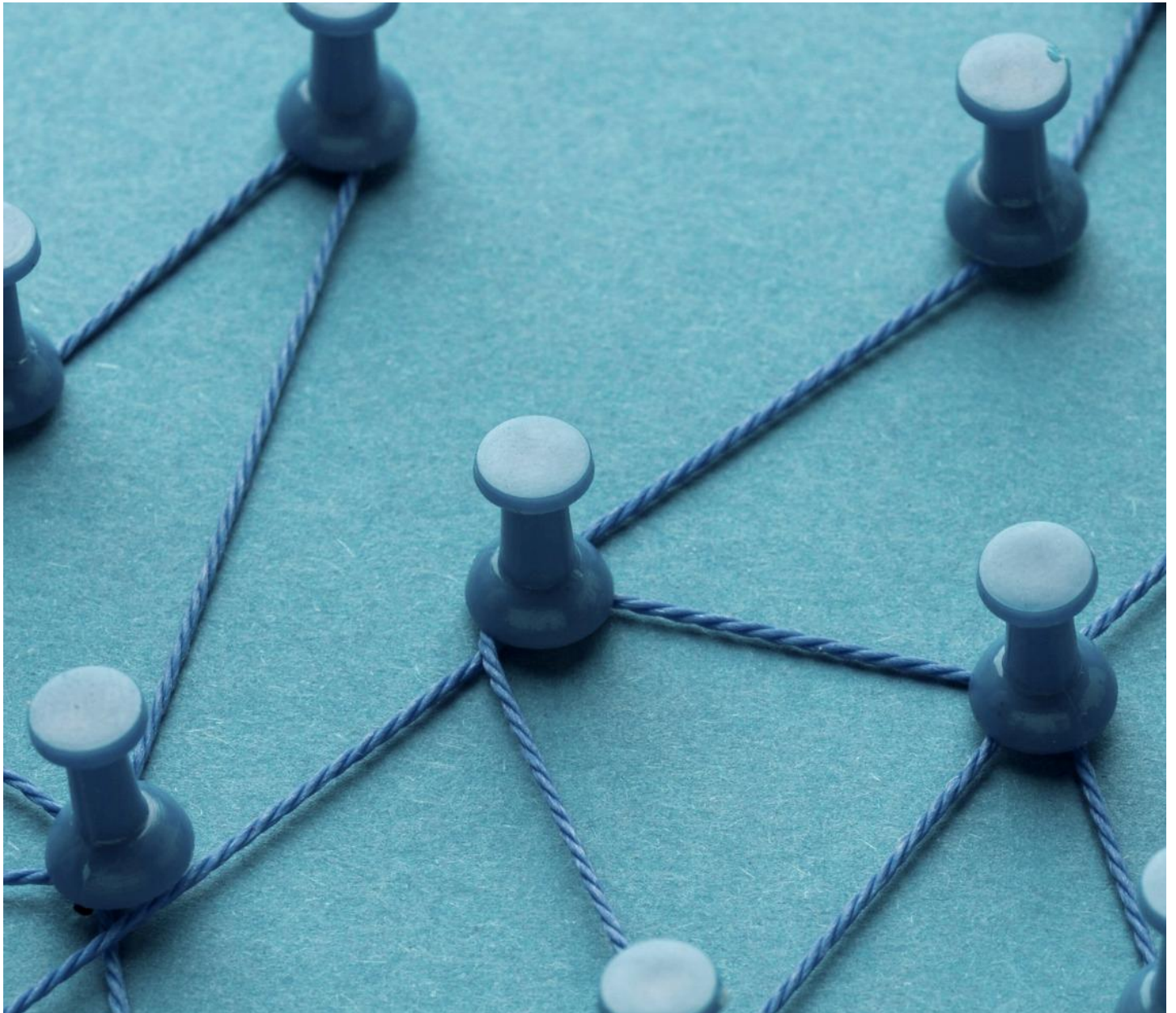




Your LinkedIn Profile Checklist

Ronece Dobrowolski Consulting

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For Experienced Professionals Who Want to Be Found

Your LinkedIn profile is working for you or against you right now whether you are actively job searching or not. Recruiters and hiring managers are searching LinkedIn every day for people exactly like you. The question is whether your profile gives them a reason to stop.

Work through this checklist honestly. Tick what is genuinely done well. Circle what needs work. Count your score at the end.

Section 1: First Impressions (What they see before they read a word)

- ☐ Professional profile photo - recent, clear, well lit, and appropriate for your industry
A photo increases profile views significantly. No selfies, no group shots cropped down, no old photos.
- ☐ Banner image - you have one and it reflects your professional brand
The default blue banner says nothing about you. Use something relevant — your industry, your brand colours, a simple professional image.
- ☐ Your name is written the way you want to be professionally known
- ☐ Your headline goes beyond your job title
Instead of 'Operations Manager at XYZ' try 'Operations Leader | Driving Efficiency and Team Performance Across Complex Environments'
- ☐ Your location is current and accurate

Section 2. Your - About Section (Where trust is built or lost)

- ☐ You have an About section, it is not blank
- ☐ It is written in first person and feels like you, not a HR document
Starting with 'I' is fine. Starting with 'Experienced professional with a proven track record' is not.
- ☐ It opens with a line that would make someone want to keep reading
- ☐ It speaks to where you are going not just where you have been
Your audience wants to know what you bring to the next chapter, not just a summary of the last one.
- ☐ It includes the kinds of problems you solve or the value you create
- ☐ It ends with a clear invitation and what you want people to do next
A simple line like 'open to conversations about senior roles in X' or 'connect with me if you are working on Y' goes a long way.

Section 3. Your Experience (The difference between history and story)

- ❑ Each role has more than just a job title and dates, there is actual content
- ❑ You lead with what you achieved, not just what you were responsible for
Responsibilities tell them what you did. Achievements tell them what changed because of you.
- ❑ At least your last two or three roles include specific outcomes or results
Numbers, percentages, team sizes, scale - specificity is credibility.
- ❑ Your most recent and relevant role has the most detail
- ❑ Older roles from more than 15 years ago are kept brief, 2 to 3 lines maximum
You do not need to justify your entire career history. Recent relevance matters most.
- ❑ You have not left any significant career gaps unexplained

Section 4. Skills and Visibility (Being found by the right people)

- ❑ You have at least 10 skills listed, ideally more
- ❑ Your top 3 pinned skills are your most relevant and strategic ones
LinkedIn lets you choose which skills appear first. Make sure they match what you want to be known for.
- ❑ Your skills use the language that appears in job descriptions in your target field
Search for roles you want and compare the keywords used to your current skills list.
- ❑ You have endorsements from credible colleagues or managers for key skills
- ❑ You have at least one recommendation visible on your profile
A written recommendation from a manager, peer, or client carries significant weight for senior candidates.

Section 5. Activity and Presence (Visible vs. invisible)

- ❑ Your profile is set to Open to Work, either publicly or visible to recruiters only
If you are not actively looking, set it to recruiters only. If you are, consider making it visible.
- ❑ You have engaged with at least one post or article in the last 30 days
Liking, commenting, or sharing keeps you visible in your network's feed without requiring you to create content.
- ❑ Your connections include people in your target industries or organisations
- ❑ You have connected with at least 5 people in the last 3 months
A stagnant network is an invisible network.
- ❑ You have your contact information or website visible for people to reach you

Your Score

Count how many boxes you ticked honestly. Here is what your score tells you.

0 – 8 ticked

Your profile needs significant work. Most opportunities are passing you by right now.

9 – 16 ticked

You have a foundation, but key gaps are costing you visibility and credibility.

17 – 25 ticked

Your profile is working reasonably hard, but there is still room to make it exceptional.

What This Checklist Cannot Do:

It can tell you what is missing.

It cannot tell you what to say to make your specific experience compelling to your specific target audience. That requires knowing your story, your goals, and your market, which is exactly what a Strategy Session is for.

Ready to Close the Gap?

Book your free 30-minute Strategy Session with Ronece.

You'll leave with clarity, a clear next step, and a plan that fits your experience.

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