

LinkedIn Profile Basics

□ PHOTO

It does not need to be a fancy professionally taken photograph, just make it friendly and appropriate.

□ HEADLINE

Share any interests you are enthusiastic about and the exciting projects you want to accomplish in the future.

□ SUMMARY

Tell people your motivations, talents and skills. Consider sharing your plans for future projects.

□ EXPERIENCE

List any jobs you have held or are currently holding including both full-time and part-time employment. You will also want to share specific accomplishments that you have achieved.

□ EDUCATION

Beginning with your college and university experience please list all of the educational experiences you have had; including summer programs and certifications.

□ SKILLS & EXPERTISE

In this section you will want to highlight several of your skills so your connections can endorse you. *(Start with at least 5)*

□ PROJECTS

Consider adding your most meaningful projects to this section such as a senior capstone, research, etc. Share what you did and how you did it.

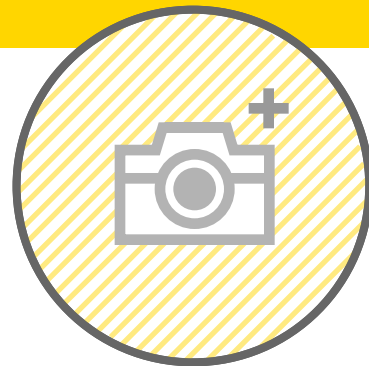
□ HONORS & AWARDS

List the honors and awards you have received; consider adding a brief sentence to clarify what the award was for.

□ ORGANIZATIONS

List professional and student organizations you are a part of; include meaningful projects and accomplishments.

Adapted from the LinkedIn Profile Checklist.



Name
Headline

University of Iowa - College of Engineering
Iowa City, IA

Add new profile section

Background



Work experience

List your work history including any contracts or internships.



Education

Get more profile views by adding your school.



Skills



Skills

Showcase your strengths as a professional.



Accomplishments



Projects

Add compelling projects to demonstrate your experience.



Honors & Awards

Feature the recognition you've earned.



Organizations

Show your involvement with communities that are important to you.



7 LinkedIn Profile Mistakes to Fix Immediately

by [Lisa Rangel](#)

With all the talk about a recession lately, it's important to be prepared should economic conditions worsen and lead to the loss of your job. You must be ready for anything that might come your way—positive or negative. And one area in which it's crucial to be prepared when it comes to the job search is your LinkedIn profile. As the moderator for LinkedIn's Premium Career Group that has over 1.6 million members, I see a lot of LinkedIn profile mistakes from frustrated job seekers. So, here, I've identified what I believe to be the seven most common LinkedIn profile mistakes that hinder job searches, along with remedies to fix each one.

Mistake #1: Not Listing a Current Position

When you don't list a current position in your profile, your LinkedIn profile isn't complete according to the nebulous LinkedIn Algorithm. Having a "current position" contributes to your profile being complete, which helps your profile show up in search results. What if you aren't working? If you're between jobs, then fill out the current position section of your LinkedIn Profile with the type of job you're seeking, along with any consulting, volunteer, educational, or networking work you're doing during this break from paid work.

Mistake #2: Not Including a LinkedIn Photo—or Including a Bad One

People want to know who they're dealing with when interacting online. So be sure to include your photo on your LinkedIn profile. In fact, according to LinkedIn's Business Blog Post titled, "Picture Perfect: Make A Great First Impression with Your LinkedIn Profile Photo," a profile has 21 times more views and nine more connection requests with a photo than without one. And if it's a bad photo (can't see your face, bad background choices), it's still better than no photo, but you have to wonder the damage you may be doing to your brand.

Mistake #3: Failing to Optimize Key Profile Sections

Your headline/tagline, your summary, your employment titles, and your skills section are the most important sections to keyword optimize for the jobs you're targeting. Failure to do so will hinder your chances of showing up in searches. It's that simple. So be sure to keyword optimize these sections.

Mistake #4: Lamely Describing Yourself in Your Summary

You have 2,000 characters to vividly describe how well you do what you do. So use them and don't be lame or lazy when describing yourself.

Mistake #5: Only Including Tasks in Your Employment Section

Your employment section for each job you have held is an opportunity to show the reader how well you did your job. Use a CAR formula (challenge, action, result) formula to create accomplishment-based bullets to describe your work at each employer. When everyone else is using tasks to describe what they do, you will comparatively shine.

Mistake #6: Not Getting Recommendations or Endorsements

This is so important to do before a recession and before you or your boss may be laid off. Get recommendations and endorsements before you need them. These are two different functions and equally as important. Having two to three recommendations help complete your profile, which, as already mentioned, helps you rank higher in LinkedIn search results. And endorsements of your skills helps you rank for those skill phrases—be sure to collect these before you need them!

Mistake #7: Thinking Your Profile Will Do All the Work

Once you fix all of these mistakes and have a wonderfully built profile, you can't sit back and think the profile will do all of the work. It won't. Think of a LinkedIn profile like a business card—just because you have a business card doesn't mean you automatically obtain business, right? Same with a profile. You must work LinkedIn to get traction just as you must work to get business. So be sure to connect and network with people using LinkedIn. These connections you develop today will ultimately keep your career alive and thriving should the market turn downward. Be ready.

Lisa Rangel is the Founder and Managing director of [Chameleon Resumes](#) LLC (a Forbes Top 100 Career Website). She is a Certified Professional Resume Writer, Job Landing Consultant, and Recruiter. Lisa is also a paid moderator for LinkedIn's Premium Career Group, which has 1,300,000+ members. Chameleon Resumes reviews the goals of each client to ensure career documents serve their goals while meeting the needs of the prospective employers. Rangel has authored 16 career resources, and has an active [YouTube Channel](#) with regular tips and advice.