LinkedIn 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 mangers 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

TOTAL FOR THIS SECTION (up to 32 points)	

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

LINKEDIN PROFILE PHOTO

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

TOTAL FOR THIS SECTION (up to 11 points)	

Your LinkedIn Headline is one of the first things someone sees when they search for you.

LINKEDIN HEADLINE

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

TOTAL FOR THIS SECTION (up to 8 points)	

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 *(linkedin.com/in/yourname)*	
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	Several errors = 1 point
Few errors = 2 points	No errors = 3 points

TOTAL FOR THIS SECTION (up to 17 points)	

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.

YOUR PERSONAL BRAND ON LINKEDIN

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

TOTAL FOR THIS SECTION (up to 3 points)	

The LinkedIn Summary is your opportunity to tell your story — briefly and succinctly.

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LINKEDIN SUMMARY

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	

TOTAL FOR THIS SECTION (up to 8 points)	

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

COMMON LINKEDIN PROFILE MISTAKES

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

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

You use all the content sections available to you *(Make sure to include information in all relevant sections —* *i.e., Honors & Awards, Languages, Certifications, Patents, Publications, etc.*	
Yes = 1 point No = 0 points	

Your profile includes several positive Recommendations *Ask for Recommendations; aim for one Recommendation for every 50-100 connections*	
Yes = 1 point No = 0 points	

TOTAL FOR THIS SECTION (up to 4 points)	

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.

ENGAGING ON LINKEDIN

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 at least once a month = 1 point
Log in less than once a month = 0 points	

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

TOTAL FOR THIS SECTION (up to 17 points)	

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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