

# LinkedIn Profile Optimization Checklist

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Module 2 · Building Your Professional Brand. Work top-to-bottom and tick each box. Recruiters in the energy sector search LinkedIn by keyword — your job is to be findable and credible.

## Photo & banner

- Professional headshot: clear face, plain or work background, good lighting (not a selfie or party crop).
- Background banner uses an energy/geoscience image or a simple branded colour — not the default grey.
- Profile is set to **Open to Work** (recruiters-only if you are currently employed).

## Headline (the most-searched field)

- Goes beyond your job title — include discipline + value, e.g. *“Geoscientist | Seismic Interpretation & Petrophysics | Niger Delta plays”*.
- Contains the keywords a recruiter would type (your discipline, key software, basin).
- No vague clichés (“hardworking team player”) — be specific.

## About / summary

- First two lines hook the reader (they show before “see more”).
- Written in the first person; tells who you are, what you do, and what you are looking for.
- Includes a skills/keyword block (e.g. Petrel, GIS, well-log analysis, QGIS, Python).
- Ends with a clear call to action and your contact email.

## Experience & projects

- Every role lists 2–4 bullet points with **quantified** results, not duties.
- Final-year project, NYSC, internships and field work are all listed (early-career experience counts).
- Used the Featured section to pin a project, publication, or your CV.

## Skills, endorsements & recommendations

- Top 3 skills are your most important technical strengths (these are weighted in search).
- Listed 15+ relevant skills; removed irrelevant ones.
- Requested at least 2 recommendations (a lecturer, supervisor, or NYSC employer).

## Network & activity

- Connected with 50+ people in the industry (alumni, NAPE/SPE members, recruiters).

- Following target companies — Chevron, Shell, TotalEnergies, Seplat, SLB — to see their posts and jobs.
- Custom public URL set ([linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)).
- Posted or commented thoughtfully in the last 2 weeks (signals an active profile).

**Tip**

Search LinkedIn for the exact job title you want. Look at the profiles of people already in that role and mirror the keywords they use — that is the vocabulary recruiters are searching for.