

LinkedIn Profile Checklist

Item	Poor	Satisfactory	Excellent
	0	65%	100%
1. Customized URL (5 marks)	·Not customized	· n/a	· Customized with name
2. Photo (5 marks)	· None	· Included but not professional.	· Professional
3. Headline(10mark)	· None	· Only mention of job title	· Descriptive · Compelling
4. Summary (5 marks)	· None	· Minor summary included · Not complete · Not overly compelling	· Excellent · 1st person · Examples of work · Keywords used
5. Experience (5 marks)	· List only	· Too brief job descriptions · Few details · No accomplishments	· Excellent job descriptions (but not too long). · Includes accomplishments
6. Skills/Expertise (5 marks)	· None	· Few identified · Vague and too general	· 5 or more identified · Specific in nature

7. Education (5 mark)	. List only	. Brief description of the program, and courses.	. Excellent description. . Includes key projects and proficiencies gained.
8. Connections (5 mark)	. <10	. 10-100	. >100
9. Grammar&Spelling(5mark)	. 2 or more errors	. 1 error	. Perfect, no errors.
Total	/50		

NOT SATISFIED WITH RESULTS?

Use this Free Guide On
LinkedIn Optimization

