

# LinkedIn Profile Peer Review Form

**Date:**

**Name of reviewer:**

**Name of reviewee:**

**Document/File name under review:**

## **Initial Impressions**

- Does the profile look professional?
- Who are the intended audiences?
- Were all the sections completed?
- What are your observations and/or assumptions?

## **Headline**

- Does the headline match the user's objective?
- Is the headline concise and tailored to the audience?
- Are there keywords that recruiters/hiring managers might use when searching for your experience or qualification?
- State which areas need improvement and elements that were done well for this section.

## **Profile Photo**

- Does the photo look professional and appropriate for the target audience?
- Does the user have the appropriate attire for the target audience?
- Is the photo taken recently?
- Is the photo clear and of high-resolution?
- Does the photo have a non-distracting background?
- Detail which areas need improvement and elements that were done well for this section.

## **Summary**

- Is it tailored to the user's audience?
- Is the tone professional and friendly?
- Is it written in an organized manner?
- Does it summarize key academic and professional backgrounds, skills and experiences?
- Detail which areas need improvement and elements that were done well for this section.

## **Public Profile URL**

- Is the profile URL customized to help the user be easily identified?

## **Experiences**

- Are the experiences relevant to the target audience?
- Are the details for each experience clear and achievement-oriented?

- Is the format organized in a way that is easy to read?
- Detail which areas need improvement and elements that were done well for this section.

### **Education**

- If the user has attended several educational institutions, is it outlined in reverse chronological order?
- Is the specialization and status of education clearly stated?
- Is the name of the educational institution and degree clearly stated?
- Detail which areas need improvement and elements that were done well for this section.

### **Skills and Endorsements**

- Are the skills listed relevant to the target audience?
- Is there a relevant number of skills detailed in the section?
- Detail which areas need improvement and elements that were done well for this section.

### **Accomplishments**

- Are the accomplishments relevant to the target audience?
- Are the descriptions for the accomplishments appropriate and concise?
- Detail which areas need improvement and elements that were done well for this section.

### **Overall Final Impressions**

- What are the most noteworthy sections or elements of the profile?
- Which section(s) of the profile needs the most improvement?