LinkedIn Profile Cleanup

There are several factors involved in creating an amazing LinkedIn profile that is optimized to show up at the top of search results. You have to know how to take advantage of the LinkedIn Algorithm. More details on this here:
(https://www.entrepreneurs-journey.com/7270/linkedin-search-engine-optimization/)

This is a great example of how to structure your LinkedIn profile:
(https://www.linkedin.com/in/lluisaarevalo)

Make your Linkedin profile easy to read and brief. No more than 3 bullet points for each of the jobs you've held in the past.

How do you go about creating such an eye-catching LinkedIn profile?
Here is a step-by-step guide on how to do so:

Before starting to perform all of these changes with your LinkedIn profile, it is extremely important to

1. Ensure that your **picture is as professional as possible**. Additionally, place the same picture across all forms of your social media. It's all about uniformity!
(https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture)

2. **Customize your LinkedIn URL** to make it shorter so you may place it on your resume and potential employers will be able to find it easily.
(https://www.linkedin.com/help/linkedin/answer/87/customizing-your-public-profile-url?lang=en)

3. Change your current LinkedIn Headline to the following:
   - **Full Stack Web Developer - RoR, JavaScript, HTML, CSS**

This is placed underneath your name at the top of your LinkedIn profile.
(https://www.linkedin.com/help/linkedin/answer/2901/editing-your-professional-headline?lang=en)

As the cohort progresses, and you want to focus more on frontend or backend, you would want to change it to either of the following:
   - **Backend Developer - Ruby on Rails**

- **Frontend Developer - JavaScript, HTML & CSS**

4. Place your LinkedIn profile sections in the following order:
   1. **Summary**
   2. **Projects**
   3. **Education**
   4. **Skills**
   5. **Experience**

(https://www.linkedin.com/help/linkedin/answer/2904/rearranging-sections-on-your-profile?lang=en)

Summary

- For your Summary description, write a brief overview of what you are doing now, your reason for the change, and what you have to offer.

- The maximum length of the Summary should be 3 paragraphs and 3 lines each.

- The last paragraph, must be your specialties because you need to add keywords that describe yourself for the LinkedIn algorithm.

Example:

I'm currently a student at Iron Hack's Web development bootcamp in Miami while earning my Bachelors' in Computer Science from FIU. Simultaneously, I work as a freelance web developer.

I have 5 years of experience in Sales & Business Development, but I longed for a change in my life and career. That's the reason I decided to join IronHack. Learning how to code and creating innovative solutions fascinates me.

Specialties: Ruby on Rails, HTML & CSS, JavaScript.

Projects

As you progress through the cohort, ensure that you update your LinkedIn profile with all projects you have worked on.

How to place your Projects:
1. On the first line, describe what the project is. Example: "A web app to book hotels."
2. Leave a blank space between the first line and the next line.
3. On the second line, list the technologies you used in your project. Example: Ruby on Rails, HTML, CSS, JavaScript

Example:

Gemfeed

March 2016

- Web app that generates lists of books and movie recommendations by the most influential personalities.

Technologies: Ruby, Rails, HTML, CSS, JavaScript, Bootstrap.

***Note: Ensure you link URL of the the app/site to the name of the Project. This particular project's URL is http://www.gemfeed.com.
(https://www.linkedin.com/help/linkedin/answer/43524/adding-and-editing-projects-on-your-profile?lang=en)

***Note: For every project you place on this list, also declare the "technologies" at the bottom. This has to do with the LinkedIn algorithm.

Education

Place the following information in your Education description section:

Ironhack is an immersive bootcamp with locations in Madrid, Barcelona, and Miami, offering 8-week courses in Full Stack Web Development. (400+ hours)

- Technologies: Ruby (Rails advance and Sinatra), JavaScript, HTML5 and CSS3.

- Good development practices: Focus on clean code principles, design patterns and test driven development (TDD).

Indicate your starting month and ending month/year. For Example: March 2016 - June 2016

(https://www.linkedin.com/help/linkedin/answer/381/adding,-editing,-or-removing-education-entries-on-your-profile?lang=en)

Skills

For your Skills section, ensure that you add the following skills:
- Ruby on Rails
- HTML
- CSS
- JavaScript
- jQuery
- AJAX

- Bootstrap
- GIT
- Sinatra
- Responsive Design

Experience

Describe your experience in no more than 3-4 bullet points.
Do not include a paragraph description prior to the bullet points.
Each bullet point must contain your main responsibilities but if you can quantify it, even better.

Additionally, if you have worked with computer/software technologies at that particular job, create a new line below listing all of those technologies. If you did not work with any technologies at that job, do not include a technologies listing.

For example:
• *Led team of 10 in development of news aggregator: topnuz.com (100+ millions news from 8 different countries; promo video: goo.gl/WEN2Lc).*
• *Managed 30+ projects (web and iOS/Android: 1+ million downloads).*
• *Business Booster accelerator selected (2013).*

Technologies: Adobe Photoshop, Microsoft Exchange, Active Directory, VMware

How to add your experience when after you land your first developer role post-Ironhack:

Title: **JavaScript Developer at Kipu Systems**
• *Led team of 10 in development of news aggregator: topnuz.com (100+ millions news from 8 different countries; promo video: goo.gl/WEN2Lc).*
• *Managed 30+ projects (web and iOS/Android: 1+ million downloads).*
• *Business Booster accelerator selected (2013).*

Technologies: JavaScript, AngularJS, React.js, HTML, CSS

NOTE: Be sure to include BOTH your job title **and** the company you are currently working for.

Social Media Profile Cleanup
1. Set your Facebook account privacy settings to the max.
(http://facecrooks.com/Internet-Safety-Privacy/how-to-lockdown-your-facebook-account-for-maximum-privacy-and-security.html/)

2. Set your Instagram account privacy settings to the max. (Look at the first two on this list) (https://help.instagram.com/116024195217477/)

3. Set your Twitter Account account privacy settings to the max. (http://www.fightcyberstalking.org/privacy-settings-twitter/)