

LINKEDIN PROFILE BUILDING GUIDE

- **Headline:**
 - ✓ Headline must Reflect Work Ethics, Goals, Career Objective or Employment (Job/Internship) Appeal
- **Summary:**
 - ✓ If your actively seeking for a job, attach Resume/CV
 - ✓ Make your Summary Short, Sweet and Relevant
 - ✓ You can also add your latest Research Work or Article
- **Photograph:**
 - ✓ Professional Looking Photograph
 - ✓ Frame a recent photograph and not the one from childhood
 - ✓ If Possible Dress Formally for photograph
 - ✓ Photograph must be in High Quality
- **Cover/Background Photo:**
 - ✓ Design your cover photo relevant to your Profile
 - ✓ Ideal Cover Photo Size is 646 x 220 Pixels
 - ✓ Cover Photo must be in High Quality
- **Experience:**
 - ✓ Experience Must be Sorted from Recent to Old
 - ✓ Add Organization Details and Short Description about your Roles and Responsibilities at your Organization
 - ✓ Try Linking External Websites to your Experience

- **Education:**
 - ✓ Add your Educational Background including your Field of Study and Pass-out Year (if applicable)
- **Licenses & Certifications:**
 - ✓ Try Adding More of Profile Relevant Certification from Educational Portals i.e. Udacity, Udemy, Coursera
- **Featured Skills & Endorsement:**
 - ✓ Add Skills that you Master and want to be recognized for
 - ✓ Get Someone to Endorse your Skill
- **Recommendations:**
 - ✓ Get someone to add a Recommendation to your profile
- **Accomplishments & Languages:**
 - ✓ Add your Major Projects and Prioritize Award Winning or Featured Projects (If any)
 - ✓ Include Short Explanation about your project
 - ✓ If your Project is Listed on a Well-Recognized Website or Blog then add a Redirecting Link
 - ✓ Add Known Languages to you
- **Contact:**
 - ✓ Add E-Mail address and Website (If any) to help your connection stay in touch with you
- **General Information & Tips:**
 - ✓ Prioritize making an *ALL-STAR* Profile
 - ✓ Don't Hesitate to Approach People with Similar Interests
 - ✓ Claim a Custom URL, as it makes it easier to find you
 - ✓ Follow Companies of your Interest