



WorkJuggle

**DESIGNING  
YOUR LINKEDIN  
PROFILE**

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## DESIGNING YOUR LINKEDIN PROFILE

LinkedIn is the leading online networking site for professionals with over 470 million users worldwide and 97% of recruiters using it to hire.

So it is no wonder that your LinkedIn profile together with your CV, has become a critical part of your job search strategy. But where do you start?

## 01 PROFILE PHOTO

Firstly you should start by adding a smart, professional photo. A recruiter is 17 more times likely to click in to your profile if there is a photo. This is your first impression. So this means a head shot in business attire with a plain background and a smile into the camera. Profiles with a smiley head shot get 25% more views! So no holiday snaps or selfies with your pets please.

## 02 KEYWORDS

Now think about all the keywords a recruiter might use when searching for candidates in your particular field.

You need all the sections of your profile to be peppered with these keywords. These can be job titles, skills, knowledge, expertise. The idea being that if a recruiter types in any of these words you will appear in their search. So the more words the better!

## 03 HEADLINE

Your headline also needs some thought. This together with your photo and location (where you want to work) is all that a recruiter sees in their search results. So don't just use your job title. Stand out from the crowd, be authentic and add a personal touch. You've got 120 characters to create an appetising strap line, to sum up your strengths and entice a recruiter to click through to your profile.



## 04 SUMMARY SECTION

Next is your summary section. This is probably the most important section to get right. You've got 2000 characters to play with. Use them all. This shouldn't just be a copy and paste from your CV. So get creative and create a compelling business case of who you are (ideally in the first person) and how you can add value to an organisation. Talk about the success you've had and the key skills you can offer. Pack it full of key words. You want to stand out from the crowd and whet the recruiter's appetite. You can add more locations in here too and advice for contacting you.



## 05 EXPERIENCE SECTION

The experience section should reflect what appears on your CV and is yet another opportunity to sell yourself and how you have added value in the past.

You don't have to be as in depth as your CV. Rather make it punchy, with one liner bullet points demonstrating what you have achieved and be sure to include the key words for your target positions.

## 06 EDUCATION SECTION

Add any relevant qualifications in the Education section including dates attended, field of study and the level and grades achieved. You can also include any activities or societies attended.

A woman with her hair in a bun, wearing a patterned dress and a pearl necklace, is pointing at a whiteboard. The whiteboard has handwritten notes in various colors. The notes include: 'MOSCOW', 'Today: Frustrated Not enough options', 'OPT. IN -Emails -Calls -Webinars', 'Avatar -Parent -Works F/T -Has Facebook -Smartphone', 'Survey/Feedback', 'Assigns Backup \*Up Level\*', 'Connects Api -Social -Backup Cloud', 'Feature Customer Story', 'Connects to Family Friends', and 'Shares \*Up Level Premium\*'.

## 07 SKILLS AND ACHIEVEMENTS

Finally add all your skills and achievements in the subsequent sections uploading any relevant visuals, including videos, presentations, links to publications etc.. Follow these guidelines and you will be well on your way to creating a profile that's sure to stand out from the crowd. But that's just the first step. Now you need to use your profile to its fullest to help you with your job search!

1. Be sure to let recruiters know you are open to being contacted about opportunities by turning that function on (located in the dashboard under your summary).

2. Aim to build up your endorsements for your skills in the Skills & Endorsements section of your profile. Manage the settings in here so that you are included in endorsement suggestions to your colleagues. Get started by endorsing people in your network.

3. Also work on getting some recommendations from people with whom you have worked in the past. They can come from former colleagues, bosses, anyone who has collaborated with you in some way. But be clear with them what you are looking for. These will add a lot to your credibility as they act like mini-references.

4. You should also build up your network of connections. The more you have, the more you move up the rankings in LinkedIn's search algorithms. Use the search function to find former colleagues and be sure to personalise each message requesting to connect.



5. Be visible and active on LinkedIn. Start joining relevant groups for your industry and engage in the conversation. Also follow thought leaders from your industry and follow the companies you are interested in working with. Post regularly and use keywords in your posts and your comments. If you can, start to position yourself as an expert in your field by writing articles. All this activity will help to push you up the rankings in LinkedIn's searches.

6. Finally, use the job section to search for specific jobs. The job descriptions will give insight into the keywords that need to be included in your profile so that you appear in a recruiter's search for that job.

From your profile page you can also search for the same job title at a specific organisation. The search results will show you a list of people with the same or similar job title both there and elsewhere. And it will show you where you have connections, enabling you to send a message or contact your connection for an introduction or further information.

All the above will go towards enhancing the SEO of your profile on LinkedIn, making it increasingly searchable and visible to recruiters.



# WorkJuggle

## About WorkJuggle

WorkJuggle connects highly skilled professionals with flexible work, contract or remote work.

To find your next role visit [www.workjuggle.com](http://www.workjuggle.com)

Be sure to follow us on Facebook, LinkedIn & Twitter!

Any questions, drop us a line on [info@workjuggle.com](mailto:info@workjuggle.com)

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