature, and/or mosaic pictures. Checkout [Pexels](#) or [Pixabay](#) for free images.

- [How to Add / Change Your Background Photo](#)

Headline: Your headline is limited to 120 characters. However, unlike your Name field, your Headline can include special characters, such as: ✓ ◇ ◆ ► ◀ ↔ ☆ ★ 🎵 | █

- [How to Edit Your Headline](#)



Geographic Location: Your LinkedIn profile typically shows your geographic region and not the specific city you live in. LinkedIn divides all global areas into geographic regions. This gives members who may not be familiar with your area a better idea of where you're located.

- [How to Change Your Geographic Location](#)

About LinkedIn Groups: Joining groups is a great way to connect with like-minded people, stay informed on relevant topics, and participate in thought-provoking conversations.

- [How to Find and Join a Group](#)

Recommendations: A recommendation is a statement that is written by a LinkedIn member to recognize or commend a connection, such as a colleague, business partner, or student. People who view your profile will often read the recommendations received from your connections to see what others have to say about you.

- [What are Recommendations?](#)
- [How to Request a Recommendation](#)

Skills & Endorsements: Skills is one of the top sources of keywords used in searches and plays a critical role in terms of incorporating important keywords into your profile. A maximum of 50 skills are allowed per profile.

- [What are Skill Endorsements?](#)
- [How to Add and Remove Skills](#)



Introduction Card

For your LinkedIn profile to stand out, it's a good idea to keep it relevant and up-to-date with your professional work experiences. By default, the introduction card on your profile displays your current position and company as shown in the Experience section of your profile. If you have more than one current position, the one with the most recent start date is listed first. It also displays the institution of your highest degree of education.

- [How to Update Your Current Position on Your Introduction Card](#)
- [Editing the Contact Info Section of Your Profile](#)

First Name, Last Name

Headline

Education

Country

Zip Code

Location (specific city/st or greater metro area)

Industry (select from dropdown menu)

Websites

Phone

Email

Twitter ID



About (2,000-character limit)

The About section on your LinkedIn profile is a 2,000-character limit opportunity to communicate your skills and experience with context on your personal mission and values. The media section allows you to add or link to external documents, pictures, websites, videos, and presentations. The About section is comprised of summary and media.

- [Editing the About Section](#)



Work History

You can add, change, or remove a position in the Experience section on your Profile. [Adding, Editing, or Removing a Position in Your Profile's Experience Section](#)

LinkedIn automatically groups together positions held at the same company. Positions need to be listed within one month of each other in order to be grouped. [Position Grouping in Your Profile's Experience Section](#)

JobStars uses a style of “less is more” in prepping job descriptions that are light, concise, and easy to read – using a mix of both first-person and third-person. This adds variation to your content and visual appeal.

These are the fields to populate when adding to your profile:

Position #1

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:

Position #2

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:



Position #3

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:

Position #4

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:

Position #5

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:



Position #6

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:

Position #7

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:

Position #8

Company Name:

Employment Type:

Title:

Location: Greater

Location Type:

Time Period:

Copy & Paste the Description Below into Your Profile (DIY)

Description:



Education

You can add, change, or remove an education entry in the Education section on your profile. [Adding, Editing, or Removing Education Entries on Your Profile](#)

These are the fields to populate when adding to your profile:

Degree #1

School:

Degree:

Field of Study:

Grade:

Activities and Societies:

Dates Attended:

Degree #2

School:

Degree:

Field of Study:

Grade:

Activities and Societies:

Dates Attended:

Degree #3

School:

Degree:

Field of Study:

Grade:

Activities and Societies:

Dates Attended:



Open to Job Opportunities

If you're looking for a job, you can let recruiters know you're open to new opportunities. You may select your top-5 desired job titles and geographic locations as well as job types you're willing to accept.

- [Activating Open to Job Opportunities](#)
- [Privacy Info for Open to Job Opportunities](#)

Desired Job Titles (choose from LinkedIn's options: maximum of five)

-
-
-
-
-

Job Types You'll Consider (full-time, part-time, contract, intern, volunteer, temp, remote)

-
-
-
-

Start Date: (immediately, actively applying; flexible, casually browsing)

-

Geographic Locations: (regions, states, cities, and counties; maximum of five)

-
-
-
-
-



Publications

Adding publications to your LinkedIn profile can increase your profile's visibility. LinkedIn members who list their published work are found seven times more often than members without publications listed, according to LinkedIn research.

These are the fields to populate when adding to your profile:

- Publication Title:
- Publication/Publisher:
- Publication Date:
- Author(s):
- Publication URL:



Licenses & Certifications

Adding certifications makes your profile five times more likely to get views than LinkedIn members without certifications (according to LinkedIn research). [Adding, Editing, or Removing Certifications on Your Profile](#)

These are the fields to populate when adding to your profile:

- Certification Name:
- Issuing Organization:
- Issue Date & Expiration Date:
- Credential ID:
- Credential URL:



Courses

Courses add depth to your educational history and keywords to help your LinkedIn profile be found.

These are the fields to populate when adding to your profile:

- Course Name:
- Number:
- Role Associated:



Projects

Adding individual or team projects to your profile is great for highlighting current or previous work experience, education or training, or even personal projects. Here is an article on [Adding Projects on LinkedIn](#).

These are the fields to populate when adding to your profile:

- Project Title:
- Dates:
- Role Associated:
- Project URL:
- Description:



Honors & Awards

Adding honors and awards to your LinkedIn profile is a great way to highlight specific achievements in another area of your profile – besides the individual job descriptions. Populating the Honors & Awards section adds depth and substance to your profile – bettering odds of your profile appearing in a recruiter's search results.

These are the fields to populate when adding to your profile:

- Honor/Award Title:
- Role Associated:
- Issuer:
- Date:
- Description:



Patents

Patents are a great way to showcase your expertise in a particular field and professional achievements on your LinkedIn profile.

These are the fields to populate when adding to your profile:

- Patent Title:
- Patent Office (country):
- Patent/Application Number:
- Inventor Name(s):
- Status (issued or pending):
- Issue/Filing Date (month/day/year):
- Patent URL:



Languages

Adding languages to your LinkedIn profile is great for highlighting your ability to work with global teams. When a recruiter searches LinkedIn for candidates with language proficiencies, your profile is more likely to appear when this information is in the appropriate bucket in your profile.

These are the fields to populate when adding to your profile:

- Language:
- Proficiency (elementary, limited working, professional working, full, native):



Organizations and Professional Affiliations

Adding organizations and professional affiliations to your LinkedIn profile is a great way to highlight your extracurricular professional activities over the years. You may list both active and past memberships.

An obvious example of this is a Project Manager who is a member of the Project Management Institute (PMI). Additionally, if you've earned professional designations – such as Project Management Professional (PMP) – that information should get listed in under the certifications section of your profile.

These are the fields to populate when adding to your profile:

- Organization Name:
- Role:
- Time Period:
- Description:



Volunteer Experience

Adding volunteer experience to your LinkedIn profile is a great way to highlight your extracurricular personal activities over the years. You may list both active and past volunteer experience.

These are the fields to populate when adding to your profile:

- Organization Name:
- Role:
- Time Period:
- Description:
- Cause:
 - ☐ *Animal Welfare*
 - ☐ *Arts and Culture*
 - ☐ *Children*
 - ☐ *Civil Rights and Social Action*
 - ☐ *Disaster and Humanitarian Relief*
 - ☐ *Economic Empowerment*
 - ☐ *Education*
 - ☐ *Environment*
 - ☐ *Health*
 - ☐ *Human Rights*
 - ☐ *Politics*
 - ☐ *Poverty Alleviation*
 - ☐ *Science and Technology*
 - ☐ *Social Services*