

HOW TO WRITE AN EFFECTIVE LINKEDIN HEADLINE



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1. WHAT IS A PROFESSIONAL HEADLINE?

The professional headline is that line or two lines that appear immediately below your name at the top of the profile.

It's the first definition of who you are, and what visitors see first on your page.

By default, LinkedIn populates the headline with your current job title and company.

Samar Siala
Career Coach

Samar Siala 🌱 GROW AND GLOW ⭐ 🗣️

Your Career Coach || Positive Psychology Strengths-based Career Coach || LinkedIn optimization|| I help you to use your Strengths to Work for You to Land your dream Job 🟢Interested? Let's talk 📞 التوجيه والإرشاد المهني

talks about #coaching, #linkedin, #jobsearch, #careerdevelopment, and #positivepsychologycoaching

Samar Siala your Career Scanner - Career Coaching

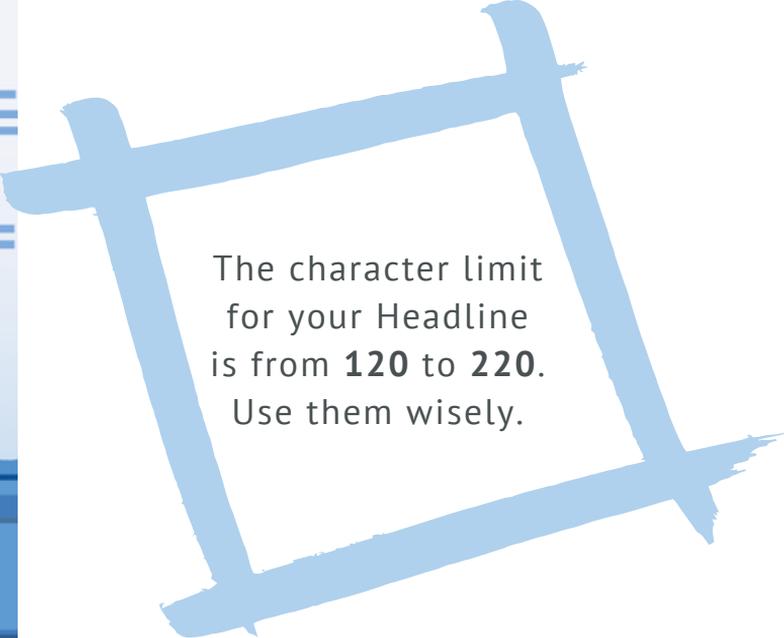
University of Liverpool

2. WHAT SHOULD I PUT AS MY LINKEDIN HEADLINE? HOW DO I WRITE A HEADLINE?

Here are a few ways of doing it correctly:

1. Keep your LinkedIn headline simple
2. Make the headline unique give people a reason to click on your profile
3. Be clear and specific
4. Offer a unique value
5. Convey a sense of urgency or call to action (Don't miss out! Or lets talk)
6. Use interesting adjectives in your headlines.
7. Use emotional words in your headlines.

3. WHAT IS LINKEDIN HEADLINE CHARACTER LIMIT?



The character limit
for your Headline
is from **120** to **220**.
Use them wisely.

4. CAN I LEAVE THE HEADLINE BLANK ON LINKEDIN? LINKEDIN MISTAKES!

No, this is a common mistake people make in their LinkedIn profiles (blank headline field).

Avoid These 4 LinkedIn Headline Common Mistakes:

Mistake #1: blank headline field (unidentified professionally)

Mistake #2: Only mentioning your current job title and/or company.

Mistake #3: not using keywords in your headline

Mistake #4: Writing anything like "Seeking/looking for Opportunities," or "Currently Unemployed."

Writing a generic headline like "Unemployed" or "Seeking new opportunity" will not help you to appear in the search engine mainly for recruiters, and mostly no one is going to click to view your profile with such an undifferentiated headline on it.

5. WHAT IS A CATCHY HEADLINE?

For a catchy headline, you can use effective and selective keywords smartly with a catchy sentence that present your value, and the value that you can add to others.

This will allow you to make your headline attractive and easy to remember.



6. HOW CAN I WRITE A HEADLINE?

Your profile headline is the first thing someone sees after your name. I quoted the following sentence from Austin Belcak the funder of Cultivated Culture in his blog.

"Optimized headlines = means more searches, more searches = means more views, and more views = means more opportunities and deals."

I like to put a LinkedIn professional headline in this formula, you need to write:

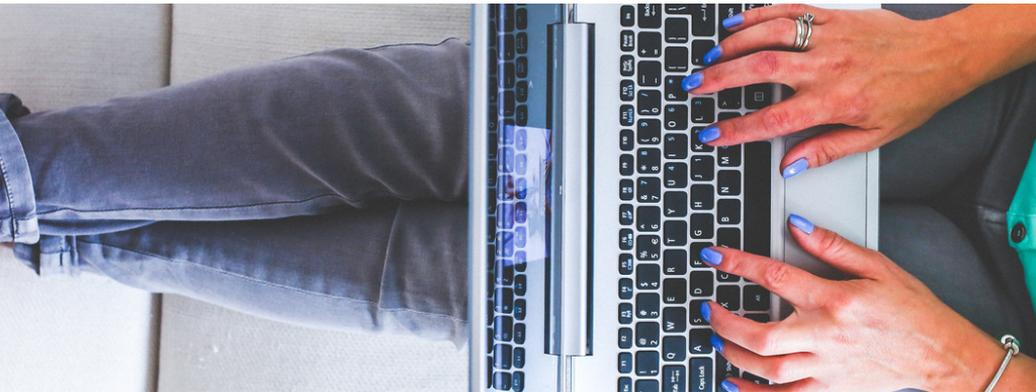
- Who you are,
- Whom you are talking to,
- and the real-world benefits you can offer to your target audience.



The better you know your potential audience, the easier it will be to craft a relevant value that attracts people to view your profile to know more about you.

Tips & Tricks to Make your headline memorable, it should help someone understand:

- What you are doing,
- The next role you want to do (this is if you are open to work or a job seeker)
- Contain important keywords to your profession.



7. HOW TO CHOOSE THE RIGHT KEYWORDS FOR MY LINKEDIN HEADLINE?

HEADLINE

Part 1 - Go to LinkedIn's Job Board and search for a job title that resembles your current role find the most common keywords used by employers and use these keywords that reflect your profession.

Part 2 - Use Your Headline to Illustrate Your Value & Stand Out

You can invest smartly in your headline and make the second half of it catchy.

You can use a “mini-pitch” to reflect your value and accomplishments. In this part, you can add powerful action words to show your achievement in numbers, and also you can add a call to action.

8. EXAMPLES OF AN EYE-CATCHING LINKEDIN PROFILE HEADLINES

- I help purpose-driven Hoosiers grow their career with HSFA company, no matter the career path (headline with elevator pitch)
- Graphic Designer / Let me bring your designs to life / Call me!
- Photographer / I Produce and Preserve Images / Portfolio in Profile
- Video Editor / I help with on-demand video design / Check out the video testimonials below
- IT enabler & Cyber-security awareness, my goal is to make a positive difference, whenever, wherever, and with whomever I can.
- Business Analyst / MBA / Improving Business Analytics Through Data Insights
- Project Manager / Helping Manufacturers Increase Their Efficiency
- Senior technical recruiter, Build the teams that shape LinkedIn's future

*(Most examples are from thehireups.com)

In the following examples, the headlines start with the role and a percentage of best past achievements:

- Sales Director / Generated \$5 million in AD Revenue in 2020
- Digital Advertising Manager / Generated \$2.4 million in 2019

The following headlines are mostly for people who are at the beginning of their careers and Fresh graduates.

You can start with your current job title, skill set and what you are targeting “Seeking Entry-Level Jobs”:

- Developer / 3D Blender and Python / Seeking Entry Level Programming Position
- Teacher / Student Learning & Psychology / Seeking Entry Level Teaching role
- Recent HR management Graduate with a focus in Training and Development Services
- Recent Finance Graduate with a focus in Auditing and Budget Analysis

*(Most examples are from thehireups.com)

8. TO CONCLUDE

You need to place an emphasis on keywords if you want your LinkedIn account to be found easily by your targeted readers.



YOUR CAREER COACH SAMAR SIALA

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

9. REFERENCES

- <https://www.thebalancecareers.com/how-to-write-a-resume-headline-2061036>
- https://www.linkedin.com/pulse/take-action-your-title-headline-anzel-botha/?trk=portfolio_article-card_title
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- <https://www.linkedin.com/pulse/20140508125335-96757-craft-a-powerful-linkedin-professional-headline/>
- <https://thehireups.com/linkedin-headline-examples-for-job-seekers/>