LINKEDIN
PROFILE COMPLETION
CHECKLIST
FOR ASPIRING TECHIES

LEARNTOCODEWITH.ME

LINKEDIN PROFILE COMPLETION CHECKLIST
(for aspiring techies)

As a career-changer, you need a LinkedIn presence to get noticed in your new field. And a complete LinkedIn profile (scoring 100%, or an "all-star") is **40 times** more likely to receive opportunities through LinkedIn. Here's a helpful checklist to help you achieve a 100% completed profile, with tips to make sure you're on the right track.

Profile picture

Helps you achieve a 100% completed profile

- Appears in LinkedIn search results (so one of the first impressions a recruiter/hiring manager will have of you)
- LinkedIn profiles with a photo are 14 times more likely to be viewed*****
- No need for a professional photographer, but keep your photo professional, look approachable, and don't have a selfie-arm

Location and industry

Helps you achieve a 100% completed profile

- Appears in LinkedIn search results (so another "first impression")
- If you live near a metropolitan area, consider adding the larger city as your location (because bigger cities usually have more job openings)
- People who include an industry on their profile "are 15 times more likely to be viewed than those who ignore this"******
- Good industries for techies to add on their LinkedIn: internet, computer software, information technology and services, online media, design

Headline

- Appears in LinkedIn search results (i.e. a first impression)
- The headline is your chance to attract people in 120 characters or less
- Ask yourself: what would I search for if I was looking to hire me?
- Be specific: don't just say "web developer" — it's too vague. Rather, say something like "Front-end JavaScript Engineer" or "Ruby on Rails Developer". (This will help you attract the right recruiters/hiring managers.)

Contact Info

- Include your website(s), Twitter handle, email address
- If you're actively looking for new opportunities, make sure your contact info can be viewed by everyone (not just 1st connections)

Summary

- Write in first person - act like you're talking to the person reading it
- The words "motivated" and "passionate" are some of the most overused in LinkedIn summaries; avoid them
- Include a call-to-action at least once in your summary, i.e.: "Email me at ___" or "See my portfolio at ___" or "Check out my Github here:"
- Make sure it is 40+ words (it will be indexed better in the internal search results on LinkedIn)
- Use keywords naturally; like the programming languages you know (i.e. JavaScript or C++), workflow tools you are familiar with (i.e. Github or Gulp), and other related technologies (i.e. Photoshop or Sublime Text).

Experience

A current position, with a brief description, plus two previous positions, helps you achieve a 100% completed profile

- Statistics from LinkedIn report that you're 12 times more likely to be viewed on LinkedIn if you have several past positions listed**
- For your "non-tech" jobs, highlight experience/duties that can be useful across industries
- Example: if you worked as a receptionist but made presentations sometimes, presentations can be useful in tech too (it's a communication skill after all)
- Leave off work experience from high school or anything that is an age identifier (like jobs from 15+ years ago)
- Add media samples - this acts as tangible evidence (making it even more likely recruiters/ hiring managers/clients will reach out to you)

Skills (and endorsements)

At least 3 skills helps you achieve a 100% completed profile

- Skills function as more "keywords" to help people learn exactly what you do
- Endorsements are like a virtual high five. Kind of meaningless since people will just give them out to get them, but still important when recruiters search for you
- You can turn off endorsements so that you have full control over the order in which your skills appear

Education/certifications/courses

The education section helps you achieve a 100% completed profile

- People who fill out their education section receive **10x more** profile views than those who leave it blank
- Certifications/courses show recruiters and hiring managers that you continue to learn and improve your knowledge (i.e. a Coursera certificate, Skillcrush Blueprint certificate, etc.)

Recommendations

- Recommendations matter, but should be added in moderation
- Limit the recommendations on your profile to the people qualified to give them: bosses, colleagues, professors. Not your cousin, not your BFF
- When you want a recommendation from a colleague or peer, write one for them first; usually they will then return the favor without you even asking

Honors and awards

- Avoid adding any awards you received in high school. College/post-grad is fine
- Examples of what you can add: placing in a hackathon or related competition, winning a design contest, being awarded some kind of funding, etc.
- Really, any kind of special recognition that makes you look like a high-performer is fair game

Projects

- Great place to add smaller projects that can't fit into the experience section
- Include personal projects (like a blog or small web app you built) or even freelance work
- Allows you to display samples of "real" things you've created

Publications

- If you're a good writer, definitely feature any samples you're proud of
- This could be books, ebooks, exceptional blog posts, or articles you've had published
- Don't just add any old blog post from Medium or your personal blog, though

Volunteer experience and causes

- 42% of hiring managers look for volunteer experience on your LinkedIn profile*
- It's a great way to show what you're passionate about (a trait tech recruiters look for) and that you're not just in it for the money
- If you haven't gotten any "real" tech jobs yet, consider volunteering as tech help at a nonprofit group (building a website for a dog shelter, etc.)

SOURCES:

* John Tejada, "10 Simple Ways to Make Your LinkedIn Profile Stand Out", Adweek [video]
** Sarah K. White, "7 tips to get recruiters to look at your LinkedIn profile", CIO

With this checklist, you can get up a completed LinkedIn profile.

But DOMINATING LinkedIn and getting hit up by recruiters left and right is a bit more complicated than just having a LinkedIn presence. After all, these days, a filled-out profile is considered the bare minimum. But having a profile that really shines is a little harder.

Writing about yourself in the summary section is tricky. So is "framing" your experience in a way that makes you look qualified for the jobs you want. And then figuring out how to feature freelance experience and "side projects" in a way that impresses.

The good news?

I've done some research for you about what makes a kickbutt LinkedIn profile. How to set up and format your profile, how to "brand yourself" in a way that attracts the right attention, how to use the platform for networking, etc.

And, best of all, I spoke to people who actually hire web developers and software engineers and other tech roles using LinkedIn. I'll give you their insights and advice to help you strategize your way to new web developer and related opportunities.

It's yours: LinkedIn advice and expert insights—made just for aspiring techies

I've spent hundreds of hours collecting research as well as talking to LinkedIn experts, career coaches, technical recruiters and hiring managers who use LinkedIn. Now, you can glean insights from them plus much more in this ultimate "Crash Course" for new techies. Click the button below to get your hands on it.

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