

How Good Is Your LinkedIn Profile?

Instructions:

1. Assign a score to the following 10 sections of your LinkedIn profile by comparing them to the descriptors below.
2. Total your earned points based on your profile.
3. Based on your total points, review next step recommendations to maximize your LinkedIn profile.

Section	Description	1 Point	2 Points	3 Points	Total Points
1	<p>Headshot Photograph</p> <p>(Note: The little one of your face not the big one which is the banner image.)</p>	Missing	<ul style="list-style-type: none"> • Low-quality resolution (fuzzy) • More than one person in the photo • Emoji or other cartoonish graphic used instead of photograph 	<ul style="list-style-type: none"> • High resolution (clear) • Professionally positioned • Background doesn't distract • Recent photo 	
2	<p>Banner</p> <p>(Note: Large, rectangular image at the top of your profile. Ideal size is 1,584 X 396px.)</p>	Missing	<ul style="list-style-type: none"> • Written with error(s) such as a misspelling • Low-quality resolution (fuzzy) • Borrowed/taken from someone or something else 	<ul style="list-style-type: none"> • Maximizes space as if it were a billboard making a statement about you, your brand, your business or your experience. • High resolution • Error free 	

Section	Descriptor	1 Point	2 Points	3 Points	Total Points
3	Headline	Missing	<ul style="list-style-type: none"> Basic headline such as a job title Lacks keywords Poorly written (misspellings, etc.) 	<ul style="list-style-type: none"> Keyword rich headline that is either an elevator pitch, a title, a skill set/passion or a combo of the three. Should express either what you do or what you seek or a combo of both. <p>(Hint: If you update your headline using the LinkedIn app instead of from a desktop, make sure any symbols used display correctly on the desktop website.)</p>	
4	About (Summary) (Hint: Your profile is 10 times more likely to be viewed if this is compelling.)	Missing	<ul style="list-style-type: none"> Written with error(s) such as a misspelling Impersonal (i.e. written in the third person) 	<ul style="list-style-type: none"> Well-written to intrigue the reader so that rest of profile is reviewed Strategic use of keywords <p>(Hint: Average amount of time spent reading this section is 10-15 seconds!)</p>	
5	Education	Missing	<ul style="list-style-type: none"> Basic info Inaccurate when compared to résumé, C.V. or transcripts 	<ul style="list-style-type: none"> Detailed Entry level: Include GPA and key courses Advanced/Experienced (more than 10 years out): Exclude GPA, courses and date of graduation 	
6	Experience	Missing	<ul style="list-style-type: none"> Vague Lacking key skills Omitting results/impact statements Written with error(s) such as a misspelling Inconsistent with résumé, C.V. or other online biographical information 	<ul style="list-style-type: none"> Successfully conveys skills, experiences and results Describes accomplishments not just responsibilities Avoids slang 	
7	Skills	Missing	<ul style="list-style-type: none"> Skills claimed are old, not used often or inaccurate 	<ul style="list-style-type: none"> Specific and relevant skills are curated Balanced mix of niche/highly specialized vs. more transferable <p>(Hint: Less is more)</p>	

Section	Description	1 Point	2 Points	3 Points	Total Points
8	Endorsements/ Recommendations	None	<ul style="list-style-type: none"> Poorly written, old or less than stellar Overemphasis on skills that are not relevant to current job search 	<ul style="list-style-type: none"> Glowing endorsements from people who you want to be associated with in order to increase your brand value 	
9	Groups	None	<ul style="list-style-type: none"> Exist but all are personal interests instead of professional, industry or expertise-related topics 	<ul style="list-style-type: none"> Groups make a strong statement about your brand, interests, networks and expertise (current or aspirational) 	
10	Volunteer/ Organizations	None	<ul style="list-style-type: none"> A few 	<ul style="list-style-type: none"> A curated list of strong statements about your interests, networks and engagement 	

Total Score:



Bonus! Customized Profile URL (Note: It's free to create one.): **Add two points**

Bonus! Uploaded media to create a portfolio feel such as PDF's, video links, etc.: **Add two points**

Score and Next Step Recommendations:

Points 0–11: Make your LinkedIn profile your next priority project!

Points 12–20: Set aside a little time every week to work on the sections that need a little development.

Points 21–30+: Your profile is in good shape but keep it up-to-date.

Top Priorities:

1. Make a good first impression!
2. Be succinct.
3. Do not write in the third person.
4. Do not replicate your résumé—this a different marketing opportunity.
5. Do not misrepresent yourself in any way.