

LinkedIn Checklist

| Criteria | Checklist |
|--------------|---|
| Completion | <ul style="list-style-type: none"><input type="checkbox"/> Writing and content is easy to read, with no grammar, spelling, or other errors<input type="checkbox"/> All relevant education is included<input type="checkbox"/> Skills section contains skills relevant to your career goal/ ideal role<input type="checkbox"/> Recommendations section includes at least 1 recommendation on prior experience or education |
| Content | <ul style="list-style-type: none"><input type="checkbox"/> Headline clearly refers to the industry or role type you are branding yourself for<input type="checkbox"/> Headline is concise<input type="checkbox"/> Summary includes specific examples of what you can do or have done<input type="checkbox"/> Summary is written in first person<input type="checkbox"/> Summary includes technical skills and related keywords<input type="checkbox"/> Summary includes a call to action<input type="checkbox"/> Job Titles and Company names are clear and easy to understand<input type="checkbox"/> Experience section content is concise and emphasizes outcomes, achievements, and quantification of results wherever possible<input type="checkbox"/> Experience included is relevant to your current career goal |
| Presentation | <ul style="list-style-type: none"><input type="checkbox"/> Photo is clear, of you alone, and represents a professional image<input type="checkbox"/> Text is easy to skim and read quickly |