



Annie Margarita Yang

The 5-Day Job Search by Annie Margarita Yang

Maximizing Your Professional Image: A LinkedIn Profile Optimization Checklist

Don't wait until you feel "qualified" enough to attain All-Star status. Start optimizing your profile today and open yourself to new opportunities!

Remember to take advantage of the free 30-day LinkedIn Premium trial to view other professionals' profiles for inspiration and to understand the high-demand skills in your industry.

- ☐ **Profile Photo:** Upload a professional, high-resolution headshot. Ensure your face is clear and the photo ends right below your shoulders.
- ☐ **Background Photo:** Choose an image that reflects your personal brand and your professional industry.
- ☐ **Headline:** Use catchy, industry-specific keywords. Make it a statement about your capabilities or services, and keep it concise.
- ☐ **About Section:** Write a compelling summary showcasing your skills, experiences, and career aspirations. Make it engaging by incorporating storytelling.
- ☐ **Contact Information:** Update your contact details, including email and phone number. Put your email address at the end of your summary for easier access.
- ☐ **Custom URL:** Personalize your LinkedIn URL with your name for a professional appearance.
- ☐ **Experience Section:** Detail your past roles, responsibilities, and achievements. Use quantifiable results where possible and highlight how you improved each company you worked for.
- ☐ **Education:** Fill in your educational background, relevant courses, and certifications.
- ☐ **Skills & Endorsements:** List up to 50 key skills and seek endorsements from colleagues, managers, or clients.
- ☐ **Recommendations:** Actively seek and give recommendations to build credibility.
- ☐ **Accomplishments:** Showcase your awards, language proficiency, projects, or publications.
- ☐ **Interests:** Follow industry-specific companies, influencers, and groups to show your engagement and stay informed.

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- **Activity:** Consistently share, post, and engage with your connections to maintain an active profile.
- **LinkedIn Badge:** If you have a personal website or online resume, add a LinkedIn badge for cross-promotion.
- **Connections:** Aim to connect with at least 50 people. These can be friends, colleagues, or other professionals in your industry.
- **Banner:** Design a unique LinkedIn banner reflecting your personal brand. Ensure that it is well-displayed on both desktop and mobile versions.

