

10 Tips to Optimize Your LinkedIn Profile

Land your Dream Job Through Simple LinkedIn Enhancements

1. Make the most of your professional headline.

The most important part of your LinkedIn profile is the section directly below your name. Get the most out of this space by writing a compelling and concise professional headline sharing who you are and what you do. This is a recruiter's first indicator if you're a potential fit for a position. Example: Java Developer in Seattle.

2. Make your profile 100% complete.

A complete profile improves your LinkedIn searchability. Make sure to include the following critical information:

- **Accomplishments**

Don't be shy about your accomplishments. If you've received awards or other recognition, include this in your profile under the Awards section.

- **Contact Information**

Be sure to include your email address within this section. Most recruiters will contact you via email.

- **History**

Add all relevant positions you've held throughout your career, highlighting your contributions and accomplishments (avoid just a laundry list of duties), along with your educational background. Don't forget to include any professional organizations or volunteer work that you may be involved with.

- **Skills**

When listing skills, include keywords that would increase your chance of being found by a recruiter and highlight your qualifications.

- **Summary**

Fill out the summary to include key highlights of your professional self. Include hard skills (i.e., Excel proficiency), soft skills (i.e., communication strengths) and any examples that show the impact you had on the organizations you've worked for.

3. Take value in your personal branding.

Since your LinkedIn profile is an online representation of you, take time to make your best impression and draw attention to what sets you apart from others. This can include uploading a background image that best represents your areas of expertise.



Why is a LinkedIn profile important?

LinkedIn has gained major traction over the last few years within the social media industry, becoming the world's largest professional network with over 800 million members in over 200 countries and territories. Because of this, LinkedIn has changed the landscape for recruiters and job seekers forever. Now over 90% of companies use social media for recruitment, with 95% of those organizations using LinkedIn.

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4. Build your network.

The more connections you establish, the more likely your name shows up to those key decision makers as someone they should be in touch with. Ideally, you want your number of connections as close to 500 as possible, but make sure you are getting quality connections. That means connecting with your “Real World” network, or those people you’ve worked with closely, know your work ethic or can vouch for your soft skills.

5. Follow your Potential Future Employers.

LinkedIn recommendations can significantly boost your profile. They let people know that other professionals valued your contributions, witnessed an accomplishment, or are willing to put their name behind yours.

6. Connect with interest groups.

LinkedIn groups are one of the best ways to make connections and find actual jobs. Join groups in your niche, as well as groups that are specific to careers and job searching.

7. Be active.

The more effort you put into your LinkedIn presence, the more you’ll get out of the social site. Whether you’re adding connections or providing updates, you’ll increase your chances of appearing in recruiters’ searches for candidates.

8. Add a photo.

Upload a photo that presents you professionally. This helps add to your social media credibility.



**Rule of thumb:
share a posting
up to three times
a week.**

9. Share status updates.

Whether it’s a link to a business article or a bit of your own wisdom, your thoughts should be shared on your LinkedIn profile. Any updates should place you in a respectable light, so keep them professional.

10. Establish your own URL.

Set up your own URL on LinkedIn to make it easy for others to find your profile. You can accomplish this by going to the settings tab within your profile. Add this URL to your resume as well. An example of a custom URL is <http://www.Linkedin.com/in/johnsmith>.



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