I have compiled a few points that I suggest following in order to create a professional and well-presented profile for yourself on LinkedIn.

LinkedIn can be a very powerful tool for networking and connecting with people currently working in the development industry, as well as serving as an easily accessible way for recruiters and potential employers to view your achievements, skills and experience. This is why it is important to have any relevant information represented on your profile.

Here are a few suggestions to make your profile stronger!

Profile photo:

I recommend selecting a professional-looking portrait style photo. Generally, it’s best to avoid group photos or photos taken in a casual social environment.

“Headline”

I recommend oner of the following for this section:

“Full Stack Developer | HTML | Javascript |CSS |(Include any other languages that you are particularly confident in here)“

The headline section is not only the first line that appears beneath your name when someone searches for you on LinkedIn, but it is also keyword sensitive. This means that it is a good place to list any potential roles that you are interested in, as well as signalling your strengths and specialisations at a glance. Feel free to add anything you like, but I suggest the above as a starting point.

“About”

This section can be similar to the profile summary on your CV. A brief description of your area of expertise, your goals and your achievements. I suggest highlighting any experience that you have had working on development projects here, whether they are personal projects or formal projects. This section is also a good place to list any languages that you are particularly proficient in. I recommend keeping this section concise.

“Experience”

This section is where you will list your work experience. I suggest including a few key responsibilities for each position that you list here, and mentioning any achievements that you may have had while in that position.

If you do have experience working on development projects, it is important to list it here. I recommend mentioning your personal involvement in the project as well as the languages and skills that you employed whilst working on the project.

I also suggest listing your Traineeship with us in this section, according to the following format:

“Job title”:

Full Stack Developer Trainee

“Company”:

IT Career Switch

“Date”:

Here, you can specify the duration that it took for you to complete the Traineeship, or simply a space of 18 months as it is an 18-month program.

“Description”:

Here, I recommend listing the two projects that you undertook as part of the Traineeship. Feel free to copy this section from your rebuilt CV, or, if you would prefer to write it yourself, ensure that you highlight the objective of the projects and what skills and languages you utilised in achieving those objectives.

“Education”

This section is where you will list your education, including any training that you may have undertaken. I suggest listing your Traineeship with IT Career Switch here, I have included an example here that highlights the courses that you have completed and the knowledge and skills that you would have gained.

“School”:

IT Career Switch

“Degree”:

Full Stack Developer Coding Traineeship

“Description”:

During the traineeship I had to demonstrate a competent level of the following programming languages and technical skills:

* HTML5, CSS3, JavaScript
* PHP, Java, SQL
* Python, C#, React

“Licenses and Certifications”

This is where you will want to list your Microsoft certification, and any other relevant certifications that you may have gained. The following links will provide some guidance for adding your certification to your profile.

<https://docs.microsoft.com/en-us/learn/certifications/badges>

<https://support.youracclaim.com/hc/en-us/articles/360021221491-How-do-I-add-my-badge-to-my-LinkedIn-profile->

“Skills and Endorsements”

This is an excellent section to list some of the skills that you have gained from completing your courses with us and passing the Microsoft certification. These skills will also usually be displayed to recruiters when applying for positions on LinkedIn. Here are a few strong examples for someone looking to get into a junior developer role:

**Top skills:**

HTML

CSS

JavaScript

**Interpersonal skills:**

Communication

Organisation

Teamwork

Problem solving

Time management

**Industry knowledge:**

Troubleshooting

Project planning

Analytical skills

**Tools & Technologies:**

PHP

Java

SQL

Python

C#

React

(List any other languages or development technologies that you are familiar with here.)

General tips

* Include a link to your LinkedIn profile on your CV once your LinkedIn profile has been set up.
* Connect with some people in the industry in your area. Simply search for “full stack developer” and request to connect with some of the people who pop up.
* Remember that if you view someone’s profile, they will be notified. I recommend viewing someone’s profile before you send a connection request – it will make the request seem more deliberate and they may be more likely to accept.
* Remember, LinkedIn is not like Facebook – there is no need to know someone in person to connect with them. Your profile will rank better and seem more established if you have more connections, so if you work in the same industry or have similar career goals, feel free to connect with people.
* Follow some of the local recruitment agencies in your area on LinkedIn. Occasionally, they will share vacancies that may interest you.
* It is also a good idea to connect with any recruiters who operate in your area, particularly those who specialise in development. You can find them by browsing people listed as employed by recruitment agencies, and keeping an eye out for the names of recruiters on job board listings. They are likely to look at your profile when they accept your request, and they may share vacancies in the future.
* When sending connection requests, including a personalised note will help to make a good impression and improves the chances of your request being accepted. I suggest something along the lines of the following:
  + “Hi (name), I am looking to secure a role in the development field and would like to connect with recruiters so that I am aware of new vacancies in my location.”
  + “Hi (name), I am looking to secure a role in the development field and would like to connect with fellow developers in the industry.”
* Join Groups that relate to your career interests – software and web development focused groups are a good place to start.
* Remember that your profile is keyword sensitive, so bear this in mind when writing your “About”, “Headline” and work experience sections.
* Recruiters will be able to view a summary of your profile when you use the “Easy Apply” function for vacancies on LinkedIn. Your “Skills” section will be matched against the requirements for the position itself, so bear this in mind when selecting which skills to include.