



# HOW TO SETUP YOUR LINKEDIN PROFILE IN 2022

Sakshi Darpan

# Why should college students be “on” LinkedIn?

## **First and foremost: To get a job!**

And, it's *your* job is to make it easy for your reader to hire you, and to do that, you need to tell them how you can do the work they need you to do, and that you have the characteristics of their ideal employee.

**Second:** You'll also **grow your professional network** and maintain a positive online presence that may help you in your future work or job search.

# STEPS TO CREATE A LINKEDIN PROFILE

## Step 1: Head to LinkedIn

In order to keep this practical, we have decided to create a fictitious character named Rahul Gupta. Let's see how we can set up an account for Rahul Gupta, who's a Product Marketer at Skillsuya.

Head to LinkedIn by typing <https://www.linkedin.com> or by using the link in the description.

# Google

linkedin.com

X



linkedin.com

linkedin.com login

linkedin.com/feed/

linkedin.com jobs

LinkedIn Learning  
LinkedIn Learning

linkedin.com/notifications/

linkedin.com india

linkedin.com/salary

linkedin.com google

linkedin.com search

Google Search

I'm Feeling Lucky

# Welcome to your professional community

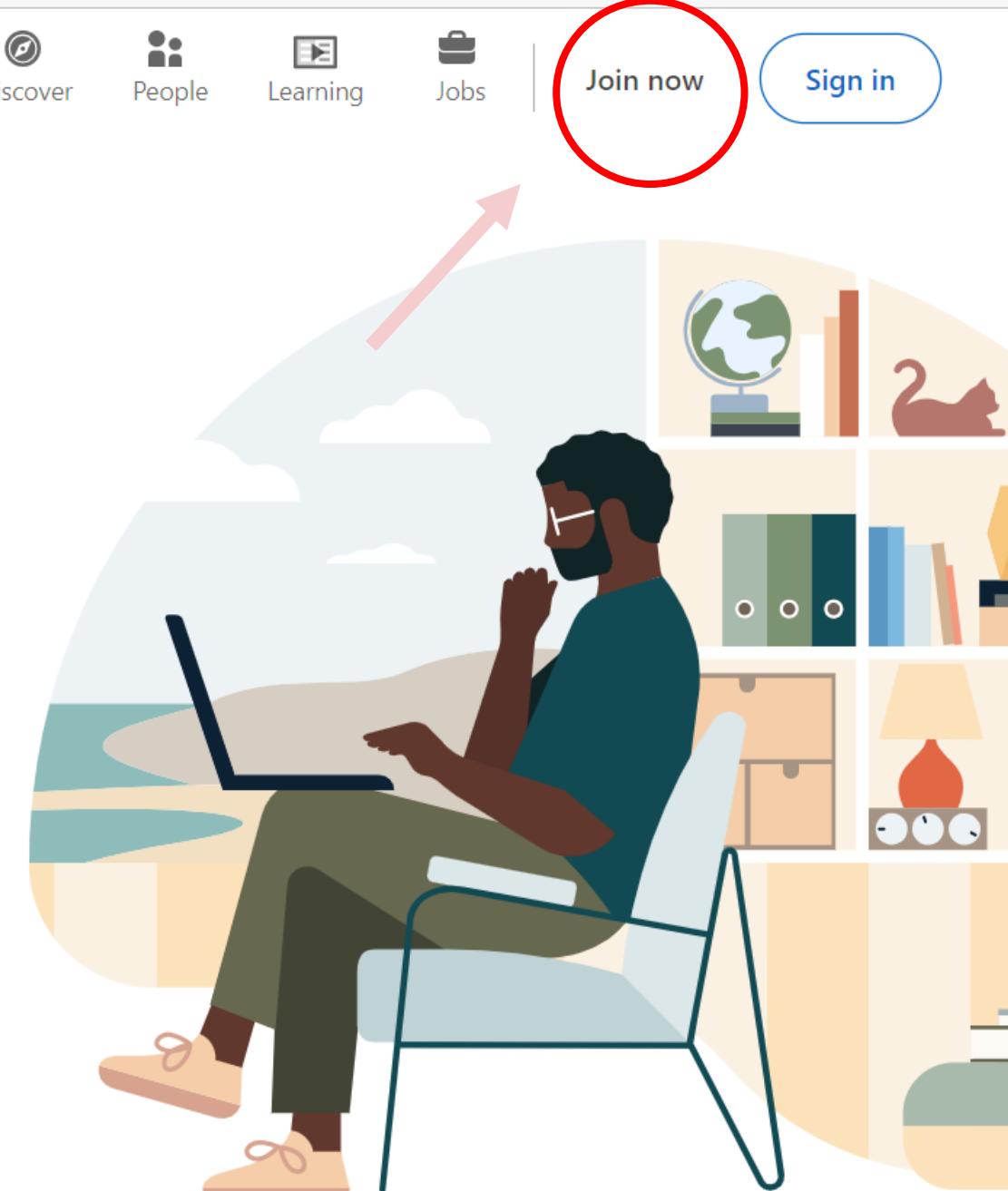
Search for a job



Find a person you know



Learn a new skill



# Make the most of your professional life

Email or phone number

Password (6 or more characters)

 [Show](#)

By clicking Agree & Join, you agree to the LinkedIn [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

**Agree & Join**

or

 Continue with Google

Already on LinkedIn? [Sign in](#)

Looking to create a page for a business? [Get help](#)

# Make the most of your professional life

First name

Last name

**Continue**



M Security verification fe

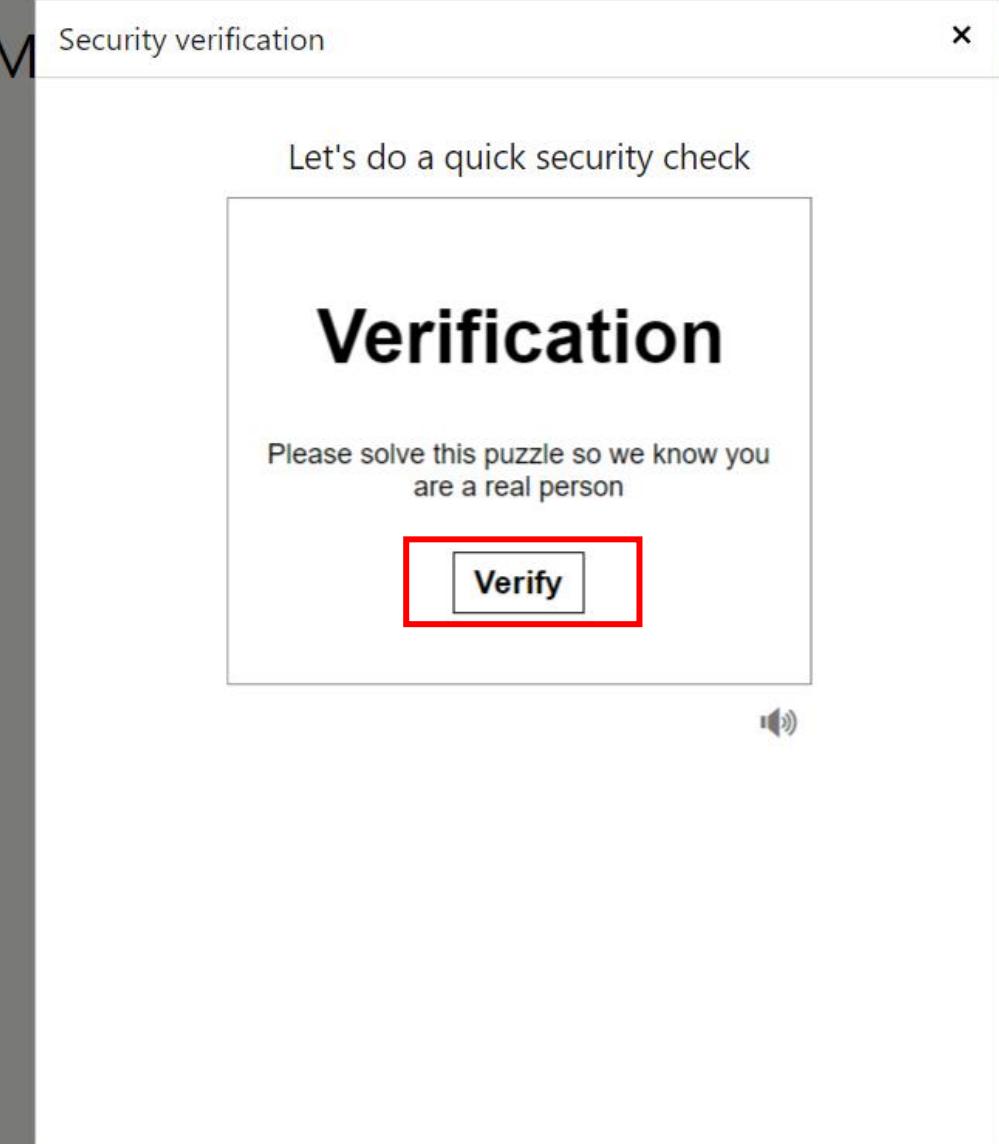
Let's do a quick security check

# Verification

Please solve this puzzle so we know you  
are a real person

**Verify**

Speaker icon

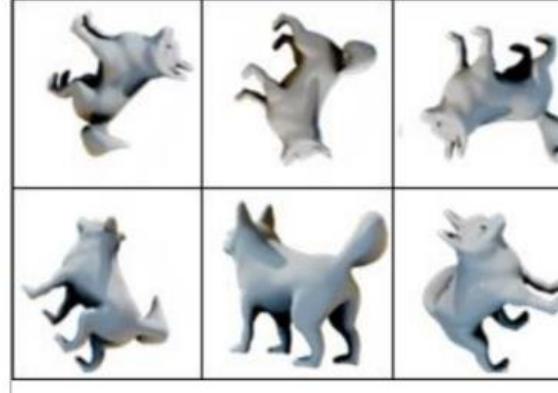


## M Security verification

x fe

Let's do a quick security check

Pick the image that is the correct way up





## Welcome, Rahul!

Let's start your profile, connect to people you know, and engage with them on topics you care about.

Country/Region \*

India

City/District \*

Mumb

Mumbai, Maharashtra, India

Mumbai Metropolitan Region

Navi Mumbai, Maharashtra, India

South Mumbai, Maharashtra, India



Your profile helps you discover new people and opportunities

Most recent job title \*

Project Manager

Employment type

Full-time

Most recent company \*

SKILLSIYA



SkillSiya

Company • E-Learning Providers

I'm a student

Continue



## Confirm your email



### Your privacy is important

We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your [preferences](#) anytime.

Didn't receive the code? [Send again](#)

Email sent

[Agree & Confirm](#)

your pin is 137802. Please confirm your email address

Inbox ×



LinkedIn Messages <security-noreply@linkedin.com>

to me ▾

9:35 PM (0 minutes ago)



## Thank you for signing up

Enter this code or click the button below to confirm your email.

137802



### Your privacy is important

We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your preferences anytime.

Confirm your email



## Confirm your email

137802



### Your privacy is important

We may send you member updates, recruiter messages, job suggestions, invitations, reminders and promotional messages from us and our partners. You can change your [preferences](#) anytime.

Didn't receive the code? [Send again](#)

Email sent

[Agree & Confirm](#)



## Are you looking for a new job?

We can help you prepare for your search. Your response is private to you.

Yes

Not now





Add your email contacts to see who you already know  
on LinkedIn

 rahul.gupta03@gmail.com



We'll periodically import and store your contacts to suggest  
connections and show you relevant updates. You control who you  
connect to, and you can manage your contacts anytime.

[Learn more](#)

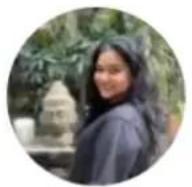
[Continue](#)

[Skip](#)



Connecting with people lets you see updates and keep  
in touch

Search for someone specific to connect with...



Deepika Keerthi

Product Marketer at  
Animaker Inc.



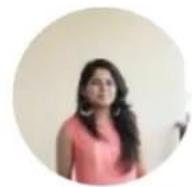
Dhusanthan

Lead Business Growth  
at Show by Animaker...



Subhashinee P

Product Marketer at  
Animaker Inc.



Nimisha Karnam

Product Marketer



Infant Tona

Product Marketer at  
Animaker Inc.

Skip

Add 0 connections



RAHUL GUPTA

Product Marketer at SKILLSIYA

Mumbai, India



Add photo

Use my Google photo

Skip



Scan this code with your  
phone camera

Text me a link instead

Next



## \_updates from LinkedIn News

We'll show you news and insights from our team of editors. Unfollow at any time.

### Popular courses for Product Marketer at Animaker Inc.



Excel Essential Training (Office 365/Microsoft 365)

1.3M views

[Save course](#)



The Six Morning Habits of High Performers

3.6M views

[Save course](#)



Agile Foundations

573.6K views

[Save course](#)



Project Management Foundations

770.8K views

[Save course](#)



Speaking Confidently and Effectively

403.7K views

[Save course](#)

Because you're in the Internet Publishing industry

We recommend following 5 sources to find content you care about.

[Finish](#)



Search



Try Premium for  
free



Rahul Gupta

Product Marketer at SKILLSIYA

Connections  
Grow your network

Access exclusive tools & insights  
 Try Premium for free

My items

Groups

Events

Followed Hashtags

Discover more

Start a post



Photo



Video



Event



Write article

Sort by: Top



Animaker Inc.

15,583 followers

7h •

Q1 of 2022 start on a high with Animaker Inc announcing that we had won multiple badges.

...see more



Top 50



LinkedIn

Inflatio

Top new

Gen Z

30m ag

Pelot

32m ag

Inflatio

36m ag

Disney

42m ag



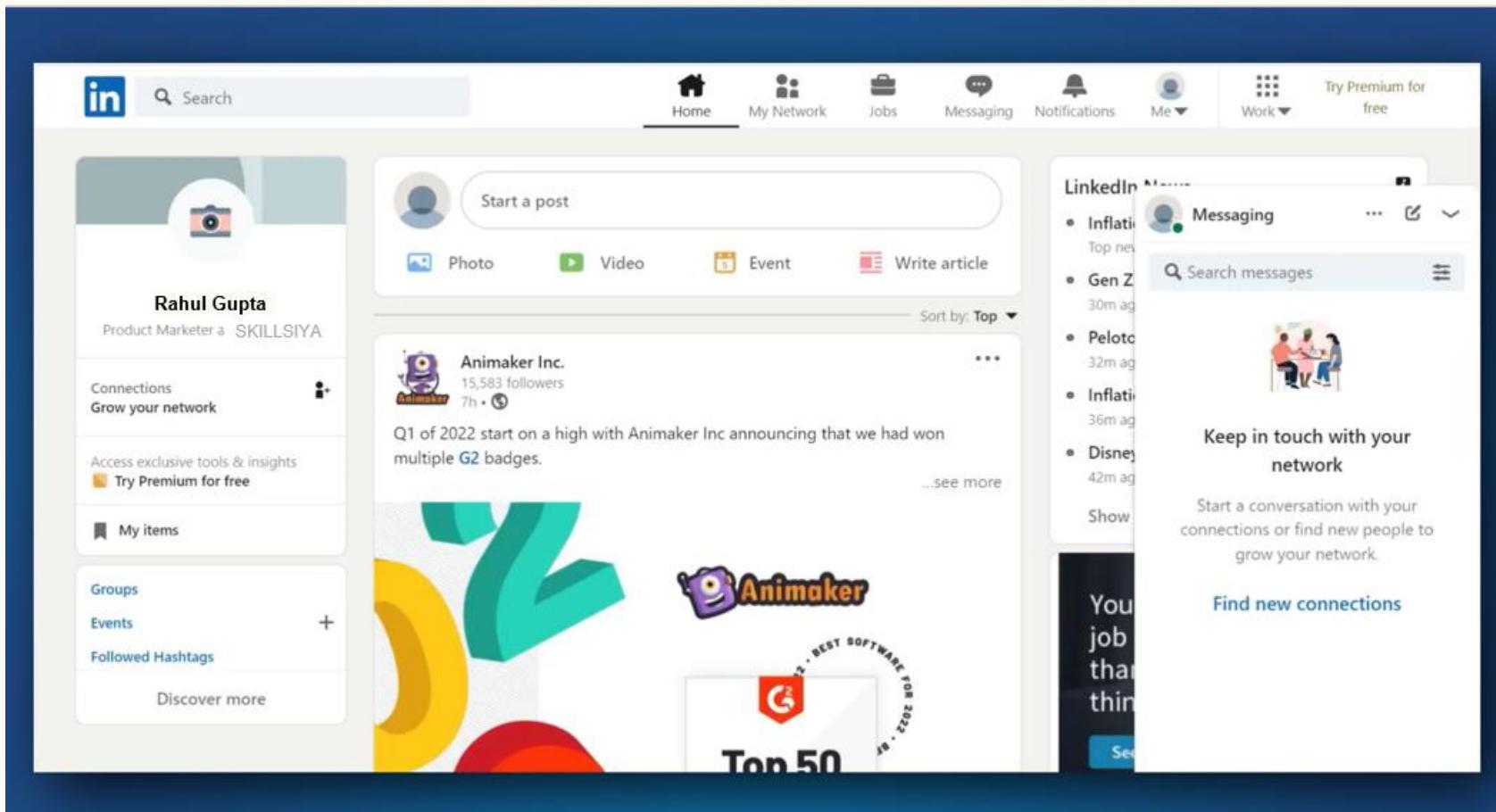
Keep in touch with your  
network

Show Start a conversation with your  
connections or find new people to  
grow your network.

You job  
than  
thin

Find new connections

We have Rahul's LinkedIn account all set and done. Although it has been created, it's far from complete.





# HOW TO OPTIMIZE YOUR PROFILE FOR BETTER REACH

Sakshi Darpan

# 21+ Essential LinkedIn Profile Tips



# #1 Make a Custom Profile URL

25

A screenshot of a LinkedIn profile page for Asharaf A. The URL <https://www.linkedin.com/in/asharafansari/> is highlighted with a red box in the browser's address bar. The LinkedIn interface shows the user's profile picture, name, bio, follower count, connection count, and a 'More' button. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Premium options. Below the profile, there are sections for Activity and a 'Follow' button. To the right, there are promotional banners for SkillSiya, FZ FACT, LearnerMap, and a hiring section, followed by a 'People also viewed' sidebar.

https://www.linkedin.com/in/asharafansari/

in Search

Home My Network Jobs Messaging Notifications Me Work Try Premium for free

**Asharaf A.**  
Founder at SkillSiya | YouTuber | Engineer  
Talks about #skills, #courses, and #freelancing  
Delhi, India · [Contact info](#)

423 followers · 355 connections

[More](#)

**Activity**  
423 followers

Asharaf A. reshared a post · 5d

**SkillSiya**  
Institution of Engineers of India (IEI), Kolkata

**See who's hiring on LinkedIn.**

**People also viewed**

- Zeeshan Shaikh** • 3rd+  
Founder of SeeKen Youtube Community | Helping people to grow Digitally | TEDx &...
- Mr. Mafaaz Sir** • 3rd+  
| Sr. Animation Design and Animation Head | Visual Content Creation | Assistant...
- Kuldeep Pant** • 3rd+  
Associate, Content & Media
- Nilambari Yadav** • 3rd+  
Freelance Content Writer

## #2 Pick the Right Profile Photo



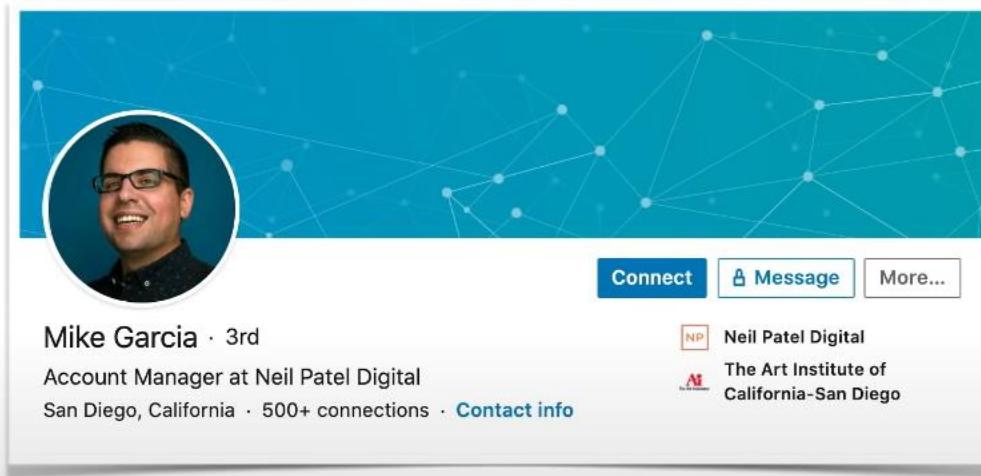
VS.



**Up close, smiling,  
and a light background  
are key elements for  
your LinkedIn profile  
pic!**

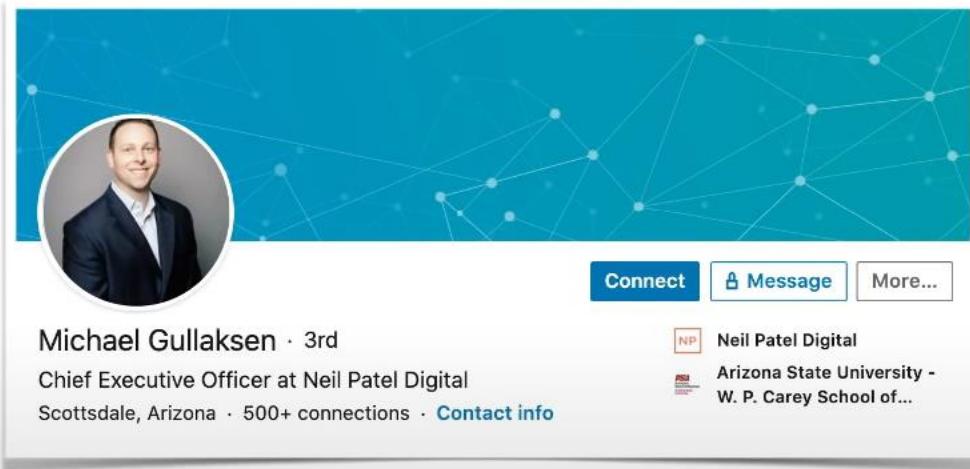


# YOUR FACE SHOULD TAKE UP 60% OF THE FRAME



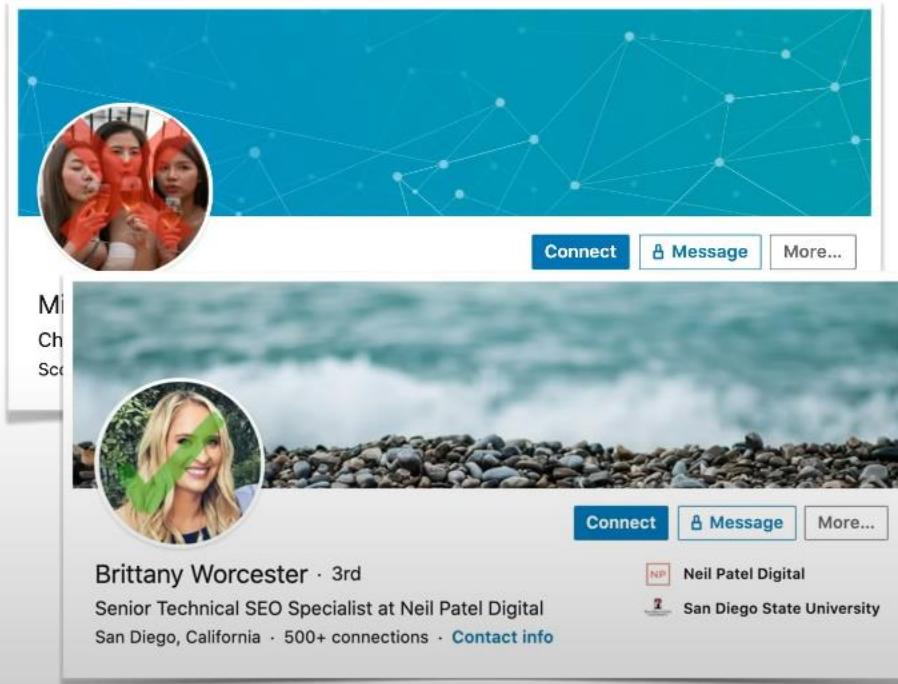
- It's ideal for candidates to know what you look like
- Crop the picture from the top of your shoulders to just above your head

# USE A HIGH RESOLUTION IMAGE



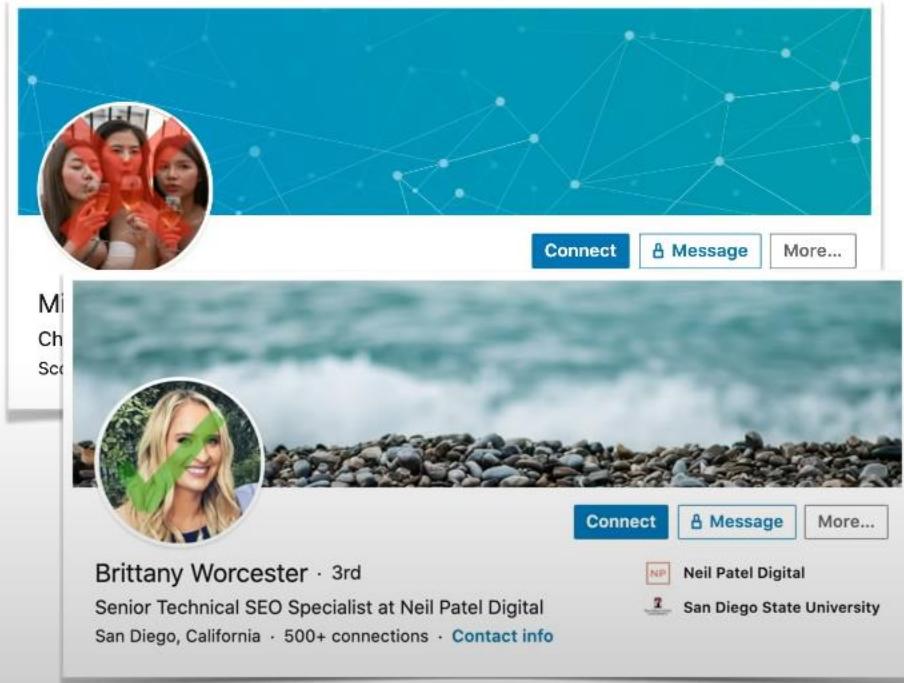
- Ideal size for your LinkedIn profile picture is 400 x 400 pixels
- Opt for a different image if blurry after uploading

# BE THE ONLY PERSON IN THE PICTURE



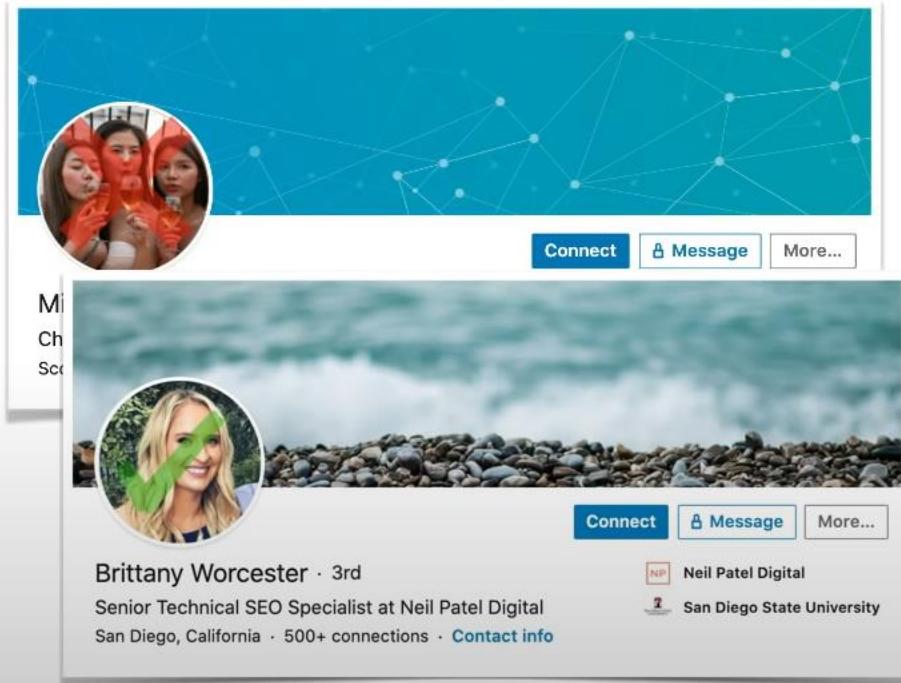
- Leave candidates with no doubt about what you look like
- Cropping a group photo isn't the best solution

# BE THE ONLY PERSON IN THE PICTURE



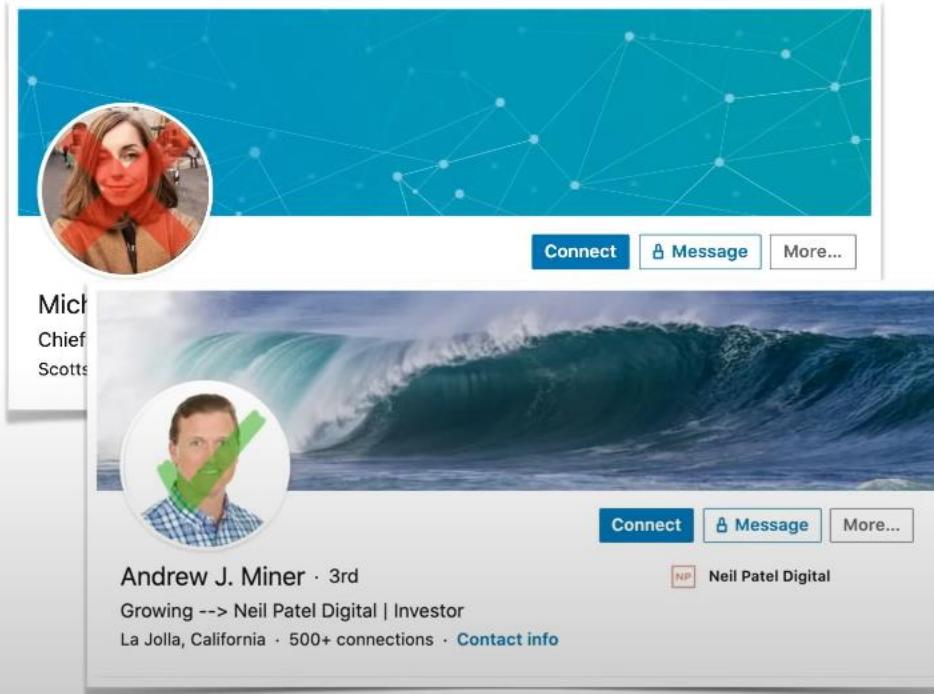
- Leave candidates with no doubt about what you look like
- Cropping a group photo isn't the best solution

# BE THE ONLY PERSON IN THE PICTURE



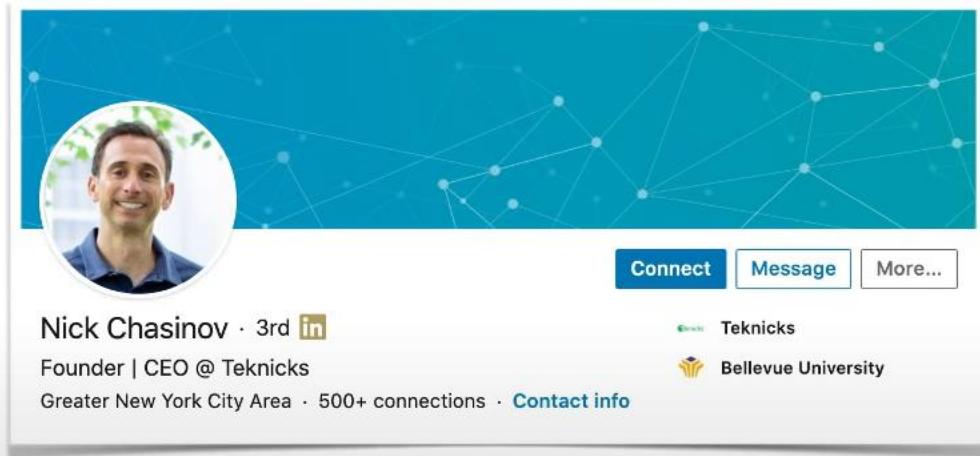
- Leave candidates with no doubt about what you look like
- Cropping a group photo isn't the best solution

# GET SOMEONE ELSE TO TAKE YOUR PICTURE



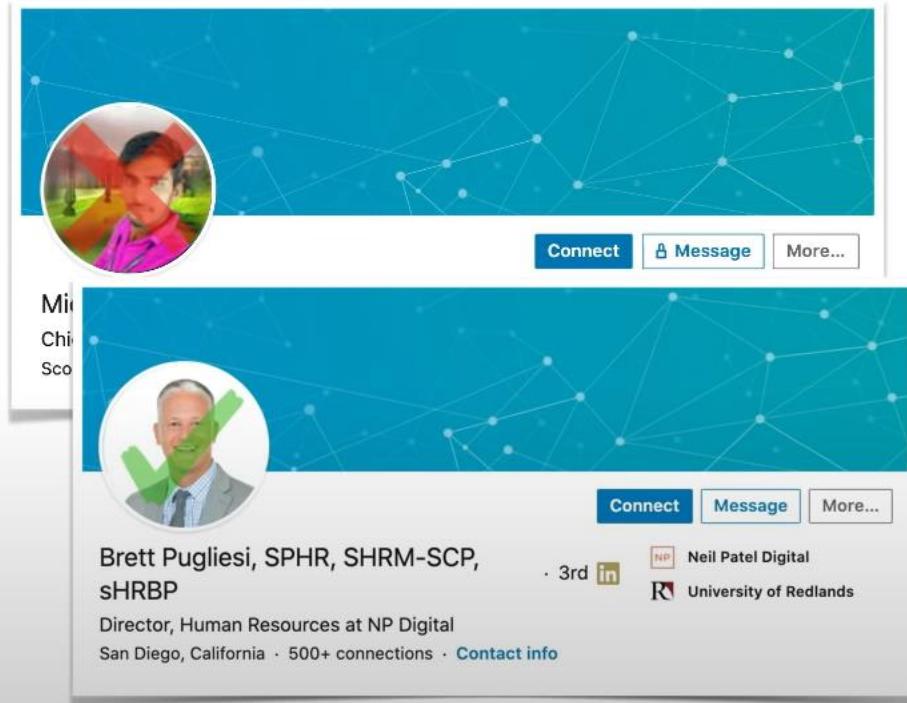
- Steer clear of selfies for your profile picture
- Ask a friend or coworker to take it for you

# CHOOSE THE RIGHT EXPRESSION



- Smiling can help put candidates at ease
- Practice in front of a mirror to see which expression suits you best

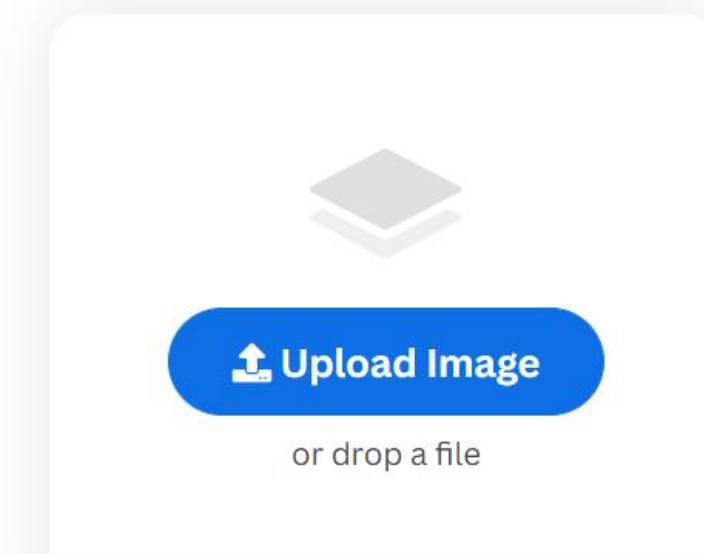
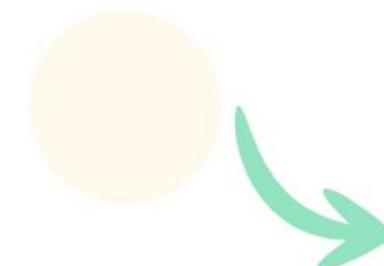
# AVOID DISTRACTING BACKGROUNDS



- Keep the focus on your face
- Remove anything distracting in the background
- Simple background ensure that you're the focal point

# Remove Image Background

100% Automatically and **Free**



No image?  
Try one of these:



## #3 Get Your Headline Right



### Correct Examples

- Scrum Master, CSM
- Project Manager, PMP

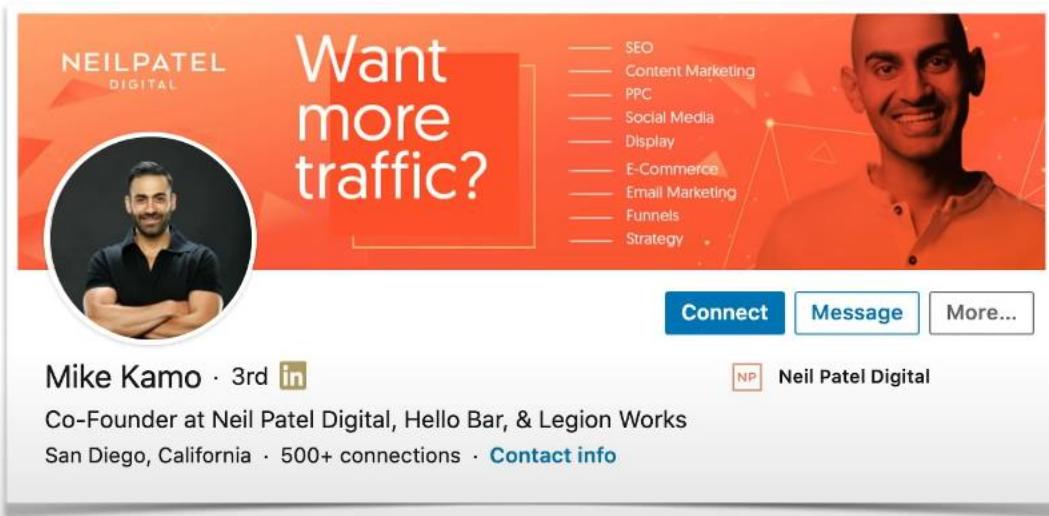


### Incorrect Examples

- Coding Ninja
- Marketing Samurai
- Developer Unicorn

- **Your headline is super important since it's the first thing recruiters see when looking at your profile.**
- **It should convey who you are and what you're about in a short, clear, and concise way.**
- **Having the right headline ensures you get found by recruiters for the right, relevant job, since a lot of them only search by title.**
- **Including profession-specific skills and titles is also ok, as long as they're relevant and not too long.**

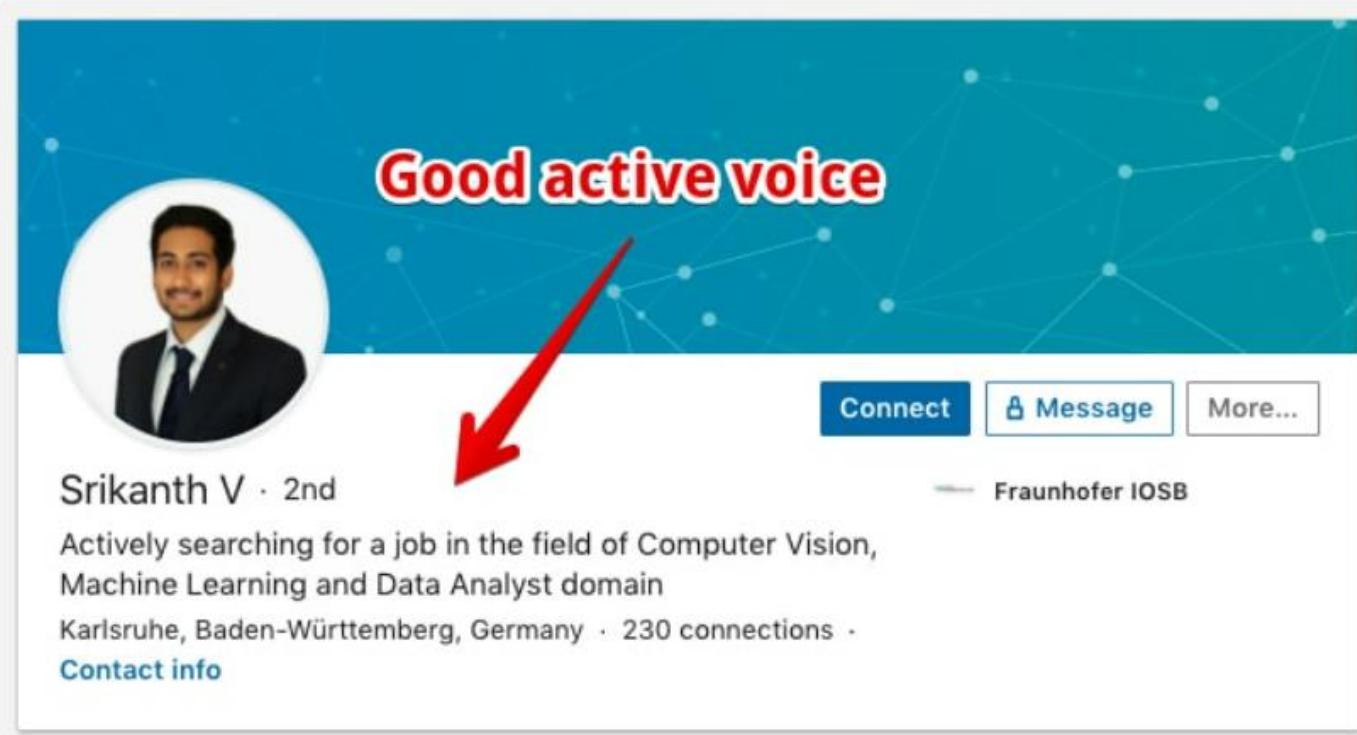
# YOUR LINKEDIN HEADLINE



The screenshot shows Mike Kamo's LinkedIn profile. At the top, there is a banner for Neil Patel Digital with the text "Want more traffic?" and a list of services: SEO, Content Marketing, PPC, Social Media, Display, E-Commerce, Email Marketing, Funnels, and Strategy. Below the banner is a circular profile picture of Mike Kamo, a man with a beard, wearing a black polo shirt. To his right is a photo of Neil Patel, a bald man with a mustache, smiling. On the left side of the profile, it says "NEILPATEL DIGITAL". Below the profile picture, Mike Kamo's name is listed as "Mike Kamo · 3rd in" with a LinkedIn icon. Below that, it says "Co-Founder at Neil Patel Digital, Hello Bar, & Legion Works San Diego, California · 500+ connections · Contact info". At the bottom of the profile, there are three buttons: "Connect", "Message", and "More...".

- Headline is the line(s) underneath your name
- There is a 120 character limit (including spaces)
- Your headline should provide *benefits to viewers*
- Include the right keywords

## Job Seeker Headline Example #1:



The image shows a LinkedIn profile card for Srikanth V. At the top, there is a circular profile picture of a man in a suit. To the right of the picture, the text "Good active voice" is displayed in red, bold, sans-serif font. Below the profile picture, the name "Srikanth V · 2nd" is shown. A large red arrow points from the headline text down towards the name. On the far right of the card, there are three buttons: "Connect", "Message", and "More...". Below the name, the text "Actively searching for a job in the field of Computer Vision, Machine Learning and Data Analyst domain" is written. Underneath that, it says "Karlsruhe, Baden-Württemberg, Germany · 230 connections · Contact info". In the bottom right corner of the card, there is a small blue horizontal bar with the text "Fraunhofer IOSB" next to it.

Good active voice

Srikanth V · 2nd

Actively searching for a job in the field of Computer Vision,  
Machine Learning and Data Analyst domain

Karlsruhe, Baden-Württemberg, Germany · 230 connections ·

Contact info

Fraunhofer IOSB

## Job Seeker Headline Example #3:

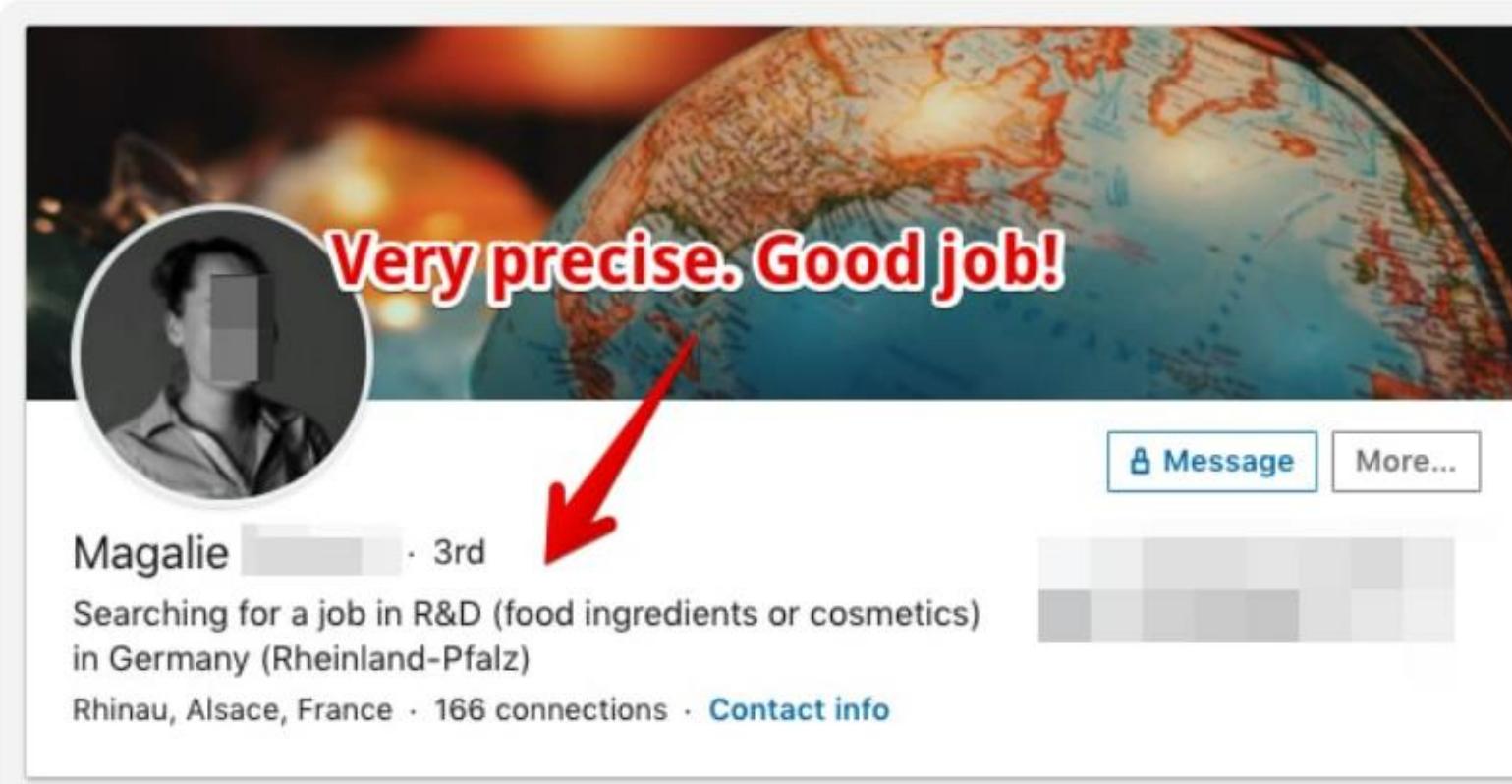


The screenshot shows a LinkedIn profile for ChienYun Lin. At the top, there is a yellow banner with the text "Well added references" in red. Below the banner is a circular profile picture of a woman with dark hair. To the right of the profile picture, the name "ChienYun Lin" and the title "3rd" are displayed. A red arrow points from the text "Well added references" down towards the profile picture. Below the profile picture, the user's bio reads: "UX/UI Designer, Graduated master student in NCCU, I am recently searching for a job in Munich." Underneath the bio, it says "Munich, Bavaria, Germany · 145 connections · Contact info". On the far right, there are two buttons: "Message" and "More...". Below these buttons, there are two sections: "Innovative User Interface Lab" with a grey square icon, and "National Chengchi University" with a blue hexagonal icon.

Make sure your title contains a keyword(s) that can be used to easily find you and pinpoint exactly what you do. If you're a developer and work mostly with Java, it's best to put "Java Developer" as your title, instead of "Software Engineer"

At the same time, avoid the less descriptive titles as much as possible.

## Job Seeker Headline Example #2:



Very precise. Good job!

Magalie · 3rd

Searching for a job in R&D (food ingredients or cosmetics) in Germany (Rheinland-Pfalz)

Rhinau, Alsace, France · 166 connections · [Contact info](#)

[Message](#) [More...](#)



# 1 Excellent LinkedIn Headline Example For Students

Student Headline Example #1:

The image shows a LinkedIn profile for a user named Marina. At the top, there is a large red banner with the text "Added References + CTA". Below the banner is a circular profile picture of a woman with long brown hair. To the right of the profile picture, the name "Marina" is displayed, followed by a grey dot and "3rd". Below this, the headline reads: "B2B lead generation @ [redacted] | Searching for a Intern ★★  
Podcast Host | empowering women to rock Sales  
Departments". Further down, it says "Bavaria, Germany · 500+ connections ·". Under the "Contact info" section, there is a button labeled "#OpenToWork Intern and Trainee roles See all details". A red arrow points from the text "Hashtag included" to the "#OpenToWork" button. Another red arrow points from the text "Added References + CTA" to the headline area.

**Added References + CTA**

Marina · 3rd

B2B lead generation @ [redacted] | Searching for a Intern ★★  
Podcast Host | empowering women to rock Sales  
Departments

, Bavaria, Germany · 500+ connections ·

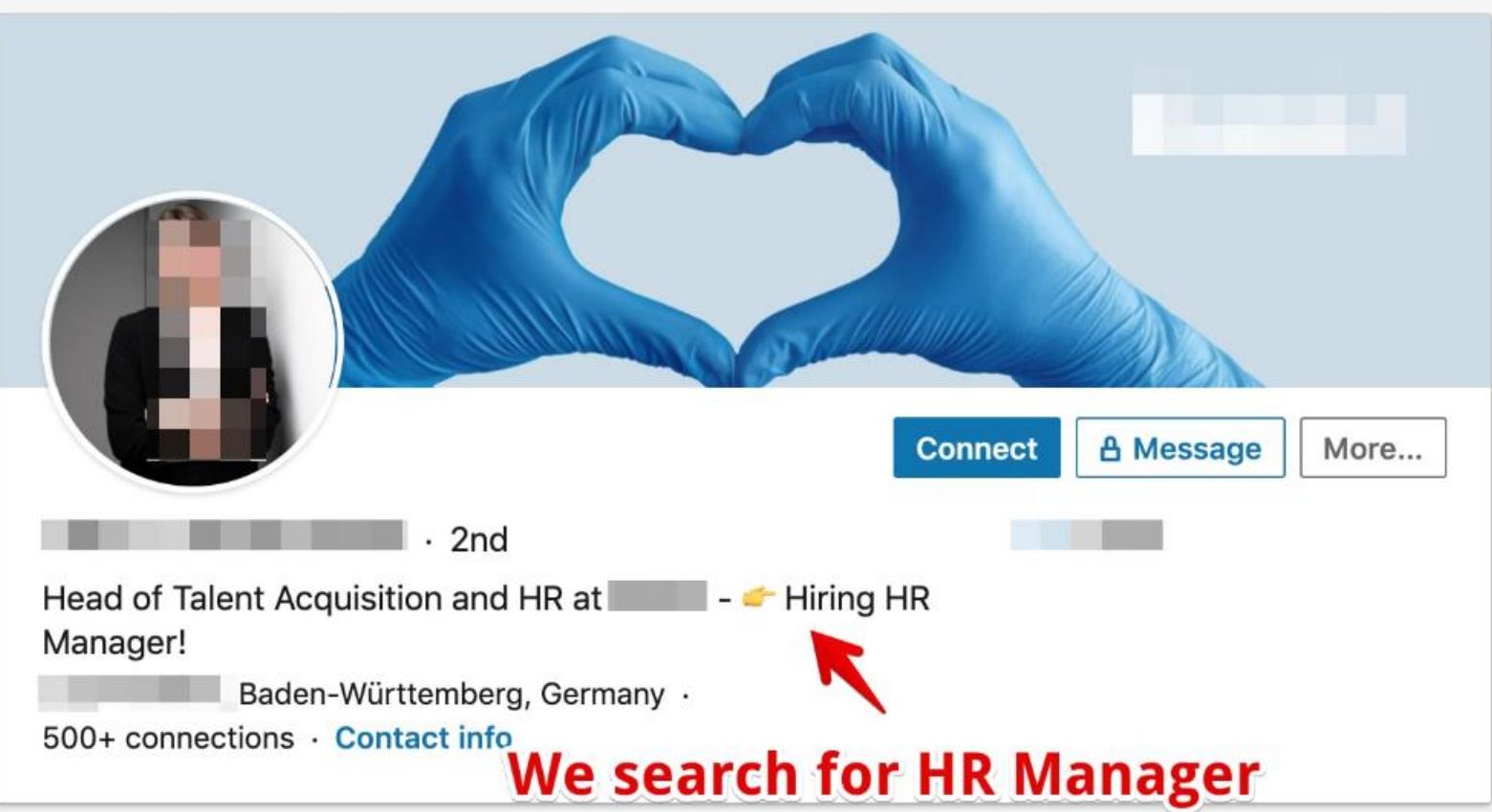
Contact info

#OpenToWork  
Intern and Trainee roles  
See all details

**Hashtag included**

## 2 Professional LinkedIn Headline Examples For HR People

HR Headline Example #1:



A screenshot of a LinkedIn profile page. At the top, there's a large image of two hands in blue medical gloves forming a heart shape. To the left is a circular profile picture of a person in a suit. On the right are three buttons: 'Connect' (blue), 'Message' (white with blue outline), and 'More...'. Below the image is a grey progress bar with the text '· 2nd'. The headline reads 'Head of Talent Acquisition and HR at [REDACTED] -👉 Hiring Manager!' with a red arrow pointing to the word 'Hiring'. Below the headline is the location 'Baden-Württemberg, Germany ·' and '500+ connections · Contact info'. At the bottom, a red banner with white text says 'We search for HR Manager'.

## #4 Create a Summary That Stands Out

### LinkedIn Summary Example 3

“ Experienced Senior Financial/Business Analyst with a background in project and team management, financial accounting, process engineering, HTML, CSS, JavaScript, Node, React, SQL, and more. I am curious, driven, and always looking for new ways to mitigate risk, increase efficiency, and create new opportunities in a business.

## LinkedIn Summary Example #5 (For College Students and Recent Graduates):

**“** I'm a senior on track to graduate in Spring 2021 with my bachelor's degree in Business Administration with dual concentrations in Finance and Human Resources. I've had the opportunity to work for Del Monte as an HR clerk allowing me to gain experience within the field. I am looking forward to pursuing my MBA and acquiring a job in HR.



Search



Home



My Network



Jobs



Messaging

**Alexandra Ciobotaru**

Product &amp; Growth @Novorésumé | 🎙 Podcast Host | Nordic Women in Tech Role Model | Speaker | Certified Scr...

## About

A dedicated, outcome-oriented professional with a focus on growing customer-centric businesses and building products people love.

I managed to develop a complete outbound funnel as a business development lead; I developed strategies that helped convey the right message to target audiences and increase revenue.

As a Product Manager, I drive the product and business-planning process across cross-functional teams of the company. My current objectives include analyzing customer needs, refreshing current market trends, examining product requirements, and developing appropriate programs to ensure their successful delivery.

My experience includes the appraisal of new product ideas and strategizing appropriate to-market plans, product roadmap, product strategy creation, as well as the release of products and balance of resources to ensure success for the entire organization.

Product Management | Growth | Business Strategy | Business Development | Organizational Innovation | SCRUM | Agile Project Management | Community Building | Female Leadership | Entrepreneurship | Future of Work |

For more information about my work check out my website: [www.alexandraciobotaru.com](http://www.alexandraciobotaru.com)

## A good LinkedIn summary section includes the following info:

- Your years of experience in your current field
- A list of your most relevant skills. This usually includes hard skills, tools you've used, programming frameworks, etc.
- Your current job title
- What you've excelled at, any relevant accomplishments
- What you're passionate about
- What kind of role you're looking for (if you're openly looking for a new job, of course)



## Correct Example:

*I'm a Level 2 Customer Service Representative with 5 years of experience in the field, including chat, e-mail, and phone tech support. I've worked with plenty of CRM systems, most familiar with Drift and Intercom.*

*I've handled up to 200 different customer calls per day and I've been named "Employee of the month" twice:*

- Once for being fastest and most efficient with resolving tickets.*
- And second time due to having the highest customer rating.*



## Correct Example:

*I'm a Level 2 Customer Service Representative with 5 years of experience in the field, including chat, e-mail, and phone tech support. I've worked with plenty of CRM systems, most familiar with Drift and Intercom.*

*I've handled up to 200 different customer calls per day and I've been named "Employee of the month" twice:*

- Once for being fastest and most efficient with resolving tickets.*
- And second time due to having the highest customer rating.*

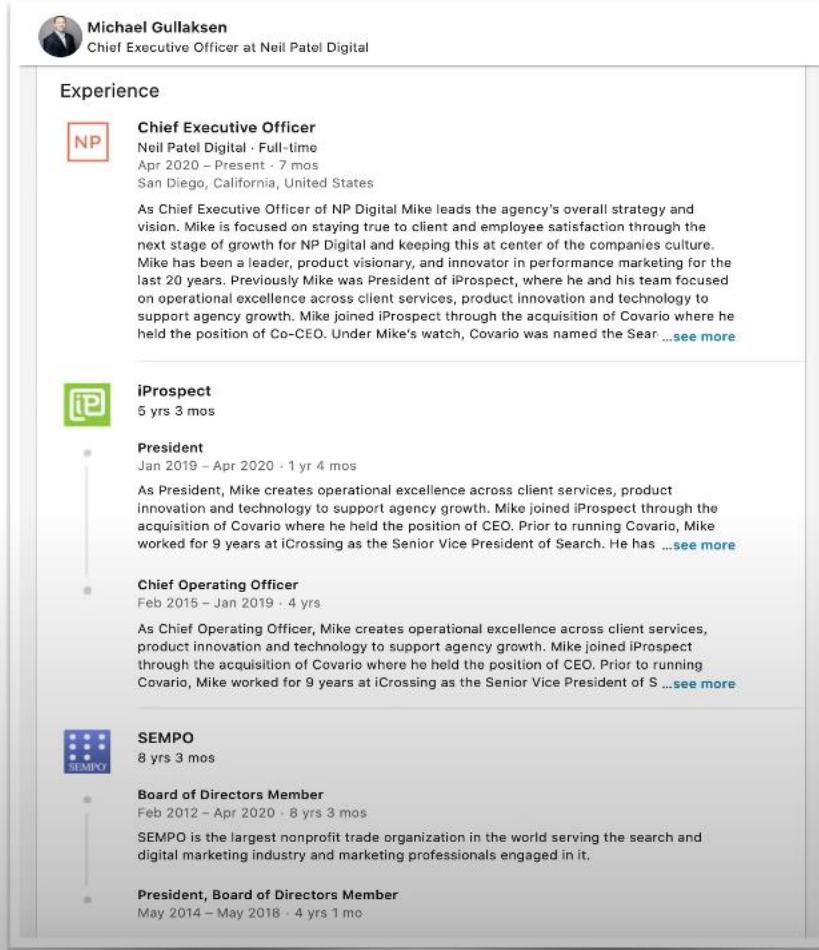
 **DO's:**

- Make it between 3 and 5 paragraphs long
- Use clear, concise sentences
- Separate the information in structured paragraphs
- Use bullet points when relevant
- Managed people? Add that here too - how many, in what context
- Be specific, use numbers - number of people you managed / ballpark of the budget you handled, etc.

 **DON'T's:**

- Make it too short - one sentence won't do
- Make it too long - don't see the summary as an opportunity to tell your entire life story. The recruiters won't take the time to read it and your main point will be missed
- Copy and paste a generic summary you've seen somewhere, even if it sounds good. You want to stand out, not to fit in!

## #6 Optimize Your Experience Section



**Michael Gullaksen**  
Chief Executive Officer at Neil Patel Digital

**Experience**

**Chief Executive Officer**  
Neil Patel Digital · Full-time  
Apr 2020 – Present · 7 mos  
San Diego, California, United States

As Chief Executive Officer of NP Digital Mike leads the agency's overall strategy and vision. Mike is focused on staying true to client and employee satisfaction through the next stage of growth for NP Digital and keeping this at center of the companies culture. Mike has been a leader, product visionary, and innovator in performance marketing for the last 20 years. Previously Mike was President of iProspect, where he and his team focused on operational excellence across client services, product innovation and technology to support agency growth. Mike joined iProspect through the acquisition of Covario where he held the position of Co-CEO. Under Mike's watch, Covario was named the Sear ...[see more](#)

**iProspect**  
5 yrs 3 mos

**President**  
Jan 2019 – Apr 2020 · 1 yr 4 mos

As President, Mike creates operational excellence across client services, product innovation and technology to support agency growth. Mike joined iProspect through the acquisition of Covario where he held the position of CEO. Prior to running Covario, Mike worked for 9 years at iCrossing as the Senior Vice President of Search. He has ...[see more](#)

**Chief Operating Officer**  
Feb 2015 – Jan 2019 · 4 yrs

As Chief Operating Officer, Mike creates operational excellence across client services, product innovation and technology to support agency growth. Mike joined iProspect through the acquisition of Covario where he held the position of CEO. Prior to running Covario, Mike worked for 9 years at iCrossing as the Senior Vice President of S ...[see more](#)

**SEMPPO**  
8 yrs 3 mos

**Board of Directors Member**  
Feb 2012 – Apr 2020 · 8 yrs 3 mos

SEMPPO is the largest nonprofit trade organization in the world serving the search and digital marketing industry and marketing professionals engaged in it.

**President, Board of Directors Member**  
May 2014 – May 2018 · 4 yrs 1 mo.

- Make sure you are linked to the company page
- Add a specific job title
- Add a description to each Experience Section
- Don't forget keywords
- Showcase your credibility
- Present your personality

## Experience Section

**For each position, include the responsibilities and achievements**

**💡 Skip out all the irrelevant work experience.** If you're a sales professional with 10+ years of experience, you really don't need to include that one time you worked as a cashier in K-mart 15 years ago

## #7 Keywords, Keywords, Keywords

Want your profile to be discovered by recruiters on LinkedIn?

You need to include the right keywords all of your profile - headline, summary, work experience, and the skills section.

This tells the LinkedIn algorithm that your profile is **VERY** relevant to the specific keywords used.

For example, if you do digital marketing, you could add the following keywords all around your profile:

- Content Marketing
- Facebook Ads
- PPC
- Advertising
- Google Ads

So, whenever a recruiter looks up “Google Ads Specialist,” your profile will **STILL** pop up if your job title is unrelated (e.g. “*Digital Marketing Specialist*”).

Not sure which keywords to add?

The best advice we can give you is to find a job ad that comes closest to the job you want and “scan” it for keywords.

Digital Marketing Manager, XYZ. Inc - GmbH  
Apple Apply Now Save

53

Job	Company	Rating	Salary	Reviews	Why Work For Us	Benefits
-----	---------	--------	--------	---------	-----------------	----------

- 5+ years of experience in online marketing
- Deep understanding of current performance marketing tools, strategies and trends, and be able to lead integrated digital marketing campaigns from concept to execution
- Social media marketing experience, with good knowledge of Facebook advertising
- Excellent interpersonal skills with the ability to build strong ties to partners and stakeholders across multiple countries, both internally and externally
- B.A. in Marketing or Business Administration (or related field)
- Experience managing USD 20,000+ monthly advertising budget on Facebook
- Fluent language skills in German & English (verbal & written)
- This role is based in Berlin, Germany

**Description**

This position is responsible for managing all aspects of XYZ. Inc Music marketing, working closely with our business, editorial, and international marketing teams, as well as agency partners.

You will be responsible for delivering XYZ. Inc Music marketing initiatives in Germany, Switzerland and Austria with a strong focus on digital marketing channels.



### Pro Tip:

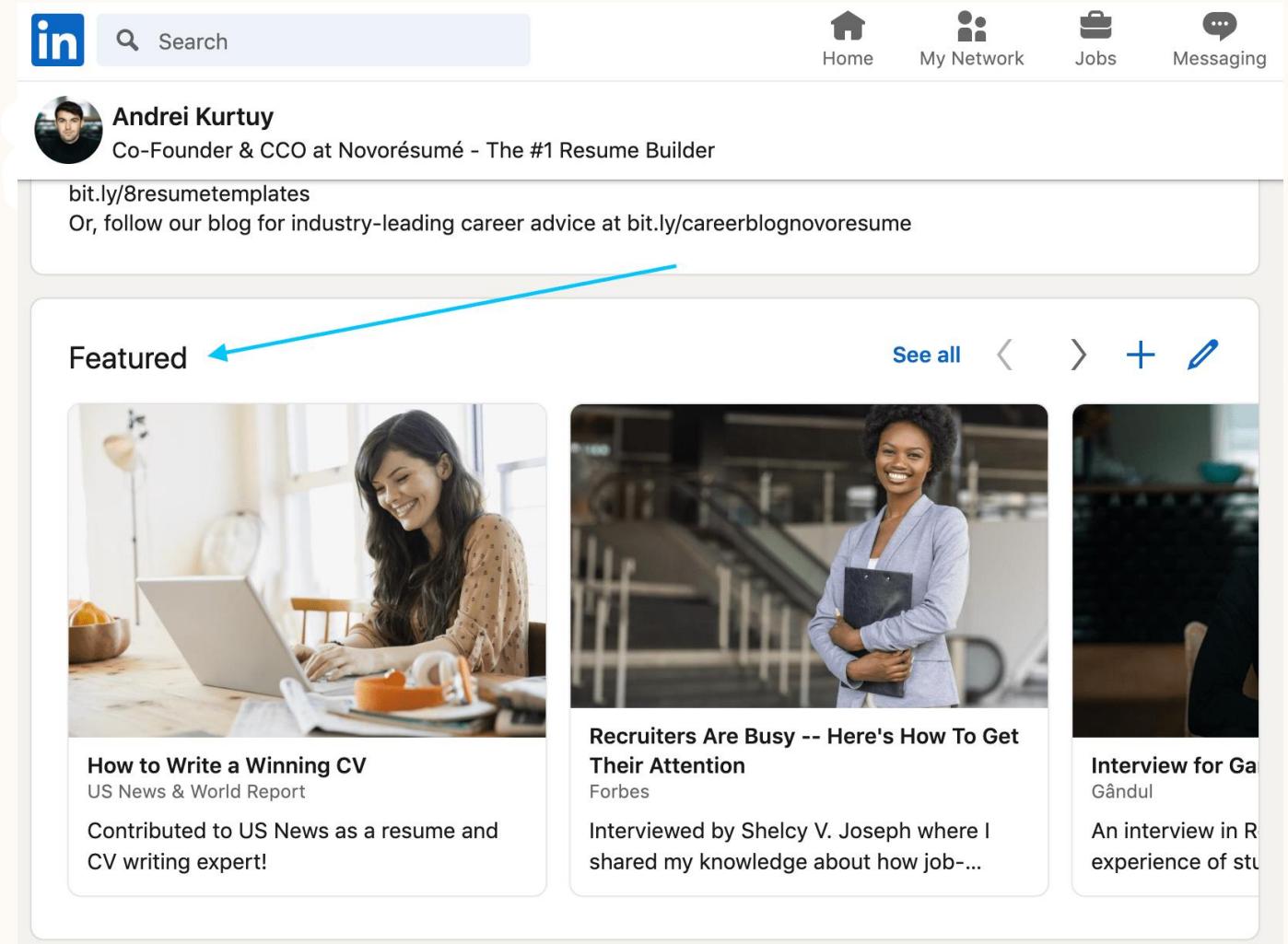
- *Try not to overdo it on the keywords, though. Mentioning each keyword 1-3 times is usually more than enough!*

## #8 Show Off Your Work

Have any cool projects you've worked on? Organized any important events? Written articles or books?

Awesome! Show them off on your LinkedIn profile.

These are especially helpful if you don't have a lot of work experience. E.g. if you're a recent Software Engineering graduate, you can mention your GitHub profile with the projects you've worked on in school. The way to show off your projects on LinkedIn is to add a "Featured" section.



The screenshot shows a LinkedIn profile page for Andrei Kurtuy. At the top, there's a navigation bar with icons for Home, My Network, Jobs, and Messaging. Below the navigation, Andrei's profile picture and name are displayed, along with his title: Co-Founder & CCO at Novorésumé - The #1 Resume Builder. A blue arrow points from the word 'Featured' in the text below to the first article thumbnail. The 'Featured' section contains three cards:

- How to Write a Winning CV**  
US News & World Report  
Contributed to US News as a resume and CV writing expert!
- Recruiters Are Busy -- Here's How To Get Their Attention**  
Forbes  
Interviewed by Shelcy V. Joseph where I shared my knowledge about how job-...
- Interview for Gândul**  
An interview in R experience of stu...

## #9 Include Most if Not All of Your Licenses and Certifications

If you have certifications that are highly relevant for your role (or the desired position), you should include them on your LinkedIn profile.

To do this, go to your profile, hit “add profile section,” and pick “licenses and certifications.”

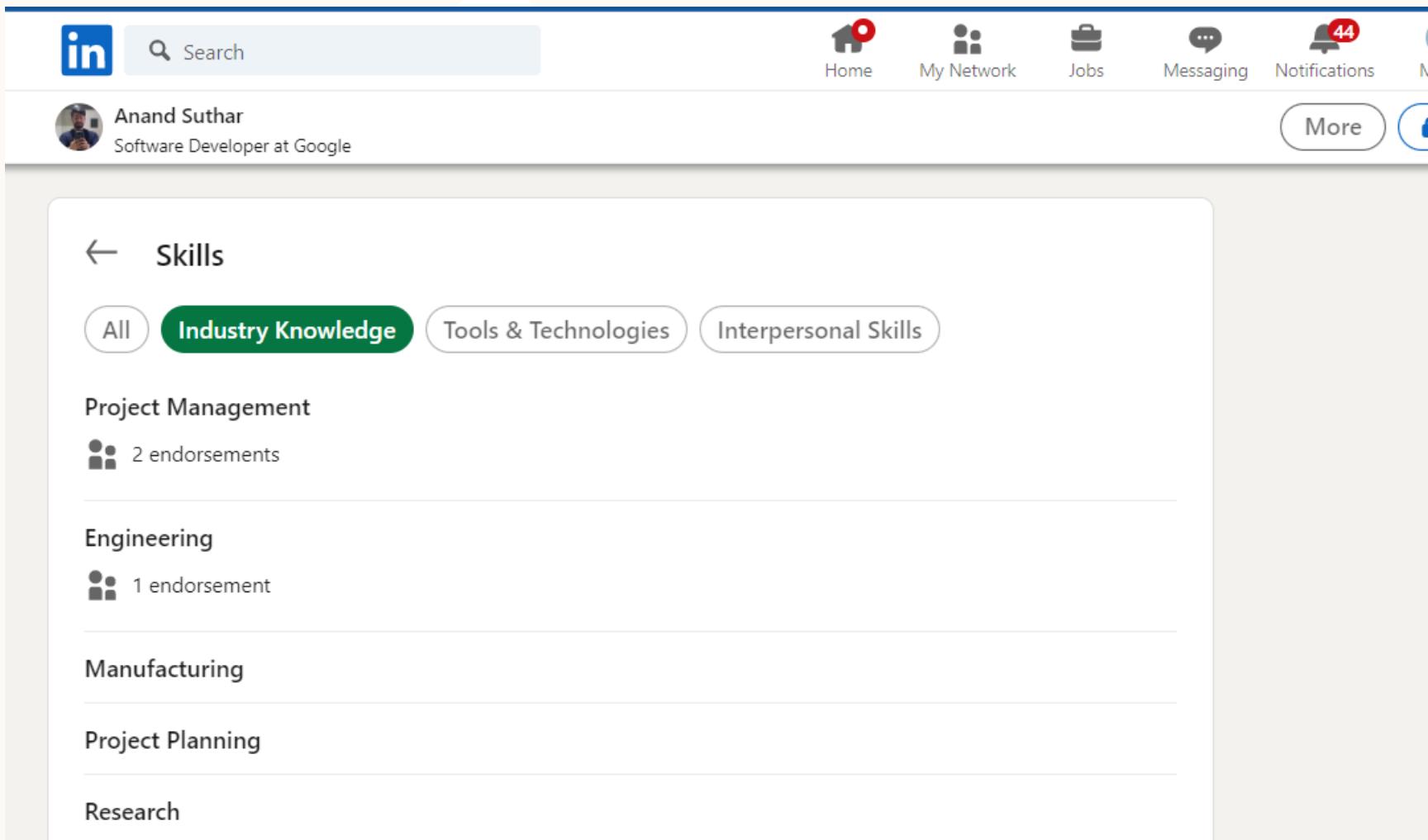


### Pro Tip

*Have a language certificate or two (or more)? You can include them too!*

*Whether you use the language in your job or not, knowing foreign languages is always a plus.*

# #10 Fill in that Skills Section (And Get Some Endorsements)



The screenshot shows a LinkedIn profile for Anand Suthar, a Software Developer at Google. The top navigation bar includes the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications (with 44 notifications), More, and a lock icon. Below the profile picture, the name 'Anand Suthar' and title 'Software Developer at Google' are displayed. The main content area is titled 'Skills' with a back arrow. It shows a list of skills with endorsement counts:

- Project Management: 2 endorsements
- Engineering: 1 endorsement
- Manufacturing
- Project Planning
- Research

## #10 Fill in that Skills Section (And Get Some Endorsements)



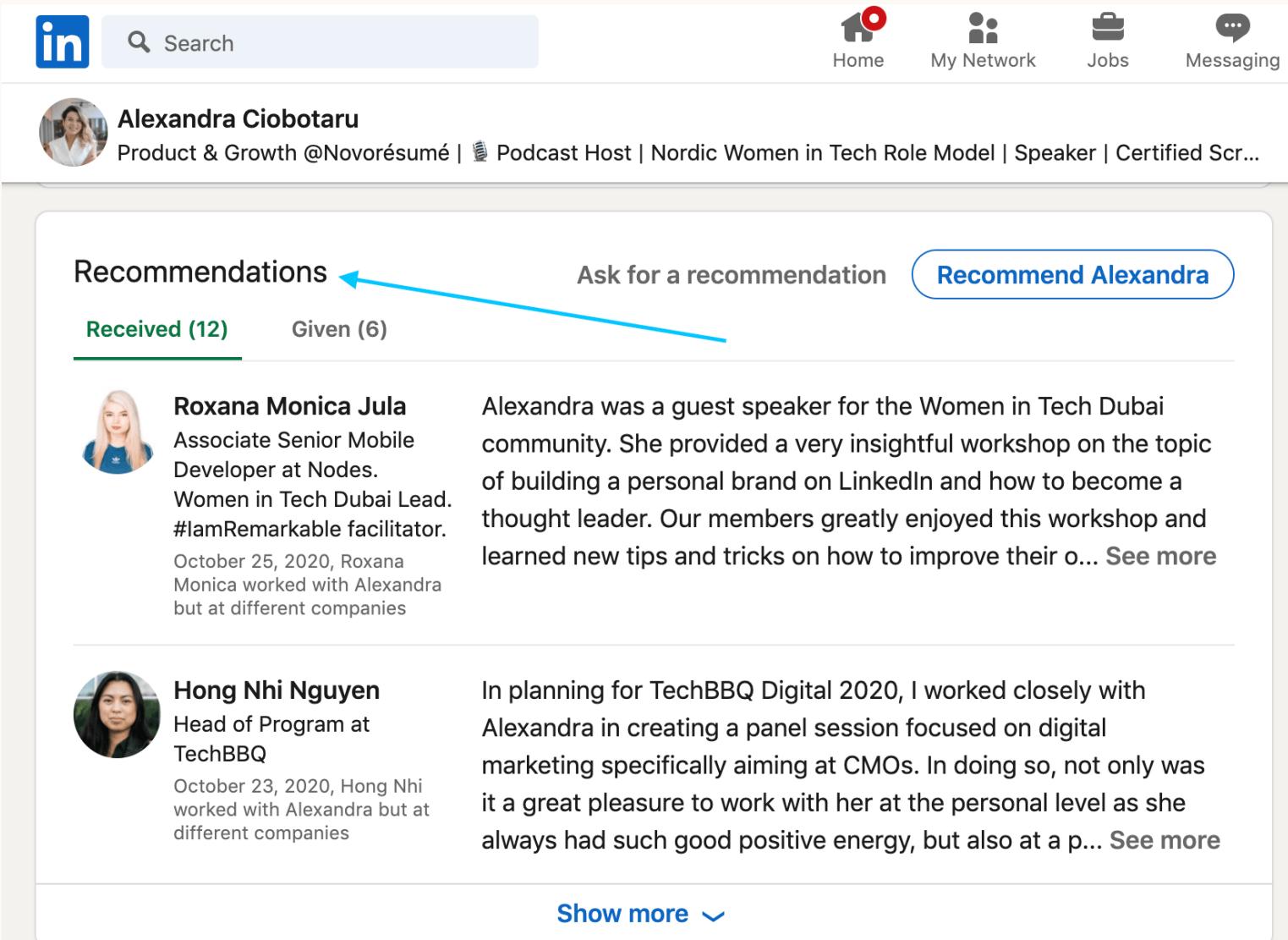
Pro Tip:

*Skip the soft skills, and focus on the hard skills.*

*Generic soft skill statements like “good listener”, “team player”, “critical thinking skills”, etc. have lost all meaning to a recruiter. They’re extremely overused, and they pretty much apply to most people to a decent extent anyway.*

*At this stage, recruiters aren’t looking for your soft skills - they evaluate those on an interview. They simply need to know what your hard skills are, and whether they’re relevant for the role they’re sourcing for.*

# #11 Get Some Recommendations



The screenshot shows a LinkedIn profile page for Alexandra Ciobotaru. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, and Messaging. Below the navigation, Alexandra's profile picture and name are displayed, along with her title 'Product & Growth @Novorésumé' and other roles like 'Podcast Host | Nordic Women in Tech Role Model | Speaker | Certified Scr...'. The main content area is titled 'Recommendations' with a blue arrow pointing from the text above it to the heading. It includes two tabs: 'Received (12)' (underlined) and 'Given (6)'. Two recommendation snippets are shown:

**Roxana Monica Jula**  
Associate Senior Mobile Developer at Nodes. Women in Tech Dubai Lead. #IamRemarkable facilitator.  
October 25, 2020, Roxana Monica worked with Alexandra but at different companies

**Hong Nhi Nguyen**  
Head of Program at TechBBQ  
October 23, 2020, Hong Nhi worked with Alexandra but at different companies

Both snippets include a detailed description and a 'See more' link.

At the bottom of the recommendations section, there are buttons for 'Ask for a recommendation' and 'Recommend Alexandra'.

Recommendations add social proof to your profile - they show that your coworkers and peers think highly of your skills.

The best, most meaningful recommendations you can get are from your direct management. Had a boss that was fond of you? Ask them to help out.

The second best are from clients / customers you've worked with. Someone, who was very happy with and appreciative of the work you did for them.

And thirdly, you can also ask horizontally connected coworkers to leave you a recommendation too, best if you worked directly together in a team - their opinion will hold more value due to them having spent the most time with you.

## #12 Hack the Accomplishments Section

### #12 Hack the Accomplishments Section

LinkedIn gives you a pretty long list of possible accomplishments you can add to your profile and we recommend making use of that. **Anything** you've done that you're proud of and can show off - awards, languages learned, projects, publications, etc - add it!

For the accomplishments part, we recommend giving as much information about the projects you've worked on as possible. Include what the project was about, what you did, and what kind of results you achieved.

As for the languages part, just add the languages you know with the knowledge level (i.e. Beginner, Intermediate, Fluent, etc.), and you're good to go.

Mentioning languages on LinkedIn can always come in handy, as there are a ton of multilingual job opportunities out there for most fields.

## #13 Add Some Interests

Yes, LinkedIn has an interests section.

And no - this is NOT what's going to land you your next job.

But what it WILL help you with is showing some personality on your profile.

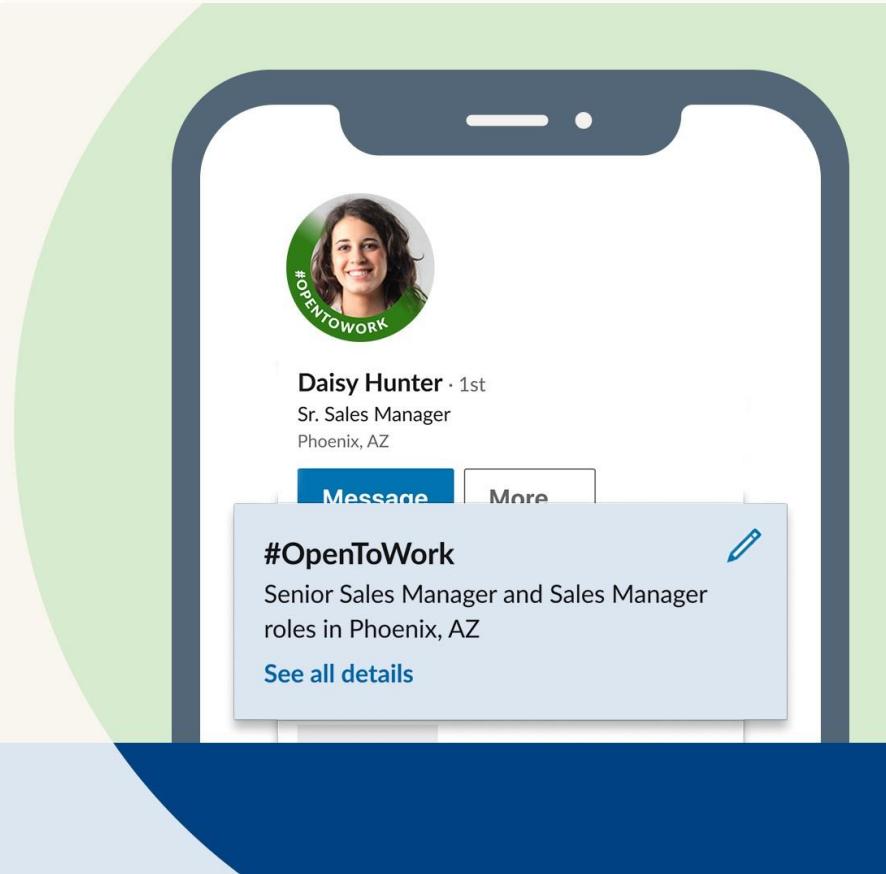
Let's say, for example, you're a senior hardware engineer who's really interested in working for a space travel company. You could include Nasa, SpaceX, Blue Ocean, and other space companies in your interests.

So, if a recruiter from such a company is looking at your profile, they're going to be more inclined to contact you.

To add an interest - just look up whatever company, group or school you're interested in, click on their LinkedIn page and click the blue Follow button under their name, as such:

## #14 Disclose That You're Open to New Opportunities

New ways to give and get help for your job search



## #15 Use Numbers & Data To Emphasize Accomplishments

Compare these two work experience entries:

*“I did sales at Company X”*

VS.

*“I closed over \$200,000 in sales deals at Company X in 2019”*

Which one do you think is more compelling for the recruiter?

Exactly!

Throughout your profile, use numbers and data to emphasize your achievements. This will allow you to seriously stand out from the rest of the candidates.

## #16 Avoid Typos

This should go without saying, but it's important enough to mention. Your LinkedIn profile is your “business face” - you can't get away with making basic spelling mistakes.

So, we recommend double-checking, even triple-checking the text on your LinkedIn profile. Not the best at editing? Try using [Grammarly](#) - a spell-checking software that catches 99% of the usual typos or mistakes.

You can also ask a coworker or a friend to proofread it for you if you want to be 100% safe.

## #17 Be Relevant

Now, we've mentioned this all across this article, but we figure it deserves its own entry.

Your LinkedIn profile should be **100% relevant** for the positions you want to work, as well as your career.

- DON'T go on and on about your experience and skills as if it's a novel
- DON'T add every little thing you know or have worked with, especially if it's not in any way relevant to your current and future job aspirations
- DON'T fill your profile with buzzwords, things like "critical thinker, good communication skills, team-player, etc.". Recruiters are desensitized to those anyway
- DON'T add soft skills - they're only taking up space, and recruiters evaluate those during interviews anyway

When filling in your different LinkedIn profile sections, always take a second to stop and think "is what I'm writing relevant to the job I want to get".

**Thank You!**