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# Build Your LinkedIn Profile

## REVIEW

## HISTORY



REVIEWED BY  
Fernanda

Hi, Christopher.

Thanks for submitting your profile to be reviewed! It is already looking great and will be even more amazing once you include the requirements. 🙌

To make sure your profile stands out, make sure to take some time to polish all sections carefully. For example, write a couple more lines to create a compelling and captivating summary with lots of keywords related to your profession, so you appear in the recruiter's search results.

💡 Another good way to make your profile more powerful is to join as many groups related to your professional field as possible. Also, you can add more resources to the *Contact Info* section, like a GitHub profile or a portfolio.

I hope you enjoy the tips. Please, if you can, rate this review!

Good luck on your journey! 🎉

## General

- Profile is public and error-free.
- All sections are updated with relevant content.
- Acronyms are written out in full, as well as abbreviated.

- LinkedIn URL is customized with student's name, or personalization.

Great job on your LinkedIn profile! You've created a custom URL, which gives your profile a bit more of a professional look, and you use clear and positive language in your writing.

✅ Your profile is public and error-free.

❌ I can't find your **Project Section**. Maybe it's not visible to the public? Make sure all your profile is visible to the public to receive as many work opportunities as possible. If you don't have a **Project Section**, you'll definitely need to create one, as it is one of the most important parts of your profile!

Job applicants today need to put their best foot forward in the market. A completed public profile ensures that recruiters, hiring managers, and any potential future employers can quickly get the information they need to make a decision about whether to reach out or move forward.

- Profile has a positive tone, without negative language.
- Language is correct and consistent: present tense for current duties, past tense for prior duties and accomplishments.
- Content is written in the first person and uses easy to understand language.

The content written on your profile has a positive tone, the language is correct, consistent, and easy to understand. Great Job!

#### EXTRA RESOURCES

- [Expert LinkedIn Tips](#)
- [6 Ways to Make Your LinkedIn profile Stand out](#)
- [12 Tips to Improve Your LinkedIn](#)

## Summary

- First person description of the user's abilities, including who they work with and how they contribute.
- Written with a professional but conversational tone.
- Media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work.
- Preferred contact information is filled out.
- Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.

Awesome! You've done an amazing job already listing so many keywords. 🙌

Now, take a moment to polish it carefully and write more sentences. Remember, this will be your first impression, so you want to write a compelling and captivating summary. For example, consider mixing a bit of

your professional life with your personal life as well. Of course, write more about your professional background, but a bit about your personal interest would be significant to be included as well!

The summary should **briefly describes work experience, applicable knowledge, and builds a narrative.**

Consider writing a bit about your work experience (adding lots of keywords), all the most essential information you would like your viewers to know about you, and even a statement about your plans and wishes for your future professional life.

*When working on your [elevator pitch](#), think of two things:*

- One, what do I want my employers to know about me? For example, your employers want your employers to know what you are passionate about.
- Two, what am I most proud of? For example, you may want to let them know how hard you worked to be where you are now.

If you want to sound confident and communicate well, you need a concise elevator pitch that shows what you want and why you want it. For example:

"I'm a project manager passionate about personalized education. After working in non-profits and public policy, I believe lifelong learning is the solution to many societal issues. I'm excited to apply my teaching and management skills at Udacity".

As someone trying to impress an employer, you need to tell your personal story. You want employers to know how you solve problems, overcome challenges, achieve results. You want employers to know what excites you, what motivates you, what drives you forward.

Here is a great example of a summary. Notice a lot of people like to include a brief list of their skills, separately, at the end of the summary (after the paragraphs)

`"I'm Chris, A Full Stack Software Engineer who loves building education products. I recently developed a web app using Angular JS that lets teachers share student writing samples anonymously. I'd love to combine my passion for learning and teaching with my software development skills to continue building personalized learning products for people."`

`Skills: Python, AngularJS, Node.js, React, SQL`

💡 One good idea is to personalize the summary according to the company's job posting of the position you want to work. You can read the items of the job posting and try to address as many as you can in the summary (and you can change your summary if you decide to apply for another job posting). Remember, it's vital to include keywords, especially the skills and technical terms, so you appear in the recruiter's searches. The summary should:

- Briefly describe a work experience, applicable knowledge, and build a narrative
- Be written in the first person and include the description of the user's abilities, including who they work with and how they contribute.
- Include media links to projects and other sites, including GitHub, personal websites, videos, presentations, or written work.

- Stay professional throughout the entire narrative (written with a professional but conversational tone)
- Include a Skills section in the summary that lists 5 key skills (programming languages, software, etc.) for SEO purposes.

Also, include lots of positive terms. For example, "I'm enthusiastic about new technology..." Write about what you love, your passions, wishes, and plans for the future are also great information to be added.

#### EXTRA RESOURCES:

- [Good LinkedIn Summary](#)
- [3 steps to writing the perfect LinkedIn summary](#)
- [How To Write A Stellar LinkedIn Summary](#)
- [Tips for Writing a Great LinkedIn Summary With Examples](#)
- [The Best LinkedIn Summaries And Advice On How To Make Yours Shine](#)

## Top Section

- High-quality and non-pixelated.
- Candidate is smiling and dressed appropriate for their desired office environment.
- Background of photo is not too busy or distracting.
- Cropped around the head and shoulders.

Nice work on your photo! It's clear and well composed. This shows the reader that you're a confident individual with composure!

Most people prefer to add a smiling photo, as it gives it a more friendly idea. Great choice: clap:

- High-quality and non-pixelated.
- Content of image is generic, or relates to their work.

I liked your background photo! 🌟 It is related to your profile!



#### EXTRA RESOURCES:

- [5 Tips for Picking the Right LinkedIn Profile Picture](#)
- [How to Take and Choose a Professional Photo for LinkedIn](#)
- [6 Profile Photo tips to raise your LinkedIn Profile](#)

- Includes the job title they are currently applying to.
- Does not reference the job search (ie: does not say "seeking roles" or "aspiring").

*The information that you put in the headline should be clear and concise, not only because you want to demonstrate focus in your professional aspirations, but to optimize your profile to show up easily in a filtered*

online search. Recruiters and employers will often use keywords like the title of the role (example: Medical Imaging Research) to surface individuals to potentially reach out to.

I suggest you change your headline a bit, make sure your Headline is interesting and attractive. Your headline should be one of the following options:

- **Your Current Job Title:** This is the simplest but most effective way to optimize SEO (search engine optimization); LinkedIn even defaults to suggesting you do this.
- **Your Education:** If you do not have yet a job in your new industry, add your education such as "Data Analyst Nanodegree Graduate." You still include the term "data analyst".
- **Your Target Job:** If you're a Nanodegree graduate with a portfolio of real-world projects to share, feel confident and list your target job title.

Udacity recommends that the Headline avoids the use of slashes (ie: "data analyst/data scientist").

*Avoid cramming too much into your headline, because it can give the impression that you aren't focused or are unclear of the nuances in the industry. Just having "data analyst" as a headline is better than having "Data Science | Machine Learning | Econometrics" because all of those three roles are different.*

Check out this resources, they may be helpful:

- [How to write the perfect Headline to your LinkedIn profile](#)
- [LinkedIn Headline Tips](#)
- [Your LinkedIn Headline](#)
- [How to make your LinkedIn Headline more effective in understanding 5 minutes](#)
- [How to write a killer LinkedIn Headline](#)

- **Recent activity, including comments, likes, and general community engagement.**

✅ I have verified that you are active on LinkedIn! You liked some posts recently and also made publications 🙌

To appear in the recruiter's searches, you need to show activity. Make sure to log into LinkedIn regularly and interact, including comments, likes, and general community engagement.

**Remember: The more presence you have online, the more likely you'll be able to find opportunities or have opportunities find you**

- **Includes links to personal website, GitHub, or other pages where employers can learn more about them and their work.**

❌ I can't see any information in your **Contact Info** section. This may be happening due to your privacy settings. Check out if the reason I can't see it is due to privacy restrictions. If so, change them. If not, make sure to add information in this section as well.

It's a space where you can add links and resources like other profiles (GitHub, Twitter), a personal website, a portfolio, and anything else that shows the hiring manager more of you and your work. Don't forget to write a statement in your summary inviting your viewers to check out the section and find out more about you!

## Projects

- **Profile includes at least two relevant project to their job search: personal, academic, or work projects.**

Udacity highly recommends that you include 2-3 projects, and I would go further to push you to include the top 2-3 projects that you are most proud of.

If you need any ideas for projects, feel free to include your Udacity projects or schoolwork in there. However, it would be more impressive to see projects that you have taken on yourself as those will be more unique.

[Check here how to add projects to your LinkedIn profile](#)

- **Explain what the project is and briefly how it was developed.**
- **Utilizes industry keywords.**
- **Includes results, metrics, and findings.**
- **Links to off-site media (ie. Source Code, GitHub, Personal Site, Video Walkthroughs, Presentations, etc.).**

For each project, you'll need to include at least two bullet points (but no more than 3 bullet points), where:

1. The first bullet point tells the reader the goal/purpose of the project.
2. The second bullet point tells the reader your specific contribution to the project.

If possible, you should include a 3rd bullet point to tell the reader a bit about the results of your project. This doesn't have to be anything complicated, just some metric showing success of your project.

**Also, make sure that:**

- Each bullet point starts with a past tense action verb.
- Each bullet point is no longer than ~1.5 lines.
- Do not include more than 1 sentence per bullet point.

**Descriptions** can provide a brief summary of the project, but should focus on impact (eg: Did the project to solve a problem? Is the project being used anywhere? Did the findings from the project result in implementation of changes?

**Hiring Perspective:** It's essential for you to highlight concrete project results and individual contributions because employers want to see concrete evidence of your skills.

**Tip:** Whenever you can, describe your work quantitatively. If you can't due to the nature of your work, still showcase its success, even when what you achieved wasn't what you originally intended. If you have less than 3 work experiences, try to supplement by adding another project to your Project section.

EXTRA RESOURCES:

- [How to describe projects](#)
- [How to describe your project in less than 300 words](#)

## Network

- **Member of 3+ groups relevant to their job search.**



Please, join at least three different groups related to the Industry you are looking to work. Remember, joining groups is one of the best ways to keep updated about news, check out people working in the field, and make your profile accessible to be seen by these people. Here is an [article on how to join groups](#).

If you are having trouble finding groups, [here](#) is a great resource.

- **Educational institutions and company pages are correctly linked, with logos.**



You've done a great job adding your educational institution and company pages correctly linked. Having logos showing gives your profile so much more credibility!

## Education

- **Education is listed in reverse chronological order.**
- **Includes description of school, area of focus, and topics of study.**
- **Utilizes relevant keywords to their search.**
- **Udacity should be listed under Education or Experience, but not both.**

Great job filling your education!

## Experience

- **Include at least 3 jobs; full-time, part-time, internship, and unpaid roles they've held.**
- **Omits negative language (ie. part-time, unpaid).**
- **Has start and end dates (month & year), and location.**
- **List awards and achievements.**
- **Links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc.**
- **Utilizes relevant keywords to their search.**



Awesome! Great job providing a list of very detailed experiences.

- Between 3-5 bullet points.
- No sub-bullet points.
- Written in past tense for previous work, and present tense for current work.
- Bullet points begin with action verbs.
- Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

Excellent! 🎉

#### EXTRA RESOURCES:

- [3 Ways to Make Sure Your Resume Bullet Points Will Impress Recruiters](#)
- [How to Quantify Your Resume Bullets \(When You Don't Work With Numbers\)](#)
- [185 Powerful Verbs That Will Make Your Resume Awesome](#)
- [How to list accomplishments on your resume when your job doesn't have easy measures](#)
- [Action Verb List for Resumes & Cover Letters](#)
- [12 tips to improve your experience section](#)

## Interests

Following at least a dozen (12) industry leaders, companies, and topics related to their search.

Please, keep looking for companies and leaders of your interest to follow them on LinkedIn.

## Skills and Endorsements

- At least 10 Optimized Keywords, ordered by relevance to their job search.
- Skills listed can include both technical (ie: programming languages) and tech-relevant skills, such as "project management".
- Skills section should not include commonly-used technologies such as Microsoft Word or PowerPoint.
- Skills section should not include common soft skills like "communication" or "attention to detail".

The Skills section is important. Add at least 10 Optimized Keywords, ordered by relevance to your job search in the skills and endorsements session. This section is used by recruiters to connect the candidates to the opportunities.

💡 Try not to include commonly-used technologies such as Microsoft Word or PowerPoint in the skills session.

While you may be tempted to include as many skills as possible to appear impressive, employers are only concerned with seeing the skills mentioned in the job posting, so other skills will look like extraneous information.

Analyze the job opportunities you want and find keywords. Then, use the same keywords found in opportunities in your skill section. However, use just the skills that you dominate.



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★ To improve this section a bit more, I think we could focus on getting endorsements.

Productive team players recognize the contributions of others. By endorsing and recommending current and former colleagues, you can show future coworkers that you are capable of acknowledging your teammates. This acknowledgment will also deepen your relationship with the colleagues and collaborators you endorse, not to mention it will increase the likelihood of someone acknowledging you in return.

Here is a [great article on the subject](#)

RETURN TO PATH

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