

Profiles go stale silently. Nothing ever visibly breaks.

No notification, no reminder, no moment where anything stops working. Your remit changes, the words your field uses drift, the exhibits age, and the profile that was accurate in March is quietly wrong by November. Five surfaces, five tests, four times a year. Date each column as you run it.

RUN IN THIS ORDER

Headline first, always. It is read in every search result, above every comment and at the top of every message, which makes it worth more than the other four combined. Skills last. Almost nobody reads it and search reads all of it.

SURFACE · TEST · REWRITE MOVE

	Q1 DATE	Q2 DATE	Q3 DATE	Q4 DATE
Headline THE TITLE-PLATE TEST Fails if it announces what you are called and where you work. Both facts are visible elsewhere on the page, and you have spent the only line that travels with you on information the reader already had. REWRITE MOVE Write the problem you handle, in the words your field actually uses, with the title second. Twenty minutes, and the highest return available anywhere on your profile.				
About opening THE FIRST-TWO-LINES TEST Fails if the two lines before the expand link open with a career summary, your tenure, or your current role. Most readers never click to expand, so that is the whole of what they get. REWRITE MOVE Open with the problem and the position you hold on it, in the first person. Let the history do its own work further down the page where it is already visible.				
Experience OUTCOMES VERSUS CUSTODY Fails if your role descriptions list what you were responsible for. At your level everyone with that title had the same remit, so a reader learns only that you were employed. REWRITE MOVE Write what changed while you held it, with the number where you have one. Where you have no number, name the specific thing that was different afterwards.				
Featured THE EXHIBIT TEST Fails if it is empty, or if the most recent item is more than eighteen months old. Stale is the worse of the two, because it dates you precisely: a reader can see exactly how long since you had something worth showing. REWRITE MOVE Two or three current items you would happily point a stranger at. Remove anything past eighteen months, including the ones you are still fond of.				
Skills THE SEARCH-TERM PRUNE Fails if the list accumulated rather than being chosen. Almost nobody reads this section and search reads all of it, which makes every entry you have not deleted a claim you are still making. REWRITE MOVE Prune hard to the terms you want to be found for. Delete the flattering ones that would bring you work you no longer want, which is the part people skip.				

- RUN IT OFF-CYCLE WHEN
- You change role, company, or remit
 - Your positioning changes
 - You start looking, or think you might
 - Somebody senior describes you wrongly
 - A recruiter approaches about the wrong thing
 - You publish something you would feature