

LINKEDIN PROFILE ASSESSMENT

YOUR LINKEDIN CHECKLIST

PROFILE PHOTO

- ✔ Professional
- ✔ High resolution
- ✔ Clean background
- ✔ Your face should make up 70-80% of the frame
- ✔ You should be facing forward, making “eye contact”
- ✔ Bonus: consistent with other social media platforms

COVER PHOTO

- ✔ Professional
- ✔ Branded
- ✔ Besides photos of yourself at work, you can use this real estate to showcase a current project, promote a work campaign, include a call to action, push people to a link (like your personal site), highlight the awards you’ve won, or include a short testimonial.

RECOMMENDED SIZE

1584 x 396 PX

RECOMMENDATIONS

- ✔ Write recommendations for your colleagues and coworkers - remember that by writing them a recommendation, your profile will be listed on theirs.
- ✔ Request recommendations from current and past coworkers and colleagues

CUSTOM URL

- ✓ Personalizing your URL is helpful for SEO and can make it easier for people to find you.

HERE'S HOW TO DO IT

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. On your profile page, click **Edit public profile & URL** on the right rail.
4. Under **Edit URL** in the right rail, click the **Edit** icon next to your public profile URL.
 - It'll be an address that looks like **www.linkedin.com/in/yourname**.
5. Type the last part of your new custom URL in the text box.
6. Click **Save**.

COMPANIES ARE LINKED

- ✓ Allows viewers to click and view your company
- ✓ Includes a logo

ACTIONABLE HEADLINE

- ✓ Include keywords
- ✓ Instead of just listing your job title, mention how you benefit your company/customers

BULLETED JOB DESCRIPTION

- ✓ Include responsibilities (2-3 is sufficient except for executive positions which merit 5-6)
- ✓ Include notable accomplishments
- ✓ Attach any relevant documents/project pieces

✓ RELEVANT SKILLS

Rearrange your skills so the most relevant ones are listed first

✓ EDUCATION BACKGROUND

List any relevant coursework, projects, extracurriculars, honors or experiences

INCLUDE A SUMMARY

- ✓ Should tell people who you are
- ✓ Should be written in first-person
- ✓ Stay succinct- keep it between 450-650 characters

INCLUDE CONTACT INFO

- ✓ Professional email address
- ✓ Website
- ✓ Personal/company social media accounts

✓ ATTACH WORK SAMPLES

✓ ARTICLES

Demonstrate your industry expertise

✓ REGULARLY ENGAGE WITH POSTS AND POSTING

✓ JOIN LINKEDIN GROUPS

ADJUST PUBLIC PROFILE SETTINGS

- ✓ Ensure necessary information is visible to the public
- ✓ If your profile picture is hidden it will make it harder for contacts to find you

