

How To Create A Killer LinkedIn Profile That Will Get You Noticed

Whether you're job hunting, gathering leads, or networking in your industry, having a professional, eye-catching LinkedIn profile is an excellent idea to make sure that you can be found by the right people at the right time.

First and foremost: It's not about you! Write your summary in the first person (as in "I accomplished XYZ,") but remember who your audience is. With each statement you write, consider who you are hoping will read it, and what you're hoping they will take away.

(For example, when reading about your skills, past job duties, or anything else on your profile, a recruiter, hiring manager, or potential customer wants to be able to imagine how you can help *them*. So, instead of "I managed a team of 10 people," you might say, "I was able to attract and hire top talent to round out my team, which then exceeded sales goals by 15 percent.")

Filling out a profile isn't difficult, but there are some important best practices you should follow to make sure yours is as powerful as possible:

- **Start with a professional photo.** If you don't have a professional headshot, add that to your to-do list, and go with the cleanest, most professional looking snapshot you have — and upgrade as soon as possible. And smile! Remember: That photo may be your first impression with a potential employer.
- **Make your headline stand out.** By default, LinkedIn populates your headline with your job title and current company, but you don't have to leave it that way. Consider listing your specialty and speaking directly to your audience. If you want your profile to be searchable, include important keywords; if that's not as big of a concern for you, consider getting away from industry jargon to stand out. Try to keep your headline to about 10 words.
- **Fill out the "summary" field with 5–6 of your biggest achievements.** Use bullets to • make this easy to read. Think about your target reader and then paint a picture of how you can make that person's life easier. You can also add media files, including videos, so if you are a speaker or presenter, an introduction video could be a great idea.
- **Add images or documents to your experience.** Did you know that you can add media files to your experience? It's a great way to create a visual portfolio along with your standard resume information.
- **Fill out as much of the profile as possible.** That includes skills, volunteer associations, education, etc. This is the place to put all the interesting stuff that doesn't fit on your resume, but paints you as a well rounded individual. One quick note: if your volunteer experience directly pertains to your job search, put it in as work history, so it's up in the relevant section, not down at the bottom.
- **Keep your work history relevant.** You don't need to list every single job you ever had. Instead, only list the jobs that are relevant to your current career goals.
- **Add links to relevant sites.** If you have a work-related blog or online portfolio, make use of the three URLs you are allowed on your profile and link to it. Probably better to leave off the baby blog and cat videos, though. Use discretion.
- **Ask for recommendations.** Endorsements are great, but recommendations are the currency of the realm on LinkedIn. Reach out to past colleagues, managers, and associates and ask that they write you a recommendation.
- **Use status updates to share industry-relevant content.** This can help show recruiters that you are focused and in-the-know in your industry.

Follow these tips and you can ensure that you have a killer LinkedIn profile that will stand out to recruiters, hiring managers, and potential customers.

Collect this content:

- Any current versions of your bio you have
- Your resume or CV with your employment history
- A high-quality headshot (if you don't have one, get one). You can do this yourself, but you need to follow some basic rules (see page on headshot)

Create these lists:

- The 10 skills you want to be known for (include a good combination of hard skills, such as data analysis and soft skills such as relationship building)
- **Keywords** for which you want to be known (these are the words people would use in searching to find you). These keywords may be the same/similar to those in the above list. Keywords will optimize a search (SEO).

Craft the Content:

Most important Elements to work on:

Headline. You have only 120 characters for grabbing your audience. Your headline should include these three things: What you do, the keywords people would use to find you, and Zing. Zing is something interesting that makes people want to know more. Think of your headline as the headline of an ad. Its role? To get your audience to want to read on.

Headshot. It's a 500x500 pixel image. Crop it so about 80% of the frame shows your face, and make sure you are looking forward or left – into your content. Avoid selfies or images where you've cropped out your colleague. Then name your headshot yourname.jpg and upload it. In a world that's becoming virtual, your headshot makes you human.

Summary. This is the place where you tell your story – and you have only 2,000 characters to say it. Avoid the standard, boring, corporate bio that lists all your accomplishments in prose form (that content will show up in the Experience section of your profile). Your summary should get people to feel like they know you, and it should inspire them to want to know you even better. My tips:

- Write in the first person (it sets up a conversation between you and the reader – and everyone knows you wrote your own summary!)
- Inject an appropriate dose of your point of view
- Include about 70-80% professional and 20-30% personal information
- Weave together your accomplishments and accolades with your values, passions, strengths, etc.
- Include all the keywords you want to be known for
- Leave room at the bottom of the summary for this: AKA/Common misspellings: Then list all the ways people may spell your name, nicknames, former names, etc. This will help people find you even if they don't know how to spell your name.

Experience. This should be the easy part. You can pull a lot of this content from your resume or CV. Create entries showing your work history. Each entry can have 1,500 characters. A few things to consider:

- Be selective. Don't include every detail of every job you have had – especially if they dilute your brand message. Omit or minimize what is not relevant to your career aspirations.

- Don't stick to the resume format, limiting yourself to just one entry per job title. If you are doing three distinct things under one title, create three different entries with overlapping job titles and dates. I have done that in [my profile](#).
- Repeat the keywords you want to be known for multiple times throughout the Experience elements.

When these key elements are polished to perfection, you can easily complete your profile. Here are the other items to include:

- **Skills/Endorsements:** Make sure to list your top ten skills (remember you collected these before you started) even if you haven't been endorsed for them yet.
- **Education:** This helps people find you through the alumni feature. Be sure to include all the schools you attended.

The final task is to fill in all the remaining items: **Publications, Interests, Languages, Organizations, and Volunteer Experience.**

That's it. Once you complete these steps, you'll have a LinkedIn profile that is current, compelling, and consistent with who you are in the real world. Then it will be time for you to start networking. I'll cover that in the next post.

Advanced LinkedIn: For those of you who are overachievers and want to go beyond LinkedIn 101, help your profile stand out by creating a custom background. Here's a [previous Forbes post](#) that shows you how to do it

<https://www.forbes.com/sites/williamarruda/2017/01/15/linkedin-101-how-to-craft-a-stellar-profile/#3f66a48d5379>

Keywords

The search terms used by people to find what (or who) they want in a search engine, social network, applicant tracking system, or other database

The words you use for your job titles, skills, experience, education, location, and employers determine how often you are found by employers and recruiters searching in LinkedIn, Google, or an applicant tracking system.

These are *your keywords*.

The frequency, variation, and placement of those terms determines how high up in search results your Profile appears.

Place your carefully-chosen keywords carefully, appropriately, and thoughtfully in your Profile -- in your Professional Headline, Summary, and the descriptions of your jobs and your employers.

Remember, when your document is found, a live human being will see it, so use the keywords naturally, but carefully, in your documents and visibility.

Avoid tricks like "keyword stuffing" (see below) even if using white text on a white background.

your keyword, your keyword, your keyword, your keyword, your keyword

That (above) looks both desperate and dumb -- *not* the impression you want to leave. Most of the software that analyzes resumes and applications recognizes it very easily and discards those Profiles, applications, resumes and other documents which try to leverage this out-of-date attempt to trick the systems.

Instead, after careful analysis (see below), use your keywords naturally and appropriately in your documents.

First, the most important keyword is your name – your Professional Name

5 Secrets for Selecting and Using the Best Keywords for LinkedIn

People searching for candidates qualified for a job typically use the terms (the job title, requirements, location) which are used in their job description. So, job descriptions are THE source of terms for you to use in your LinkedIn Profile.

Search for the job you want next on a mega-job site like Indeed.com or a target employer's career site. Note what job-specific words are used in those job descriptions. Then, test different versions of the terms, as described below, to see which is used most often.

1. Be thoughtful and creative, but NOT inaccurate.

Take the time to go through [The Top 25 Keywords for Your Job Search](#) to dig out the terms that are important to employers -- but terms that you might not have thought to use. The time you spend in this analysis will have a very good payback for your job search and career.

No matter how tempting, don't claim a skill or accomplishment you don't have! In these days of search engines and public records, employers will discover those fabrications, and opportunities will be ruined.

We often view our skills as not very important and not worth mentioning. But, those skills may be rare and of great value to an employer. So, be thoughtful and thorough in your analysis.

Don't forget that ***your name is your most important set of keywords*** because it is used so often in searches by recruiters, employers, network members, family, and friends. Read [Your Most Important Keywords](#) to understand how to choose and effectively use the best version of your name.

2. Use up-to-date terminology.

Make sure you are using current terms used for your industry and profession. These are the words that up-to-date employers will be using in their job descriptions, and the terms they are using to search through LinkedIn and applicant tracking systems.

If you haven't been in a job search for a few years, check out a few job postings for the job you do (or want next) at your target employers. Look at the terms used, particularly the job title and the job requirements. Are those the terms you are using for your LinkedIn Profile and any job applications you submit?

EXAMPLE:

Assume you have been an "MIS" ("Management Information Systems") manager for the last ten years. As the job has changed in that period of time, so has the job's title. Now, the vast majority of employers call that job "IT" (or "Information Technology") manager.

This means that you would need to describe yourself as an "IT Manager" or, possibly, as a "MIS / IT Manager" in order to be found by recruiters searching for someone to do that job. Without using the current term in your professional visibility (LinkedIn Profile) and job applications (and resumes), you would not be found by someone searching for an "IT Manager."

Continuing to call yourself a "MIS Manager" not only excludes you from search results, it also stamps an "out-of-date" sign on your applications or Profile, IF they are ever found.

As clearly indicated in the images below, the term "MIS Manager" (the top image) is rarely used today, now visible in only 2 jobs. It has been nearly completely replaced by the term "IT Manager" (the second image) in job titles which is included in 608 job titles.

Job title includes the term "MIS" -- 2 jobs

A screenshot of the LinkedIn job search interface. The 'What' search bar contains the text 'title "MIS manager"', which is circled in red. A red arrow points from this search bar to the 'Page 1 of 2 jobs' result at the bottom, where '2 jobs' is also circled in red. The 'Where' search bar is empty. A blue 'Find Jobs' button is on the right.

Job title includes the term "IT" -- 608 jobs

A screenshot of the LinkedIn job search interface. The 'What' search bar contains the text 'title "IT manager"', which is circled in red. A red arrow points from this search bar to the 'Page 1 of 608 jobs' result at the bottom, where '608 jobs' is also circled in red. The 'Where' search bar is empty. A blue 'Find Jobs' button is on the right.

So, someone who used the term "MIS Manager" on their LinkedIn Profile and resumes would *not be visible* in the vast majority of employer applicant tracking systems and job board resume databases, as you can see from the charts above.

When you use out-of-date terminology in your LinkedIn Profile, you won't be found, except by those few employers who are also out-of-date (which might not be a good places to work).

Double-check the terms you use for your job search by comparing them using the current job descriptions in Indeed. Further refine your Indeed search to include your location or the names of target employers to have the most relevant search results specifically for you.

3. Be complete.

Usually, the best strategy is to include all of the relevant terms, when you have the space for them and where appropriate.

For example, assume you are experienced using Microsoft Office products and looking for a job that typically specifies that candidates need those skills. You have the skills, but you are not sure which of those product names to use.

Searching through the job postings on Indeed could show you some very interesting things –

Job descriptions including the term "Microsoft Office" -- 332,692 jobs

A screenshot of a job search interface. The 'What' search bar contains the text 'microsoft office' and is circled in red. A red arrow points from this search bar to the text 'Page 1 of 332,692 jobs' at the bottom of the page, which is also circled in red. The 'Where' search bar is empty. A blue 'Find Jobs' button is on the right. Below the 'What' bar, the text 'job title, keywords or company' is visible. Below the 'Where' bar, the text 'city, state, or zip' is visible.

Job descriptions including the term "Microsoft Excel" -- 220,139 jobs

A screenshot of a job search interface. The 'What' search bar contains the text 'microsoft excel' and is circled in red. A red arrow points from this search bar to the text 'Page 1 of 220,139 jobs' at the bottom of the page, which is also circled in red. The 'Where' search bar is empty. A blue 'Find Jobs' button is on the right. Below the 'What' bar, the text 'job title, keywords or company' is visible. Below the 'Where' bar, the text 'city, state, or zip' is visible.

Job descriptions including the term "Microsoft Word" -- 188,625 jobs

A screenshot of a job search interface. The 'What' search bar contains the text 'microsoft word' and is circled in red. A red arrow points from this search bar to the text 'Page 1 of 188,625 jobs' at the bottom of the page, which is also circled in red. The 'Where' search bar is empty. A blue 'Find Jobs' button is on the right. Below the 'What' bar, the text 'job title, keywords or company' is visible. Below the 'Where' bar, the text 'city, state, or zip' is visible.

Job descriptions including the term "Microsoft Outlook" -- 98,450 jobs

A screenshot of a job search interface. The 'What' search bar contains the text 'microsoft outlook' and is circled in red. A red arrow points from this search bar to the text 'Page 1 of 98,450 jobs' at the bottom of the page, which is also circled in red. The 'Where' search bar is empty. A blue 'Find Jobs' button is on the right. Below the 'What' bar, the text 'job title, keywords or company' is visible. Below the 'Where' bar, the text 'city, state, or zip' is visible.

Job descriptions including the term "Microsoft PowerPoint" -- 82,938 jobs

A screenshot of a job search interface. The 'What' search bar contains the text 'microsoft powerpoint' and is circled in red. A red arrow points from this search bar to the text 'Page 1 of 82,938 jobs' at the bottom of the page, which is also circled in red. The 'Where' search bar is empty. A blue 'Find Jobs' button is on the right. Below the 'What' bar, the text 'job title, keywords or company' is visible. Below the 'Where' bar, the text 'city, state, or zip' is visible.

The chart shows us that most employers use the full term "Microsoft Office," and fewer name any of the separate products. However, since the products are clearly often named in job descriptions, including those names is a smart idea.

The next most used terms are "Microsoft Excel" and "Microsoft Word. If you had room for only 3 terms, this analysis shows you the terms to use - Microsoft Office, Microsoft Excel, and Microsoft Word. If you had room for all of them, the order is clear.

Yes, this repeats the term "Microsoft" several times, and you could drop the word from the names of each of the products, like this:" Microsoft Office, including Excel, Word, Outlook, and Powerpoint."

However, if someone was searching only on the phrase "Microsoft Excel," your Profile might not be included in the search results because that phrase would not be included. Being complete, if a bit redundant, is smart in this situation.

4. Be carefully inconsistent.

In your use of keywords, don't be consistent, repeating the same keywords over and over, inside your document because people searching are not always consistent. As you'll see in the example below, the same thing may be described in several different ways.

Use the top two or three versions of important terms in your document so that the document appears in search results on *any* of the most-often used variations, because you can't be 100% sure what someone might type into a search bar.

To be smartly inconsistent, check job descriptions to see the words and acronyms your target employers use to specify the job you want.

Assuming you held the Project Management Professional certification, which is better -- "Project Management Professional" or the abbreviation "PMP"?

Job title includes the term "Project Management Professional" -- 4,895 jobs

The screenshot shows a job search interface with two input fields: 'What' and 'Where'. The 'What' field contains the text 'Project Management Professional' and is circled in red. A red arrow points from this field to the search results area, which displays 'Page 1 of 4,895 jobs'. The 'Where' field is empty. A blue 'Find Jobs' button is visible on the right.

Job title includes the term "PMP" -- 17,710 jobs

The screenshot shows a job search interface with two input fields: 'What' and 'Where'. The 'What' field contains the text 'PMP' and is circled in red. A red arrow points from this field to the search results area, which displays 'Page 1 of 17,710 jobs'. The 'Where' field is empty. A blue 'Find Jobs' button is visible on the right.

Well, the abbreviation "PMP" beats the full term "Project Management Professional" sufficiently to be the best bet to use (and the shortest - YEA!). But, the term "Project Management Professional" is also popular and clearly defines the term. So, the smartest move would be to include both terms, and it can be done easily and gracefully like this --

Project Management Professional (PMP)

So, both terms are included, covering searches on either term.

5. Place those keywords where they'll be noticed.

Your LinkedIn Professional Headline is *the* most important place to include the top keywords for your job search. That field can be as long as 120 characters which allows you to include important keywords in addition to your job title.

Don't waste this opportunity by describing yourself as simply and only a "Project Management Professional." That term *never* appears in a job description, so few recruiters will search for it.

Instead, be as specific as possible about what you do so you will be found more easily by recruiters searching for someone like you.

For example, when searching for someone to fill an IT project managers position, the recruiter would likely use the term "IT Project Manager" not "Project Management Professional. " Then, they would screen those initial search results for people who had the appropriate IT expertise included in the descriptions of their jobs and, as appropriate, their education and certifications, volunteering experience, and the rest of a LinkedIn Profile.

Continuing our example above, assume you are an information technology project manager who holds the Project Management Professional certification. Since LinkedIn only allows 120 letters and spaces, you need to choose your terms and structure the Headline very carefully.

These are samples of what your Headline could look like, depending on what you actually do:

IT Project Manager, specializing in ecommerce and web app development, Project Management Professional (PMP) certified -- IF accurate for you!

IT Project Manager, certified Project Management Professional (PMP), secure ecommerce B2B / B2C transaction specialist -- IF accurate for you!

While you are constructing your Professional Headline, compare terms to see which are used most often by employers in their job descriptions. Also include these terms in the body of your LinkedIn Profile, like your Summary, and the descriptions of jobs you have held, when appropriate.

Bottom Line

Using the right keywords for your job search and career is essential! Research Indeed, your favorite job board, or your target employers' career sites to find those keywords. Then, carefully leverage those terms used in job descriptions to highlight your qualifications. For most professions, LinkedIn is a critical location for keywords.

Build Your Personal SEO: The 25 Best Keywords for You in Your Job Search

A CareerBuilder study released in August 2018 revealed that employers are *less* likely to contact an applicant they cannot find online because they "expect candidates to have an online presence." *

Clearly, being found online today is NOT optional if you want to have a successful career (and job search).

To be found, implement **personal SEO** ("search engine optimization").

Personal SEO requires that you create relevant web content, containing appropriate keywords, so that it ranks well when someone is searching for those keywords.

For most professionals, this means a complete LinkedIn Profile and consistent visibility inside LinkedIn. But, simply having a LinkedIn Profile is NOT enough unless you are paying attention to your keywords.

To be found, implementing effective personal SEO is a necessity.

Keywords Are the Key to Being Found in Search

The right keywords, most appropriate for you and your goals, are the foundation of successful personal SEO.

KEYWORDS: The terms used by searchers to find relevant content in a search engine, social network, applicant tracking system, or other database

Selection and placement of the right keywords is the core of effective SEO (search engine optimization). Use those terms in the right places in resumes, applications, and social media (especially LinkedIn) and you *will* be found.

Without the right keywords (for you), in the right places (LinkedIn Profile, resume, application), you are invisible online, and employers clearly do NOT like invisible job candidates.

Exact Keyword Match Is Usually Required

If a recruiter is searching for someone with experience in Microsoft Word, your name won't appear in search results *unless* your social profile or resume contain *the exact term Microsoft Word*. Microsoft Office, the product which includes Microsoft Word, is *not a match*.

This means you will not be included in search results for the term Microsoft Word unless you also include that term in the documents.

Currently, most software is not programmed to make assumptions. If a job description requires experience with "Microsoft Word," *most* systems won't understand that a resume for someone who is "highly skilled with Microsoft Office products" meets that requirement because the exact term "Microsoft Word" is not included.

Even if you have that experience or skill, you are invisible unless your social profile, application, or resume includes the term being searched.

Building Your Personal SEO with *Your* Best Keywords

Think like a recruiter filling the job you want next. How is that job described in job postings? What skills, tools, etc. are required?

Research how your target employers define your target job to determine your best keywords, as listed below.

Look through the list below and choose what is appropriate for you. Develop *your* keywords based on the following categories of information:

Keywords About You, Personally:

1. Your professional name

Most people don't think of their names as important keywords, but in these days of search engines and social media...

Your name is your *most important* set of keywords. Be consistent!

If your resume or business card is for "**Edward J. Jones**" but your LinkedIn Profile is for "**Ed Jones**" (or vice versa), you've made it difficult for a recruiter or employer to make the connection between the two, which most will need to do. Not having a LinkedIn Profile is a negative for most professionals, so using different names can damage opportunities for you.

You need to *consistently* use the same version of your name for your LinkedIn Profile, resumes, business/networking cards, professional email, meeting name tags and badges, and other visibility so recruiters doing research on you can "connect the dots" between you and your professional visibility.

[Practice [Defensive Googling](#), and read [Your Most Important Keywords](#) for more information on avoiding mistaken online identity and [Personal Online Reputation Management](#) for the new necessity today.]

2. Your location (or your target location)

According to [LinkedIn](#), "More than 30% of recruiters use advanced search based on location."

Use the best location for you, but DO have a specific location because using a country is too generic. Not having a location will handicap you in most searches. If appropriate for your location, use both city and state plus regional names -- like Oakland, CA, and East Bay Area, or Manhattan and New York City -- so your profile is in the search results for either.

Do NOT provide your street address. At most, include the city and state. Read [How to Safely Publish Your Contact Information on LinkedIn](#) for important tips.

3. Your languages

If you speak more than one language, make it clear the languages that you can speak. Also indicate your level of proficiency -- from "native" through "basic" or "elementary" and whether you can read, write, and/or speak the languages.

To demonstrate your skills in multiple languages, create a LinkedIn Profile in each of them. LinkedIn allows and encourages this, and it's a great way to gain attention for jobs requiring people who can speak and write in more than one language.

4. College degrees and other post-secondary education

Include your college degree and the school. Also include your major *if* your degree is recent and your major is relevant to your target job.

5. GPA -- *new grads only!*

If your GPA is above average, and you are looking for your first job after college, include your GPA.

[Read [Improving Your GPA After Graduation](#) for a secret, but honest, way to present a better GPA.]

Keywords for Your Professional Goals:

6. Your target job title

The title for the job that you want next, *preferably* the version(s) used by your target employers, is a very important set of keywords.

When in doubt about exactly which job title to use, *become a slash person* like this - "Senior Administrative Assistant / Executive Assistant." Both versions of the job title are included, so your Profile will be found regardless of which term is used for searching.

If your current or target employer uses a unique job title for the job you want, include that term as well as the standard term used by most employers so your Profile will be found in a search for either term.

For example, a job seeker who is a senior administrative assistant has the official job title of "Admin Wizard" again becomes a slash person -- "Senior Administrative Assistant/Admin Wizard" -- using both terms in her Profile Headline and the job title for her current job

7. Your industry

Specify your industry (current or target): civil engineering, mechanical engineering, management consulting, market research, medical devices, nanotechnology, biotechnology, healthcare, and so on.

Be sure to choose the current term used to describe your industry. For example, use "information technology" or "IT" rather than the out-of-date terms "MIS" or "management information systems."

Keywords for Your Work History:

8. Current job title

Your current job titles are also important keywords. Focus on the standard job titles that are used now by your target employers, particularly if current (or former) employer(s) used non-standard titles.

For example, if your employer calls your job "IT Support Wizard" (not a commonly-used term and not the one used by your target employers), become a slash person -- change your job title to "IT Support Wizard / Senior IT Support Technician" or what ever is appropriate for you.

9. Current employer

If you are currently employed, include the name of your current employer (unless you are in a [confidential search](#)).

10. Former job titles

Your former job titles are often important keywords because they can indicate a depth of experience and knowledge. Again, standardize the job titles used now by your target employers so that the experience is found and valued appropriately.

As with your current job title, if a former employer called your job something unusual or simply out-of-date now, become a slash person -- change that job title to use the current terminology that is accurate and appropriate for you.

For example, maybe your job title 10 years ago was "MIS Project Manager." The current terminology for that job is "IT Project Manager," so edit that job title to be "MIS / IT Project Manager." The goal is to be accurate, using current technology.

11. Former employers

Particularly if you have worked for well-known and well-respected companies in your industry or field, be sure to include those company names, even if your experience there was more than ten years ago.

12. Volunteering

If you volunteer anywhere, include what you do and who you do it for, particularly if it helps fill in an employment gap and/or is related to your career track. The work done and the organization's name are excellent keywords.

Keywords for Your Professional Qualifications and Major Accomplishments:

13. Your skills

Preferably focus on the skills most in demand *for the job you want next* (e.g., managing a P&L, using Microsoft Word and Excel, driving an 18-wheeler, leading a project team, etc.) need to be included - even if they are not the skills you use *primarily* for your most current job.

This is a *key search criteria* for recruiters using LinkedIn Recruiter. Read [Secret to Powerful LinkedIn Profile SEO: Leverage Skills & Endorsements](#) for details.

According to [LinkedIn](#), "Members with 5 or more skills listed are contacted (messed) up to 33x more by recruiters and other LinkedIn members, and receive up to 17x more profile views. "

14. Licenses relevant to your profession

Add the licenses you hold that show you are qualified to do the job you want, including the organization who does the licensing and the number of years you have held the license.

15. Job-specific, profession-specific, and industry-specific tools and techniques

Add the relevant tools and techniques that you use or are qualified to use because of training, education, and/or experience (e.g. MRI, Mastercam, LEED, etc.).

16. Job-specific or industry-specific software and hardware

Include the software required for your target job that you use or have been trained to use, particularly if it's unique to your job, industry, or profession (e.g. SAP, ASP, FileMaker, Microsoft Office, Microsoft Word).

Add any specific hardware that may be required for your target job if you have experience using it or have been trained to use it, particularly if it is unique to your job, industry, or profession (e.g. heart monitors, scanners, even different versions of smart phones if they are relevant to the job).

17. Internet tools and apps relevant to your job or profession

Include Internet tools and apps that you use or are qualified to use because of training, education, and/or experience (e.g. Facebook, LinkedIn, Hootsuite, Google Analytics, AWS, AdWords, etc.).

18. Honors, awards, recognition, and patents

If you've been employee of the month, salesperson of the year, or received other recognition from your employer, a customer or client, or your profession or industry, be sure to include them. If you have created anything(s) that was then patented, add those terms to your social media profiles (LinkedIn has a section specifically for patents) using the complete name(s), keyword-rich description(s), and the patent number(s).

19. Industry, professional, and/or technical names and acronyms

The more acronyms; the better, as long as they are appropriate to your experience and education. Include what they represent as well, just in case someone searches on the complete term, like Early Childhood Education (ECE) or ISO (International Standards Organization).

20. Certifications or other proof of professional or industry knowledge

Include *all* proof of professional knowledge or achievement, particularly focusing on those that are current, like applicable course work, post-graduate courses, professional training, on-the-job-training, and certifications, etc.

Note: If you hold, or held, a federal government security clearance, *be extremely cautious* about publishing the level of clearance on social media, particularly if it is classified. By making your clearance public, you may eliminate yourself from consideration because you have demonstrated a lack of understanding in the rules associated with classified information

If you are applying for a job that requires a specific clearance you hold, you can usually include that clearance in the application, assuming that the job is not a scam.

21. Clients and/or categories of clients

Mention those groups of clients who need your services, like national specialty retailers or SME (small and medium enterprises) for example. If one of your clients was a very well-known or well-respected company or person, like the Department of Defense or Warren Buffett, include those names -- *unless* the relationship was classified or company confidential.

22. Major projects

If you were involved in any major projects, name and describe them, highlighting the relevancy to your target job.

If the project didn't have an official name (not required!), create a descriptive one, like "Corporate-wide WiFi implementation." Then, briefly describe the project, including the important and relevant keywords, and quantifying it if possible.

Read [Grab Recruiter Attention with LinkedIn Projects](#) for details.

23. Relevant industry and professional organizations

Include the industry and professional organizations or societies that you have joined (plus committee membership and current or former officer titles), and how long you have been a member.

24. Your publications

If you have written any books, white papers, or articles, particularly relevant to the job or profession you are targeting, be sure to include them. It is surprisingly easy to create a Kindle ebook on Amazon.com.

25. Relevant laws and regulations

If experience, understanding, or training in specific laws or regulations is required for your target job -- and you are qualified -- include the names of these laws and regulations, like ITAR/EAR (International Traffic in Arms Regulations / Export Administration Regulations) or Sarbanes–Oxley (SOX) compliance.

Notice that both the whole term (e.g. "Sarbanes-Oxley") and the acronym ("SOX") are included. Again, this should mean that your Profile will be found regardless of which version of the name of the law is included.

Bottom Line

Do the research to identify your best keywords. Then, include those terms, appropriately, in your [12 Steps to Outrank Your Competitors in LinkedIn Search in 2020 \(Personal LinkedIn SEO\)](#), resumes, job applications, and other online professional visibility, as appropriate.

- Do NOT be inaccurate or deceptive! "Marketing mode" is fine; scam mode is *not* a good long-term strategy. People are fired for lying on their resume or job application even when the lies are discovered after several years of employment.
- Do NOT senselessly list or repeat your keywords. This is known as "keyword stuffing," and the technology recognizes it easily and ignores those Profiles. So, listing keywords, even in white text, is a deadly mistake.

Instead, include the keywords *logically* in the content of your Profile. A robust Profile, with descriptions of each of your jobs and your employers, offers plenty of opportunities to naturally include your keywords.

Read [How to Optimize the Right Keywords for Your Resumes](#) for methods of researching and using the best keywords. Optimizing your resume for an employer's or recruiter's search should increase the effectiveness of your resume.

<https://www.job-hunt.org/personal-SEO/top-25-job-search-keywords.shtml>

Effective LinkedIn SEO

1. Pay attention to your professional headline.

This is the most prominent branding message on your LinkedIn Profile and it is the most critical when it comes to SEO.

Next to [your name](#), your Professional Headline, the phrase that appears below your name, is the most highly rated field in the index.

What does this mean? Keywords listed in the Headline field will have a greater impact, increasing your ranking among other users for the same terms.

Now you know why using the default "current-job" Headline is not a good idea!

As an example, consider switching

"Vice President Sales at ABC Corporation" (your current position)

to

"VP Sales. Revenue Growth in Cloud-Enabled Technology Solutions. Product Development & Sales Operations Leadership" (your current position with more keywords added to more fully explain it)

This strategy prevents ABC Corporation from becoming a highly relevant search term on this user's Profile, while enabling other keywords (Product Development, Sales Operations, Cloud-Enabled Technology, Revenue Growth) to draw more traffic.

LinkedIn allows you to use 120 spaces for your Headline, and using as many of the 120 as possible is smart.

2. Consider Adding Keywords to Your Job Title

The Job Title field on LinkedIn is also a highly indexed field (as is your Employer name). However, if your current job title is too vague, you can miss out on a chance for more traffic.

What works well in this case is to add content to your Job Title, taking care not to change your job title.

For example,

"Operations Associate" can become

"Operations Associate – Operations Manager for Thermo-printing Division"

The second version more fully explains the true job function to someone outside of the organization.

Other examples:

"Senior Consultant" becomes *"Senior Consultant , IT Project Management"*

"Financial Analyst" becomes *"Financial Analyst – Audit & Compliance"*

In each example, the second version provides both more keyword detail and a clearer explanation of the job. LinkedIn currently allows you 100 spaces for your job title, and, as usual, using as many as possible for appropriate keywords is smart.

3. Use Your About Section for Additional Keyword Content

Although not considered a highly indexed part of LinkedIn, your About section (formerly called the "Summary") must nevertheless contain compelling text, along with a high percentage of keywords relevant to your goal:

"As an IT Director, my goal is to satisfy stakeholders and speak the language of our trading industry users, while implementing technologies to boost processing speed and accelerate business transformation. I've led IT project teams of up to 110 in service delivery and brought hosting costs down 32%, even during rapid growth."

"In Senior Manager and Director of Sales roles, I've built trust among customers and captured market trends in the oil and gas industry... with new sales channels and alliances that grew revenue 123%. I enjoy the challenge of creating a competitive edge through increased brand recognition and high-performance sales team mentoring."

This type of About language employs more robust keyword content than a resume summary -- which is a key reason you shouldn't duplicate your resume on your LinkedIn Profile.

4. Add Projects and Other "Extra" Sections on LinkedIn.

Often neglected as a great strategy for adding more detail (and keywords)...

Sections like Projects, Certifications, or Honors & Awards can be used to inject more keywords.

Should you decide to use these sections, keep your wording short and keyword-dense. For example, a Certification for a particular software language could state "Java Developer" with the initials of the credential.

A COO in the real estate industry could also add several Projects entitled "Commercial Real Estate – NYC" to show proficiency in overseeing large-city construction efforts.

In the Honors & Awards section, you can add accolades that begin with your desired job title ("*Senior Sales Executive winning President's Club for 5 years*").

5. Choose Your "Skills" and Continue Collecting "Endorsements."

One of the most misunderstood sections of LinkedIn, the Skills & Expertise area started out as a directly searchable group of keywords.

Now, it's evolved into an SEO tool that can draw serious traffic, but only if it's used correctly.

The terms you add to Skills & Expertise factor more heavily in your LinkedIn searchability when you are endorsed for them. Therefore, it makes sense to add keywords and obtain (and accept) Endorsements on them.

A caveat: ensure the terms you add in this section are really keywords. Given a choice between a "hard skill" (such as "*Project Management*") and a character trait (such as "*Leadership*"), employers may prefer to search for specific competencies.

[Related: [4 Steps to Leverage LinkedIn Skills & Endorsements for a More Powerful Profile.](#)]

The Bottom Line

These are just a few tips for boosting your LinkedIn's SEO factor (as there are more critical fields and strategies that can be used to generate traffic!). Even if you don't understand SEO concepts, remember that adding more content to your Profile nearly always results in more visitors - especially when you capitalize on keywords to attract employer interest.

Headshot

Do:

- Use a headshot – head and uppershoulders
- Use a plain background. Find a blank wall in your home opposite a window with diffused light. You don't want any shadows on the wall. You can take the shot outside in the shade (you don't want to squint in the sun).
- Wear professional clothing – generally shirt and jacket.
- Look approachable.
- Definitely smile, but you don't have to have a huge smile.
- Use a current photo.
- Avoid loud colors.
- Take the shot straight on or angle your body toward the camera and at eye level. You know your best side, put it forward.
- Keep your head straight
- Have someone else take the photo for you
- One tip you will hear is to smile with your eyes – a smile that pushes up into the eyes. The muscles need to smile with the eyes are involuntary, they only become engaged in a genuine smile. Your eyes will crinkle at the corners (like crow's feet) and the bottom lid raises up slightly. It's a slight squint.
- And make eye contact with the camera
- Choose a photo that you like
- Hands – have your arm resting on a chair

Don't:

- Take selfies
- No filters
- Don't tilt your head.
- Don't crop a group photo
- Use a distracting background
- Don't incorporate your hobbies in your photo

<https://blog.photofeeler.com/how-to-take-a-professional-business-headshot-picture-by-yourself-at-home-free/>
<https://www.linkedin.com/pulse/how-take-painless-free-linkedin-headshot-michele-lacagnina>