

# TEMPLATE: LinkedIn Peer Review

**Reviewed by:**

**For:**

**Date:**

## First Impressions

- Is there a profile photo?
- Does each section include minimal content?
- Is the URL personalized?
- Does the profile look professional?

## Suitability of Profile Photo

- Is the photo clear?
- Is the photo suitable for a professional environment?
- What kind of impression does it give?

## Content Review

### Headline:

- Is the headline personalized, or the default LinkedIn headline (current work position)?
- Will it make the person stand out?
- Does it contain keywords?

### Summary:

- Does the summary contain important elements (e.g. skills and objectives)?
- Is it interesting enough to keep reading?
- Does it align with the person's professional objectives (e.g. growing network, seeking employment, etc.)?
- Does it include ample keywords to increase chances of appearing in searches?
- Are there editing or formatting suggestions?

### Work Experience:

- What is the overall impression?
- Are the entries uniform, each with a description and bullet list of responsibilities?
- Do the descriptions include achievements and links/files, whenever possible?
- Are there editing or formatting suggestions?

### Education:

- Is the section complete?
- Are diplomas/degrees/areas of study included?
- If the person is still a student, do they include completed courses that are relevant to their professional goals?

- Do they include links to projects or other work, whenever possible?

**Volunteer Experience:**

- What is the overall impression?
- Does each entry include a description and responsibilities?
- Are achievements or special acquired skills included?
- Are there editing or formatting suggestions?

**Skills & Endorsements:**

- Have they included the minimum number of skills (5)?
- How can they expand the list of skills to increase likelihood of appearing in searches?
- Are skills endorsed?

**Accomplishments:**

- Are there any accomplishments listed?
- Could these accomplishments also be included in other sections?

**Interest and Groups:**

- Have they added interests?
- Are there any interests (e.g. causes) that might lead to stigma or discrimination?
- Have they joined groups that are relevant to their professional objectives?

**Conclusion:**

- Recap of overall impression and suggestions for improvement.

Please feel free to contact me if you have any questions.

Thank you!