

MY PROFILE:

- uses a customized LinkedIn URL.
- contains contact information (email, phone, website, social media) that is current and correct.
- includes spelling and grammar that are correct.

PROFILE/BACKGROUND PHOTOS:

- my background photo is thoughtful, industry appropriate, high-resolution, showcases personality and reinforces my brand. Two sites that are great for license-free, high-resolution images are: www.unsplash.com, and www.pexels.com. Note: the aspect ratio for LinkedIn banners is 4:1, and the recommended resolution is 1584 pixels by 396 pixels (choose something close or slightly larger).
- my profile photo is current, taken within the last 24 months, or after a style change.

MY HEADLINE:

- in 220 characters, answers key questions: Who am I? What is my value proposition? Why am I credible?
- includes at least one of the following: accomplishment, metric, award, key skills, a call to action.
- does not include wording such as "Seeking Opportunities," "Looking for New Opportunities," or "Currently Unemployed".

MY FEATURED SECTION:

- highlights samples of my work and professional identity.
- includes various forms of media (LinkedIn posts, LinkedIn articles, links to web content, photos, documents or presentations).
- has been organized to display the most relevant and engaging content first.

MY ABOUT SECTION:

- starts with a powerful preview - the first 2-3 lines are engaging and encourage people to read more.
- contains relevant keywords, is written in the first person, and reinforces my brand.
- utilizes as many characters as possible (2600 max.), is easy to read, uses limited special characters.
- contains accomplishment-based statements that include measurable results.

MY EXPERIENCE SECTION:

- contains different but supplemental information to my resume, and utilizes rich media (links, docs, presentations, websites, etc.).
- is accomplishment based with measurable results, and does not list job duties from a job description or statements copied off my resume.
- highlights features (biggest, best, boldest, firsts) of your past employers that elevate your brand.

MY EDUCATION, VOLUNTEER and CERTIFICATIONS SECTIONS:

- contains rich media and relevant degrees, diplomas, certificates.
- Includes professional designations, licenses and certifications or professional memberships.
- includes positions that demonstrate contribution to my industry/profession, and show that I am passionate about causes and organizations.

MY SKILLS AND ENDORSEMENTS:

- are related to my profession, industry, or career goals and demonstrate variety.
- are listed in order of importance – the most relevant skills are pinned to my profile.

MY RECOMMENDATION SECTION:

- has at least 3 recommendations I have received, and at least 3 which I have given.
- includes recommendations from different contacts (managers, supervisors, customers, clients).