

[Return to "Build Your LinkedIn Profile" in the classroom](#)

Build Your LinkedIn Profile

REVIEW

HISTORY



REVIEWED BY
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Great Job!

Thanks for submitting your profile to be reviewed! It is already looking great and will be even more amazing once you include the requirements. 🙌

★ Additionally, I wanted to share a great tool that gives you at a glance your strength and areas where you should be looking for opportunities to improve: [Social Selling Index](#). For more details about this, check it out: [How to find your LinkedIn SSI score](#).

I hope you enjoy the tips. Please, if you can, rate this review!

Good luck on your journey! 🎉

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.



Great job on your LinkedIn profile! You've created a custom URL, which gives your profile a bit more of a professional look, and you use clear and positive language in your writing.

Your profile is public and error-free.



To make sure your profile stands out, take some time to polish all sections carefully. Make sure to write a couple of lines and create a compelling and captivating summary. **Remember the summary will also be your first impression to all your viewers**

Job applicants today need to put their best foot forward in the market. A completed public profile ensures that recruiters, hiring managers, and any potential future employers can quickly get the information they need to make a decision about whether to reach out or move forward.

- 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.

The content written on your profile has a positive tone, the language is correct, consistent, and easy to understand. Great Job!

EXTRA RESOURCES

- [Expert LinkedIn Tips](#)
- [6 Ways to Make Your LinkedIn Profile Stand out](#)
- [12 Tips to Improve Your LinkedIn](#)

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.

The summary should briefly describes work experience, applicable knowledge, and builds a narrative. It's vital to include keywords, especially the skills and technical terms, so you appear in the recruiter's searches. Remember, this will be your first impression to a lot of people.

Consider writing a bit about your work experience (adding lots of keywords), how you solve problems, overcome challenges, achieve results and all the most essential information you would like your viewers to know about you.

Remember to include lots of positive terms. For example, "I'm enthusiastic about new technology..." . Write about what you love, your passions, wishes, motivations, what you are proud of and plans for the future are also great information to be added.

Check this [7 Tips for a Perfect Elevator Pitch](#).

Some examples:

I'm a project manager passionate about personalized education. After working in non-profits and public policy, I believe lifelong learning is the solution to many societal issues. I'm excited to apply my teaching and management skills at Udacity.

Skills: Leadership, Scrum, Risk Management, Data Analysis, Communication

I'm Chris, A Full Stack Software Engineer who loves building education products. I recently developed a web app using Angular JS that lets teachers share student writing samples anonymously. I'd love to combine my passion for learning and teaching with my software development skills to continue building personalized learning products for people.

Skills: Python, AngularJS, Node.js, React, SQL

A lot of people like to include a brief list of their skills, separately, at the end of the summary (after the paragraphs).

💡 One good idea is to personalize the summary according to the company's job posting of the position you want to work. You can read the items of the job posting and try to address as many as you can in the summary (and you can change your summary if you decide to apply for another job posting).

EXTRA RESOURCES:

- [Good LinkedIn Summary](#)
- [3 steps to writing the perfect LinkedIn summary](#)
- [How To Write A Stellar LinkedIn Summary](#)
- [Tips for Writing a Great LinkedIn Summary With Examples](#)
- [The Best LinkedIn Summaries And Advice On How To Make Your Shine](#)

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.**

Good work on your photo!

Most people prefer to add a smiling photo, as it gives it a more friendly idea. Great choice 🙌

EXTRA RESOURCES

- [5 Tips for Picking the Right LinkedIn Profile Picture](#)
- [How to Take and Choose a Professional Photo for LinkedIn](#)
- [6 Profile Photo tips to raise your LinkedIn Profile](#)

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

Consider adding a cover photo as well. About the cover photo:

- High-quality and non-pixelated.
- Customized photos and images should be clean, non-distracting, and related to their work.

EXTRA RESOURCES:

- [Here are 4 reasons why you shouldn't ignore the LinkedIn background image](#)
- [What does your LinkedIn banner say about you?](#)

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

The information that you put in the headline should be clear and concise, not only because you want to demonstrate focus in your professional aspirations, but to optimize your profile to show up easily in a filtered online search. Recruiters and employers will often use keywords like the title of the role (example: Medical Imaging Research) to surface individuals to potentially reach out to.

I suggest you change your headline a bit, my recommendation is to include the **title of your desired role** in the headline to match with common search-terms/keywords related to the job you are seeking.

Note: When a recruiter is looking for candidates to fill a particular job requirement, they usually make use of a few LinkedIn searches related to the keywords of the job description. The headline-text on your profile matching with a recruiter's search term (related to your dream job) is an important signal that is considered when ranking your profile in a recruiter's advanced search results.



Make sure your Headline is interesting and attractive. Your headline should be one of the following options:

- **Your Current Job Title:** This is the simplest but most effective way to optimize SEO (search engine optimization); LinkedIn even defaults to suggesting you do this.
- **Your Education:** If you do not have yet a job in your new industry, add your education. Example: "Data Analyst Nanodegree Graduate." You still include the term "data analyst".
- **Your Target Job:** If you're a Nanodegree graduate with a portfolio of real-world projects to share, feel confident and list your target job title.

Udacity recommends that the Headline avoids the use of slashes (ie: "data analyst/data scientist").

Check out this resources, they may be helpful:

- [How to write the perfect Headline to your LinkedIn profile](#)
- [LinkedIn Headline Tips](#)
- [Your LinkedIn Headline](#)
- [How to make your LinkedIn Headline more effective in understanding 5 minutes](#)
- [How to write a killer LinkedIn Headline](#)

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

I can't see any information in your **Contact Info** section. This may be happening due to your privacy settings. Check out if the reason I can't see it is due to privacy restrictions. If so, change them. If not, make sure to add information in this section as well.

It's a space where you can add contact information, links and resources like other profiles (GitHub, Twitter), a personal website, a portfolio, and anything else that shows the hiring manager more of you, your work and how to contact.

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

I have verified that you are active on LinkedIn!

The more presence you have online, the more likely you'll be able to find opportunities or have opportunities find you.

Projects

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

Great job adding your projects 🙌

👉 Importantly, a projects section allows you to link to specific examples of your work, which often communicate your skill set more effectively than just talking about said work. Projects allow you to talk about specific technologies and, using links, demonstrate how you know how to use those technologies.

- 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.).

Congratulations adding some project descriptions. It shows that you are a dedicated professional, and it impresses the reader by seeing your achievements section.

To complement this section, here are some recommendations:

When describing your projects, be sure to include the specific technical skills you learned relevant to your target field. Think about the parts of your projects that you are most proud of and frame them as successes in your project description. Also, consider choosing the best projects or the ones that relate the most to the position you want.

Descriptions can provide a brief summary of the project, but should focus on impact (e.g.: Did the project to solve a problem? Is the project being used anywhere? Did the findings from the project result in the implementation of changes?)

Hiring Perspective: It's essential for you to highlight concrete project results and individual contributions because employers want to see concrete evidence of your skills.

Tip: Whenever you can, describe your work quantitatively. If you can't due to the nature of your work, still showcase its success, even when what you achieved wasn't what you originally intended. If you have less than 3 work experiences, try to supplement by adding another project to your Project section.

★ One possible approach is:

For each project, consider including at least two bullet points (but no more than 3 bullet points), where:

1. The first bullet point tells the reader the goal/purpose of the project.
2. The second bullet point tells the reader your specific contribution to the project.

If possible, you should include a 3rd bullet point to tell the reader a bit about the results of your project. This doesn't have to be anything complicated, just some metric showing the success of your project.

Also, make sure that:

- Each bullet point starts with a past tense action verb.
- Each bullet point is no longer than ~1.5 lines.
- Do not include more than 1 sentence per bullet point.

💡 Obviously, not all projects will have available links, but you should endeavor to include them whenever possible. They can be to the project itself, the project code, the project website, the project in an app store, an

online review of the project, a paper or dataset hosted online, etc.

EXTRA RESOURCES:

- [How to describe projects](#)
- [How to describe your project in less than 300 words](#)

Network

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

💡 Please, join at least three different groups related to the Industry you are looking to work. Remember, joining groups is one of the best ways to keep updated about news, check out people working in the field, and make your profile accessible to be seen by these people. Here is an [article on how to join groups](#).

If you are having trouble finding groups, [check here 11 Tips to Find the Best LinkedIn Groups](#).

EXTRA RESOURCES:

- [5 Unexpected Benefits of LinkedIn Groups](#)
- [How to Use LinkedIn Groups to Build Relationships](#)

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

You've done a great job adding your educational institution and company pages correctly linked. Having logos showing gives your profile so much more credibility!

Check the one that is not showing the logo. Make sure to type the name correctly until the logo show up. I'm not sure if it is registered with LinkedIn. Unfortunately, It is possible it may not have a LinkedIn page.

Here is a [link with instructions](#)

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.

★ Awesome! Great job providing your experience.

Remember to always add at least the **company/organization**, the **title of the role**, **start and end date (month & year)**, and **location** of all your experiences! Also, it is important to use relevant keywords to their search.

- 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.

Great job adding some descriptions of your experiences. Now, please, make sure to write their descriptions following the recommendations below, so your profile is as organized and professional as possible, and so the recruiters know a bit more details of your previous (or actual) jobs.

You should write the descriptions of your experiences using [bullet points as this article recommends](#). The bullet points must start with action verbs, write the verbs in the past to describe prior experiences, and verbs in the present to describe your current work experience.

What should we mention in experience

- a. Role/ responsibilities
- b. Achievements
- c. Technical skills

Is important to always convey Action, Numbers, Success:

- ACTION: Use active verbs to describe what you did.
- NUMBERS: Quantify your accomplishments.
- SUCCESS: Define each experience in terms of what you learned or achieved.

REMEMBER

- Maximum 3-5 bullet points
- No sub-bullet points
- Correct tense is used in bullet points: past tense for previous, current tense for ongoing, for example:

Start the bullet points with verbs in the past as well, for example:

- Led a team that includes...
- Completed 2 projects in 6 months
- Purchased all material...
- Bullet points are one sentence maximum, not longer than one and a half lines
- Within each job listing:
 - At least 1 bullet point communicates how candidate benefited company or cause.
 - At least 1 bullet point provides concrete, numerical evidence such as projects completed, money made, people managed, accomplishments (eg. % increase).
- If possible, add links to media for more context; including presentations, landing pages, GitHub, video walkthroughs, etc.
- Utilizes relevant keywords to their search
- Includes concrete, numerical evidence, such as # of projects completed, increases in revenue, etc.

EXTRA RESOURCES:

- [3 Ways to Make Sure Your Resume Bullet Points Will Impress Recruiters](#)
- [How to Quantify Your Resume Bullets \(When You Don't Work With Numbers\)](#)
- [185 Powerful Verbs That Will Make Your Resume Awesome](#)
- [How to list accomplishments on your resume when your job doesn't have easy measures](#)

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.

Great job filling your education!



Udacity should be listed as either Education OR Certification.



Consider adding some descriptions of your school, the area of focus, and the topics of study. Try to include relevant keywords, to aid in your profile appearing in the results of relevant searches.

Some ideas for information to be included in your education listings:

- Core Subjects learned (1-2 lines)
- Summary of the Final Year / Capstone Project
- Any other details: Achievements or Extra / Co-curricular Activities and so on.
- Additionally:

- Use bullet points for each aspect of the educational experience
- Phrase each point so that it begins with an action verb or label such as: **Learned Core Subjects:**, **Completed Project:**, **Published Paper:** and so on.

Interests

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

Following sector leaders of interest or companies and topics related to the desired sector is an easy way for the candidate to increase the keyword count in their profile and appear more in the searches!

Well Done! Keep looking for companies and leaders of your interest.

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".

The Skills section is important.

Add at least 10 Optimized Keywords, ordered by relevance to their job search. Also, it is good when your connections click on your skills to recommend it.

💡 Try not to include commonly-used technologies such as Microsoft Word or PowerPoint in the skills session.

★ To improve this section a bit more, I think we could focus on getting endorsements.

Effective team players recognize the contributions of others. By endorsing and recommending current and former colleagues you can show future coworkers that you are capable of acknowledging your teammates. This acknowledgment will also deepen your relationship with the colleagues and collaborators you endorse, not to mention it will increase the likelihood of someone acknowledging you in return.

Here is a [great article on the subject](#)

RETURN TO PATH
