



LinkedIn Profile Checklist

- PROFILE PICTURE:** Your photograph is a visual representation of who you are to the world of LinkedIn. Make a great first impression with a professional-looking photo. The best are head shots with simple backgrounds. Be sure to have a slight smile. Make it a current photo! LinkedIn members with profile photos are 7x more likely to be found in searches.
- TITLE/HEADLINE:** Title is what goes with your experience but with the skills-based headline. Do not make this a basic job title. It is the most important real estate on your profile because you are searched by this headline. Use (/) to separate specific and important skills that are part of the job you are doing (or are qualified to do.) Do not use it as a help wanted banner. Showcase your skills and talents in this space. Repeat it as your “title” under experience.
- CUSTOMIZING YOUR LINKEDIN URL:** This makes it easier for people to find you by searching for your name. Otherwise, they’re left sifting through the hundreds of LinkedIn visitors who have names similar to yours when looking for you. Click next to your URL, Menu on the Right. “Your public profile URL” then customize URL and use your full name.
- SUMMARY:** Make your summary the focal point of your profile. Just like the summary on your resume, the summary on your LinkedIn profile really gives users an opportunity to showcase skills. This is your space to differentiate yourself from all the other professionals in your industry or job market. Use bullet points after your paragraph. Add a skills list.
 1. Make it engaging and original
 2. Written in the first person
 3. Angled toward the specific people you care about the most
 4. Have your call to action with current contact information
- MULTIMEDIA CONTENT:** You can add URL’s, presentations, graphics, or videos to further showcase your skills. This includes articles, a portfolio, or links.
- EXPERIENCE:** Include descriptions for each position, tell us the problems you solve. Having your two most recent positions on your profile makes it 12x more likely to be found. Don’t have a current position? List volunteer work, freelance work, or other professional activities. (2-4 sentences description using keywords that highlight your skills.)
- EDUCATION:** List all schools you attended along with their website and direct link. You can also list any education certifications/special technical training you received, or are currently working on. (In addition to putting those under accomplishments/certifications section.)
- VOLUNTEER EXPERIENCE:** Skills-based volunteering is a key element to the work world today. It is included on resume and profile. Make sure it has skills-based bullet points.
- SKILLS:** Top three skills are what we see first. Only put skills that are career based. In order of importance to the job you want. Should match your resume and job listing.
- RECOMMENDATIONS:** Ask for specific jobs or projects, keywords or skills that you would like them to address in your recommendation. Be specific.
- ACCOMPLISHMENTS:** Includes publications, certifications, courses, projects, honors & awards, patents, test scores, languages, and organizations (put paid and volunteer skills-based here.)