

MATCH RÉSUMÉS AND CAREERS

Career documents to IMPRESS and GET THE JOB you want!



LINKED-IN PROFILE CHECKLIST

Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn. There is a direct correlation between how complete your profile is and higher search ranking.

Filling in your profile improves your chances of being found by people searching for you specifically, or someone with your qualifications, credentials, and background (recruiters and employers trolling for talent). Additionally, LinkedIn profiles typically appear among the top online search results when people search by a person's name.

LinkedIn's criteria for "profile completeness":

- Your industry and location
- An up-to-date current position (with a description)
- Two past positions
- Your education
- At least three skills (profiles with at least five skills listed receive 17 times more views)
- A profile photo
- At least 50 connections

To maximize your success using LinkedIn in job search, you should also complete these activities:

- Customize your LinkedIn profile URL (www.linkedin.com/in/yourname).
- If you're including a link to your website or blog, customize the text link (rename it so it doesn't just say "Personal Website" or "Company Website").
- Include your contact information. LinkedIn allows you to add phone numbers and multiple email addresses (in addition to your primary/sign-in email), and even your Twitter handle. You can add additional contact information at the bottom of your Summary section.
- Add foreign languages you speak fluently.
- Fill in key projects you've worked on (this is a separate section within the profile).
- Include any certifications you've earned (members with certifications listed get 5X the profile views).
- List courses you've taken to increase keyword search results (by recruiters and employers).

Remember:

- Proofread your profile carefully. Check grammar and spelling!
- Update your profile regularly. If you enable notifications, not only will your connections be notified when you update information on your profile (bringing your profile additional visibility), but you'll also be confident that someone searching for you will have access to the most current information.