



Optimizing LinkedIn Profile for Job Seekers

A helpful guide for a smooth start

LinkedIn Profile Check List

1. Profile Picture
2. Your Cover Picture
3. LinkedIn Profile URL
4. Contact Info
5. Headline
6. About/Summary section
7. Work Experience
8. Skills, Endorsements, and Recommendations
9. Education
10. Certifications, Test Scores, Courses
11. Organizations, Volunteering & Causes
12. Bonus Tips
 - Status Update Regularly – Stay active
 - Groups
 - Make it An All-Star Profile
 - Make It Public
 - Languages
 - Open to New Opportunities





Profile Picture



For a great LinkedIn profile picture, you need to consider:

- High quality & high resolution
- A new picture you took in the last 24 months
- Meets LinkedIn's profile picture guidelines (is 400×400 pixels & no more than 8mb in size)
- Emphasizes your face (by having a solid colour or blurred background)
- Conveys your authentic self – wearing clothes that reflect your career environment and culture, with colours you enjoy
- Showcases your smile
- No sunglasses or a picture from a dark corner

TIP S

If you are looking for more profile views, adding a professional photo of yourself on your LinkedIn profile might result in
14 TIMES
MORE PROFILE
VIEWS!

Your Cover Picture

High-quality LinkedIn Cover Photo creates a great opportunity to share more about you as a human being & as a professional. I use Canva since they have nice pre-made templates.

YOU CAN SHARE WHAT YOU ARE PASSIONATE ABOUT:

- Presenting/speaking/teaching at an event
- Doing volunteer work
- A quote you like/your office environment
- Enjoying a hobby e.g.(painting, hiking)

LINKEDIN COVER PHOTO SIZE & DIMENSIONS

LinkedIn's cover photo criteria guidelines:

- Cover photo size is 1584 x 396
- The maximum cover photo file size is 8 mb
- LinkedIn accepts PNG, JPG, & GIF file types



Samar Siala

Career Coach

Mail me: Helpme@sh.ly

Contact: +31-646-292-392

S&H

WWW.SH.LY

LinkedIn Profile URL

URL is an Internet address, LinkedIn generates a random string when you create your account.

Customize your LinkedIn URL to make it look more professional when you include it on your resume, business card & easy for people to find you.





Contact Info

If you're an active job-seeker, you should list your mobile number & your email if you want to be contacted directly.

Headline

You have 120 characters, Optimized headlines to get more searches= more views= more opportunities and deals.



who you are

**Expertise
Highlights**

**What can you offer
to your target
audience**

Example:

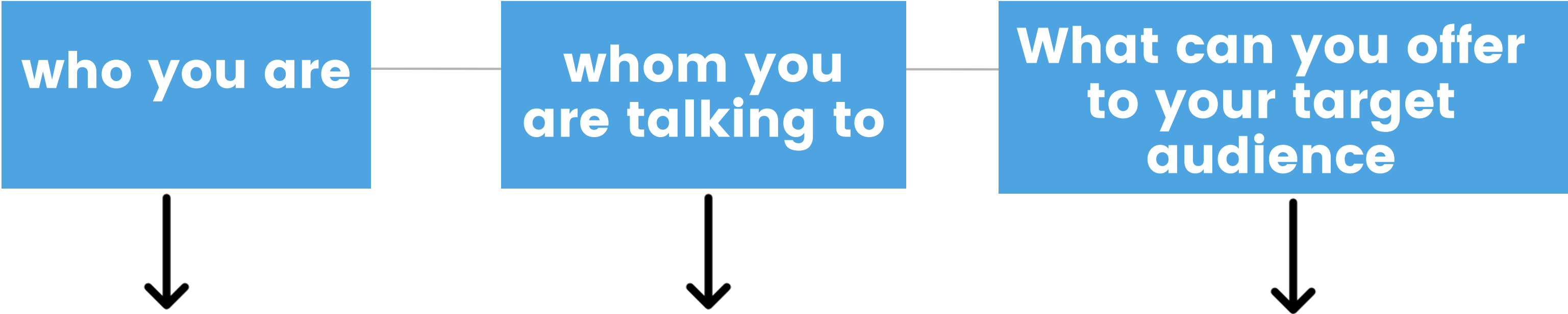
Personal Brand
Strategist

I help Leaders, Founders, &
Business Owners to reassess
their online voices

by becoming "The voice" in
their industry.

"Personal Brand Evangelist" I help Leaders, Founders, and Business Owners to reassess their online voices by becoming "The voice" in their industry.

Headline – for Students & Fresh Graduates



Example:

Aspiring Java Software Developer

Seeking Entry-Level Programming Position

Experience with JavaScript and Python

Full-Stack Developer | Seeking entry-level Programming position
London, England, United Kingdom · [Contact info](#)



About/Summary

Consider this section as the answer to “tell me about yourself.”

You have 2000 characters, highlight the best of your background, experience & skills. You could also provide insight into your leadership style, personality, values, long term goals. You can reflect part of your outside interests and personality.

This section might be a selling point to highlight achievements & Specialities.



About/Summary

Here are 6 tips for a great summary:

- 1: Leverage the Right Keywords
- 2: Grab Some attention with creative formatting (e.g. a few emojis)
- 3: Don't Be Afraid to Get Personal!
- 4: Check your Grammar
- 5: easy to read with short paragraphs/bullet points
- 6: Use a “call to action” at the end

Keep it positive & highlight your accomplishments. You might add your email to make it easy for people to contact you. Use the LinkedIn feature to add multimedia to your summary e.g. documents, photos, videos, and presentations.



Work Experience

The experience section reflects work experience & allows you to reconnect with past business associates.



What to include for each role in your Work Experience:

- 2 paragraphs for each role with a few bullets
- Your accomplishments &/or achievements
- Your responsibilities
- The experience you gained

Avoid Buzzwords

- 1 Avoid using buzzwords and remember to show (versus tell) about your skills and talents.
- 2 Strategic word placement is important not only for your resume but for your LinkedIn profile
- 3 Use relevant LinkedIn job-search keywords instead of buzzwords to attract recruiters to your profile, buzzwords might turn them away.



Skills, Endorsements, & Recommendations

Skills

You can add Up to 50 skills and keywords to your LinkedIn profile.

Be smart and include skills/keywords that employers use to find candidates.

Endorsements

The more endorsements you have, the higher you will show in the search results.

Recommendations

Recommendations are the most powerful references you need employers to read. Chances are high to get more job calls



BA

MSc

PhD

Education

Include & list your major & all the institutions you've attended. For recent graduates, include clubs committees & your students' groups.

Certifications, Test Scores, Courses, Organizations, Volunteering & Causes

Certifications, Test Scores, Courses

These sections are particularly helpful for new graduates and for people with career gaps. It reflects a growth mindset. List the most relevant and important information.

Organizations, Volunteering & Causes

Include details about your Volunteering activities & involvement in professional associations. Provide information about organizations you belong to or committees you serve on. You may also choose to list causes you support.

BONUS TIPS



Status Update – Stay active

Update your status to stay visible to your network. Include a link to an article, information about events you attended/ing.



Groups

Join college alumni groups, professional associations, & industry-related groups. Participate, share thoughts & links to interesting articles. Engage in conversation with other like-minded professionals.



All-Star Profile

Don't leave information blank. LinkedIn boosts all-star profiles. Full profile with two past positions, education, a minimum of 3 skills and at least 50 connections.

BONUS TIPS



Open to New Opportunities

Let recruiters know if you are open to new opportunities and specific roles. Only recruiters outside your organization will see that.



Languages

Include languages you speak. A candidate who can speak languages shows that she can interact with people more freely, meets objectives professionally and have no language barriers.



Make It Public

By default, LinkedIn sets your profile to the public as this is the best option for active job seekers.

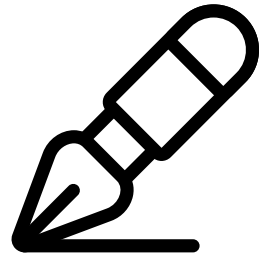
Your Career Coach

You can work closely with your coach Samar Siala who will guide you through updating your LinkedIn profile and help you ace your new role.

- Working closely with your coach will guide you to know the ins and outs of good LinkedIn content
- Keep your readers/potential employer interested and engaged

Samar Siala

Career Coach



References



- <https://www.resumetarget.com/blog/would-you-and-should-you-put-your-mobile-or-business-number-on-your-linkedin-profile/>
- <https://www.linkedin.com/help/linkedin/answer/34987/edit-the-contact-info-section-of-your-profile?lang=en>
- <https://resumeworded.com/linkedin-review/linkedin-headline-examples-for-students>
- <https://www.topresume.com/career-advice/buzzwords-to-avoid-in-your-linkedin-profile>
- <https://cultivatedculture.com/>