



MAXIMIZING YOUR LINKEDIN PROFILE

Table of Contents

KEYWORDS	3
ELEVATE YOUR LINKEDIN PROFILE’S SEARCH VISIBILITY.....	3
HOW TO FIND YOUR KEYWORDS	3
UTILIZING AI CHATBOTS:	3
KEYWORDS ACCORDING TO EXPERIENCE LEVEL:	4
DIFFERENT KEYWORD CATEGORIES:	4
KEYWORDS WITH IMAGES	4
LINKEDIN BANNER	5
WHAT TO INCLUDE ON YOUR LINKEDIN BANNER.....	5
CUSTOMIZE YOUR BANNER	5
EXAMPLES:.....	5
.....	5
PROFILE PHOTO	6
LEVERAGING A CUSTOM PROFILE PHOTO	6
RECRUITER VIEW ON LINKEDIN	6
HEADLINES	7
WRITING YOUR HEADLINE	7
CHANGING CAREERS?	8
SUMMARY	9
WRITING YOUR SUMMARY.....	9
SKILLS & ENDORSEMENTS	10
RECOMMENDATIONS	11
HOW TO ASK FOR A RECOMMENDATION.....	11
EXAMPLE	11
BOOLEAN SEARCH	12
KEY INSTRUCTIONS:	12
BOOLEAN SEARCH OPERATORS	12
FORMULA	13
JOB PREFERENCES	14
ANALYTICS	15
ALGORITHM & POSTING	16
STRATEGIC POSTING	16
FONTS & EMOJIS.....	17
CONNECTING	18
HOW TO CONNECT	18
HOW TO CUSTOMIZE A REQUEST.....	18
EXAMPLES.....	19
PROFILE QR CODE.....	20
NETWORKING	21

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**.

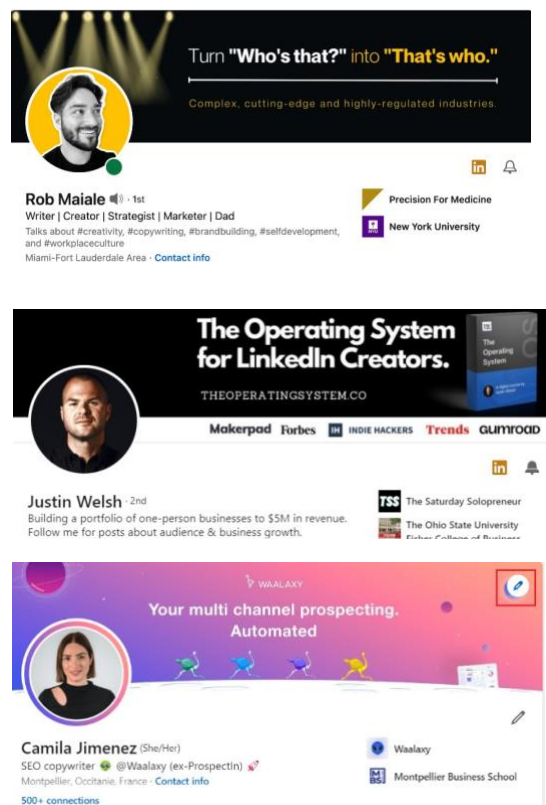
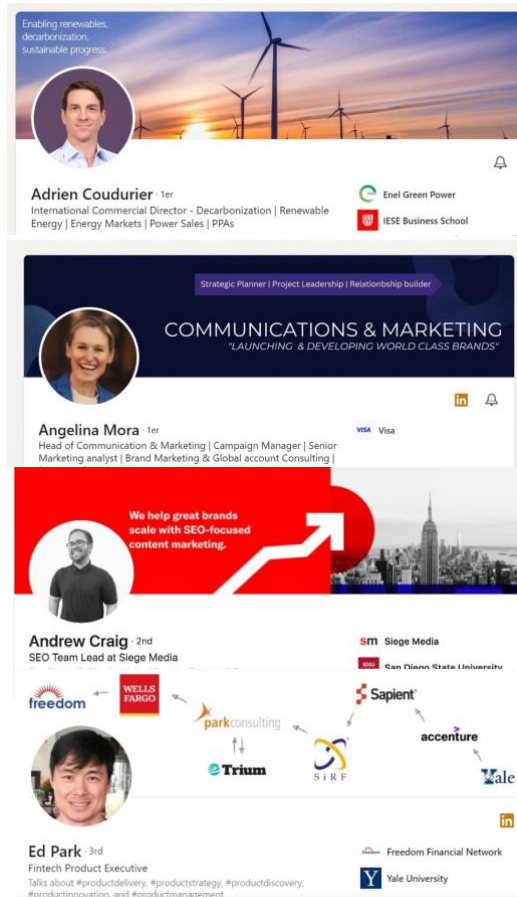
What to Include on Your LinkedIn Banner

- 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

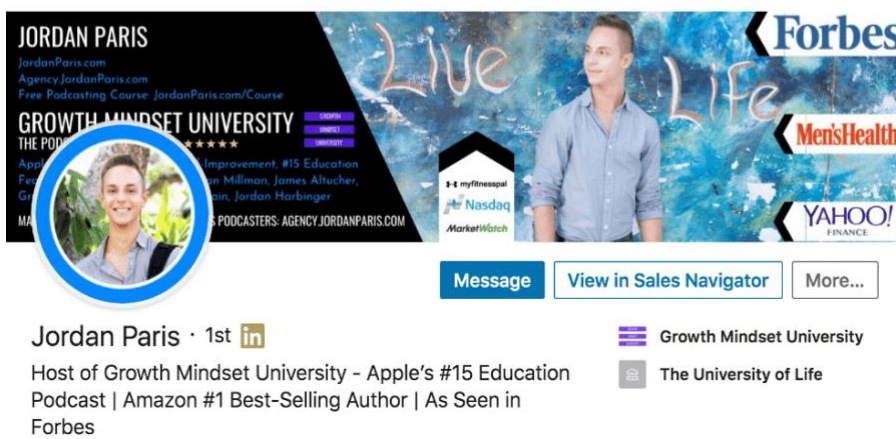
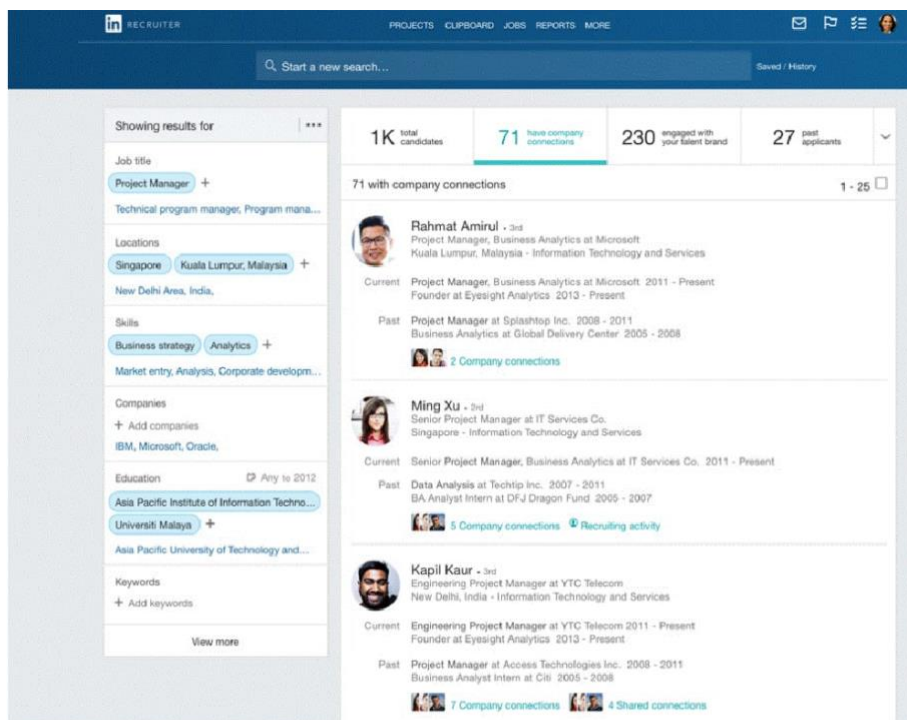
Leveraging a Custom Profile Photo

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)

BOOLEAN SEARCH

Using this type of search method will help you find results faster and with better accuracy.

Key Instructions:

1. Boolean search operators (AND, OR, NOT) **must** be written in UPPERCASE.
 - a. Example: content OR copywriting
2. If your search term is composed of more than one word, it needs to go in "quotation marks."
 - a. Example: "content writer" AND copywriter
3. If combining the Boolean search terms, use (parenthesis) to define your query.
 - a. Example: ("content writer" OR copywriter) NOT "content manager"

Boolean Search Operators

- **NOT:** Type the word NOT immediately before a search term to exclude it from your search results. This typically limits your search results.
 - **Example:** programmer NOT manager
 - This will show results for jobs with the title programmer, that exclude the use of the word manager.
- **OR:** Type the word OR to see results that include one or more items in a list. This typically broadens your search results.
 - **Example:** sales OR marketing OR advertising
 - This will show results that include any or all of the three terms
- **AND:** Type the word AND to see results that include all items in a list. This typically limits your search results.
 - **Example:** accountant AND finance AND CPA

- This will shows results that only include all 3 terms

LinkedIn, Sales Navigator, and Recruiter filters that support Boolean search are:

- First name
- Last name
- Job title
- Company
- School

Things to consider:

- What's the typical job title of your ideal lead?
- Is there a synonym or another name for the same/similar title of your ideal lead?
- Are there any companies you would like to specifically target?
- Did you ideal lead attend specific schools?

Formula

- (Seniority level OR Seniority OR Seniority) AND (Title OR Title) NOT (Seniority OR Title OR KeywordsYouWishToExclude)
- **Example:** (Head OR Chief OR VP) AND (sales OR marketing) NOT (intern OR assistant OR consultant OR growth)

JOB PREFERENCES

On your LinkedIn profile, you will notice there is an option called **“Open to.”** If you are looking for a job, selecting this option will help recruiters to find you.

Open to Add profile section

Finding a new job
Show recruiters and others that you're open to work

Hiring
Share that you're hiring and attract qualified candidates

Providing services
Showcase services you offer so new clients can discover you

Tell us what kind of work you're open to

Job titles*
+ Add title
Select at least 1 job title

Location types*
On-site + **Hybrid +** **Remote +**
Select at least 1 location type

Start date
 Immediately, I am actively applying
 Flexible, I am casually looking

Employment types
Full-time + **Part-time +** **Contract +**
Internship + **Temporary +**

Visibility (who can view you're open to work)*

Recruiters only
Limited to people using LinkedIn Recruiter
While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.

All LinkedIn members
Includes recruiters and people at your current company
This selection adds the #OpenToWork photo frame.

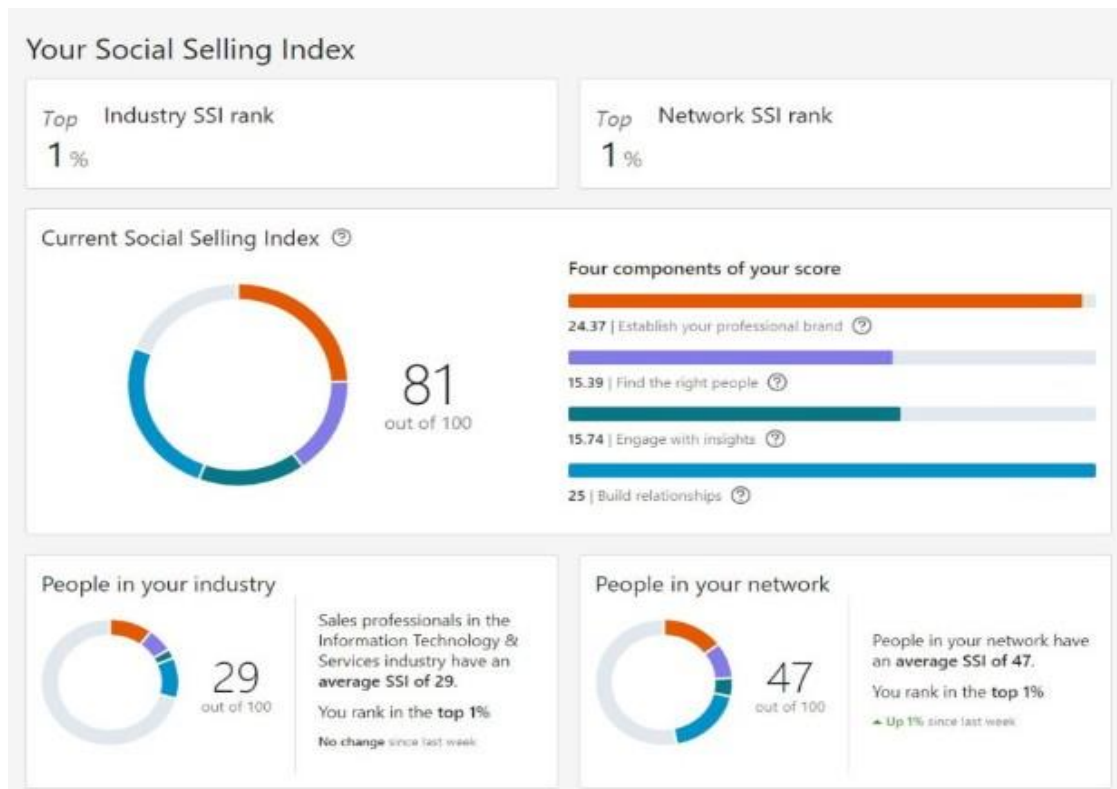
ANALYTICS

LinkedIn's Social Selling Index (SSI) measures how effective you are at social selling on the platform.

There are four factors used to calculate your SSI:

1. Establishing a personal brand
2. Finding the right people
3. Engaging with insights
4. Building relationships

Check out [this article](#) for more information on SSI.



ALGORITHM & POSTING

Strategic posting



Fonts & Emojis

Fonts and emojis can be used strategically in your LinkedIn posts to boost engagement. While professional fonts can enhance readability, emojis can add personality and break up text. However, it's important to use them sparingly and ensure they align with your overall brand image.

- Unicode text converter: <https://qaz.wtf/u/convert.cgi>
- How to use Unicode text converter: <https://www.linkedin.com/pulse/how-write-different-fonts-linkedin-linda-karlsson/>
- Emojis: <https://www.linkedin.com/pulse/emojis-para-linkedin-ram%C3%B3n-rautenstrauch/>

CONNECTING

How to Connect

- **Member's profile**- Click or tap the Connect button on their profile page.
- **Search results page**- Click Connect to the right of the member's information. Grow Your Network page - Import contacts using their email address.
- **My Network page**- Accept pending invitations.
- **People you may know**- Click or tap the Connect button below the member's name.
- **Leverage Connections**- Ask a mutual connection to help you connect. Send a message to your existing network asking who can help you connect to a 2nd- degree connection.

How to Customize a Request

It's important to be strategic when connecting with somebody new on LinkedIn. You will want to send a customized message, but there are a few important things you should and shouldn't do.

The goal of an invite to connect should never be:

- An appointment
- Scheduled demo
- Proposal request

The conversion you are looking for in this stage is **acceptance** and a first step in **building trust**.

A small percentage of people will take the time to look at your profile before accepting, which is why the first impression (your photo, headline, and connect message) are so important.

How to personalize your connection request:

- State your shared connection and how you know them
- How and why you found their profile
- How your professional goals align or intersect
- Similar education or past experience
- What you admire about their work or LinkedIn "brand"

Examples

A New Co-Worker

Hello (name), I'm so happy to have been able to join (company). I look forward to being part of such an innovative and dynamic group, and I'm excited to be able to contribute. See you around the office!

A Former Co-Worker

Hello (name), It was a pleasure to have worked together at (company name) from (years/time together). I'd love to stay connected, maybe someday we can meet up for coffee. I'd love to hear about your new job at (company). Hope all is well.

Someone You Want to Work With

Hi (name), I saw the projects you did for (company), and I was impressed with your work. My company (name) is looking to work on a similar strategy, and your skills would be a great help. Let me know if you're interested in working together.

A Recruiter

Hello (name), I see that you work with (agency name)- I'm also in the (industry), and I've been working professionally in the field for (time). If you have time, I'd love to talk about whether my background would make me a fit for any openings in your office. Thanks!

Someone Within Your Field

Hello (Name), I came across your profile and saw you work in (field). I'm reaching out to connect with other like-minded people. I would be happy to make your acquaintance. Have a good day!

Someone You Met at a Networking Event

Hi (name), it was so great meeting you at (event). Our conversation about X really got me thinking more about Y. I'd love to connect and stay in touch.

A Mutual Connection

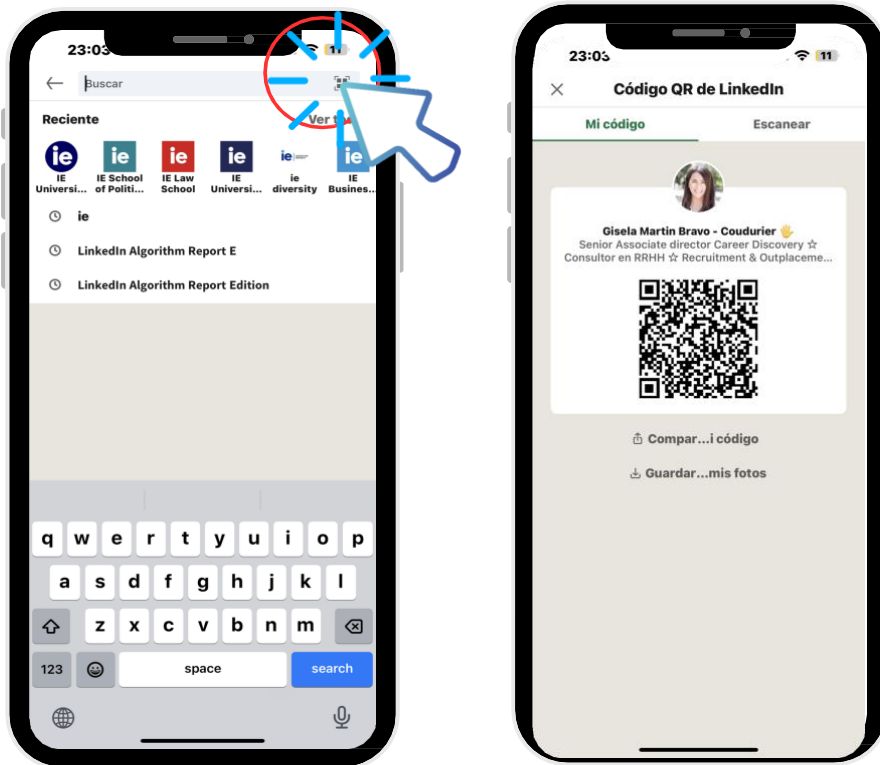
Hello (name), I saw you're also connected with (mutual connection). We (how you met mutual connection). I'd love to have you in my network, too.

Alumni from your University

Hi (name), I see that you also graduated from (university). I'm a current/alumni X major and would love to learn more about your work with (person's current employer). Thanks so much, (your name)

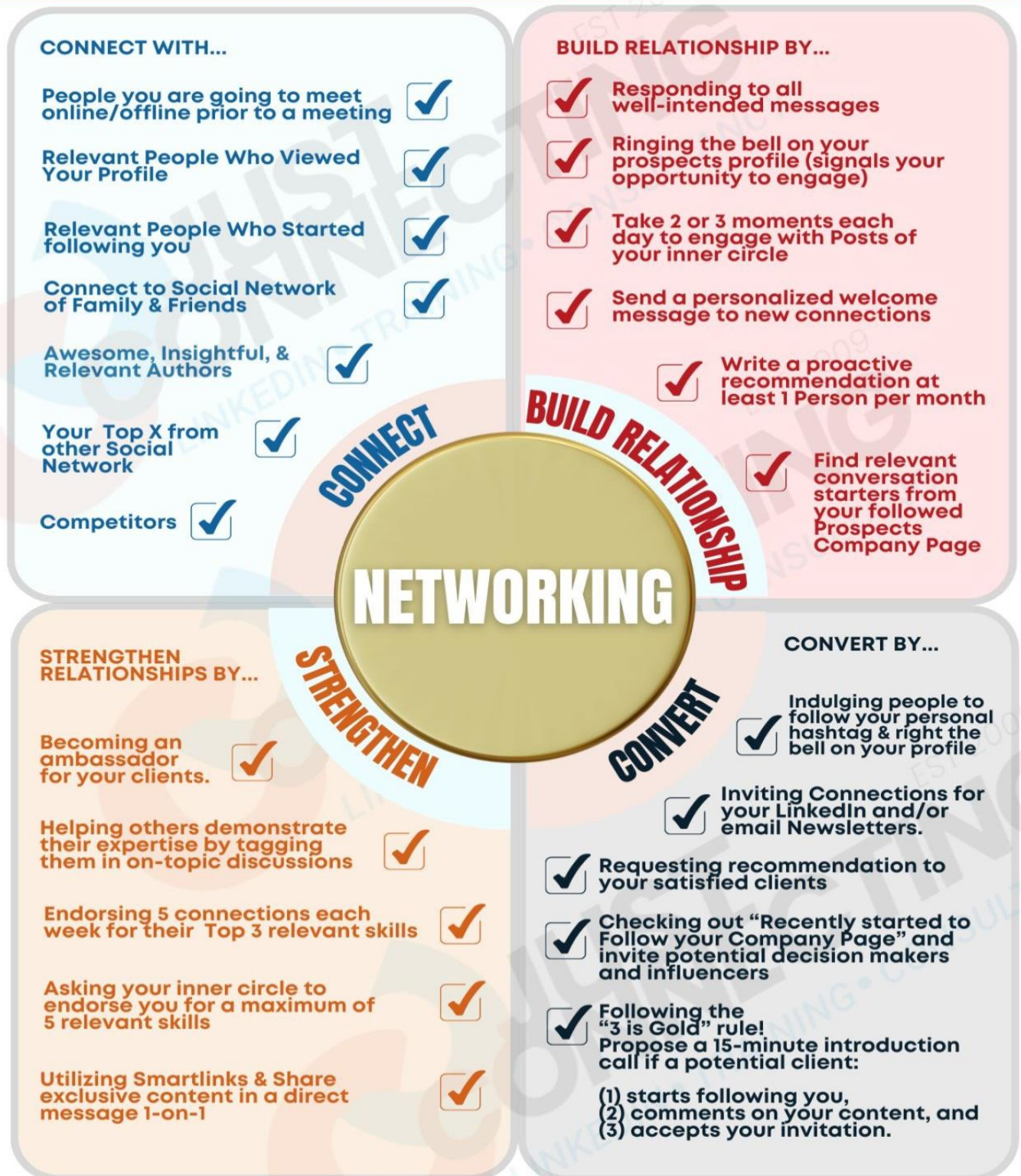
Profile QR Code

One of the best ways to connect in-person is by using LinkedIn's QR code feature. Make sure you know how to do this before your next networking event!



1. Go to the “search” bar and click the QR code icon.
2. This will bring you to the page shown in the right image, which displays your QR code. You can choose to share your code, or above select “escanear/scan” to scan another person’s QR code.

Networking



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