



**TALENT &
CAREERS**

MAXIMIZING YOUR LINKEDIN PROFILE



**"Strategies for Building Your
Personal Brand and
Expanding Your Network"**

INDEX

01. KEYWORDS
02. LINKEDIN BANNER
03. PHOTO
04. HEADLINE
05. JOB PREFERENCES
06. ANALYTICS
07. SUMMARY
08. RECOMMENDATIONS
09. OTHER RESOURCES
10. SKILLS & ENDORSEMENTS
11. ALGORITHM
12. HOW TO CONNECT
13. NETWORKING
14. CREATE QR CODE
15. TODO CHECK LIST



Keywords



Let's make your LinkedIn profile a search engine superstar!

Keywords are the secret sauce to getting noticed by the right people - they're like the VIP pass to the top of search results.

Think of it like a treasure hunt - the more keywords you include, the more likely you are to be found by people interested in your services. And here's a fun fact: the people who are at the top of search results often mention their keywords frequently and include them in their titles.

Trust me, your profile will thank you for it. So, let's get creative and sprinkle those keywords like fairy dust.

Ready to **become a LinkedIn legend**? Let's make it happen!

How to find your keywords

Instructions

1. Find at least 20 jobs that match your target criteria
2. Copy the job titles one at a time and paste them into column A to the left
3. Highlight all of the titles in Column A and Copy them to your clipboard
4. Go to www.wordclouds.com
5. Click "Word List," then "Paste/Type Text" and paste your list of job titles
6. Hit "Apply" and let WordClouds create the cloud
7. Click "Word List" again to see which words appear most frequently
8. **Make sure the top 1-5 keywords are included in your profile at least 15 times.**

Ask Chat gpt

Chat gpt what keywords should i use for my linkedin as a career advisor give me a list of 20.

Sure, as a career advisor, here are 20 keywords that can be relevant for your LinkedIn profile:

Career Coaching · Job Search Strategies · Professional Development
Resume Writing · Interview Preparation · Skill Assessment · Networking
Career Counseling · Personal Branding · Employment Trends · Career Transitions
Career Assessment · Leadership Development · Career Planning · Job Placement
Talent Development · Workplace Culture · Career Pathways · Career Advancement
|



Keywords

Different keywords that you can use according to your level of experience

Entry-Level:

Internships ▪ Volunteer Experience ▪ Awards or Recognition ▪ Community Activities
▪ Professional Organizations ▪ Collegiate or Athletic Clubs & Activities

Mid-Career:

Prior Job Experience ▪ Collaboration Abilities ▪ Continuous Learning ▪ Improving the Workplace ▪ Leading Teams & Special Projects ▪ Examples of Performance Excellence

Experienced-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
- Name of your degree
- Your Field of study
- Industry-specific skills
- Services you offer
- Products that you sell
- Industry Lingo
- General industry keywords

Keywords on LinkedIn also work with images.

Images 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 them with your full name and keywords.

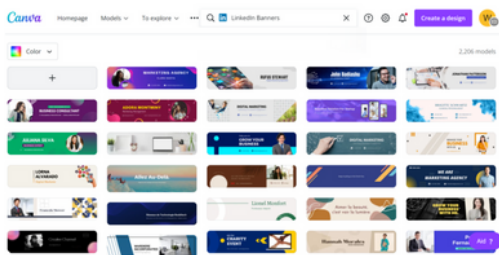
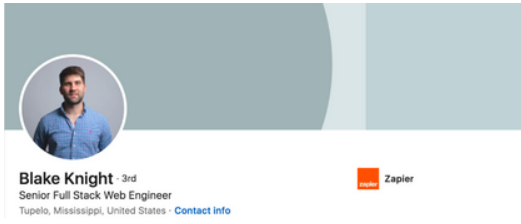


Mastering your LinkedIn Banner



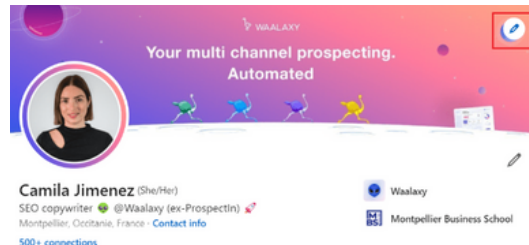
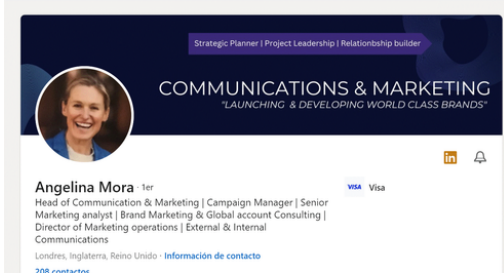
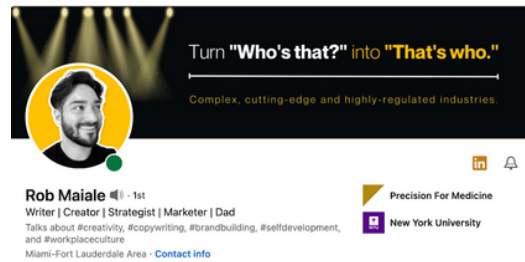
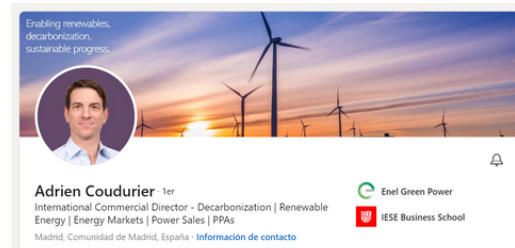
TALENT & CAREERS

Your LinkedIn banner is one of the visual elements you can 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



Customize your linkedin banner
<https://www.canva.com/>
<https://www.pexels.com/es-es/>

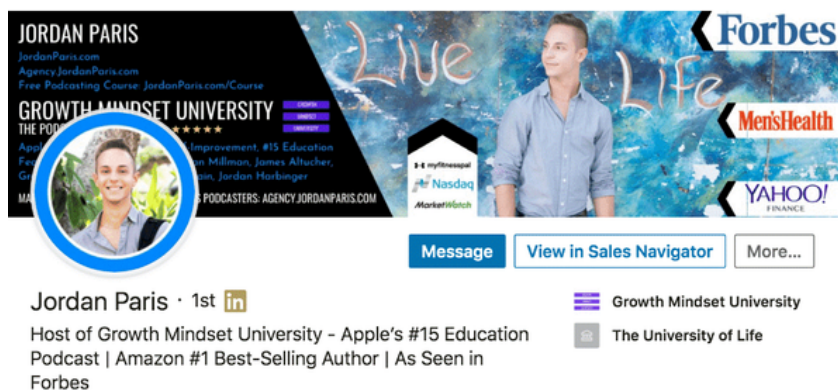
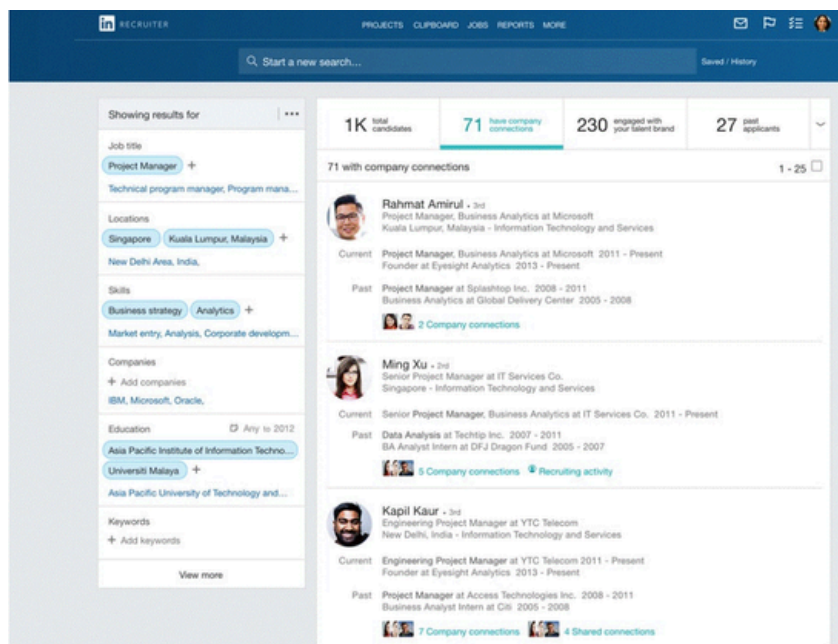
Here you can find some example to inspire yourself



Here's something that 90% of people aren't doing on LinkedIn which generates amazing results for the 10% who are: **Leverage a custom LinkedIn cover photo.**

Data shows that humans only remember 20% of what they read, *but they remember 80% of what they see.* On top of that, our brains process visuals up to 60,000x faster than text!

Here you will find a view of a recruiter:



Get your LinkedIn profile photo analyzed instantly for free

<https://www.snappr.com/>

Great way to create a professional-looking profile picture and a matching background cover go to

<https://pfpmaker.com/>





Headlines

Your headline is like the superhero cape of your profile - it's the first thing visitors notice and has the power to stop them in their tracks.

So why settle for a boring headline when you can make a bold statement that leaves a lasting impression?

Believe me, a standout headline can be a game-changer and attract potential connections like a magnet.

So, let's unleash your creativity and craft a headline that truly represents you and your brand. Are you ready to make an impact? Let's do this!

There Are 2 Types Of LinkedIn Headlines You Should Be Utilizing

When we boil it down to the basics, your LinkedIn headline is going to help you do two things:

1. Show up in LinkedIn searches performed by recruiters, prospects, etc. via keywords
2. Sell yourself, your value, and/or your services once people are on your profile

Including relevant keywords and skills will help you boost your visibility in LinkedIn's search algorithm.

Formula:

I Help [Organization Type].[Insert Achievement].[Insert Measurable Outcome]

Example:

I Help banks Use Big Data To Reduce Readmission Rates By 15%

We recommend

- We recommend including a minimum of 3 hard or soft skills in your headline.
- We recommend keeping your headline between 75 - 160 characters but you have 220 characters.
- We recommend keeping your headline between 10 - 25 words.

Do you wanna analyze your headline with ia :

<https://cultivatedculture.com/headline-analyzer/>

Your LinkedIn Headline's "Skim Test"

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




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

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

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]

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

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

Changing careers and need a headline that broadcasts where you're headed - without overselling what you know today?

Here are several modifiers to consider:

- Aspiring Product Manager
- Future Product Manager
- Exploring Product Management
- Roles
- Passionate about Product
- Management

So, are you ready to take your headline from zero to hero? Let's make it happen!

Job preferences

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

Add job preferences

Tell us what kind of work you're open to

Job titles*
Add title +

Workplaces*
 On-site Hybrid Remote +

Job locations (On-site)*
 Montpellier, Occitanie, France Add location +

Start date
 Immediately, I'm actively applying
 Flexible, I'm casually browsing

Job types
 Full-time Contract + Part-time + Internship + Temporary +

Choose who sees you're open *
You decide if you want only recruiters or all LinkedIn members to see this.



Choose who you're open

- All LinkedIn members
This also includes recruiters and people at your current company.
Adds the #OpenToWork photo frame.
- Recruiters only
People using LinkedIn Recruiter.
We take steps to not show recruiters at your current company, though can't guarantee complete privacy.

People also View Setting

General preferences

- Language →
- Content language →
- Autoplay videos On →
- Sound effects On →
- Showing profile photos All LinkedIn members →
- Feed preferences →
- People also viewed** Off →
- People you unfollowed →

← Back

People also viewed

Display "People also viewed" box on your Profile page?

People also viewed

Off



Analytics



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Analytics

Private to you



231 profile views

Discover who's viewed your profile.



8 post impression

Check out who's engaged your posts.

133

Search appearances

Keywords you were found for

| | |
|--------------------------|---|
| Career Coach | 🔍 |
| Recruiter | 🔍 |
| Headhunter | 🔍 |
| Manager | 🔍 |
| Human Resources Director | 🔍 |

Who's viewed your profile

People who viewed your profile in the past 90 days



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

LinkedIn uses four factors to calculate your SSI:

- establishing a personal brand
- finding the right people
- engaging with insights
- building relationships

Your Social Selling Index

Top Industry SSI rank

1 %

Top Network SSI rank

1 %

Current Social Selling Index 📊

81
out of 100

Four components of your score

- 24.37** | Establish your professional brand 📄
- 15.39** | Find the right people 📄
- 15.74** | Engage with insights 📄
- 25** | Build relationships 📄

People in your industry

29
out of 100

Sales professionals in the Information Technology & Services industry have an average SSI of 29. You rank in the **top 1%**.
No change since last week.

People in your network

47
out of 100

People in your network have an average SSI of 47. You rank in the **top 1%**.
▲ Up 1% since last week.



The summary section on LinkedIn is an awesome opportunity to introduce yourself and share your professional experience and career goals.

It's the first thing people see when they visit your profile, so it's crucial to make a great first impression.

By crafting a well-written summary, you can showcase your unique skills, accomplishments, and personal brand.

This will not only help you stand out from the crowd but also attract potential employers or professional contacts.

Plus, it's super easy to create! With just 10 lines or less, you can give a concise overview of your career aspirations and highlight what makes you an awesome candidate.

Limits: LinkedIn recently expanded the limit for the Summary / About section to 2,000 characters.

Advise:

Center yourself in the first 3 to 4 lines then people need to press see more and 97% of them don't do it

Here you will find 14 examples that LinkedIn gives you to inspire yourself:

<https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

What to say

1. Describe what makes you tick. Passion is the heart of some of the best summaries. Or your PVP (Professional Value Proposition)
2. Explain your present role. Put your job title aside and describe what you do in simplest terms. ...
3. Frame your past. ...
4. Highlight your successes. ...
5. Reveal your character or personality. ...
6. Show life outside of work. ...
7. Tell stories. ...
8. Ask for what you want.
9. Remember adding some keywords



LinkedIn Summary



Info

Hello Little Alien! 🙄

In general, I find LinkedIn profiles boring to death. I will try to give you a good time, which will allow you to know more about me. 😊

I am passionate about Acquisition, SEO, SEA, Facebook Ads, Youtube Ads. So many possibilities! 🚀

My favorite thing about everything is trying to understand Google's algorithm. Ah, Google ... There isn't a day that I don't think about him, not a day that I don't talk about him. I try to get some info, tips, and then share them 🤖 I have a little preference for technical SEO!

So far I have managed to generate 2000 visitors per month, just with SEO (I hope to do more!)
I also managed to make Ads campaigns with x4 returns on investment (that too I hope to do more)
And I managed to generate 150,000 visitors per month all channels combined ... one day I will reach the million ! ❤️

A little anecdote about me? They call me the Queen of GIFs. 🤪 And yes, it's a full-time job! If anyone at Waapi's looking for a gif ... they know who to call.

(Besides, you say, jif or guif? I say "jif")

I also secretly found a gif that defines each of my colleagues. They don't know it but me it makes me laugh 😂

They're lazy, so they're not going to read this description. Maybe one day I'll do a post to tell you the gifs that represent them!

I love discussing SEO, SEA, all these little people. 🌍 So, don't hesitate!



NOT - OR - AND

- **NOT searches:** Type the word NOT (capital letters) immediately before a search term to exclude it from your search results. This typically limits your search results. For example, "programmer NOT manager".
- **OR searches:** Type the word OR (capital letters) to see results that include one or more items in a list. This typically broadens your search results. For example, "sales OR marketing OR advertising".
- **AND searches:** AND searches: Type the word AND (capital letters) to see results that include all items in a list. This typically limits your search results. For example, "accountant AND finance AND CPA".

Boolean search works only if you follow these key instructions.

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

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

- **First Name**
- **Last Name**
- **(Job) Title**
- **Company**
- **School**

What's the typical job title of your Ideal lead?

Is there a synonym or another name for the same or similar title of your Ideal lead?

Are there any companies you would like to specifically target?

Did your Ideal leads attend specific schools?

Formula

(Seniority 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)



Recommendation



How to ask for a recommendation:

From your profile: Go to your profile, scroll down to the “Recommendations” section, and hit the “+” sign. You’ll be asked whether you want to ask for or give a recommendation—select the latter. From there, a pop-up box will prompt you to pick the contact you’d like to recommend.

From the other person’s profile: Head to the profile of the person you’d like to recommend. Click the “More” button to the left of the “Message” button and then hit “Recommend.” Alternatively, you can scroll to their “Recommendations” section and click on “Recommend [Name].”

When you do eventually ask for the recommendation, you want to include 3 components in your initial ask:

1. Be polite
2. Give a reason (asks with the word “because” **have a ~50% increase in compliance**)
3. Offer to reciprocate

Example of Asking For A LinkedIn Recommendation

Hey [Name],
I'm so glad to hear that things are going well at **[Current Company]**! It's been great to reconnect.

I also wanted to ask for a quick favor, if you're up for it. I was wondering if you might be up write a LinkedIn recommendation about our time **[Talk About How You Worked Together]** because
I am currently revamping my profile with the goal of making the jump to **[New Job]**.

I know that's a big ask, so no pressure at all please feel free to say no. Either way, I'd be happy to write you one (or help in any other way that I can!).

Other resources

| | |
|-----------------------|--|
| Math bold | Here's some unicode text for your LinkedIn Summary |
| Math bold Fraktur | Here's some unicode text for your LinkedIn Summary |
| Math bold italic | Here's some unicode text for your LinkedIn Summary |
| Math bold script | Here's some unicode text for your LinkedIn Summary |
| Math double-struck | Here's some unicode text for your LinkedIn Summary |
| Math monospace | Here's some unicode text for your LinkedIn Summary |
| Math sans | Here's some unicode text for your LinkedIn Summary |
| Math sans bold | Here's some unicode text for your LinkedIn Summary |
| Math sans bold italic | Here's some unicode text for your LinkedIn Summary |
| Math sans italic | Here's some unicode text for your LinkedIn Summary |

<https://qaz.wtf/u/convert.cgi>

👉 Emojis para LinkedIn 👁️💪



<https://www.linkedin.com/pulse/emojis-para-linkedin-ram%C3%B3n-rautenstrauch/>

✔ Skills & Endorsements

You have till **50 skills, be strategic.**

Use the skills that appeared in your keywords

Your Skills and endorsement is where the real magic happens, and it's something most people don't realize...

The endorsements on your LinkedIn skills actually play a role in your rank with the LinkedIn search algorithm!

Skills & endorsements

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

Your Top 3 Skills
Based On Number
Of Endorsements



INFOGRAPHIC : ALGORITHM RESEARCH 2022

CREATOR MODE ON

15 - 35% More Reach

FORMATS - REACH

| | |
|----------------|---------------|
| Document - PDF | 2,2 x - 3,4 x |
| Polls/ Survey | 2,1 x - 2,5 x |
| Carousel | 1,8 x - 2,3 x |
| Text & Photos | 1,2 x - 1,6 x |
| Videos | 0,5 x - 0,8 x |
| External Link | 0,4 x - 0,5 x |
| Newsletter | 0,2 x - 0,9 x |
| Article | 0,1 x - 0,2 x |

ENGAGEMENTS

- Reaction 1 x more reach
- "See More" Button 4 x more reach
- Shares/ Repost 7 x more reach
- Comment 12 x more reach

COMMENTS

- Don't comment first
- Engage after others - 20% increase in growth for the 1st hour

HASHTAGS

3-5

The Most Effective Number of Hashtags for better results

POSTING FREQUENCY

1 to 3 Posts

Week

Social Selling Index (SSI)

25%+

Average increase in reach for accounts with an SSI of 70 or more

Minimum of 18-hours interval to avoid punishment on your reach

BEST TIME TO POST

| | |
|-----|--------------------|
| SUN | 1:00 PM - 3:00 PM |
| MON | 10:00 AM - 1:00 PM |
| TUE | 8:00 AM - 11:00 AM |
| WED | 9:00 AM - 12:00 PM |
| THU | 8:00 AM - 11:00 AM |
| FRI | 1:00 PM - 3:00 PM |
| SAT | 10:00 AM - 1:00 PM |

IMPORTANT: Engage in the first 90 minutes

RECOMMENDATIONS

- Do NOT tag more than 15 accounts per post.
- No more than 10 emojis per post and no more than 4 on the same line, so not to penalize the reach.
- The length of the publications MUST be between 1,200 and 1,600 characters to perform.
- Respond on comments within 12 hours.
- Do NOT edit your post within 10 minutes of publishing.
- Dwell Time has lost its importance. What matters is to generate engagements in the first 90 mins.

SOURCE: 4th Annual Algorithm Research 2022 by Richard van der Blom and 1

<https://bit.ly/LinkedInAlgorithmResearch2022>



Press the link here if you want the full report



How to Connect



Over 88% of all invites are sent without a personal message (!)



The goal of your invite should **never be:**

- an appointment
- a scheduled demo
- a proposal request

The **only conversion you are looking for in this stage is:**

- acceptance
- a first step in building trust

20% will base their decision on the First Impression that what people see without having to scroll.

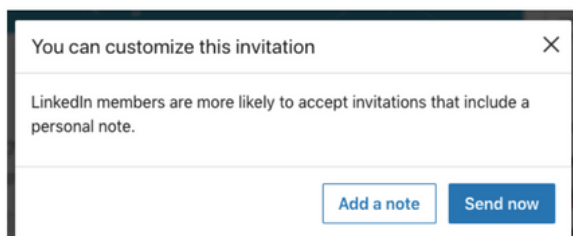
another **35%** checks out your Content to take a decision status activity and Featured are underrated but decisive elements

and **25%** will actually start reading your About section make sure it's personal, authentic and emphasizes your added value

There are several ways to connect with people on LinkedIn:

- 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.

Some ideas on how to personalize a LinkedIn connection request



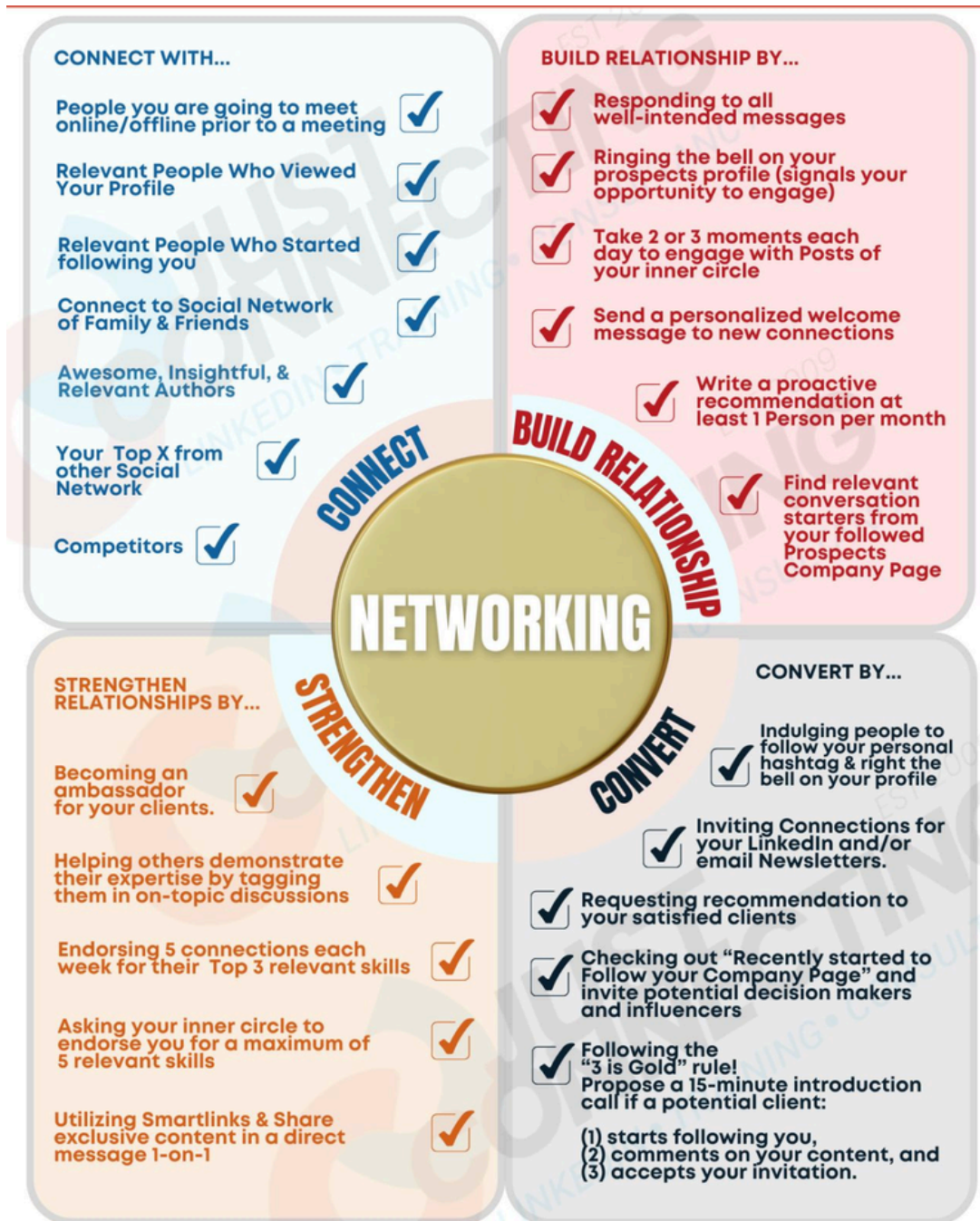
- Shared connections and how you know them
- How and why you found their profile
- The specific reason you're reaching out
- How your professional goals align or intersect
- Similar education or past work experience
- What you admire about their work or LinkedIn "brand"

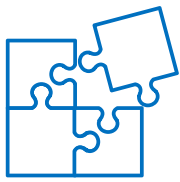
SENDING INVITE TO CONNECT

1. Hi (Name), I'm looking to expand my network with fellow business owners and professionals. I would love to learn about what you do and see if there's any way we can support each other.
Cheers!
2. Hi (Name) I'm looking to connect with like-minded professionals specifically who are on the revenue generating side of things.
Let's connect!
3. Hey (Name) Came across your profile and saw you work in real estate. I'm reaching out to connect with other like-minded people. Would be happy to make your acquaintance.
Have a good day!
4. Hi (Name) LinkedIn showed me your profile multiple times now, so I checked what you do. I really like your work and as we are both in the creative industry – I thought I'll reach out. It's always great to be connected with like-minded individuals, isn't it?
(Your Name)
5. Hey (Name) I hope your week is off to a great start, I noticed we both work in the HR/Employee Experience field together. I would love to connect with you.
6. Listening to you now & subscribed! Just stumbled upon your podcast and wanted to say thank you for sharing your insights using them to help land a lead gen job. Thank you!
7. Dear (Name) My name is (xyz) and I am a partner in the (name of company). My team and I have a great idea for a book that would greatly enhance your credibility and visibility. Do you have 15 minutes to talk this week?
8. Hi (Name) I hope you're doing great! I'm on a personal mission to grow my connections on LinkedIn, especially in the field of B2B lead & demand gen. So even though we're practically strangers, I'd love to connect with you.
Have a great day!
9. Great to meet a fellow podcast host. I am the host of (podcast name) and looking forward to having you as a guest on the show.
Blessings,
10. Hi (Name), I wanted to reach out, as it seems like you would be the right person to discuss travel management given your role — although you may not be currently traveling, would you be interested in exploring how (company name) can help you prepare for the future of business travel?
Best,
(Your name)

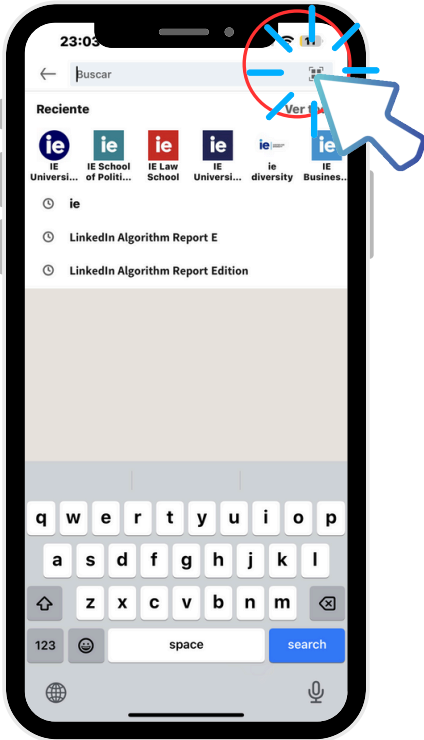


Networking

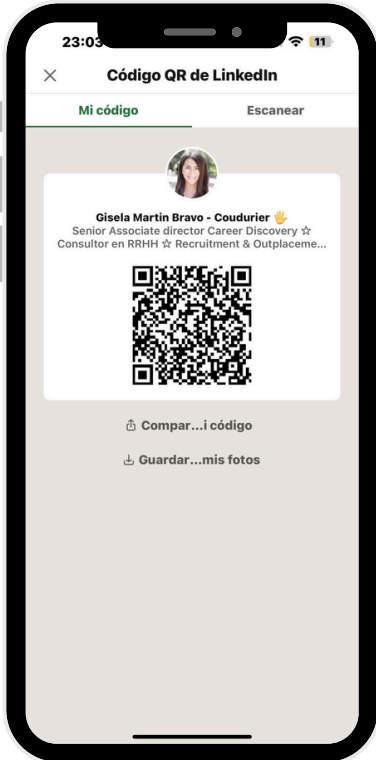




How to create your QR code



Let's connect



[Click here to visit the page.](#)



To do Checklist

- Choose 4/5 keywords

- Write a compelling headline

- Take a great picture for your profile

- Create a great linkedin banner

- Show your personality in the summary section

- Work to show your experience

- Choose 50 skills and get endorse

- Ask for recommendations

- Make your community grow

- Preferences and settings

- Create your QR code

-
-