

j.zee branding

Building Your LinkedIn Profile

Headline

- This is the most important 120 characters in your profile
- Include skills and keywords

Summary

- Search job postings to see what qualifications/keywords recruiters will be searching for
- Copy/paste symbols to enhance formatting:



- Include your contact email

Experience

- Focus on accomplishments versus responsibilities using quantifiable metrics
- Explain how your contributions brought value to your organization
- Mobile view will have work descriptions collapsed, so be extra descriptive in the job title (e.g. Environmental Engineer *specializing in Waste Water Treatment*)
- Use consistent formatting

Skills

- Use all 50 slots in the Skills section to improve your SEO
- Arrange skills in order of importance (which is more relevant—Microsoft Word or Database Management?)

Accomplishments

- Quantity matters in the Accomplishments section
- Include trainings, volunteer initiatives, courses, and organizations

Recommendations

- This is one of the top sections that recruiters look at
- Reach out to colleagues, classmates, volunteer buddies – anyone who can speak to your skills or character can leave a good recommendation

It doesn't stop here! Completing your LinkedIn profile is only the first step in building your brand. Leverage the power of social media by actively sharing content and engaging in industry-related discussions.

What are recruiters looking for when they view my profile?

Recruiters will gauge your strength as a potential candidate by the strength of your LinkedIn profile. They particularly check for:

Completeness of your profile

A Picture

A Strong Network

Details that indicate you're a "high performer"

What should I write in my Summary?

The Summary section is one of the most valuable and least optimized sections of a LinkedIn profile. Here, you want to include keywords and skills that recruiters will be searching for.

Your summary will be collapsed to only show the first two lines of text. Use these two lines to describe your value proposition by answering these four questions:

What do I do?

Who are my clients?

What value do I bring my clients?

What makes me unique?

Focus on accomplishments, differentiators, and showing your personality in your Summary.