

CAREER TRANSFORMATION ACADEMY

LinkedIn Profile Optimization Checklist

Every section. Every detail. Recruiter-ready.

21x More profile views with a photo	9x More connection requests	40x More opportunities	All-Star Target status
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Section 1: Profile Photo & Banner

Your first impression before anyone reads a word

- Profile photo is high-resolution (400x400px minimum), well-lit, and professionally composed
→ Natural lighting beats flash. Look directly at the camera.
- You are the only subject in the photo — no cropped group shots
→ Cropped group photos signal low effort immediately.
- Attire matches your target industry (business professional or business casual at minimum)
→ Dress for the role you want, not the role you have.
- Background is clean and uncluttered — solid color, blurred office, or subtle outdoor setting
→ A messy background is a distraction. Keep it simple.
- Your expression is approachable and confident — slight smile, direct eye contact
- Banner image is customized — NOT the default LinkedIn blue gradient
→ Your banner is 1584x396px of free real estate. Use it for your personal brand.
- Banner communicates your professional identity or value: a tagline, industry visual, or achievement visual

Section 2: Headline

The most searchable real estate on your entire profile

CTA Headline Formula:

[Title/Function] | [Value Delivered] | [Keyword 1] • [Keyword 2] • [Keyword 3]

Example: Global HR Operations Director | Building Scalable People Systems for Growth-Stage Enterprises | ServiceNow • Workday • Shared Services

- Headline goes BEYOND your job title — it communicates value, not just position
→ Your title is on your experience section. Use the headline for keywords and impact.
- Headline includes 2–3 searchable keywords relevant to your target role
- Headline uses the full 220 characters available
- No buzzwords without substance: 'passionate,' 'guru,' 'rockstar,' 'ninja' — remove them

Section 3: About Section (Summary)

Your 2,600-character narrative — write it like a human, not a job description

- Opens with a hook — NOT 'I am a [title] with X years of experience'
→ Start with a bold statement, a question, or your most impressive career claim.
- Written in first person — approachable, direct, and confident
- Paragraph 1: Who you are + what you do + the scale of your work
- Paragraph 2: Your most impressive achievement — with a metric
- Paragraph 3: Your unique approach, philosophy, or differentiator
- Paragraph 4: What you are looking for or what you bring to the right opportunity
- Ends with a clear call-to-action: 'Connect with me,' 'Reach out,' or 'Let's talk'
- Includes 4–6 keywords woven naturally into the text — not listed artificially
- No typos, no grammatical errors — proofread by a second set of eyes

Section 4: Experience Section

Achievement-first, metrics-driven, keyword-optimized

- Every role has a company description (1 sentence) — not all recruiters know every company
- Each position starts with a 1–2 sentence scope statement: team size, geography, budget, reporting level
- Bullets are achievement-based, not duty-based — use the CAR+M formula from the CTA Resume Template
- At least 2–3 quantified bullets per role (% , \$, headcount, time saved, score)
- Most recent role has the most detail — 4–6 bullets minimum
- Earlier roles (10+ years ago) have 2–3 bullets maximum — focus on recent impact
- Job titles match your resume exactly — consistency matters for ATS and background checks

Section 5: Skills Section

Keyword engine — this is where recruiters filter

- Minimum 20 skills listed — aim for 50 if possible
- Skills reflect the exact language used in your target job descriptions
- Top 3 skills are pinned — choose your highest-value, most searchable competencies
- Mix of hard skills (platforms, tools, methodologies) and soft skills (leadership, communication)
- Endorsements requested from 5+ colleagues for your top skills

Section 6: Recommendations

Third-party credibility that no other section can provide

- At least 3 recommendations visible on your profile — more is better
- Recommendations come from a mix of: managers, peers, direct reports, and clients/partners
- Most recent recommendation is within the last 2 years
- You have provided recommendations for others — reciprocity builds relationships

Recommendation Request Script:

"Hi [Name], I hope you are doing well! I am updating my LinkedIn profile and would be honored if you would share a brief recommendation. Specifically, if you could speak to [a specific project, skill, or quality], that would mean a great deal. Of course, I am happy to return the favor — just let me know. Thank you!"



Section 7: Featured Section

Your professional highlight reel — pin what matters most

- Featured section is activated and populated — do not leave it empty
- Pin 2–4 items: a strong LinkedIn post, an article, a portfolio piece, or a presentation
- If you have no content yet: write one strong LinkedIn post and pin it this week



Section 8: Settings, Creator Mode & Algorithm Tips

Maximize visibility beyond your connections

- 'Open to Work' is enabled if actively searching — set it to 'Recruiters Only' to stay discrete
- Creator Mode is ON if you publish content — increases reach and adds a Follow button
- Profile URL is customized: linkedin.com/in/yourname — not the default string of numbers
- Contact info is complete: email, phone (optional), and website if applicable
- LinkedIn All-Star status achieved — check your Profile Strength indicator

- You have posted or engaged on LinkedIn within the last 14 days — fresh activity boosts visibility

Your LinkedIn not getting results?

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