



LINKEDIN IMPACT

GUIDE FOR PERFECTING YOUR LINKEDIN PROFILE

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Background:

I have been a passionate LinkedIn user. In the past two years, I have helped several clients in revamping their LinkedIn profiles to optimize for a targeted audience.

However, I have also experienced that most enquirers were not sure why they should invest in hiring an expert to optimize their LinkedIn profile. They needed a reason or two to make their decision. Their biggest concern was about the value for money.

I have had clients who were spending a crazy amount on LinkedIn Premium, however, they were not getting any traction. I made them cancel their Premium and to focus on their profile first. Once Profile is optimized, LinkedIn Premium will help; otherwise, the money will just go into a black hole!

My pocket guide is for those who are looking for information about the benefits of LinkedIn profile optimization and factors that are important in making their profile rock.

The last page of this eBook has some action points for reader to consider for LinkedIn profile optimization.

For those who are interested in hiring my expertise, can send me an invite on my LinkedIn.

Hammad Siddiqui

20-40-120-2000 Strategy

Action without a strategic of focus will be a missed shot. LinkedIn optimization is all about working with a focus. I have coined a "20-40-12-2000 Strategy".

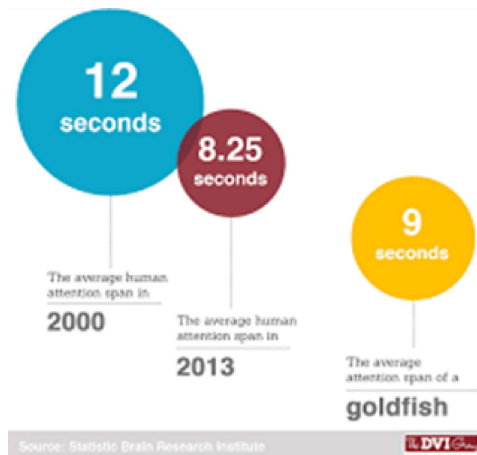
- 20 characters Limit for your name:
- 40 Characters Limit for your surname:
- 120 Characters Limit for your Headline:
- 2000 Characters for About Section (Summary)

The game plan has to be developed within these four key variables. There is limited space; therefore, optimal utilization in each would bring results.

While developing your profile, you need to realize that our attention timespan is reducing with time, with information explosion, and too much to see and respond, our timespan is now reduced to about 8 seconds.

This means that if we are unable to gain attention of our LinkedIn profile viewer in 8 seconds, we have lost a potential opportunity.

Above mentioned four factors determine how nicely (or poorly) your profile is developed to gain quick attention.



Importance of Keywords:

It is so simple, yet most LinkedIn users do not understand that LinkedIn also works like Google. It is technically a search engine. LinkedIn has over 610 million members and 303 million active users (monthly).

When a search query is sent, LinkedIn crawlers start looking at the best possible matches. Only those profiles that are active and have relevant keywords are displayed.

As a user, you would agree that you do not go beyond a few scrolls. Therefore, if your profile is not appearing on first couple of pages, technically speaking, you do not exist on LinkedIn!

Content Posting Strategy:

You have to be relevant because only being relevant matters for LinkedIn Profile Optimization.

Relevant in all aspects, including your content posting strategy. So if you are a Biotechnologist, you should only be posting stuff related to your field of professional interest and expertise.

You need to remember that LinkedIn is not Facebook. You cannot be random. LinkedIn has the potential to connect you to relevant people in the industry. It can create opportunities for you only if you remain relevant.

Your posts should have relevant keywords and one or two relevant hashtags to increase your outreach every time you post.

Building Your Network:

A most common question I face is - people do not accept my invite! That is a reality. Why would someone accept your invite?

You can build your network only when you create value. I recommend giving behavior rather than asking behavior.

What can you offer?

Make a list of your expertise you can offer to your potential LinkedIn Family. Build relationship beyond their expectations. Get recognition as someone who can help.

Once you start creating value for LinkedIn users, you will start receiving invites and your invites will see better acceptability.

Avoid Using These 14 words:

Following is a list of words one must avoid using on LinkedIn. This list was published by Business Insider (originally published by Inc).

My recommendation is to be very careful to build a story around these words if you plan to embed these in your LinkedIn profile, again, if you cannot build a story, avoid these words!

- Strategic
- Unique
- Metrics
- Solution Provider
- Best of Breed
- Synergy
- Robust
- Leverage
- Expert
- Result Driven (Result Oriented)
- Highly
- Go-getter
- Leader

Looking for Opportunities (Or #ONO)

I highly recommend no to "Looking for Opportunities" or "Open for Opportunities" in your LinkedIn Profile Headline. Recruiters are not searching for these Keywords. Your profile will never appear in their search if you do not know how to use proper Keywords in your headline.

Above mentioned words are powerful, yet worthless if not supported by a compelling story. Your story has to be real, backed by numbers and examples, expressing your passion and enthusiasm.

Remember you have to stand out. You cannot be just another LinkedIn user with an ordinary LinkedIn profile stuffed with overused and boring keywords and expecting a miracle to happen!

Utilize LinkedIn Features:

Many users take LinkedIn features casually. Remember, every LinkedIn Feature has certain value.

I have observed:

- Poor headshot on profile.
- Ignoring the value of Background Image (or masthead)
- Incomplete (or irrelevant) keywords
- Not providing value-added stuff such as PowerPoint presentations or any other such informational material
- Incomplete or underutilized About Section (or Summary)

LinkedIn provides guidelines for optimal utilization of these features. There is a psychological science behind LinkedIn's guidelines.

For instance, "Statistics show that LinkedIn members with a photo receive far more engagement: 21 times more profile views and 9 times more connection requests."

Treat your background image carefully. The image is the only hook you have for visitors who land on your profile. Your about section is completely hidden, whereas your backdrop is right in front.

A nice photo worked professionally and a great background image are certainly expected to do better for your LinkedIn Profile!

Tapping Into the Hidden Job Market

Looking for a job, want to change your career, interested in your next move?

LinkedIn can help. But you need to know how to use it. It will not automatically start working for you. You need to work towards your goals.

So where is the Hidden Job Market on LinkedIn?

Did you see a post by a manager, supervisor or even by an owner of a company asking for profiles?

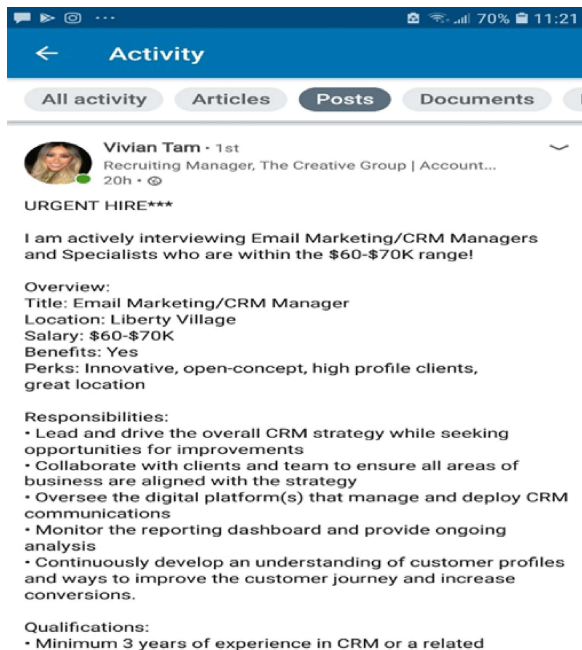
Or you might have seen a post at which your contact has commented, shared or pressed LIKE button.

Such jobs are not widely advertised and are there for a quick response. Often referrals are easier for such opportunities.

Now how can you tap into the Hidden Job Market?

It is easy and pretty logical. First of all, if you have an optimized LinkedIn profile, your chances of appearing in LinkedIn search are higher. Secondly, if you are following recruiters, HR professionals, Industry leaders and relevant people within your professional domain, you will see such opportunities popping up regularly.

Here are two examples for you:



The screenshot shows a mobile app interface for LinkedIn. At the top, there's a blue header with a back arrow and the word "Activity". Below this is a navigation bar with tabs: "All activity", "Articles", "Posts" (which is selected), and "Documents". The main content area shows a post by "Vivian Tam • 1st", with a profile picture and a green verified badge. The post text starts with "URGENT HIRE***" and describes a job opening for Email Marketing/CRM Managers. It includes an overview with details like title, location, salary, and benefits, followed by a list of responsibilities and qualifications.

Vivian Tam • 1st
Recruiting Manager, The Creative Group | Account...
20h • 🌐

URGENT HIRE***

I am actively interviewing Email Marketing/CRM Managers and Specialists who are within the \$60-\$70K range!

Overview:
Title: Email Marketing/CRM Manager
Location: Liberty Village
Salary: \$60-\$70K
Benefits: Yes
Perks: Innovative, open-concept, high profile clients, great location

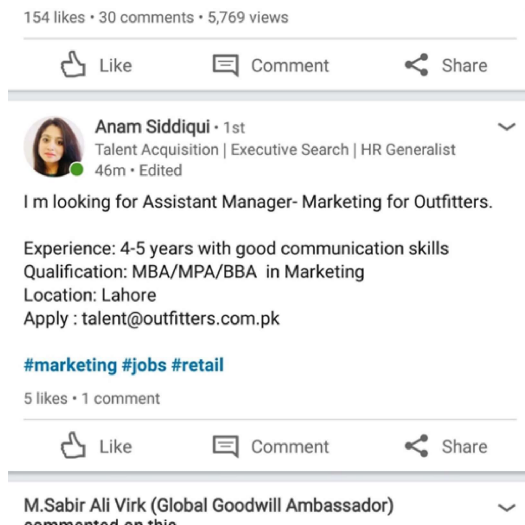
Responsibilities:

- Lead and drive the overall CRM strategy while seeking opportunities for improvements
- Collaborate with clients and team to ensure all areas of business are aligned with the strategy
- Oversee the digital platform(s) that manage and deploy CRM communications
- Monitor the reporting dashboard and provide ongoing analysis
- Continuously develop an understanding of customer profiles and ways to improve the customer journey and increase conversions.

Qualifications:

- Minimum 3 years of experience in CRM or a related

And the next example is particularly focused on following Hashtags for Jobs:



The screenshot shows a mobile app interface for LinkedIn. At the top, there's a blue header with a back arrow and the word "Activity". Below this is a navigation bar with tabs: "All activity", "Articles", "Posts" (which is selected), and "Documents". The main content area shows a post by "Anam Siddiqui • 1st", with a profile picture and a green verified badge. The post text starts with "I'm looking for Assistant Manager- Marketing for Outfitters." and includes details about experience, qualification, location, and application. It ends with the hashtags #marketing #jobs #retail. Below the post, there's a comment by "M.Sabir Ali Virk (Global Goodwill Ambassador)".

154 likes • 30 comments • 5,769 views

Like Comment Share

Anam Siddiqui • 1st
Talent Acquisition | Executive Search | HR Generalist
46m • Edited

I'm looking for Assistant Manager- Marketing for Outfitters.

Experience: 4-5 years with good communication skills
Qualification: MBA/MPA/BBA in Marketing
Location: Lahore
Apply : talent@outfitters.com.pk

#marketing #jobs #retail

5 likes • 1 comment

Like Comment Share

M.Sabir Ali Virk (Global Goodwill Ambassador)
commented on this

LinkedIn Premiums (Paid) Account

Why not sign-up for a LinkedIn Premium Account?

Waste of money if your profile is a piece of crap!

Or you are expecting Premium to help you without your efforts.

I signed up for LinkedIn Premium account. Three months down the line, I discontinued.

My concern was the unpredictable rate of return or ROI. I was unable to gauge the importance of this LinkedIn Premium account as it was not yielding any benefits for me. I felt that three months was a good enough period for me to test. I was extremely dissatisfied!

I started thinking "what was wrong when I started using the LinkedIn Premium account that did not offer me any benefit?"

I came up with the following answers:

- I had no strategy for its usage. I just signed-up but never experimented with its features.
- I never developed a profile that was attractive enough for potential employers or headhunters.
- I thought people would contact me.
- I was not active enough to connect with people in my area of expertise.
- I did not know why I am paying for LinkedIn Premium Account.
- I was so negative within the first month that I never tried to learn from others who had a premium account.
- Last but perhaps the most impacting factor - I did not want to switch my job, therefore I never made an effort to get the right benefits out of this facility.

Lesson: Having a premium account does not mean you automatically become a star on LinkedIn. You must have a strategy and a reason to pay for this excellent service!

Leveraging the Art of Recognition:

We like recognition. Likes, share of comments on our posts encourage us to write more, and more creatively adding value for our readers and wider LinkedIn Family network.

Whenever I have tagged someone or shared a post or commented, I got traction. I got more followers or connection requests.


However, the question is how to recognize leaders in our network effectively?

I would like to take a cue from Bruce Weinstein. Bruce is a speaker and ethicist who writes about ethics, character, and leadership for Fortune. He regularly contributes to Forbes. His article about #FollowFriday is a great example of how creatively one can gain recognition by recognizing leaders in your LinkedIn Network.

Here is what he suggested:

1. Identify 5 leaders in your network.
2. Write them an inbox asking their permission to recognize their work in your post on the coming Friday.
3. Those who agree to your offer, find something exciting about them (use social media, LinkedIn, etc).
4. Draft your posts in advance
5. On Friday, add your post.

Here is an example of my post where I used this technique. You can see 13,733 views and 12 comments on this post.







Hammad Siddiqui
Ajax Canada | Nonprofit | LinkedIn Coach | Program Director...
1d • 🌐


I am pleased to introduce you to these wonderful people in my [#LinkedInfamily](#) in [#Canada](#).

1. [Fahad Meer, CPA, CA](#) - He is an outstanding speaker. Works at PwC. Writes a blog at [fahadmeer.com](#)
2. [Mert Oz](#) - He is in [#technologyrecruitment](#). Passionate about engaging with Tech professionals.
3. [Zeeshan Ali](#) - A great support to [#immigrants](#) and [#newcomers](#). He is an HR expert.

I recommend you follow these people starting [#FollowFriday](#) [#followtheleader](#)

 86 12 comments • 13,733 views

 Like  Comment  Share

 13,733 views of your post

Expert's View on LinkedIn's optimal utilization:

I am grateful to experts who keep helping people learn about LinkedIn networking - Here are few important feedback from my network.

Companies who are posting jobs on various portals may also encourage their employees to share the jobs through LinkedIn profiles. It will reach out to more Job Seekers. Not all jobs are advertised on one specific portal. Employers may have their preferences in using a particular job portal. I always recommend job applicants to make their profiles on all leading job portals.

“What next to do? Make sure your profile is 100% complete - set email alerts for jobs and frequency to be set as daily - search by typing different job titles/keywords - follow company pages on LinkedIn and connect to HRs. Important !! Save the Login details for all job portals because it is forgotten in most cases”- **Sohaib Hasan, a Dubai based Career Expert and LinkedIn Enthusiast.**

“LinkedIn is the real thing happening right now - Unlike other social media, on LinkedIn people join for professional reasons. I grew my connections from 11,000 to over 35,000 in a month and got over 3 million views on my posts. LinkedIn helped me build my personal brand!”
Hunzla Naveed, Recruitment Specialist, Dubai

“Whether you are a job seeker, business owner, or anything in-between, LinkedIn is a robust resource to establish and grow your network.

LinkedIn is powerful because you are just a click, a post, or a message away from connecting to 660+ million global users.

Want a new job? Reach out to people in your dream role on LinkedIn and learn how they got to where they are. These people are your ideal target since they (1) already have the job you want and (2) their boss is likely the hiring manager.

Want more clients? Share high-impact content and offer no-obligation consultations to your target market. LinkedIn is the ideal place to market for most businesses, large or small, given the platforms reach, ease of use, and low barrier to entry.

Want speaking engagements? Share photos and videos of you speaking along with testimonials. Also, consider reaching out to event organizers, dream clients, and other individuals who can help place you at events - again, you're just a click away from 660+ million global users.

LinkedIn is a powerful tool to expand your brand, presence, and network so long as you are strategic, intentional, and carve out time to network with your target audience.”

Kyle Elliott, MPA, CHES
Career & Life Coach
CaffeinatedKyle.com
[LinkedIn.com/in/KyleCromerElliott](https://www.linkedin.com/in/KyleCromerElliott)

Please let me know if you need anything else!

Kind regards,
Kyle

Kyle Elliott, MPA, CHES | [CaffeinatedKyle.com](https://www.CaffeinatedKyle.com)

LinkedIn Connects You to Opportunity

Jennifer Catallo, Senior LinkedIn Learning Customer Success Manager, LinkedIn Toronto suggests the following:

LinkedIn is the world's largest professional network with nearly 660+ million members in over 200 countries and territories worldwide. "Creating economic opportunity for every member of the global workforce" is LinkedIn's driving vision. In alignment with our vision, our mission is to "connect the world's professionals to make them more productive and successful". So, how does LinkedIn create value for YOU?

LinkedIn enables you to "connect to opportunity". That opportunity may mean gaining new employment, transitioning to alternative careers, building a professional identity, connecting to industry networks, maintaining and expanding your network, learning a skill, establishing thought leadership, reaching new clients and the list goes on. Let's focus on two of these opportunities: creating a professional identity and building/maintaining a professional network.

Your Profile, Your Story

Why establish a professional identity on LinkedIn? With over 660M+ members, a presence of 30M+ companies, 20M+ active jobs, 1.4M+ talent professionals actively using LinkedIn, why not? The type of exposure that you receive on LinkedIn makes the possibility of connecting to opportunity a reality. You would be hard-pressed to find hiring managers, business leaders and recruiters who do not at very least search to find you on LinkedIn to learn more about you. Building a LinkedIn profile is a great way to bring your unique success story to life. Your profile helps you get recognized and opens the door to new opportunities, like partnerships, new business, mentorships, or speaking events. It gives you credibility, showcases your brand, and tells your story.

Your LinkedIn profile allows you to establish a three-dimensional image of yourself, unlike a typical resume. You can include content, such as videos, photos, and presentations that bring your work to life and help your professional community connect to who you are and what you do. Furthermore, your LinkedIn profile, if optimized effectively, allows you to simultaneously make recruiters come to you by building what J.T. O'Donnell calls "an inbound marketing strategy for your business of one".

Building your LinkedIn profile to establish your online professional identity enables you to garner more exposure, create a more compelling story about who you are and what you do in addition to optimizing opportunities to make recruiters come to you.

Building and Maintaining Your Networking

Do you believe professional networking is important for gaining new job opportunities and career success? Although the estimates vary, upwards of 70% of people acknowledge that they were hired at a company where they had a connection. It should not be a surprise that "...one of the major reasons that networking is such an effective way to get a job is that there is something of a hidden job market out there. Some estimate that as much as 80 percent of new jobs are never listed but are instead filled internally or via networking". Establishing a professional network should, therefore, be an invaluable part of your LinkedIn engagement.

There are several ways to establish your network on LinkedIn from joining industry groups to following LinkedIn influencers. Building a network takes time therefore, it is most important to develop a networking plan. In the appendix below you will find a sample 10-day plan with associated LinkedIn tools to get you started. Whether you are just entering the job market, looking to find potential business associates, building a business, transitioning in your career, new to a country, building relationships will be invaluable to your success. What better place to kick-start those face-to-face relationships than on LinkedIn where you have expansive exposure and space to stamp out your professional identity?

i Check out some of the amazing LinkedIn success stories here

<https://opportunity.linkedin.com/stories>

ii **LinkedIn Resources:** We've developed free training content and curriculum to support job seekers as well as nonprofits and volunteers who are committed to creating a world with equal access to opportunity.

iii J. T. O'Donnell, **Making Recruiters Come to You**, LinkedIn Learning, April 8th 2016

iv Gina Belli, **How many jobs are found through Networking, Really?** PayScale, April 6th, 2017

Thought Provoking for Canadian Immigrants and those in the process of migrating:

Sharing #1:

Canadian Immigrants and newcomers looking for jobs in Canada - PLEASE READ Below post carefully: Random posts on LinkedIn will not help you build your network. If you want to build your LinkedIn Network, you need to have a strategy. It is an offer for anyone interested in effective networking; I can help you create a great strategy for LinkedIn networking. A small fee for my time is what you will have to consider. Inbox on comment - Now is the right time to do it!

Sharing #2:

6 Things people do not consider before or after landing in Canada as an immigrant that are extremely important for career progression: 1. Build a network prior to coming. 2. Create a list of potential employers. 3. Subscribe a weekend newspaper for job opportunities. 4. Consider obtaining a local qualification. 5. Re-think what they can do beyond the typical work they had been doing. 6. Revamp LinkedIn profile professionally. Share if you think this post is useful for others!

Sharing #3:

I was helping someone understand LinkedIn - She asked, "How can I build an engaging network?" I said, "First of all, decide your target audience, next is to take the first step yourself and engage with them. Ideally, instead of asking for help, offer help."

Sharing #4:

You can have your coffee with or without milk and or sugar - But if you add salt in your coffee, would it still taste good? Maybe not!

That's exactly what happens when you treat your LinkedIn like Facebook!

Two different platforms have a completely different audience, expectations and philosophies.

On LinkedIn, people are looking for knowledge, opportunities and connections with people in a similar profession. If your content is irrelevant, you will never get traction.

LinkedIn will work for you only if you have a strategy to follow!

Sharing #5:

How do people behave on LinkedIn?

Send an invite, and when accepted, drop a thank you message and seek help in finding opportunities.

Believe me, it is highly unlikely to get a response, forget about getting a lead or opportunity.

My suggestion is to build a relationship first using effective communication techniques.

The real thing is the relationship, otherwise, LinkedIn Network is useless!

Sharing #6:

You have a big following on LinkedIn so what? I think the bigger question is: How relevant your following is? But do we (commonly) think about relevance? Not really - Maybe a few of us are doing, but a common LinkedIn user does not. So when you say that LinkedIn did not work for you, do not blame LinkedIn - It is your fault: You are either not targeting, or not really interested in learning how to grow with relevance!

Final Tips:

1. Create a targeted Background image.
2. Your Display Picture should be in accordance with LinkedIn Guidelines.
3. Write a compelling About Summary.
4. Remember: Without a targeted content strategy, achieving objectives will not be possible!

I can help you achieve your LinkedIn goals –

Write for a quote: hammadlinks@gmail.com