



JobSquatch LinkedIn Headline Trail Sign Checkup

Is your headline pointing people in the right direction?

Your LinkedIn headline is one of the first things people see when they visit your profile. It should do more than list your current job title. A strong headline can quickly communicate what you do, the strengths you bring, and where you are headed next.

Think of it like a trail sign.

If someone only had a few seconds to understand your professional direction, would your headline guide them clearly or leave them guessing?

The Quick Check

Look at your current LinkedIn headline and evaluate it against these four criteria.

1. Does it say what I do?

Can someone quickly understand your specific role, field, or area of experience?

What my headline currently says about my work:

2. Does it include skills or keywords I want to be known for?

Think about the words recruiters, hiring managers, or target connections may search for.

Keywords or strengths I may want to add:

3. Does it point toward where I want to go next?

Your headline does not have to include every future goal, but it should not only look backward.

Direction I want my headline to point toward:

4. Does it sound like me?

A good headline is clear and professional, but it should not sound stiff, generic, or robotic.

Words or phrases that feel more natural to me:

JobSquatch Career Strategy
Squatch Collective | Work. Wonder. Wander.