Your LinkedIn profile: 12 checks in 20 minutes

Tick each check you pass. Advice: start with checks 1, 5 and 6.

The full page on our website
careermena.com/guides/linkedin-profile-checklist/

Be found (1 to 4)

- [ ] **1 Headline:** your role and 2 skills from the jobs you want, not "Looking for opportunities".

  Weak: "Seeking new challenges". Strong (fictional): "Procurement Specialist | Tenders, supplier contracts, SAP Ariba".

- [ ] **2 Custom profile address.** If yours ends in random numbers, change it: Me > Profile > Public profile & URL > Edit your custom URL. Custom addresses are first come, first served, so add a middle initial if your name is taken. Put the same address on your CV.

- [ ] **3 Open to Work, set the way you want.** "All LinkedIn Members" shows it to everyone, adds the #OpenToWork photo frame and includes people at your current company. "Recruiters only" shows it to recruiters using LinkedIn Recruiter; LinkedIn says it takes steps to hide it from recruiters at your current company. Advice: if you are employed, choose "Recruiters only" and still assume your employer could find out.

- [ ] **4** **Location:** your current city. Add the cities you would move to in your job preferences, not in your location, so your profile matches where you really live.

Be understood (5 to 8)

- [ ] **5** **About:** three short paragraphs: what you do, two results with numbers, what you want next.
- [ ] **6** **Experience matches your CV:** the same job titles, employers and dates, in the same format.
- [ ] **7** **One result per role:** copy your best CV bullet under each role.
- [ ] **8** **Skills:** the skills the jobs you want ask for, with the most important at the top.

Be trusted and safe (9 to 12)

- [ ] **9** **Photo, your choice.** Some employers in the region expect one; hiring systems do not need one. If you add one, use a clear, recent photo of you alone, not a logo or a group photo.
- [ ] **10** **Name and contact.** Your name spelled exactly as on your passport and your CV (one spelling, for example "Mohammed" or "Muhammad", everywhere), and a contact email you check.
- [ ] **11** **A profile in Arabic, if you work in Arabic.** On desktop (not the mobile app), LinkedIn lets you add a profile in another language: Me > Profile > Profile language > Add language. It helps with employers that recruit in Arabic.
- [ ] **12** **Safety.** Never post your passport or ID. A "recruiter" who asks for a fee, or moves you to a private chat to "process" an offer, is not

a real recruiter (see our fake-offer check). Check that the recruiter works for the employer they name.

Your score (advice)

10 to 12: ready. 7 to 9: fix the missing checks this week, starting with 1, 5 and 6. 6 or fewer: do checks 1, 5 and 6 today.

Sources

Our editors read these official pages on 10 Nov 2026. If anything differs, the official page is the reference.

1. Open to Work options and what each does
   https://www.linkedin.com/help/linkedin/answer/67405
2. Custom URL path; first come, first served; one at a time
   https://www.linkedin.com/help/linkedin/answer/87
3. Profile in another language, desktop only, menu path
   https://www.linkedin.com/help/linkedin/answer/1717