



## LinkedIn Profile Scorecard

The LinkedIn Scorecard is a self-assessment that allows you to evaluate the effectiveness of your LinkedIn profile according to LinkedIn’s best practices.

An effective LinkedIn profile is an asset in a passive job search, allowing you to be found online by recruiters and hiring managers looking for candidates like you. It is also essential in an active job search, allowing you to connect with companies that are hiring, apply for positions online, and use your network more effectively.

Give yourself the appropriate number of points for each line. Then total your score.

*Profiles that are considered “complete” by LinkedIn’s standards receive 40 times more “opportunities” (contacts from prospective hiring managers and recruiters) than incomplete profiles. LinkedIn has its own criteria for “profile completeness” — these are things you need to have on your LinkedIn account in order to have a “complete” profile, according to LinkedIn.*

### LINKEDIN PROFILE COMPLETENESS

|  |   |
|--|---|
| Your industry                              |   |
| Not listed on your profile = 0             | On profile = 4                                |
| Your location                              |   |
| Not listed on your profile = 0             | On profile = 4                                |
| An updated current position                |   |
| No current position on profile = 0         | Simple listing (job title/company) = 2        |
| Complete listing with description = 4      |   |
| Two past positions under “Experience”      |   |
| No past position = 0                       | 1 past position with simple listing = 1       |
| 1 past position with simple listing = 2    | 2 past positions with simple listing = 3      |
| 2 past positions with complete listing = 4 |   |
| Your education                             |   |
| No current education on profile = 0        | Complete listing (institution and degree) = 4 |
| Skills                                     |   |

Not on profile = 0

Minimum of three listed = 4

|               |  |
|---------------|--|
| Profile photo |  |
|---------------|--|

Not on profile = 0

Have a profile photo = 4

|                             |  |
|-----------------------------|--|
| A minimum of 50 connections |  |
|-----------------------------|--|

Fewer than 50 connections = 0

50 or more connections = 4

|   |  |
|---|--|
| <b>TOTAL FOR THIS SECTION (up to 32 points)</b> |  |
|---|--|

### LINKEDIN PROFILE PHOTO

*LinkedIn profiles with photos get 21 times more views and 36 times more messages. Is your LinkedIn profile photo giving the right impression?*

*Run your photo through [Photofeeler](#) to make sure your photo is conveying the right image. Select Business to have your photo evaluated on Competency, Likeability, and Influence. (We are not affiliated with Photofeeler.com.)*

|  |  |
|--|--|
| The photo on your LinkedIn profile is recent |  |
|--|--|

Within the last year = 3 points

Within the last 18 months = 2 points

Within the last 24 months = 1 point

Older than 2 years = 0 points

|   |  |
|---|--|
| The photo is appropriate for a business profile |  |
|---|--|

Yes = 2 points

No = 0 points

|   |  |
|---|--|
| Your face is clearly recognizable (in focus, close up, looking at the camera) |  |
|---|--|

Yes = 2 points

No = 0 points

|   |  |
|---|--|
| Photo is high resolution (sharp, clear) |  |
|---|--|

Yes = 2 points

No = 0 points

|   |  |
|---|--|
| You have a background image on your profile |  |
|---|--|

Yes = 2 points

No = 0 points

|   |  |
|---|--|
| <b>TOTAL FOR THIS SECTION (up to 11 points)</b> |  |
|---|--|

### LINKEDIN HEADLINE

*Your LinkedIn Headline is one of the first things someone sees when they search for you. Make sure you use it to highlight what you offer.*

|   |   |
|---|---|
| Your Headline adheres to LinkedIn guidelines  |   |
| Only name and/or credentials = 2 points   | More than your name and/or credentials = 0 points |
| Your Headline is unique and could not be said of anyone else and is not just your job title/company |   |
| Yes = 2 points  | No = 0 points                                     |
| Your Headline uses all 120 characters to maximum advantage  |   |
| Yes = 2 points  | No = 0 points                                     |
| Your Headline uses keywords appropriately   |   |
| Yes = 2 points  | No = 0 points                                     |
| <b>TOTAL FOR THIS SECTION (up to 8 points)</b>  |   |

### LINKEDIN PROFILE BASICS

|   |  |
|---|--|
| Your LinkedIn profile includes volunteer work   |  |
| No volunteer work = 0 point   | At least one volunteer position = 1 point  |
| Multiple volunteer position listed = 2 points   |  |
| Your LinkedIn profile includes Projects   |  |
| No Projects listed = 0 point  | At least one Project listed = 1 point      |
| Multiple Projects listed = 2 points   |  |
| Your LinkedIn profile includes Organizations  |  |
| No Organizations listed = 0 point   | At least one Organization listed = 1 point |
| Multiple Organizations listed = 2 points  |  |
| You've added additional Skills to your profile  |  |
| You have fewer than 5 Skills listed = 0 point   | You have 5-24 Skills listed = 1 point      |
| You have at least 25 Skills listed = 2 points   |  |
| You've claimed your personalized LinkedIn profile URL ( <i>linkedin.com/in/yourname</i> ) |  |
| No personalized URL = 0 points  | Personalized URL = 3 points                |
| You've re-named links to website, blogs, and third-party sites                            |  |
| None of the links renamed = 0 points  | Some text links renamed = 1 point          |
| Most text links renamed = 2 points  | All text links renamed = 3 points          |
| Profile has been proofread and is error-free  |  |

Many errors = 0 points  
Few errors = 2 points

Several errors = 1 point  
No errors = 3 points

|   |  |
|---|--|
| <b>TOTAL FOR THIS SECTION (up to 17 points)</b> |  |
|---|--|

### YOUR PERSONAL BRAND ON LINKEDIN

*For your LinkedIn profile to help you reach your personal and professional goals, you must be able to communicate what makes you exceptional and compelling. This is your personal brand.*

|   |               |
|---|---------------|
| Information on your LinkedIn profile is concise yet comprehensive |               |
| Yes = 1 point   | No = 0 points |

|  |               |
|--|---------------|
| Information on your LinkedIn profile is a good representation of your career |               |
| Yes = 1 point  | No = 0 points |

|  |               |
|--|---------------|
| Information on your LinkedIn profile provides your relevant qualifications |               |
| Yes = 1 point  | No = 0 points |

|  |  |
|--|--|
| <b>TOTAL FOR THIS SECTION (up to 3 points)</b> |  |
|--|--|

### LINKEDIN SUMMARY

*The LinkedIn Summary is your opportunity to tell your career story — briefly and succinctly. Give readers some insight into who you are. For example, talk about why you pursued your career, what drives you, what you love about your job or what makes you proud, etc.*

|   |                    |               |
|---|--------------------|---------------|
| The Summary is well constructed and distinctive and could only describe you, and not someone else |                    |               |
| Yes = 2 points  | Somewhat = 1 point | No = 0 points |

|  |                    |               |
|--|--------------------|---------------|
| The Summary concisely describes you — who you are and what you want to do with your career |                    |               |
| Yes = 2 points   | Somewhat = 1 point | No = 0 points |

|   |                    |               |
|---|--------------------|---------------|
| The Summary contains interesting information that will entice the reader to want to read more of your profile |                    |               |
| Yes = 2 points  | Somewhat = 1 point | No = 0 points |

|  |                                |
|--|--------------------------------|
| The Summary is an appropriate length         |                                |
| More than 100 words up to the max = 2 points | Between 40-100 words = 1 point |

No Summary or fewer than 40 words = 0 points

|  |  |
|--|--|
| <b>TOTAL FOR THIS SECTION (up to 8 points)</b> |  |
|--|--|

### COMMON LINKEDIN PROFILE MISTAKES

*Avoid making common LinkedIn mistakes on your profile. (Clarification is in parentheses.)*

|  |               |
|--|---------------|
| Profile is focused on a single job target<br><i>(Don't try to be "all things to all people" – instead, focus your profile)</i> |               |
| Yes = 1 point  | No = 0 points |

|  |               |
|--|---------------|
| Profile is written from the correct point of view<br><i>(An informal profile should be in first person (I, me);<br/>a formal profile should be written in third person (Sharon, she or Tim, he))</i> |               |
| Yes = 1 point  | No = 0 points |

|   |               |
|---|---------------|
| You use all the content sections available to you<br><i>(Make sure to include information in all relevant sections –<br/>i.e., Honors &amp; Awards, Languages, Certifications, Patents, Publications, etc.)</i> |               |
| Yes = 1 point   | No = 0 points |

|   |               |
|---|---------------|
| Your profile includes several positive Recommendations<br><i>Ask for Recommendations; aim for one Recommendation for every 50-100<br/>connections</i> |               |
| Yes = 1 point   | No = 0 points |

|  |  |
|--|--|
| <b>TOTAL FOR THIS SECTION (up to 4 points)</b> |  |
|--|--|

### ENGAGING ON LINKEDIN

*Only about 40 percent of LinkedIn users log in daily. The average LinkedIn user accesses their account for 17 minutes per month. What you do while you're on LinkedIn is important.*

|   |   |
|---|---|
| You continue to grow your network by adding connections regularly |   |
| Add connections every time you log in = 4 points                  | Add connections weekly = 3 points           |
| Add connections monthly = 2 points                                | Add connections only occasionally = 1 point |
| Have not added any connections since joining = 0 points           |   |

|                                 |  |
|---------------------------------|--|
| You log into LinkedIn regularly |  |
|---------------------------------|--|

Log in at least twice a month = 2 points  
 Log in less than once a month = 0 points

Log in at least once a month = 1 point

|   |  |  |
|---|--|--|
| You follow at least one Company Page          |  |  |
| Following at least 5 Company Pages = 2 points | Follow at least 1 Company Page = 1 point |  |
| Don't follow any Company Pages = 0 points     |  |  |

|   |                                       |  |
|---|---------------------------------------|--|
| You share content on your LinkedIn feed regularly   |                                       |  |
| Post three times a month or more = 3 points         | Post twice a month or more = 2 points |  |
| Post on your profile at least once a week = 1 point | Post less than once a week = 0 points |  |

|  |  |  |
|--|--|--|
| You post photos to your LinkedIn feed regularly    |  |  |
| Post photos three times a month or more = 3 points | Post photos twice a month or more = 2 points |  |
| Post photos at least once a week = 1 point         | Post photos less than once a week = 0 points |  |

|   |               |  |
|---|---------------|--|
| You have posted an article on LinkedIn Publishing |               |  |
| Yes = 3 points                                    | No = 0 points |  |

|   |  |
|---|--|
| <b>TOTAL FOR THIS SECTION (up to 17 points)</b> |  |
|---|--|

*The content feed on LinkedIn gets 9 billion impressions per week, so this is a huge opportunity for engagement. However, only 1% of LinkedIn's users share posts at least once a week. Only 0.2% of LinkedIn users have published an article using LinkedIn Publishing. Remember, posts with photos increase the comment rate by 98%.*

**SCORING:**

| SECTION  | TOTAL POINTS |
|--|--------------|
| LINKEDIN PROFILE COMPLETENESS (out of 32 points)   |              |
| LINKEDIN PROFILE PHOTO (out of 11 points)          |              |
| LINKEDIN HEADLINE (out of 8 points)                |              |
| LINKEDIN PROFILE BASICS (out of 17 points)         |              |
| YOUR PERSONAL BRAND ON LINKEDIN (out of 3 points)  |              |
| LINKEDIN SUMMARY (out of 8 points)                 |              |
| COMMON LINKEDIN PROFILE MISTAKES (out of 4 points) |              |
| ENGAGING ON LINKEDIN (out of 17 points)            |              |

90-100 Points

Congratulations! You've positioned yourself to be found by recruiters and hiring managers and are on your way to building a strong network for your career goals. Keep up the good work!

|                    |  |
|--------------------|--|
| 80-89 Points       | Your profile is very strong, but there are some opportunities to improve it. Review the scorecard and see where you can raise your score.  |
| 70-79 Points       | You've got a good start, but you're missing some key areas where your profile can help you attract career opportunities. Review your scorecard and shore up the areas where your scores were low.                    |
| 60-69 Points       | Your profile isn't as effective as it could be. Spend some time working on it and you'll increase your career opportunities. Focus on making sure your profile is complete and spend some time engaging on LinkedIn. |
| 59 Points or Below | Help! Your profile needs attention. LinkedIn isn't a "set it and forget it" platform. Invest some time in on your profile.   |

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