‹ Return to "Build Your LinkedIn Profile" in the classroom

Build Your LinkedIn Profile

REVIEW	HISTORY

REVIEWED BY

Caitlynn

I hope the required changes and suggestions I have provided help in improving your profile. Find additional tips on improving your profile here. All the best for your future endeavors 👍 Happy learning!

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.

Awesome - A custom URL has been created, and

Rate this review

☆☆☆☆☆

Here are a few reasons why you should customize your profile URL:

1. **Customizing your public profile URL makes you easier to find.** It's a quick, easy way to differentiate you from all of the other LinkedIn users out there. This is particularly important for those with common names.

2. **Doing so boosts your credibility.** If you've customized your public profile URL, the person searching for you can start making some positive assumptions about you:
   - You're detail-oriented.
   - You're technologically savvy.
   - You are a person to be taken seriously.
   - You appreciate the power of perception.
   - You understand that the little things matter.
   - You make an effort to present your best self.

3. **It has a cleaner look** that you can easily include on your resume, your email signature, or your business cards.

Yes, this is a very small detail, especially in the grand scheme of things. But think about it: when you're purchasing a home you notice a lot of small details like the water pressure and whether the baseboards are clean. These details collectively tell a story about the house as an investment. Why would a company do any differently when investing in employees?

Required - Some of the sections (specifically work experience and project section) have not been updated with relevant content and hence this specification cannot be marked as passed.
Please have a look at the rest of the review to know how the profile can be improved.

- **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.**

Required - Currently not all the sections (specifically work experience and project section) have been completed so the positive tone of the profile cannot be determined and neither the language.
Make sure to write the content in first person and easy understandable language using the correct tenses for current and prior duties.

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.

Required - Please write the summary is written in first person, and include that you are working currently for "xyz" company and how you help them.

Required - Please briefly describing work experience, applicable knowledge, and remaining professional throughout the narrative.

Required - Please provide any media links to projects and other sites, including GitHub, Personal Websites, videos, presentations, or written work, and include a Skills section in the summary that lists your10 key skills related to your desired job role for SEO purposes. Here is more on how to write a perfect linkedin summary and have a look at this link too.

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.**

Required - The profile picture should include a clear picture of the face and should be cropped from shoulders. Here are 5 tips for picking the right linkedin profile pic

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

Awesome - Good job on including atleast a generic linkedin background image but you could include a customized image related to your work. Here are 4 reasons why you should ignore the linkedin background image

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

Required - The headline should include the desired job role you are seeking! Here is how to make your linkedin headline more effective

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

Awesome - Good job providing links to personal websites in the contact info

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

Required - Please be active on linkedin by liking, sharing, or commenting on posts. The engagement with the linkedin community ideally should be very recent and this level of engagement helps you keep connected with your connections and you show up in the linkedin feed. Moreover, we all know linkedin is a great place for you to publish your writing, share ideas, videos, and other content.

Projects

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

Awesome - Good job including atleast 2 relevant projects that would help the employer know you have experience for the desired job role.

- **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.).**

Required - Please provide the project description using maximum 2-3 bullet points:

- where at least 1 bullet point demonstrates individual contribution, and at least 1 bullet point communicates project result (success metrics, findings)
- Project descriptions can provide a brief summary of the project explaining what the project is about and how it was developed,

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 implemention of changes?)
- Please include relevant skills used in project for SEO optimization purposes.

Awesome - Good job including the links to the project

Network

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

Awesome - Currently you have joined 3+ relevant groups related to your position/industry
Please have a look at this link

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

Awesome - Educational institutions and company pages are correctly linked, Good job providing the logo and link for the company and for the education institution 👍

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.**

Work experiences provide details regarding the company/organization, title of role, start and end date (month & year), and location, well done!

- 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.

Required - Currently not much work description has been provided under the job roles. It is very important to indicate how you were of value to the company in that job role and what you accomplished. Please provide descriptions under work experiences explaining the details with bullet points as it looks more presentable. Also the bullet points should start with action verbs that can be found here . Each job listing should include atleast :

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1 bullet point that communicates how candidate benefited
company or cause
1 bullet point that provides concrete, numerical evidence
such as projects completed, money made, people managed, a
ccomplishments (eg. % increase)
```

For the past job roles the bullet points should use a past tense and for the current job role the present tense.

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.

Awesome - Good job including Udacity ND under education section.
Required - This section provides us with an opportunity to include description of school, area of focus, and topics of study. This will help you include relevant keywords for your job search.
For eg you have done Front end web development ND - You should list the skills you developed during the course or the previous skills you honed. Moreover, you should include a sentence about what udacity

nanodegree is so that a potential employer is not unfamiliar with your nanodegree work.

Interests

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

Required - Please follow industry leaders related to your industry
Awesome - Good job following companies & groups

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".**

Required - Please add more technical skills and tools used related to your desired role and the nanodegrees completed
Required - Other than that please include interpersonal and soft skills like strategic planning, leadership etc
Including optimized keywords in the form of relevant skills, tools and interpersonal skills will help bringing your profile up in searches.
Have a look at this link for more information on skills to add on linkedin.

RETURN TO PATH