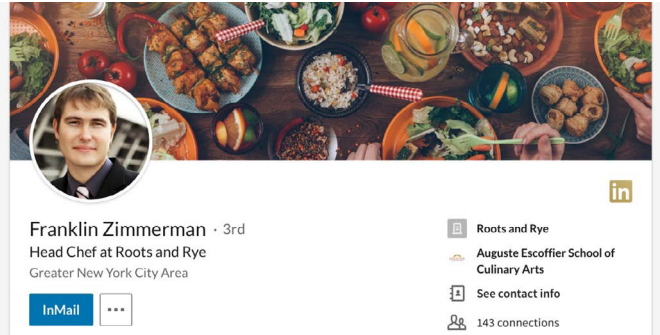


LinkedIn Profile Checklist

Consider your audience, read your profile as they will and then edit accordingly. Provide detailed information that makes it easy for them to consider hiring you.

Your Profile Introduction: the all-important identifying headline. Your introduction should include:

- High quality looking headshot from your shoulders-up. A photo taken on a phone is fine, but have someone else take the photo.
- Specific and informative headline. Include job title(s), location, and/or education.
- Industry-specific background image
- Custom URL. To create a custom URL, click “Edit public profile & URL” on the top right of your profile. Click “Edit your custom URL.”
- Contact information (phone, email)



About You: your personal introduction written in first-person.

- The first few sentences should tell who you are and the type of position you’re looking for.
- Next, write about your background, like why you chose your major and any related experience.
- Include key words specific to your industry.

[Read examples of About You sections here.](#)

Experience

- List complete work history, including unpaid work/internships. You can also include any experience you think may not be relevant to your industry.
- Add relevant media. This could include portfolios, previous presentations, and more.
- In the description, highlight technical, teamwork, leadership, communication & customer service skills.

Skills & Expertise

- Choose 10-15 skills to showcase. These allow employers to find your profile. Ask your friends, colleagues, and co-workers to endorse your skills. Be sure to return the favor!
- Add and change skills as your career evolves.

The Rest: fill as much as you can to make your profile complete so it rises to the top of searches.

- Publications
- Certifications
- Honors and Awards
- Interests
- Organizations
- Languages