**LinkedIn Profile Review Checklist**

**Photo**

* Professional photo with a neutral background

**Banner Image**

* Updated banner (changed from the blue LinkedIn default background)

**Headline**

* Relevant titles of target positions
* Up of 120 characters
* Use of keywords

**Vanity URL *www.linkedin/yourname.com***

* Customized LinkedIn URL

**Contact Information**

* A professional email address
* Personal website or portfolio links
* Phone number (optional)

**Profile Summary / About Section**

* Incorporates professional pitch
* Highlights interests/personal attributes
* Incorporates keywords
* Includes a specialties or skills section with technical skills and keywords
* Identifies target audience
* Ends with a call to action
* Describes experience/goals using present, past, and future formula
* Uses up to 2,000 characters

**Skills and Endorsements**

* Showcases top three skills first
* Minimum of 30 skills/endorsements

**Featured**

* Articles, projects, or videos (optional)

**Experience**

* Most recent positions, and no more than 15 years of experience
* Either first-person or without personal pronouns
* Summarizes positions in two to three sentences with top three achievements

**Education**

* Current education (software development program)
* No dates for older degrees dating back beyond five years

**Licenses and Certifications**

* Relevant licenses and industry certifications achieved or with a projected date of completion
* Digital badges

**Volunteer Experience**

* Includes relatively recent experience (within the last two years)

**Accomplishments**

**Courses**

* Relevant courses in software development and from prior academic institutions

**Honors, awards, publications, and patents**

* Honors, awards, publications, and patents (with details)

**Languages**

* Relevant language skills

**Projects**

* School or personal projects with a title and detailed description of the project assignment and outcome

**Organizations**

* Industry-relevant organizations with the dates of involvement, position, member status, and a description of the organization

**Recommendations**

* Two to three recommendations
* Current recommendations (past five years)

**Interests**

**Influencers**

* + Industry experts

**Companies**

* + Target companies

**Groups**

* + Industry-related discussion groups

**Schools**

* + Alumni organizations from previous academic institutions