

Date:

LinkedIn Profile of:

Reviewed By: Ranjit Dhaliwal

LinkedIn Profile URL:

Criteria	Comments
<b>First Impressions</b>	
<ul style="list-style-type: none"><li>- What was your first impression after reading through the profile?</li><li>- What stood out or caught your attention (positive or negative)?</li><li>- Was the profile professionally presented?</li><li>- Did the profile have all the necessary components needed in an effective LinkedIn profile?</li></ul>	
<b>Photos</b>	
<ul style="list-style-type: none"><li>- Is the profile image professional in nature?</li><li>- Is the individual wearing appropriate attire?</li><li>- Are there any other features in the background or surroundings?</li><li>- Is the picture suitable given the individuals professional background?</li><li>- Is the overall picture clear and high quality?</li></ul>	
<b>Title</b>	
<ul style="list-style-type: none"><li>- Has it been kept up to date?</li><li>- Does the title and headline create interest for the reader to continue reading the profile?</li></ul>	
<b>Summary</b>	
<ul style="list-style-type: none"><li>- Does the summary provide an adequate description of professional and academic experience?</li><li>- Does it describe any areas of expertise, goals or academic interests?</li><li>- Did the author do a good job providing a summary without being too personal?</li></ul>	
<b>Work Experience</b>	
<ul style="list-style-type: none"><li>- Do the job descriptions include a title and relevant dates?</li><li>- Were you able to identify the industry in which the organization is a part of?</li><li>- Does each job have a general description of the role or position that the individual was hired for?</li></ul>	

<ul style="list-style-type: none"> <li>- Was the list of work experience in the correct chronological order?</li> </ul>	
Education	
<ul style="list-style-type: none"> <li>- Does the author include the description of the educational facility?</li> <li>- Is the specific program stated (diploma or degree)?</li> <li>- Does the author state any GPA or academic grades achieved if honorary?</li> <li>- Are there any other academic achievements listed?</li> <li>- Is the list in sequential order?</li> </ul>	
Skills	
<ul style="list-style-type: none"> <li>- Are the skills listed representative of their field of work?</li> <li>- Do they have any endorsements for the skills they listed?</li> <li>- Are there any other accomplishments listed? Other languages or proficiency?</li> </ul>	
Organization and Grammar	
<ul style="list-style-type: none"> <li>- Does the profile have predictable flow and structure?</li> <li>- Were there any grammar mistakes?</li> <li>- Did the author use any technical language that didn't fit the profile?</li> <li>- Were the relative sections in chronological order?</li> </ul>	
Conclusion	
<ul style="list-style-type: none"> <li>- What parts of the authors profile stood out?</li> <li>- Did you feel they provided enough information?</li> <li>- What suggestions would you make to help enhance their profile?</li> <li>- What parts of their profile did they execute well?</li> <li>- What's your overall impression of their profile?</li> </ul>	