



LinkedIn Profile Self-Scoring Checklist

Scale: In general a “0” means this section is missing, “1” means it’s there, “2” has some added information, “3” means it’s got the basics but room for improvement, “4” means pretty darn good, “5” is as good as it gets.

**NEED HELP? NO CHARGE FOR A CONSULTATION TO DISCUSS YOUR LINKEDIN NEEDS. 408 781-6843.
PROFILE REVIEWS, CLASSES AND INDIVIDUAL OR GROUP COACHING CAN HELP YOU DEVELOP A
LINKEDIN PROFILE THAT SHINES!**

Current Status (Give yourself from 1-5 points)	LinkedIn section	Comment / Notes / My Goals
	Photo (a good quality headshot)	
	Strong headline with key words (this is your personal brand with key words, not your job title)	
	Customized URL (0 or 5 points – nothing between!)	
	Summary with specialties (including key words)	
	Education (no dates unless new grad or special reason)	
	Experience/jobs - with key words where possible. (Max – 5 points.	
	Skills including key words (1 point for every 5 skills) Max – 5 points.	
	Groups (1 point for every group) Max – 5 points.	
	Recommendations (1 point for every recommendation) Max – 5 points	Do you have recommendations for each job?
	Add connections (500 is the “magic” number. 1 point for every hundred.) Max – 5 points. More than 500 – just take a bow!	What’s your personal target?
	TOTAL SCORE (max 50)	
	WHERE DO I GO FROM HERE? -Keep adding connections and tag them or make notes -Make notes and/or tag existing connections -Comment when you see updates/news -Provide links to articles you think your connections might be interested in (status updates.) -Engage your networks (participate in groups, etc.) -Other?	SET GOALS FOR 3 MONTHS