

KEYWORDS

Elevate Your LinkedIn Profile's Search Visibility

Strategic keyword incorporation is the **key** to enhancing your discoverability on LinkedIn. These keywords act as gateways, connecting you with the most relevant professional connections.

Imagine your profile as a target for recruiters and potential collaborators. The more keywords you incorporate that align with your expertise, the more likely you are to be discovered by those seeking your specific skillset. Notably, profiles at the forefront of search results frequently leverage this strategy, weaving relevant keywords into their titles and descriptions.

How to Find Your Keywords

1. Find at least 20 jobs that match your target criteria and create a list of the job titles.
2. Go to www.wordclouds.com
3. Click "Word List," then "Paste/Type Text" and paste your list of job titles.
4. Hit "Apply" and WordCloud will create the cloud.
5. Click "Word List" again to see which words appear most frequently.
6. Make sure the top 1-5 keywords are included in your profile **at least 15 times**.

Utilizing AI Chatbots:

Use and adapt these prompts to generate a list of keywords:

1. Acting as my career advisor, give me a list of 20 keywords that I should use for my LinkedIn profile. My desired role is X.
2. My target job is [title]. Make a list of 20 keywords that I can use throughout my LinkedIn profile to gain visibility.
3. Create a list of top keywords to gain visibility on LinkedIn for X roles in [sector].

Keywords According to Experience Level:

Entry-Level:

- Internships
- Volunteer experience
- Awards or recognitions
- Community activities
- Professional organizations
- Collegiate or athletic clubs & activities

Mid-career:

- Prior job experience
- Collaboration Abilities
- Continuous learning
- Improving in the workplace
- Leading teams & special projects
- Examples of performance excellence

Senior/Executive:


- Leadership style & abilities
- Creating high-performance teams
- Peer-to-peer collaboration
- Mentoring & Coaching
- Strategic planning & implementation
- Engaging employees & staff development

Different Keyword Categories:

- Job titles
- Skills (soft and technical)
- Degree titles
- Field of study
- Industry-specific skills
- Services you offer
- Products you sell
- Industry specific lingo
- General industry keywords

Keywords with Images

Images on LinkedIn can also rank on Google. In general, any image you upload to a website will be crawled by search engines, but LinkedIn images have that extra boost of "belonging" to the LinkedIn domain. Always name the image with your **full name and keywords**.

Previous 7 Days	Size	Kind
 First Name Last Name Project Manager Tech	188 KB	PNG image

LINKEDIN BANNER

A banner is one of the key visual elements that you should add to your LinkedIn profile. A LinkedIn banner can make a great first impression, show intention in your job search, solidify your personal brand, help you stand out, and serve as a **digital business card**.

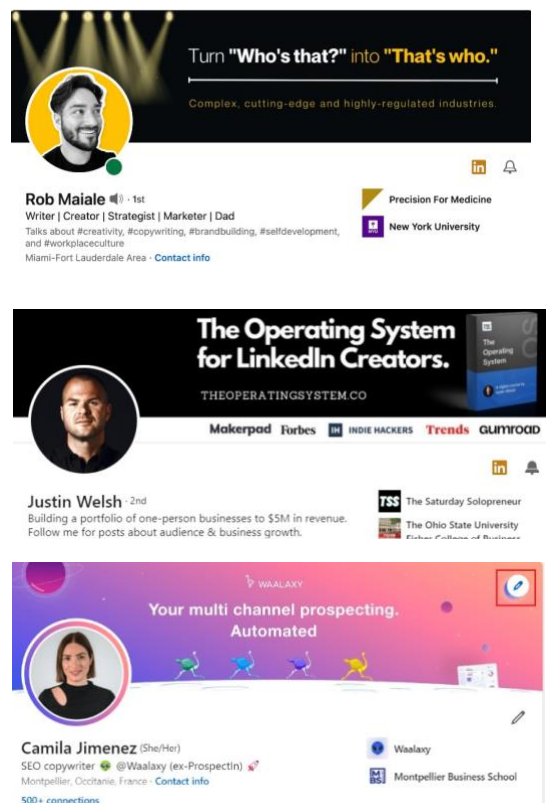
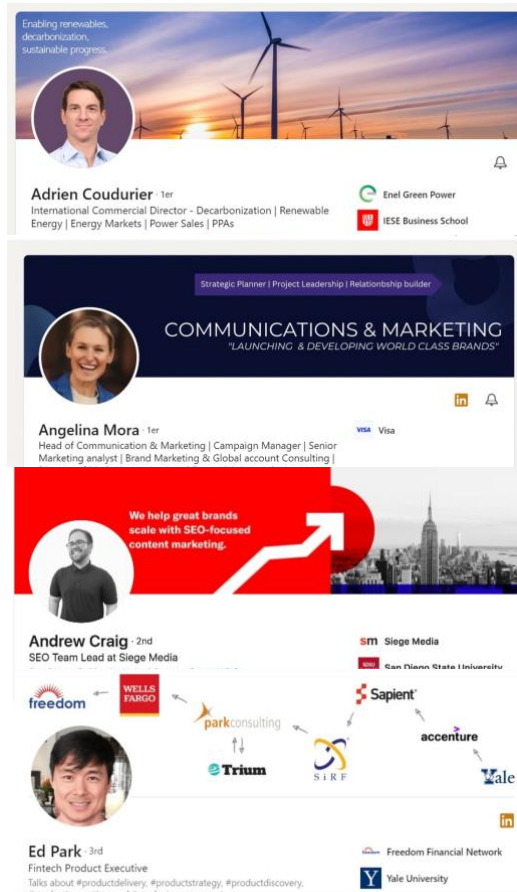
What to Include on Your LinkedIn Banner

- Your professional slogan
- Your value proposition (what you offer)
- Company branding or personal logo
- A relevant and professional quote
- Contact information
- Relevant keywords
- Imagery: sector specific icons, personal/company colors, logos, etc.

Customize Your Banner

Use websites like [Pexels](#) or [Canva](#).

Examples:



PROFILE PHOTO

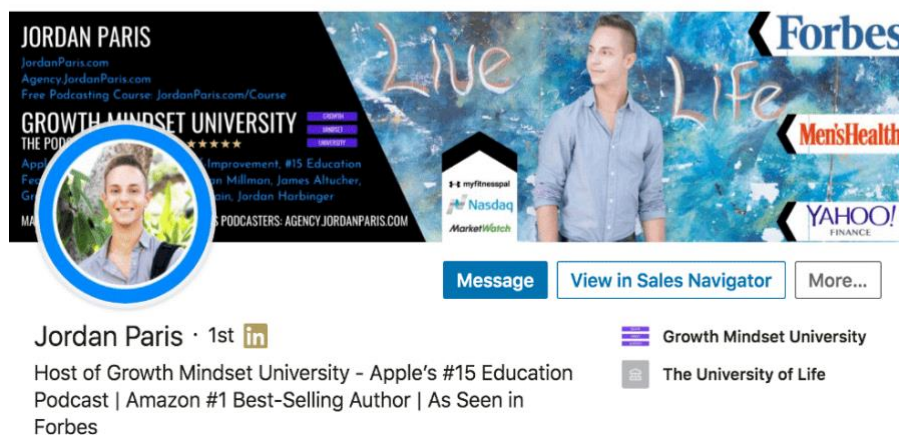
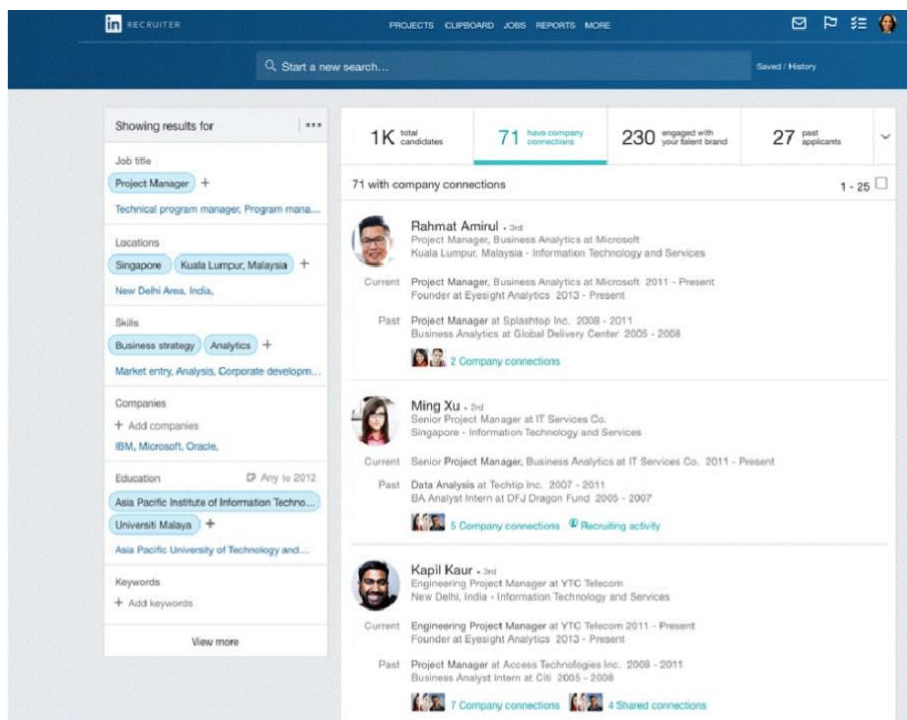
Leveraging a Custom Profile Photo

Your profile photo is one of the first images a recruiter or connection will see, meaning, you need to leverage this small detail to make a big impact.

Get your LinkedIn profile photo analyzed instantly for free at <https://www.snappr.com/>

Create a professional-looking profile picture and a matching background: <https://pfpmaker.com/>

Recruiter View on LinkedIn



HEADLINES

Think of your headline as your professional elevator pitch.

It's a concise statement that captures attention and effectively communicates your value proposition.

A well-written headline uses strategic **keywords** (that you researched before!) and highlights your strengths to attract the right kind of connections.

The purpose of your headline is to do 2 things:

1. Help you **show up in searches** performed by recruiters, employers, prospects, etc.
2. **Sell yourself**, your value, and/or your services once people are on your profile.

Writing Your Headline

Our recommendations:

- Include a minimum of 3 hard or soft skills
- Between 75-160 characters (max is 220, but you don't need to use them all)
- Between 10-25 words

The "Skim Test"

When skimming content, most people will only see the *first four words* and the *last four words* of a headline.

Does your headline pass the skim test?

Try this format:

I help [organization type] [insert achievement] [insert measurable outcome]

Example:

I help banks use big data to reduce readmission rates by 15%

More examples of headlines:

Senior Manager, Digital Innovations - Paid Media and Digital Strategy at Authentic Brands Group

Career Strategist to \$100k+ Women | Faith & Work | Personal Branding | Speaker | 🗨️ Your Career Story

Senior Manager - Marketing Analytics @ Zola Analyzing the intersection of Love + Data

Formats you want to avoid:

Dawn [redacted] · 3rd 
Senior Digital Marketing Manager | SaaS Product Marketing | Digital Transformation CRM | B2B & B2C Customer Experience

Meredith [redacted] · 3rd 
Payment Technology | FinTech | MBA Candidate, [redacted] School of Business | Senior Staff QA Engineer at [redacted]

Amir [redacted] · 2nd
UI/Java/JavaScript Developer - Front & Back End - Experienced seeking full-time opportunity

Changing careers?

You will need a headline that broadcasts *where you're headed* - without overselling what you currently know.

Try these buzzwords:

- Aspiring [job title]
- Future [job title]
- Exploring [job title/field]
- Passionate about [product/service/field]

Ready to work on your headline? Analyze your current LinkedIn headline [here](https://cultivatedculture.com) at cultivatedculture.com

SUMMARY

The LinkedIn summary section is a valuable tool to introduce yourself and showcase your professional **experience** and **aspirations** in a more detailed way than the previously mentioned sections.

By crafting a compelling summary, you can effectively communicate your unique value proposition to potential employers and professional contacts. If you're looking to change careers, it is a great section to highlight your transferrable skills.

Writing a strong summary can significantly enhance your profile's visibility and attract the right opportunities.

Writing Your Summary

- Describe what makes you tick. Passion is the heart of some of the best summaries. Or your PVP (Professional Value Proposition)
- Explain your present role. Put your job title aside and describe what you do in simplest terms.
- Frame your past.
- Highlight your successes.
- Reveal your character or personality.
- Show life outside of work.
- Tell a story.
- Ask for what you want.
- Remember- add those keywords!

Check out [this article](#) for more examples to inspire your best LinkedIn summary.

SKILLS & ENDORSEMENTS

LinkedIn allows you to list up to 50 skills in the “Skills” section of your profile. Here, you should include all the skills from your list of keywords. It’s also important to make sure you include a balanced mix of industry-specific skills and transferrable skills.

Once you have the skills listed, your connections are able to endorse your ability in those skills. This is very important, as the endorsements play a role in your rank in the LinkedIn search algorithm.

For more information on the skills section, check out [this article](#).

The screenshot shows the 'Skills & endorsements' section of a LinkedIn profile. It lists three skills with their respective endorsement counts and details:

- SQL · 27**
Endorsed by 2 of Micah Yigit's colleagues at kQ (Open Source)
- Javascript (ES6+) · 27**
Wu Yue and 26 connections have given endorsements for this skill
- Node · 26**
Wu Yue and 25 connections have given endorsements for this skill

A purple bracket on the right side of the list groups these three skills, with the text: **Your Top 3 Skills Based On Number Of Endorsements**

RECOMMENDATIONS

How to Ask for a Recommendation

From your profile: Go to your profile, scroll down to the “Recommendations” section, and hit the “+” sign. If you don’t have this section, you will need to add it by clicking “Add profile section.”

From there, a pop-up box will prompt you to pick the connection you would like to ask.

From the other person’s profile: Go to the profile of the person you would like to ask or recommend. Click the “more” button to the left of “Message.” You have two options: “Request a recommendation” or “Recommend.”

When requesting a recommendation:

- Be polite
- Give a reason (giving a “because” will have a ~50% increase in compliance!)
- Offer to reciprocate

Example

Hello (name),

I’m so glad to see that things are going well for you at (their current company).

I wanted to ask if you would be open to write me a LinkedIn recommendation about our time (talk about how you worked together). I’m currently revamping my profile with the goal of (new job, new sector, etc.) and I would greatly appreciate having your recommendation on my profile.

Of course, no pressure at all, please feel free to say no. Either way, I’d be happy to write you a recommendation or help in any other way that I can.

Thank you for your time!

Best, (your name)