

# LinkedIn Profile

## Project : Create/Update your LinkedIn Profile

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