

# TICK-BOX CHECKLIST for CV and LinkedIn Optimisation

Self auditing tool

## CV Audit Checklist

| Criterion                                | Checkbox | Detailed Requirements |
|------------------------------------------|----------|-----------------------|
| 1. ATS Friendliness (15 pts)             |          |                       |
| Single Column Layout                     | [ ]      |                       |
| No Tables, Icons, or Graphics            | [ ]      |                       |
| Clean Spacing and Formatting             | [ ]      |                       |
| Readable Font (e.g., Arial, Calibri)     | [ ]      |                       |
| Clear Section Headings                   | [ ]      |                       |
| 2. Personal Details (10 pts)             |          |                       |
| City-Only Location (No Home Address)     | [ ]      |                       |
| Professional Email Address               | [ ]      |                       |
| Active LinkedIn Profile Link             | [ ]      |                       |
| Absence of Unprofessional Email          | [ ]      |                       |
| 3. Target Job Title (10 pts)             |          |                       |
| Target Job Title Clearly Present         | [ ]      |                       |
| Relevance to Target Role/Industry        | [ ]      |                       |
| Inclusion of Key Skills in Title/Context | [ ]      |                       |
| 4. Professional Summary (15 pts)         |          |                       |
| Strong Storytelling/Narrative            | [ ]      |                       |
| Highly Relevant Keywords Incorporated    | [ ]      |                       |

| Criterion                                | Checkbox                 | Detailed Requirements                      |
|------------------------------------------|--------------------------|--------------------------------------------|
| Clear Value Proposition Statement        | <input type="checkbox"/> |                                            |
| Focus on Skills and Achievements         | <input type="checkbox"/> |                                            |
| <b>5. Skills Section (10 pts)</b>        |                          |                                            |
| Relevance to Target Job                  | <input type="checkbox"/> |                                            |
| Categorized (e.g., Hard/Soft/Technical)  | <input type="checkbox"/> |                                            |
| Aligns with Experience Section           | <input type="checkbox"/> |                                            |
| <b>6. Experience Section (20 pts)</b>    |                          |                                            |
| Structure using H-W-O Method             | <input type="checkbox"/> |                                            |
| Strong Action Verbs Used                 | <input type="checkbox"/> |                                            |
| Specific Tools/Technologies Mentioned    | <input type="checkbox"/> |                                            |
| Measurable Results/Metrics Present       | <input type="checkbox"/> |                                            |
| Clear, Consistent Timeline/Dates         | <input type="checkbox"/> |                                            |
| <b>7. Education (5 pts)</b>              |                          |                                            |
| Clear and ATS-Friendly Format            | <input type="checkbox"/> |                                            |
| Degree/Qualification Clearly Stated      | <input type="checkbox"/> |                                            |
| <b>8. Certifications (5 pts)</b>         | <input type="checkbox"/> | Relevance to Target Role                   |
|                                          | <input type="checkbox"/> | Clear and Consistent Formatting            |
| <b>9. Tools &amp; Tech Stack (5 pts)</b> | <input type="checkbox"/> | Specific and Relevant Tools Listed         |
|                                          | <input type="checkbox"/> | Clearly Differentiated from Skills Section |
| <b>10. Achievements (5 pts)</b>          | <input type="checkbox"/> | Separate Section or Clearly Highlighted    |

| Criterion | Checkbox                 | Detailed Requirements       |
|-----------|--------------------------|-----------------------------|
|           | <input type="checkbox"/> | Measurable and Quantifiable |

LinkedIn Audit Checklist

| Criterion                             | Checkbox                 | Detailed Requirements                 |
|---------------------------------------|--------------------------|---------------------------------------|
| <b>1. Profile Photo (3 pts)</b>       | <input type="checkbox"/> | Professional and High-Quality         |
|                                       | <input type="checkbox"/> | Clear, Branded Background/Lighting    |
| <b>2. Banner (3 pts)</b>              | <input type="checkbox"/> | Industry-Relevant/Branded             |
|                                       | <input type="checkbox"/> | Optimised (Headline/Value/CTA)        |
| <b>3. Headline (5 pts)</b>            | <input type="checkbox"/> | Includes Target Job Title/Role        |
|                                       | <input type="checkbox"/> | Incorporates Strategic Keywords       |
|                                       | <input type="checkbox"/> | Clear Value Proposition               |
| <b>4. About Section (5 pts)</b>       | <input type="checkbox"/> | Compelling Story/Narrative            |
|                                       | <input type="checkbox"/> | Rich with Keywords                    |
|                                       | <input type="checkbox"/> | Highlights Achievements               |
|                                       | <input type="checkbox"/> | Includes Clear Call-to-Action (CTA)   |
| <b>5. Experience Section (10 pts)</b> | <input type="checkbox"/> | Uses Strong Action Verbs              |
|                                       | <input type="checkbox"/> | Includes Tools/Tech Used              |
|                                       | <input type="checkbox"/> | Highlights Measurable Results/Metrics |
| <b>6. Skills Section (10 pts)</b>     | <input type="checkbox"/> | High Skill Count (30+)                |
|                                       | <input type="checkbox"/> | Relevance to Target Role              |
|                                       | <input type="checkbox"/> | Reordered Top 3 Skills                |
|                                       | <input type="checkbox"/> | Endorsements Present                  |
| <b>7. Featured Section (5 pts)</b>    | <input type="checkbox"/> | Includes CV/Portfolio/Certificates    |

| Criterion                             | Checkbox                 | Detailed Requirements                       |
|---------------------------------------|--------------------------|---------------------------------------------|
|                                       | <input type="checkbox"/> | Relevant Projects/Content Displayed         |
| <b>8. Activity (10 pts)</b>           | <input type="checkbox"/> | Consistent Posting Frequency                |
|                                       | <input type="checkbox"/> | High-Quality Comments/Engagement            |
|                                       | <input type="checkbox"/> | Industry-Relevant Engagement                |
| <b>9. Connections (5 pts)</b>         | <input type="checkbox"/> | Network Size (500+ is ideal)                |
|                                       | <input type="checkbox"/> | Relevance to Industry/Target Roles          |
| <b>10. Recommendations (5 pts)</b>    | <input type="checkbox"/> | Adequate Quantity (3+ minimum)              |
|                                       | <input type="checkbox"/> | High Quality/Relevant Content               |
| <b>11. Open to Work Setup (5 pts)</b> | <input type="checkbox"/> | Correct Job Titles/Targeting                |
|                                       | <input type="checkbox"/> | Alignment with Profile Keywords             |
|                                       | <input type="checkbox"/> | Recruiters-Only setting used (if preferred) |