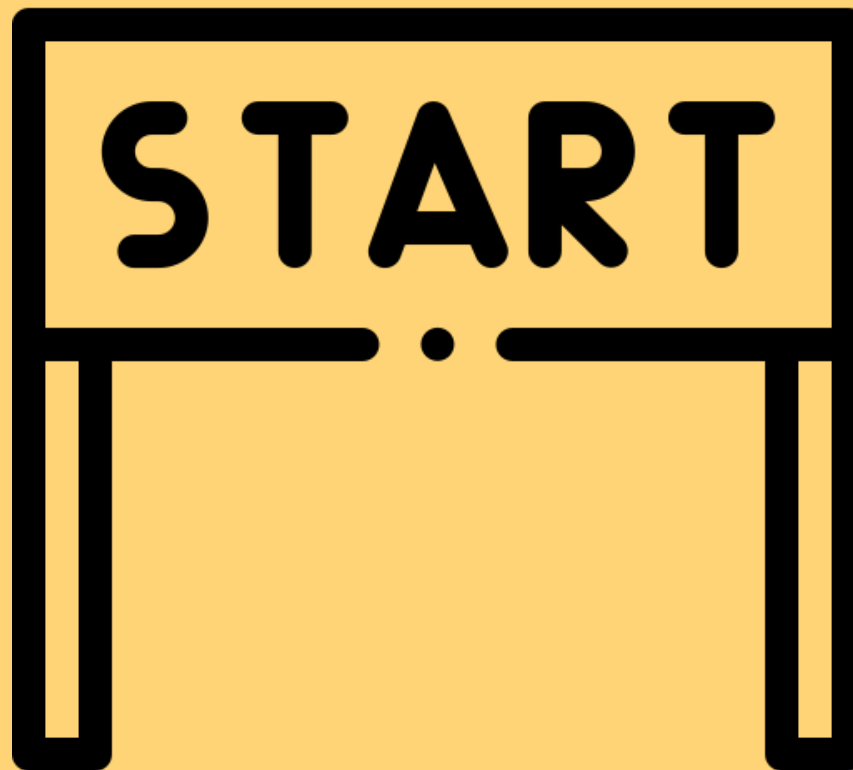# LINKEDIN PROFILE EVERY RECRUITER WANT YOU TO HAVE

SWIPE

87% of recruiters use LinkedIn to check candidates

If your LinkedIn profile sucks ,your chances yo be invited to an interview are pretty low.

So Lets learn how to optimise your LinkedIn profile that will get you an invitation to an interview

START

PROFILE PHOTO

When a recruiter comes to your profile page, what is the first thing that grabs their attention.

Your Profile Photo

If it is a "weird selfie" ,meme or a random image from the internet this puts a bad impression on the recruiters, instead you should use a decent professional image
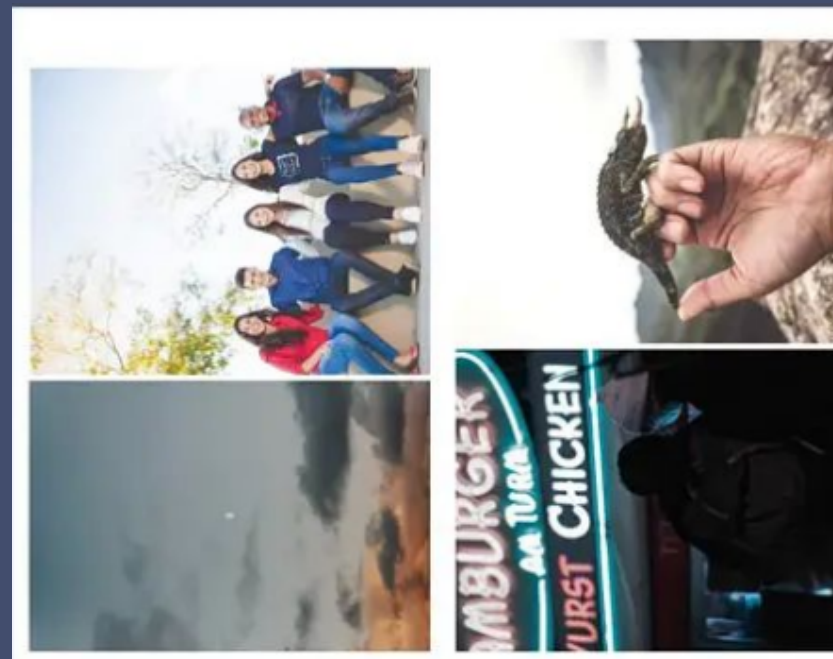
Here are 3 tips to pick a good photo

- Use a high resolution image.
- Make sure you face takes atleast 60% of the frame.
- Be the only one in the picture.

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EXAMPLE OF GOOD PHOTOS

EXAMPLE OF BAD PHOTOS

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BACKGROUND BANNER

The next thing that grabs recruiters attention is a background banner, that big graphic above your profile photo.

Put an image related to your job position. Banner should communicate exactly with what you do.

If you are working with **AWS** and have AWS Certification put them into the banner, If you work with **ReactJS** put a ReactJS logo or something ReactJS related in a banner.

Your banner should clearly represent what you do or what you're an expert at.

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EXAMPLE OF BAD BACKGROUND COVER

EXAMPLE OF GOOD BACKGROUND COVER

HEADLINE

In the "Headline" section developers make a lot of mistakes. They write "Software Engineer" or "Programmer" or "Developer" or any combination of these words in their headline.

Why is it a mistake ?

It tells nothing about you what you do and represents an unclear idea about your work profile.

Specify what you are expert at

If you are a web developer who works with ReactJS or any other technology, Put your main skills into the headline.

EXAMPLE OF BAD HEADLINES

- Software Engineer
- Developer

EXAMPLE OF GOOD HEADLINES

- Full Stack Software Engineer (ReactJS/ExpressJS)
- Backend Developer (Java/NodeJS)

Also dont write that you are a junior developer. A lot of companies look for a middle or higher-level developers. So when you write in your headline that you are a junior, you will kill your chance of being invited to an interview.

First, get to the interview and then let the interviewers decide what level you are at. Even juniors with good coding and communication skills cracked the interview for a higher level position.

ABOUT

About section is the interesting part of the profile. It shows only the first 3 lines of the text, remaining text can be seen on clicking the see more option.

Why does it tells us ?

FIRST IMPRESSION IS THE LAST IMPRESSION

You should grab recruiters attention with these 3 lines.

The first sentence could be about what you are best at. The second sentence could be your biggest accomplishment if you have it.Make sure that they fit in 3 lines.

After these 3 lines you can write whatever you want. As long it fits with the end goal of making a LinkedIn profile. But I suggest putting your skills here.

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EXAMPLE OF BAD ABOUT

ReactJS developer. Skills : JS, React, HTML, CSS

EXAMPLE OF GOOD ABOUT

Coding on ReactJS and dreaming on ReactJS. Help companies to build complex web application serving 1000000 + users with React and modern technologies.

Skills : React, Redux, JavaScript, HTML , CSS

EDUCATION

In the "Education" section write down all the educational institutions you have graduated from.

Add a sentence or two there about your accomplishments if you have one. Similar to the job description in the Experience section.

If you don't attend or haven't completed any educational institution, leave this section empty.

EXPERIENCE

In the "Experience" section write about all your work experience. But keep in mind recruiters dont have time to read the full description of each job, so make it short. 2-5 bullet points with your accomplishment.

EXAMPLE OF BAD EXPERIENCE SECTION

Senior Software Engineer
Google· Full-time
Oct 2018 – Aug 2019 · 11 mos

Worked as a software engineer. Developed big applications. Code review.

EXAMPLE OF GOOD EXPERIENCE SECTION

Senior Software Engineer

Google· Full-time

Oct 2018 – Aug 2019 · 11 mos

- Built application with 200K+ active users from scratch
- Developing an internal CRM system for a Google internal project
- Managed and educated team of 10 Software Engineers

The most important part of this section is your accomplishment. Nothing sells you more as a developer than your accomplishment, so Focus on them.

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SKILLS

In the "Skills" section add all technical skills you know with different variations.

For example , if you know CSS , add skills : CSS, CSS3, CSS4.

If you know JavaScript, add skills JavaScript, JS (ES6/ES7/ES8).

This is the place you should you use as many keywords as possible.

Why ?

Nowadays, some recruiters use different automation tools to speed up the recruitment process. One of this tool is **LinkedIn profile scrapers**.

SKILLS

What they do ?

- Parse your profile.
- Search for specific keywords.
- Send a "Welcome message" or job description to your messages if they find specific keywords.

Specific Keywords are often skills variations

So if you want to get an invite from recruiters **(bots),** you should place the specific keywords in your profile.

Note : Don't mention the technologies you don't know. Interviewers can easily test your knowledge during the interview.

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ACCOMPLISHMENTS

In the "Accomplishments" I suggest attaching public accomplishments that shows your strong **technical** and **social** skills.

EXAMPLE OF GOOD ACCOMPLISHMENTS

- Winning at a hackathon.
- School/College projects.
- Awards.
- Patents.

FINISH

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WAS THIS HELPFUL ?

Share it with your network !!!

Follow **@Aakash Kanojiya** for more programming related contents