



Improving Your LinkedIn Presence

 **Advanced Resources**
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IT'S ALL ABOUT THE PRESENTATION

LinkedIn is the world's largest professional online network with more than 450 million members in over 200 countries and territories. 47% of B2B companies use LinkedIn and 89% of all recruiters report they have hired someone through LinkedIn. So as a job seeker, if you're not using LinkedIn in your job search, you're missing out on getting found!

We've put together this guide on improving your LinkedIn profile and presence to help you on your way to job search success.



Inside This Guide

- Use Your 7 Seconds Wisely
- Watch Your Language
- Check Your Profile Strength
- Be Aware of Privacy Settings



Use Your 7 Seconds Wisely

USE YOUR 7 SECONDS WISELY

You only have 7 seconds to make a good first impression. Here's how to create a top-notch LinkedIn profile that sends the right message immediately!

Be Consistent With Your Name

Match your LinkedIn account name with the name you use on your business cards, email signature, and resume.

Add a Professional Photo

Use an appropriate, professional-looking profile image.

Your photo should reflect your current age and should be a head-on picture of mostly just your face without a very distracting background.

Create a Custom URL

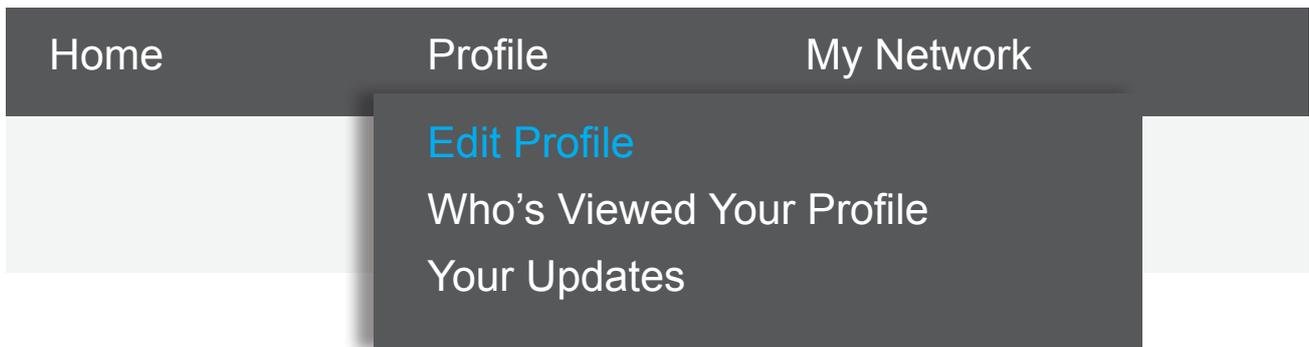
A custom URL is typically shorter and will look like this:

<http://www.linkedin.com/in/yourname>

If you have a common name, you may have to modify your name in the URL
(for instance by adding your middle name)

HOW TO CREATE A CUSTOM URL

Step 1: Click on Edit Profile



Step 2: Hover next to your LinkedIn profile URL and click the icon to “Update your public profile settings”

 <https://www.linkedin.com/in/yourname> 

Update your public profile settings

Step 3: Click the pencil icon under “Your public profile URL”

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/yourname 

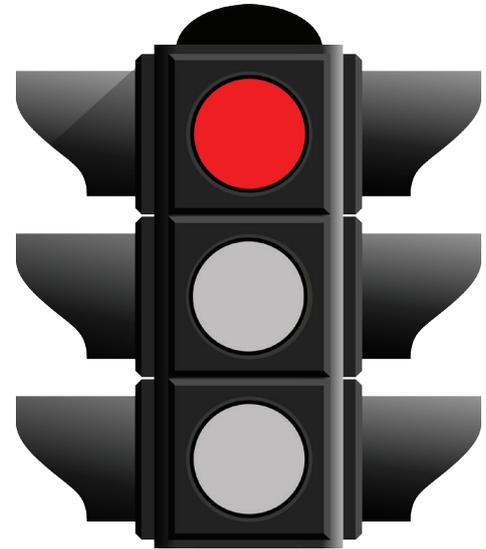


Watch Your
Language

USE SIMPLE LANGUAGE AND AVOID BUZZWORDS

There is no need to stuff your profile with big, fancy words.

To stand out from the crowd, avoid using buzzwords. Here are the **top 10 most overused buzzwords** from 2015 according to LinkedIn:



1 *Motivated*

2 *Creative*

3 *Enthusiastic*

4 *Track Record*

5 *Passionate*

6 *Successful*

7 *Driven*

8 *Leadership*

9 *Strategic*

10 *Extensive Experience*

USE RELEVANT KEYWORDS

In order to make a good first impression, you either need to **reach out to people** or they need to find you. Keywords **help people find you** through search. Use the words you think people would use when searching for someone like you.

For Example

If your experience is in finance, use phrases like:



Cost Analysis



Budget Planning



Credit Analysis

USE SPELL CHECK

Continually **check for spelling** mistakes that could reduce your credibility.



CHECK YOUR LINKS

Double check that links aren't **broken or outdated**.



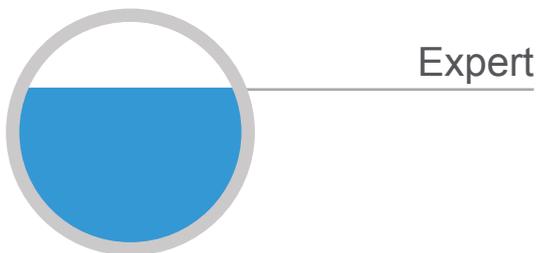
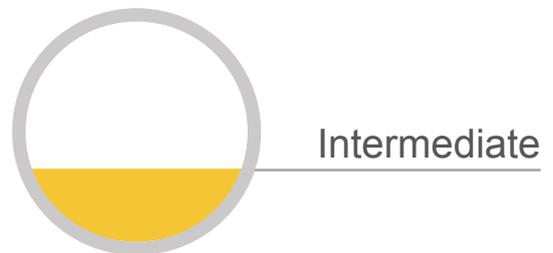
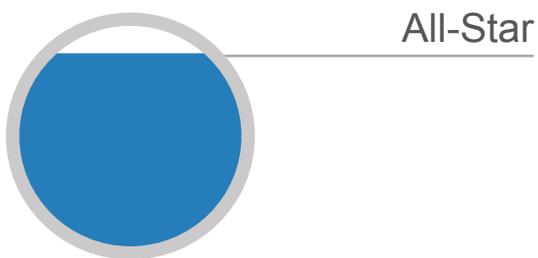


Check Your Profile
Strength

CHECK YOUR PROFILE STRENGTH

Make sure your profile is complete. You can do this by taking note of the profile strength meter on your profile page.

There are five strength levels:



COMPLETE YOUR PROFILE

Users with complete profiles are **40 times more likely** to receive opportunities through LinkedIn.

In order to complete your profile, you need:



Your industry
and location



An up-to-date
current position
(with a description)



Two past
positions



Your
education



Your skills
(minimum of 3)



A profile
photo



At least 50
connections

Be Aware of
Privacy Settings



TURN OFF NOTIFICATIONS WHEN UPDATING YOUR PROFILE

Updates made to your LinkedIn profile, including changes to your headline and updates to your experience, are broadcasted out to your network by default.

Continual updates to your profile may bother your connections so it is recommended to disable notifications when making updates to your profile.

Notify your network?

No, do not publish an update to my network about my profile changes.



KEEP YOUR CONTACT LIST OPEN

Hiding contacts may look self-serving.

DON'T SELF-PROMOTE

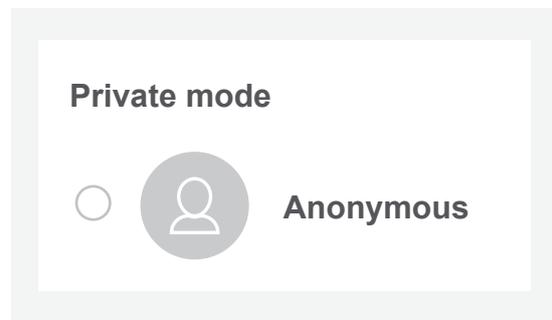
Most discussions or links you post should **offer value** beyond self-promotion.

KNOW THAT LINKEDIN IS NOT ANONYMOUS

If you're logged into LinkedIn, users can **see when you view their profile** as well as any companies you "like".

To look at someone's profile anonymously, either:

Change your "Profile viewing options" setting to **anonymous**. This can be done under Privacy & Settings in the Privacy tab.



Before you make this change: changing this setting also disables you from seeing who has viewed **your profile**.

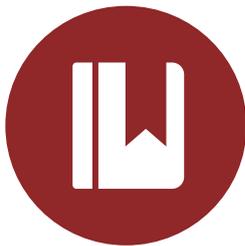
OR

Log out of LinkedIn and search for the person using Google or another search engine.



Heads up: you won't be able to see their full profile this way.

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About Advanced Resources

Advanced Resources is a temporary staffing, direct hire placement, and workforce business solutions provider with offices in Chicago and New York. Founded in 1988, we've placed over 60,000 candidates in HR, technology, non-clinical healthcare, accounting & finance, and office support roles.

Advanced Resources is a proven industry leader committed to providing quality service, being one of only six staffing firms throughout the U.S. and Canada to receive both the Best of Staffing® Client Award and Talent Award every year since the program's inception.