

LinkedIn Profile Checklist

For Lawyers

Optimise your presence to attract clients, referrals & career opportunities

1. Profile Photo & Banner

- Use a professional, high-resolution headshot with a clean or neutral background
 - 💡 *Wear your typical court or client-meeting attire — your photo sets the professional tone.*
- Ensure your face takes up 60–70% of the frame and is well-lit
- Avoid casual, group, or cropped photos — this is your first impression to clients and peers
- Design a custom banner that reflects your practice area or firm brand
 - 💡 *Include your firm name, practice area, or a professional tagline on the banner.*
- Update your photo every 3–5 years or after a significant appearance change

2. Headline

- Go beyond your job title — craft a headline that speaks to your value proposition
 - 💡 *Example: Corporate Lawyer | M&A & Private Equity | Helping Businesses Close Deals with Confidence*
- Include your practice area and the type of clients or matters you handle
- Incorporate keywords clients or recruiters search for (e.g., 'employment law', 'dispute resolution')
- Keep it under 220 characters and avoid jargon that non-lawyers may not understand
- If a partner or senior associate, consider mentioning your seniority or industry focus

3. About / Summary Section

- Write a compelling 3–5 sentence summary in first person that reflects your professional voice
- Open with your area of expertise and years of experience
 - 💡 *E.g., 'I am a commercial litigation lawyer with 10+ years of experience advising Fortune 500 companies...'*
- Clearly articulate the types of clients you serve and the problems you solve
- Highlight notable achievements, deal experience, or landmark cases (within confidentiality constraints)

- Include relevant keywords for SEO: practice areas, industries, jurisdictions
- Close with a professional call to action — invite connection, referrals, or enquiries
- Avoid copying your firm bio word-for-word — LinkedIn should feel personal and direct

4. Current Position & Firm Details

- Ensure your current role and firm name are accurate and up to date
- Add a description of your role including practice focus and key responsibilities
- Tag your firm's official LinkedIn page so your profile links to it
💡 This boosts your credibility and helps clients verify your affiliation.
- Include the start date of your current role
- If you run your own practice, create or link your firm's LinkedIn page

5. Experience & Career History

- List all relevant positions in chronological order with accurate dates
- Write 3–5 bullet points per role describing your practice focus and key achievements
- Highlight significant transactions, cases, or matters (without breaching confidentiality)
- Quantify achievements where possible: deal values, number of cases, team size led
💡 E.g., 'Led a team of 6 on a USD 200M cross-border acquisition.'
- Include secondments, in-house roles, or pro bono positions
- Use action verbs: Advised, Negotiated, Represented, Drafted, Structured, Led
- Remove or condense roles older than 15–20 years unless highly relevant

6. Education & Qualifications

- List your law degree(s) with institution name, degree type, and graduation year
- Include postgraduate qualifications (LLM, MBA, Masters) relevant to your practice
- Add bar admission or professional qualification details in the Licences section (see below)
- Mention academic awards, scholarships, or distinctions
- Include any notable extracurricular activities from law school (moot court, law review) if still relevant

7. Licences & Bar Admissions

- Add your bar admission(s) with the issuing authority and year of admission
💡 E.g., Advocate — Bar Council of India, Admitted 2014
- List all jurisdictions in which you are admitted to practise
- Include any specialist accreditations (e.g., Solicitor Advocate, Notary Public, Mediator)
- Add relevant certifications: compliance, arbitration, IP, data protection (GDPR/PDPA)
- Include continuing legal education (CLE/CPD) certifications where notable

8. Skills & Endorsements

- Add 15–20 skills relevant to your practice area and seniority level
- Include substantive legal skills: contract negotiation, litigation, arbitration, due diligence, legal drafting
- Add industry-specific skills that reflect your client base (e.g., real estate, fintech, energy)
- Include soft skills valued by clients: client counselling, business development, cross-border work
- Reorder skills so the top 3 reflect your strongest and most marketable abilities
💡 LinkedIn displays only your top 3 skills prominently — choose strategically.
- Actively seek endorsements from colleagues, clients, and fellow practitioners

9. Publications, Articles & Thought Leadership

- Add legal articles, client alerts, or journal publications to the Featured or Publications section
- Link to any blog posts, firm publications, or external articles you have authored
- Post regular LinkedIn articles or commentary on legal developments in your practice area
💡 Posting once or twice a month significantly increases your visibility to clients and referrers.
- Share and comment on relevant legal news to stay visible in your network's feed
- Highlight media mentions, interviews, or podcast appearances
- Add speaking engagements, webinars, or conference presentations to your profile

10. Featured Section

- Enable the Featured section and pin your most impressive content to the top
- Feature a key article, media mention, deal announcement, or award
- Add a link to your firm profile page or personal website
- Feature a significant case result, transaction close, or speaking engagement
 - 💡 *Clients and referrers often scroll straight to Featured — make it count.*
- Update featured items regularly to keep your profile fresh and relevant

11. Recommendations

- Aim for at least 3–5 recommendations from clients, colleagues, or supervisors
- Request recommendations that speak to specific skills, transactions, or client outcomes
- Ask clients (where ethically permissible) to write a recommendation about their experience working with you
 - 💡 *Check your jurisdiction's bar rules on client testimonials before requesting.*
- Write recommendations for others — it builds goodwill and often prompts reciprocation
- Refresh recommendations periodically to reflect your current level of seniority

12. Networking, Visibility & Business Development

- Set a clean, professional custom URL (e.g., linkedin.com/in/firstname-lastname)
- Connect with clients, referral sources, alumni, opposing counsel, and industry contacts
- Follow bar associations, legal publishers, and key organisations in your practice area
- Join LinkedIn Groups relevant to your practice area and participate in discussions
- Turn on Creator Mode if you publish content regularly — it boosts your reach
- Enable 'Open to Work' (recruiters only) or 'Providing Services' if seeking mandates or clients
 - 💡 *The Providing Services feature allows clients to find and contact you directly.*
- Review and update your profile at least once every 6 months
- Respond promptly to connection requests and messages — LinkedIn is a client-facing channel

For lawyers, LinkedIn is not just a CV — it is a business development tool. A polished, active profile builds credibility with clients, generates referrals, and establishes you as a thought leader in your field. Invest 30 minutes a week engaging on the platform and your profile will work for you around the clock.

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