

## LinkedIn Rapid Review: Profile Evaluation

### Initial Scan

You want to use as many relevant keywords as possible. The following are basic keywords that your profile should include:

1. First and last (family/surname) name
2. Desired occupation or career goal
3. Educational institution(s)
4. Area(s) of study
5. Professional affiliations
6. Current employer/employment status
7. Educational and professional abbreviations and acronyms are spelled out at least once

#### Style

- o Your profile should be written in first person (*I wrote, I supervise, I researched, I measure*) and use a consistent tense
- o Your profile should be free of spelling errors since spelling errors can impact keyword searching within LinkedIn

### General Comments from Reviewer

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## Photograph

Element	Pass	Review	Criteria
Photograph	<ul style="list-style-type: none"> <li>o A photo passes if it is a good photograph of you that clearly shows your features so that if a person was meeting you at a networking event they could identify you</li> </ul> <p>EXCEPTIONS</p> <ul style="list-style-type: none"> <li>o No photograph: you have a personal security issue that means you cannot post your photo online OR concerns that your appearance may affect the initial impression a reviewer would make of you</li> <li>o Minor (LinkedIn is open to people at age 14)</li> </ul> <p><i>According to LinkedIn's User Agreement the "Use [of] an image that is not your likeness or a headshot photo for your profile" is in violation of the user agreement. Please be aware of this if you decide to use a stock photo or some other avatar.</i></p>	<ul style="list-style-type: none"> <li>o Graduate photo – this is ok for first year after graduation</li> <li>o The context is not appropriate</li> <li>o Too dark/too light</li> <li>o Obviously a selfie</li> </ul>	<p>According to LinkedIn, a profile with a photo is 14 times more likely to be reviewed than a profile without a photo.</p> <p>Context describes what is also happening in the photo. Consider:</p> <ul style="list-style-type: none"> <li>● Is it a professional headshot? These are reusable on the corporate website once you are hired, if applicable, or to any other professional online identity that you wish to unify with your LinkedIn profile.</li> <li>● Is it a graduate photo?</li> <li>● Was the photo taken at a bar/beach or gym—anything that is not relevant to your goal.</li> <li>● Are you holding any objects that are not relevant to your profession?</li> <li>● Are you engaged in an action that is not relevant or appears odd?</li> </ul> <p>Remember that when you are discovered in a search on LinkedIn, this person may know you only casually or has never met you before. Do not include irrelevant information in your photograph.</p> <p>Selfies can look very amateurish. However, a selfie that looks professional and is well lit (no mirror flashes or pinched shoulders) are acceptable.</p> <p><i>LinkedIn Profile Photo Advice</i>  <a href="https://www.linkedin.com/pulse/linkedin-profile-photo-advice-u-students-christine-qertz/">https://www.linkedin.com/pulse/linkedin-profile-photo-advice-u-students-christine-qertz/</a></p> <p>Help from LinkedIn:  <a href="https://www.linkedin.com/help/linkedin/answer/a541850">https://www.linkedin.com/help/linkedin/answer/a541850</a></p>



## Headline, Profile URL and Connections

Element	Pass	Review	Criteria
Professional Headline  <i>120 character limit</i>	<ul style="list-style-type: none"> <li>o Explains occupational goal or area of studies</li> </ul>	<ul style="list-style-type: none"> <li>o No headline/ Vague headline</li> <li>o I don't understand it/Unclear</li> <li>o Spelling errors</li> <li>o Grammatical errors</li> </ul>	<p>This is an opportunity to add relevant keywords, as well as some concise text that a recruiter or potential connection can scan for information.</p> <p>These keywords can include software, computer languages, instruments and research methods (etc.) that would be relevant for the occupation you are pursuing</p> <p>Include information such as current program and department and if you are a masters or PhD student or post-doctoral fellow. Degree abbreviations are helpful in the headline.</p>
Customize your public profile URL  <i>30 character limit</i>	<ul style="list-style-type: none"> <li>o The vanity URL shows the person's first and last name</li> </ul>	<ul style="list-style-type: none"> <li>o No vanity URL</li> </ul>	<p>This URL can be added to a business card or resume</p> <p>Help from LinkedIn:  <a href="https://www.linkedin.com/help/linkedin/answer/a542685">https://www.linkedin.com/help/linkedin/answer/a542685</a></p>
First Degree Connections	<ul style="list-style-type: none"> <li>o Twenty+</li> </ul>	<ul style="list-style-type: none"> <li>o None to Ten</li> </ul>	<p>With 0, LinkedIn actually sends a warning message to members about your account when you try to connect and join groups.</p> <p>Network narrow (only contacts in your field) about 75-150            Network broad, during job search: 225+, including HR officers who accept connections</p> <p>Only first degree connections can provide Endorsements and Recommendations</p>



## About and Experience Sections

Element	Pass	Review	Criteria
<b>About</b> (Summary)  <i>2000 characters</i>	<ul style="list-style-type: none"> <li>○ Written in first person</li> <li>○ Describe experiences and background that match current professional goals</li> <li>○ A strong About section can make use of the “Highlights” text from your resume</li> <li>○ Use of relevant occupational keywords</li> <li>○ No obvious spelling errors</li> <li>○ No obvious grammatical errors</li> </ul>	<ul style="list-style-type: none"> <li>○ Written in third person</li> <li>○ No “About” section content</li> <li>○ Spelling errors</li> <li>○ Grammatical errors</li> </ul>	<p>You are talking about yourself and your accomplishments: write in 1<sup>st</sup> person.</p> <p>Viewers can only see the first two lines of your About section, unless they click on “see more”. You should make sure to have your first two lines relevant and attention grabbing.</p> <p>More keywords, including your accomplishments, areas of distinction, expectations and services you will or have provided. You can also talk about transferrable skills.</p> <p>It is also a chance to talk about plans or goals, which as a new professional you may not have had a chance to express in your work experience.</p>
<b>Experience</b>  <i>Company Name: 100 characters</i>  <i>Job Title Name: 80 characters</i>  <i>Location: 80 characters</i>  <i>Description: 2000 characters</i>	<ul style="list-style-type: none"> <li>○ Includes one work experience at least 4 months (summer job/ co-op duration) in length</li> <li>○ Use verb-led phrases to showcase your skills</li> </ul>	<ul style="list-style-type: none"> <li>○ No work experience – why not?</li> <li>○ Spelling errors</li> <li>○ Grammatical errors</li> </ul>	<p>Adds relevant keywords and, if available, shows related experience</p> <p>Even if the experience is not directly related to the career you want now, you have an opportunity to refer to transferrable skills</p> <p>You can use the Skills and Traits List, <a href="https://www.ualberta.ca/career-centre/media-library/documents/publications/cc_resume_cv_skills_and_traits_list.pdf">https://www.ualberta.ca/career-centre/media-library/documents/publications/cc_resume_cv_skills_and_traits_list.pdf</a> on our website to find specific words to describe your skills on your LinkedIn profile and resume.</p>



## Education Section

Element	Pass	Review	Criteria
<b>Education</b>  <i>1000 characters</i>	<ul style="list-style-type: none"> <li>○ [College], Faculty and Department</li> <li>○ Area of study</li> <li>○ Includes the institution that you currently attend</li> </ul>	<ul style="list-style-type: none"> <li>○ No educational experience</li> <li>○ Spelling errors</li> <li>○ Grammatical errors</li> </ul>	<p>Additional keywords for searchers to find your profile</p> <p>If you possess a professional designation or certification, you may only be able to claim this qualification by attending a recognized institution</p>

## FAQs

1. Does it help if I pay for a Premium LinkedIn account? There does not seem to be any evidence that a job seeker receives any benefit from paying for a Premium account.
2. LinkedIn Learning is only available with a premium account: should I pay to access LinkedIn Learning? With an Edmonton Public Library card, you can have free access to LinkedIn Learning. You can also check your local public library for access to LinkedIn Learning since this is a common educational service that public libraries subscribe to.

## Keyword Analysis

Brainstorm your own list of keywords and review 2-5 relevant, detailed job postings for additional keywords. Use the wording from the job postings to reflect your skills, knowledge and abilities and use synonyms to improve your search results when people may search on those keywords and phrases.

You should have about 30-40 keywords when you combine the two lists. Make sure that you have all of the representative keywords and potential synonyms of actual skills and experience you possess in your profile, which improves your discoverability in a search.

### What are your keywords?

Education keywords	
Work-related skills and abilities	
Personal skills	
Software or technical skills	
Industry-based (include certifications)	
Other keywords	

**Relevant Keywords from Job Postings and Occupational Profiles ([OCCIInfo](#) and [NOC](#))**

Education keywords	
Work-related skills and abilities	
Personal skills	
Software or technical skills	
Industry-based (include certifications)	
Other keywords	