

How to find the right  
keywords to your  
LinkedIn Headline

**LinkedIn**



# How To Choose the Right Keywords For Your LinkedIn Headline

**Do you know a headline that includes the right keywords will help you show up in searches and will be a great help to show the value that you can bring to the table!**

## To find Jobs You're Interested In;

1- Go to [LinkedIn's Job Board](#)

2- Search a job title you would like for your next role

Search in LinkedIn jobs for a job title you would like for your next role

LinkedIn search results for "Digital Sales" in the Netherlands. The search bar is highlighted in red. The results list several job titles, with "Digital Sales Specialist", "Digital Sales Manager", "Digital Sales Representative Netherlands (f/m/d)", and "Salesforce B2B Commerce Admin - Digital Sales Solutions Team" highlighted in red.

**Digital Sales Specialist**  
Technogym · South Holland, Netherlands · 2 weeks ago · 4 applicants  
Full-time · Entry level  
1,001-5,000 employees · Health, Wellness & Fitness  
See how you compare to 4 applicants. [Retry](#) [Premium Free](#)  
Actively recruiting  
[Apply](#) [Save](#)

**Digital Sales Manager**  
The Randstad, Netherlands (Hybrid)  
Actively recruiting  
Promoted · 0 applicants · [Apply easily](#)

**Digital Sales Representative Netherlands (f/m/d)**  
Amsterdam Area (Hybrid)  
Actively recruiting  
Promoted · 0 applicants

**Salesforce B2B Commerce Admin - Digital Sales Solutions Team**  
Amsterdam, North Holland, Netherlands (On-site)  
4 alumni work here  
Promoted · 1 applicant

**Contentmanager Digital Sales**  
KPN  
Zoetermeer, South Holland, Netherlands (On-site)  
3 alumni work here  
1 week ago · 1 applicant

**Find The Most Common Keywords  
and list them in a word file**

## LinkedIn Headlines Keywords

Job titles: text

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

*List the common keywords here*

The screenshot shows the WordClouds.com website interface. The top navigation bar includes 'WordClouds.com' and a 'Start Free Trial' button. Below the navigation, there's a 'NEW' banner and a 'Save the rendition process of your wordclouds' message. The main content area is titled 'Extract words' and has tabs for 'Text', 'PDF document', 'Office document', and 'Web page'. The 'Text' tab is selected. A red circle highlights the 'Word list' button in the top left corner, with a red '1' next to it. A red arrow points to the 'Extract words from Text' option in the left sidebar, with a red '2' and the word 'click' next to it. A red arrow points to the 'Type or paste some text, drag a .txt document here or browse...' input field, with a red '3' and the word 'paste' next to it. The main content area displays a list of job titles, including 'general manager', 'project manager', 'senior project manager', 'Project Manager, Marketing', 'Technical Project Manager', 'Talent Strategic Project Manager', 'IT Project Manager', 'Insights Project Manager', 'Technical Project Manager', 'Transformation Project Manager', 'Associate Consultant - Project Manager (Associate Level)', 'Customer Project Manager', 'Agile Project Manager - Capital Markets', 'Enterprise Project Manager', 'Digital Project Manager', 'Scheme Project Manager', and 'Central Project Manager - Groceries'. A yellow vertical line is drawn on the right side of the list. At the bottom, there are two checkboxes: 'Ignore stop words' and 'Ignore word case', both of which are checked.

Go to [www.wordclouds.com](http://www.wordclouds.com)  
paste your list of job titles

## What does word cloud do?

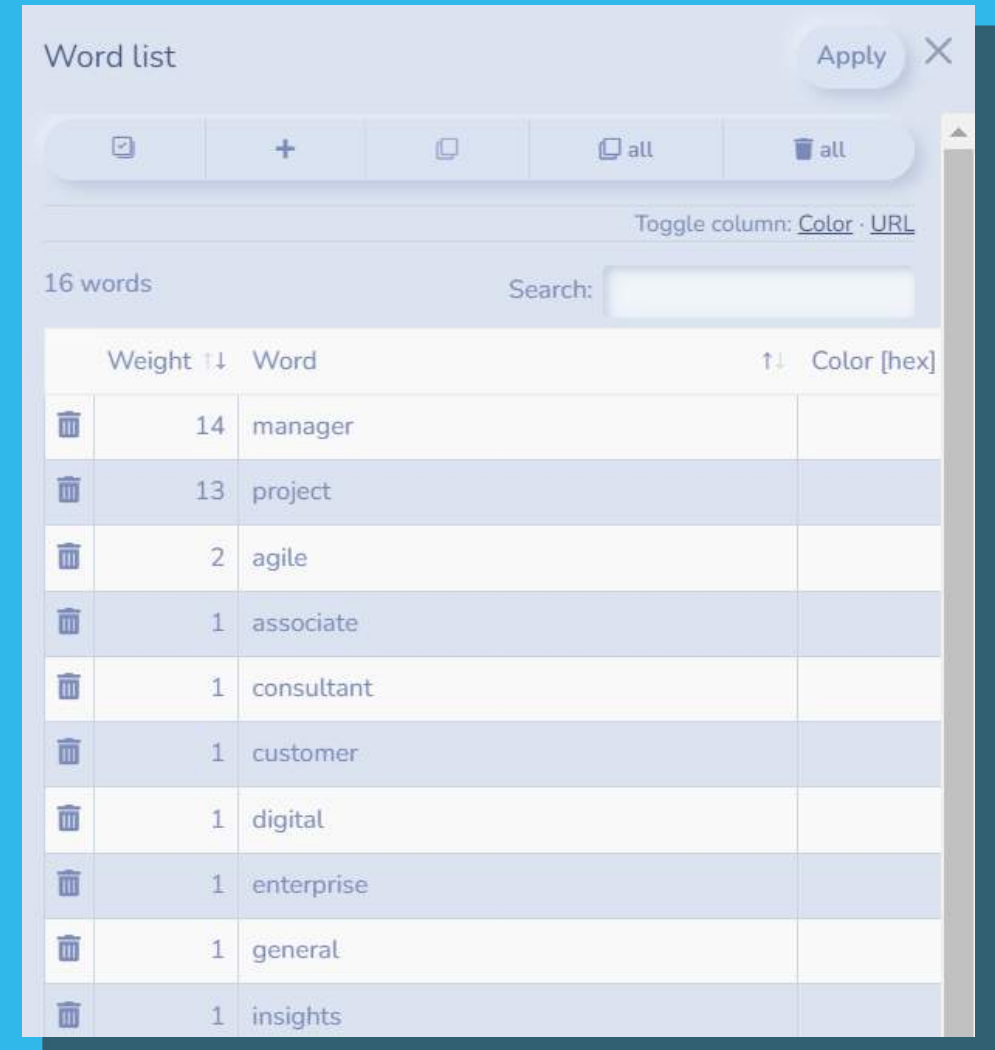
Word Clouds will generate which words appear most frequently across the job titles you chose.

Click on [Word List] and paste your list of job titles

**You will get the result in as a diagram shape**

**Click ctrl+L to see a list that shows which words appear most frequently**

**Make sure the top 1-5 keywords are included in your profile, e.g., “Data” “project,” and “Manager”**



Word list

Apply X

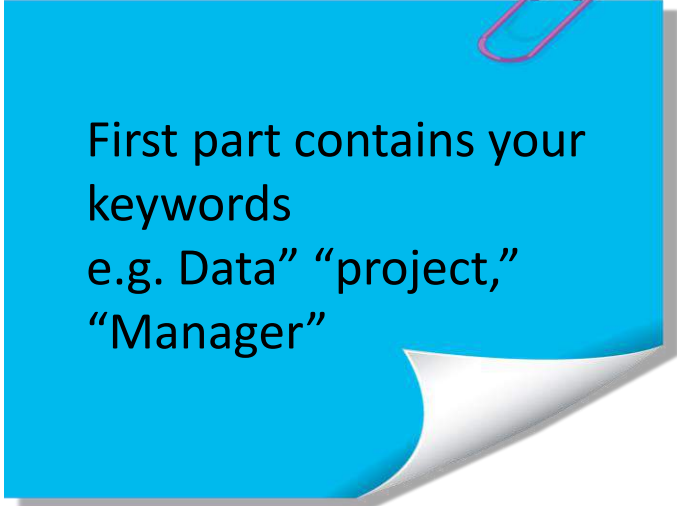
+ - all all

Toggle column: Color · URL

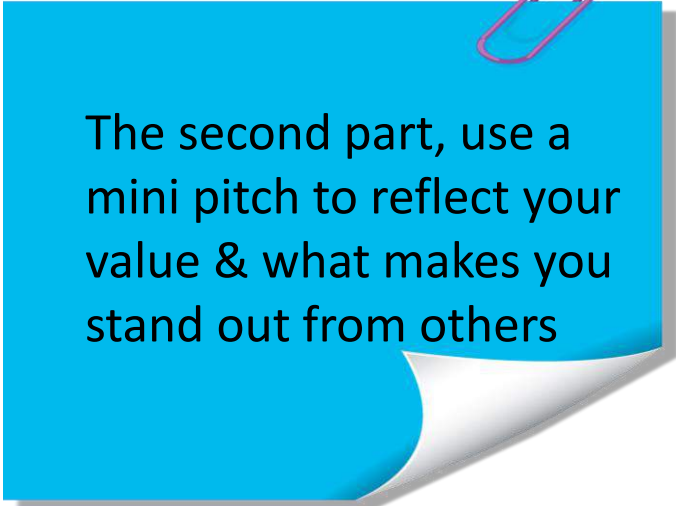
16 words Search:

	Weight ↑↓	Word	↑↓	Color [hex]
🗑️	14	manager		
🗑️	13	project		
🗑️	2	agile		
🗑️	1	associate		
🗑️	1	consultant		
🗑️	1	customer		
🗑️	1	digital		
🗑️	1	enterprise		
🗑️	1	general		
🗑️	1	insights		

## You can divide your headline to two parts:



First part contains your keywords  
e.g. Data” “project,”  
“Manager”



The second part, use a mini pitch to reflect your value & what makes you stand out from others

### Example:

**Keywords: Project manager, Agile, Data, Strategist, Quality**

*Agile Data Project manager, Data Management Strategist, Data Quality Specialist| Driving Data Quality Programs saving \$45M*



- **Your Role Keywords / How You Help Employers / Call to Action**

*Photographer and documentary maker / Travel & Lifestyle Photographer / Produce and Preserve Images / check my Portfolio in my about section*

- **Desired Role Keywords / Your Qualifications / Problems You Solve**

*Data Analyst / Phd / Improving Business Analytics Through Data Insights*

- **Role You Want / Quantifiable Past Achievements**

*Social Media Manager/ Generated \$1.2 million in 2020*

Simple  
LinkedIn headline  
examples for  
job seekers

**Hello, I am Samar Siala  
I am a career coach**

**If you're not comfortable  
optimizing your LinkedIn yourself  
and need some guidance, you  
can outsource it.**

**Send an email to  
[samar.siala@sh.ly](mailto:samar.siala@sh.ly)**

**I am ready to help you**

