



LPO

LinkedIn Profile Optimization for Job Seekers

Andreas Ramos
andreas.com

LPO: LinkedIn Profile Optimization for Job Seekers by Andreas Ramos

This ebook is for people who are looking for a job or better jobs. Use this ebook to improve your presence in LinkedIn so when recruiters are searching for staff, you show up. By improving your personal LinkedIn score, you show up higher than other job seekers.

Why Did I Write This?

I teach digital marketing at INSEEC and CSTU. Many of my students are looking for a job; many friends are also looking for better jobs. This ebook helps them to find good jobs or get more salary.

This ebook shows you how you can optimize your LinkedIn profile so you can be found when companies and recruiters are looking for you or when you apply for jobs.

About Me

For more about me, see andreas.com

Copyright

- *LinkedIn Profile Optimization for Job Seekers* by Andreas Ramos. All rights reserved. © 2021 Andreas Ramos USA. Version 1.9b, July 2021. Get the latest version at andreas.com/book-linkedin-profile.html

Your Feedback

If you have questions, comments, or ideas, let me know.

- Andreas Ramos, andreas@andreas.com

Acknowledgments

The idea for this book came out of collaboration with Monte Clark on our book *Mastering LinkedIn* (August 2019). That book covers LinkedIn Sales Navigator. Many ideas also came from discussions with students at INSEEC and CSTU. Donald Wittman's *Ignite Your LinkedIn Profile* and Brenda Bernstein's *How to Write a KILLER LinkedIn Profile* were helpful resources. Many thanks to Joy Montgomery for extensive feedback and edits (linkedin.com/in/joymontgomery/) and suggestions by Martine Khan.

The Cover Painting

- *Spring* by Pieter Breughel the Younger (1633). Just as farmers take care of their fields, trees, and animals, you take care of your presence on LinkedIn.

What Happens When You Apply for a Job?

Many people still think that a recruiter sits at a desk and looks at a pile of resumes. No more. Recruiters

use software to sort through resumes to find the best candidates. Let's start by looking at how that works.

The Recruiter's Real Job

What do recruiters really do?

- A job opening receives 250 resumes on average
- 75% to 88% of them are unqualified for the opening
- In general, for every 100 candidates, 12 get a phone call, two to three will get a meeting, and one will get an offer
- Recruiters must present only the best-qualified candidates to the hiring manager

This means the recruiter's real job is to get rid of people who are not unqualified. Your job is to present yourself as someone who is qualified.

Applicant Tracking Systems (ATS)

To collect, track, sort, and find the best applicants, organizations use *Applicant Tracking Systems* (ATS).

ATS is a resume database that collects applications. When recruiters look for an applicant, they look in the ATS. Based on the recruiter's search, the ATS will score resumes and show the ones with top scores.

Read that previous paragraph again. When people apply for jobs, their resumes are put into computer systems, and when recruiters look for candidates, the computer grades the resumes with a score and shows the best ones at the top. If your resume has a low score, your resume will not be seen. That's what this book is about: how to optimize your resume for the LinkedIn ATS so you show up at the top.

LinkedIn and ATS

- With more than 760 million resumes (July 2021), LinkedIn is a resume database for recruiters. LinkedIn is an ATS system.
- 94% of internal and external recruiters use LinkedIn to find candidates
- 89% of hires are based on LinkedIn profiles

Recruiters look at your LinkedIn profile because that gives them more information about you. It shows your connections within your industry, recommendations from experts within your industry, your activity, your interests, and much more. LinkedIn uses this information to grade your profile and show your LinkedIn score to recruiters.

Who Uses ATS?

Pretty much every job that matters is managed by an ATS.

- Jobscan finds 98% of Fortune 500 companies use ATS. Kelly OCG survey finds 66% of large companies and 35% of small organizations use ATS

- If you apply to a large organization, you apply to ATS
- If you apply through any online form, you apply to ATS

How Recruiters Use ATS

An ATS may hold tens of thousands of resumes. When the recruiter is looking for an administrative assistant, they search for “administrative assistant.” The ATS finds resumes with that job title. If that isn’t in the resume, ATS will not find that resume. A search may contain several terms, such as “administrative assistant AND data entry AND payroll.”

Look at the job description and try to see what they want. Put those keywords in your resume.

Your Paper Resume’s Layout

In this ebook, we write about your LinkedIn profile. However, paper resumes still matter. So here are a few notes about paper resumes. (When we say “paper resume,” this also includes Microsoft Word or PDF files. Many digital resumes may never be printed on paper.)

- Tailor your paper resume to the job description for each application
- Professional layout
- Clearly show the sections in your resume. Use standard resume headings such as “Work Experience” (don’t use “Where I’ve Been,” etc.)
- Use a standard font such as Helvetica or Garamond (odd fonts may confuse the OCR system)
- Don’t use tables or columns (may confuse the OCR)
- Don’t use headers or footers (ATS may ignore the information)
- Use a .docx or .pdf file format
- Break text up with short sentences & bullet points
- Use consistent formatting
- Use both the name and acronym, such as “Master of Business Administration (MBA)” or “Search Engine Optimization (SEO)”

Your Paper Resume’s Sections

Recruiters have seen tens of thousands of resumes, so they can tell at a glance if a resume is good or bad. Make your resume easy to scan. Recruiters look at the top third of the first page of a resume. If it looks good, they may read more.

- Contact information, incl. name, complete address, telephone, email, and LinkedIn profile
- Summary: Two-to-three lines that show why you’re the right person for the position
- Work experience

- Education
- Skills and knowledge
- Personality traits
- Competencies

Recruiters Look for...

- Your current role
- Your position within the organization
- The overall goal of your role
- People you interact with (managers, suppliers, customers, etc.)
- Tools or software (IT packages, machinery, hardware, etc.)
- Work produced (reports, websites, products, etc.)
- Targets and achievements. Use facts and figures to show your business value.

Red Flags

When recruiters see red flags, they go to the next resume.

- No employment dates
- Years-only format (no month). Use month-year format, such as September 2015 to July 2018
- If there are employment gaps or frequent job changes, explain in your cover letter. Fill gaps with volunteer roles, student responsibilities, or consulting work
- No location
- Don't use an AOL, Yahoo, or cable company email address. That looks outdated or unprofessional. Use Gmail, Outlook, iCloud, or your personal web domain.

The LinkedIn Applicant Tracking System (ATS)

Now that you know about ATS and recruiters, let's look at how the LinkedIn ATS works.

Three Goals for a LinkedIn Profile

There are several ways to use LinkedIn:

- Use LinkedIn to look for a job

- Be found by a recruiter for a job

LinkedIn Is More Important for You than Google

Google indexes everything: people, companies, products, planets, national parks, cats, everything. How much everything? Google's index had 130 trillion pages in 2018. You're just a drop in that ocean.

In contrast, LinkedIn indexes only people and companies. There are 760 million members (July 2021), growing at about six million per month. The members are people in the work world: contractors, staffers, upper management, investors, and so on. Member profiles include name, city, job titles, skills, education, and connections to other members, so it's pretty easy to find someone.

If you want to find about Yosemite National Park or anything, use Google.

But if you want to find people to hire or be hired, you use LinkedIn. LinkedIn is more important than Google for jobs.

What about Facebook?

Facebook and other social media sites can show you at lunch with your friends and what your dog can do for tricks.

But as you'll see, LinkedIn's information about you is tied to information from other people, companies, universities, and so on. LinkedIn offers a far better picture of a person than you see on Facebook.

Your Profile at LinkedIn

LinkedIn has posts, articles, company pages, groups, and many other things, but the main thing at LinkedIn is your profile.

LinkedIn uses the information in your profile to:

- Place you in the right field
- Match you to people who are relevant and at your professional level
- Allow recruiters and people to find you
- Score you so recruiters can find the best people

People can find you if you have a good profile. (The opposite is also true: people with a weak profile won't be found.)

LinkedIn Accounts

About 20% of the 760 million LinkedIn members pay for their LinkedIn accounts:

- Basic (Free)
- LinkedIn Premium (\$60/month)
- LinkedIn Premium Business (\$60/month)

- LinkedIn Premium Career (\$30/month)
- LinkedIn Sales Navigator (\$80/month)
- LinkedIn Recruiter Lite (\$120/month)
- LinkedIn Talent Solution (for recruiters) (\$825/month)

The exact amount depends on whether you turn on pay month-to-month or once a year. All of these have a first-month free trial.

For a summary of each version, see:

topdogsocialmedia.com/linkedin-membership-levels-free-vs-premium-vs-sales-navigator/

Recruiters

In general, when a manager needs to hire someone, he sends a request to a recruiter. These can be internal recruiters in HR (Human Resources) or external recruiters who work for staffing companies. The recruiters find several hundred potential candidates and present perhaps ten resumes to the manager.

- 94% of internal and external recruiters use LinkedIn
- They look at 3,000 profiles to find ten candidates (1 in 300)
- 89% of hires are based on LinkedIn

You must stand out clearly from the pack. The manager will see only one profile out of 300.

The LinkedIn Search Algorithm

The LinkedIn search tool uses exact match. When the recruiter searches for a skill, the skill in your profile must match his search.

- The search tool accepts some variations (such as “VP” for “Vice President”), so you should use both the acronym and the phrase in your profile to be safe
- Use the full, proper name of companies, skills, universities, and so on
- Recruiters generally use twelve keywords and a job title
- LinkedIn uses points to score the resumes. The resumes that show up at the top are the ones with the best match to the recruiter’s search and have the most overall points
- Your profile must appear in the top 22 results of a search

Before You Start, Check Your LinkedIn SSI Score

Before you start to optimize, check your LinkedIn Social Selling Index (SSI) score

- Go to <https://linkedin.com/sales/ssi>
- You can see your SSI score
- Make a screenshot and save it

- Use this LPO ebook to improve your LinkedIn SSI score

After every change, check to see your new SSI score



Your Profile

Your Profile Must Be Complete

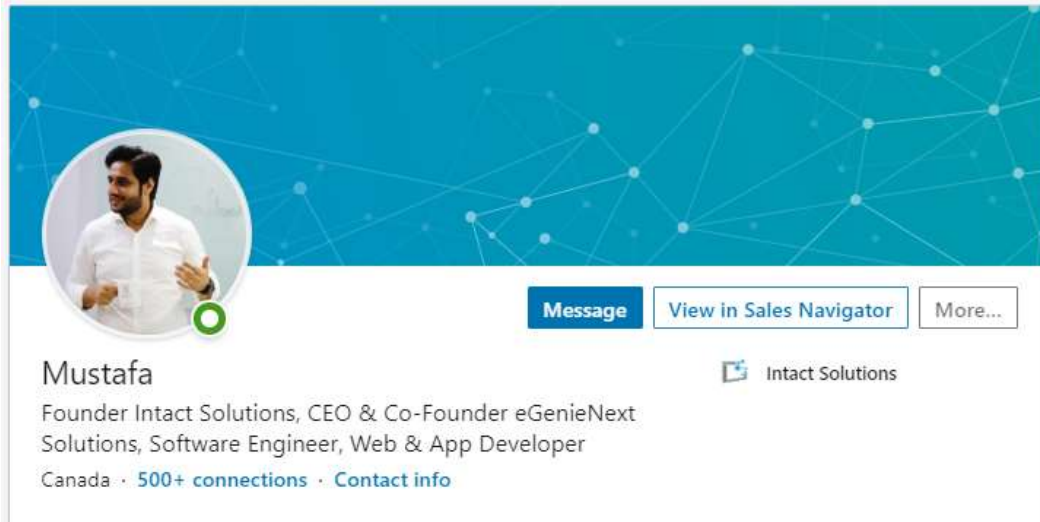
- Recruiters see hundreds of profiles daily, and they learn to know the good ones at a glance
- They are looking for the over-achievers
- Your profile must be a 100% complete All-Star profile

If your profile is incomplete, click the profile box to see what you can improve.

The Background Image

The background is that large banner behind your photo.

The generic blue background shows Mustafa did not improve his profile



- The image should be relevant to what you do
- The image is 1584 pixels wide by 396 pixels high (1584w x 396h) in PNG format
- For ideas, search at Google for LinkedIn background images
- Check your profile on both desktop and mobile to make sure it looks good

Don't waste this space with pretty sunsets or abstract patterns. The image should show what you do. Look at others in your industry and see what they use.

Your Name

- Be findable. Use the name that people know for you.
- If people know you as Bob Reynolds, use Bob, not Robert
- If your name is difficult to spell, use several versions in the name field. For example, your first name can be in the first name box as Marianne Mariianne Marianna.

Edit Your Name in Your Public Profile URL

Along with your name in your profile, you can also change your URL to use your name.

If your LinkedIn URL is something like [linkedin.com/in/527334563454](https://www.linkedin.com/in/527334563454), you can change it to [linkedin.com/in/LauraJones/](https://www.linkedin.com/in/LauraJones/)

To change your URL:

- Click the Me icon at the top of your LinkedIn homepage
- Click View profile
- On your profile page, click Edit public profile & URL on the right
- Under Edit URL in the right rail, click the Edit icon next to your public profile URL

- Change it from [linkedin.com/in/ 527334563454](https://www.linkedin.com/in/527334563454) to [linkedin.com/in/laurajones/](https://www.linkedin.com/in/laurajones/)
- You can also add skills to your URL, such as [LinkedIn.com/in/KarenDigitalMarketing](https://www.linkedin.com/in/KarenDigitalMarketing)

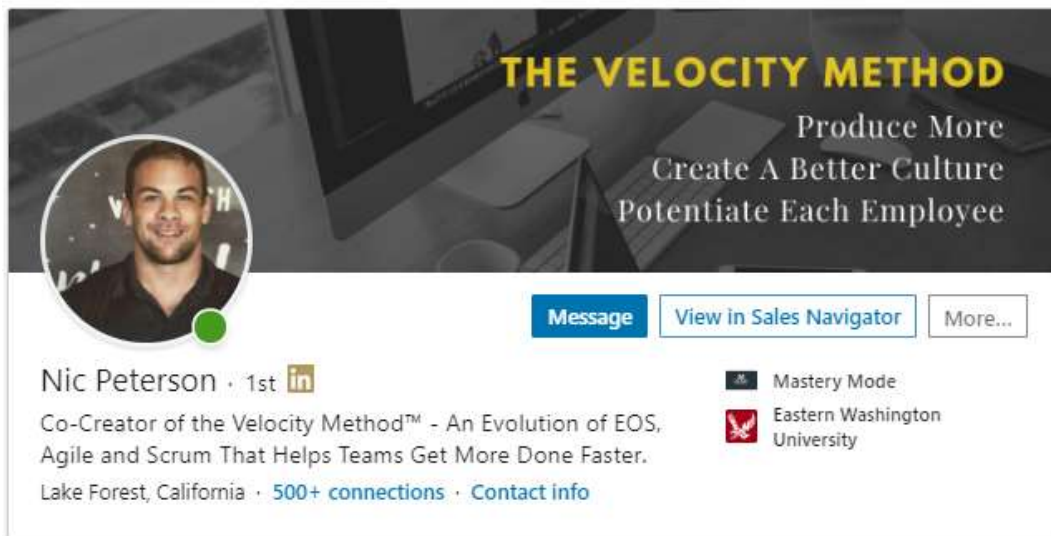
Your Profile Photo

People look carefully at your photo to see if you'll fit into the team.

- Get a professional portrait photograph (yes, go to a photographer and get a photo)
- Don't use a blurry snapshot, a bottle of beer in your hands, and so on
- No sunglasses!
- Don't stand as in a driver's license photo (facing straight at the camera). Turn your shoulders slightly.
- Smile!
- Wear bright solid colors
- Use PNG image format

Make sure your profile photo can be seen by others. In your "Me" pulldown menu of the navigation bar, find "Settings and Privacy. On the "Account tab," find "Site Preferences," and scroll down to "Showing profile photos." Make sure this is set to "Everyone."

Here are several examples of profile photos:



Nic Peterson leads scrum and agile workshops and from his photo, you can see he's friendly and energetic.

ONLY YOU CAN
LIMIT THE HEIGHTS
YOU REACH

Message View in Sales Navigator More...

Roger Kuo · 1st

Proven Business Development and Marketing Executive (50M+ REV). I help companies succeed, and open to new opportunities!

San Francisco Bay Area · 500+ connections · [Contact info](#)

Multiple Startups
 Stanford Continuing Studies

Roger Kuo does biz dev for large companies, so his profile photo is corporate yet relaxed.

ONLY YOU CAN
LIMIT THE HEIGHTS
YOU REACH

Message View in Sales Navigator More...

Hope Frank · 1st

Futurist, Chief Marketing Officer, CXO of the Year 2017, 2018, Digital Expert, BOD Member, Evanta CMO Chairwoman SF/LA

San Francisco Bay Area · 500+ connections · [Contact info](#)

Mocana Corporation
 University of Colorado Boulder

Hope Frank's photo shows confidence and openness, which is what a top CMO should be.

The Caption Section

The caption is the summary that appears below your photo. It shows the reader why she should look at the rest of your profile.

- The caption is a summary (two to three lines in 120 characters) of what you offer to others
- A good caption quickly tells people what you can do for them. The caption should focus on your customer's needs.

- Position you within your job area and, at the same time, clearly distinguish you from others in your job area
- Start with your desired job title and top 3 skills. For example: Seeking Position as Director of Sales in an IoT, Cloud, Blockchain Startup
- On mobile devices, she will see only the first 50 characters, so the most important go at the front
- Example: I will help you build a business, get a job, keep a job, get a raise, get leads, influence your niche market. Fast.
- Example: I help you to feature your brand in Forbes, Inc, Entrepreneur, Bloomberg, and others to build credibility and trust

The About Section

The About summary is the block of text under your short headline.

When someone comes to your profile page, they see two lines about you which end with “Show More...” They click that to see your full summary.

A good method is to state a question or bold statement and follow it with your solution. The best About Us sections tell your story and give someone something to relate to. You need to quickly give someone a reason to reach out to you and get on your calendar. End it with a call to action. “Call me now” or “Email me.”

- Show “Why should I hire you?” Show who you are. Show why you’re successful. What do you say when people ask you, “So what do you do?” at a party.
- Show that you love what you do. You’re happy at, growing at, working in a great team at...
- List three successes and three accomplishments
- Describe your titles, core competency, location (region), technical skills, soft skills, languages
- Add 20 keyword phrases (see the section on Top Skills at the end)
- You can use up to 2,000 characters, including spaces. Be concise! Use short declarative sentences. If you use a list, don’t use bullets (which are hard to see). Use ► (copy and paste). Use bullet points to highlight specific skills, use short sentences, and put space between your paragraphs, so it’s easy to scan.
- Close with a call-to-action (CTA) and your contact information. You must add your contact information because 70% of recruiters don’t pay for Premium and can’t see your contact information
- For example:
Call me
Jennifer Williams
email jennifer@gmail.com
jenniferwilliams.com
Tel. +1.650.123.4567
San Francisco, California

The Experience Section

The experience section is what you put in a resume. Add your positions, job titles, organizations, dates (start and end), and a summary of each position.

- Assure the reader that you’re interested and dedicated in your work. Show you have the necessary skills and competence. Show a series of steps of increasing advancement in your career.
- Don’t assume skills. List everything you used. If Microsoft Excel appears five times in your Experience section, you’ll score higher than someone who only lists it once.
- List three recent relevant positions
- Don’t list irrelevant jobs or experience

The Education Section

- List all relevant certificates, licenses, and education

Volunteer Experience Section

List your volunteer activity here.

- It looks good to show that you're active in your community, such as the Red Cross, church, scouting, city activities, and so on.

The Skills and Endorsements Section

People vote on your skills to endorse you.

- The list should show your top three skills
- Get at least 25 endorsements for each of your top three skills
- If there are only a few endorsements, that is the warning sign of a slacker
- If there are skills at the top of your list, but these are not relevant, click the pushpin icon to remove it from the top three so you can add a new item to the top three
- If another skill should be in the top three, click the pushpin icon at the left of the skill to move it to the top
- If skills overlap (such as "web analytics" and "analytics"), delete the one with fewer votes
- You can also grab the four bars at the right and drag the skills to reorder by priority.
- To add more skills, click on "Industry Knowledge: List of additional skills."

LinkedIn looks at your profile, notes the tools that frequently appear in your jobs, and may add some of them to this list. But don't rely on LinkedIn. Add all skills that you know.

It's not good to have (for example) sixty skills. That diffuses the votes for you. You should show a few skills to get people to vote on those.

The Recommendations Section

People read the recommendations to get a sense of who you are.

- Get 5-10 recommendations
- Ask your managers, college instructors, staffers, clients, and others to write recommendations for you
- LinkedIn gives more weight to recommendations from people who are skilled in relevant fields
- If there are only a few recommendations, that is the warning sign of a slacker

The Accomplishments Section

Show what you've done. List your significant accomplishments, such as books or articles that you've published, awards, recognitions, mountains you've climbed, marathons, and so on.

The Languages Section

List a language if you do an interview in that language. If you list French, a recruiter may call and talk

with you in French.

The Interests Section

Add your interests in people, activities, and things. LinkedIn uses this to select postings for your News Feed. LinkedIn also uses this information to match you to others and suggest you to them.

- **Influencers:** These are leaders in your field or industry whom you follow. By listing these, others can see that you know who is important in your field.
- **Companies:** These are relevant companies and organizations that you follow. This can include clients, companies where you've worked, and companies where you would like to work.
- **Groups:** These are associations, clubs, and memberships. You should list all professional societies and groups for your career.
- **Schools:** Universities and colleges. If you're interested in MIT, you can enter it here, and LinkedIn will show postings and articles from them.

Additional Sections

- Courses, publications (add your blog's URL), honors, awards, projects, organizations, test scores, certifications, patents
- Click the "Add Profile Section"

Be Active on LinkedIn

You can't just edit your profile and then wait under the bed for the phone to ring.

You must be active on LinkedIn.

Postings

- LinkedIn gives you points for activity
- You should post once a week
- You should also write comments to postings by others

How to Get Ideas for Postings

- Subscribe to 3-5 email newsletter for your industry
- When you see an interesting item, write a summary of two or three lines
- To get more attention, add photos and video
- Use your phone's video camera for short thirty-second or sixty-second interviews

- Use the @mention in your post. As you write your post, type the “@” symbol and then a person’s name. A list will appear, and you can select her from the list. When you finish, her name will appear in bold. Her name will be clickable. She will also get a notice that she has been mentioned.

Articles

If you have enough LinkedIn points, you get access to articles. This is LinkedIn’s blogging section. It allows long postings.

- Write articles to show your knowledge and skills
- Google indexes articles, so whatever you write will be picked up by Google
- However, you don’t get points for LinkedIn postings

More about Posting

The more you write Postings on LinkedIn and the more you write replies to postings, the higher your score.

The scoring system for postings is a bit complex. It took ten pages to describe how it works in our book *Mastering LinkedIn*. If LinkedIn is essential to your career or you work in marketing, you really should get the book.

Here’s the short version: post to LinkedIn once or twice a week and write replies to postings.

Search to Find Jobs

Use LinkedIn to find jobs. When companies list their jobs, these are automatically added to LinkedIn. When companies find people through LinkedIn, they save 20-30% of the annual salary on external recruiters.

- Look at company pages
- Follow your target companies
- Study your target company before the interview. Learn about the company, its history, market, products, competitors, business trends, etc.
- If you know the manager’s name (or the hiring team), study each of them carefully. Where they’ve worked, their education, their interests, and so on. Look for mutual interests.
- Apply to directly companies within LinkedIn. They will look at your profile.
- Go to your interview with a list of 20 questions. It looks good if you ask questions (and bad if you don’t ask questions, which shows a lack of interest.)

Find the Going Rate for Salaries

Most people are underpaid because they don’t negotiate their salaries. They don’t know what others earn, so they don’t ask for more. Learn what you’re worth and you will get more money.

- Research the salaries for a job title, skills, and location at [LinkedIn.com/salary/](https://www.linkedin.com/salary/)
- Learn how to negotiate. It looks good if you negotiate. You get more money. If you apply for a manager or director position, but you don't negotiate, that looks bad.

This section is too short. I could write a book about this. For ten years, I was the head of a nationwide trade organization. I discovered many of our members were underpaid compared to others with the same job title and skillset, so I set up a project to help them interview and negotiate salaries. We helped dozens and dozens of people to get 20-30% more income.

Look around in your city for help in salary negotiation. It's easy to learn.

Another resource for salaries is [Glassdoor.com](https://www.glassdoor.com).

LinkedIn Contractors

Many don't realize that LinkedIn has a section where companies can hire freelance contractors.

- If you need a web developer, graphics, a CPA, and so on, go to LinkedIn Profinder
- If you have a skill, you can be listed, and companies can hire you
- Go to [linkedin.com/profinder/](https://www.linkedin.com/profinder/)

Here's a list of all the services that are offered. If you work in these areas, see if you can be listed:

- Software Development: iOS Development; Android Development; Application Development; Web Design; Web Development; Business Analytics; Cloud Application Development; Cloud Management; Custom Software Development; Database Development; Enterprise Content Management; Information Management; Information Security Consulting; Mobile Development; SaaS Development; Software Testing; UX Design;
- IT Services: IT Consulting; Computer Repair; Computer Networking; Home and Office Networking; Storage and Backup;
- Design: 3D Design; Ad Design; Brand Design; Graphic Design; Interaction Design; Logo Design; Print Design; UX Design; Visual Design; Web Design; WordPress Design; Animation; User Experience Research; Video Editing; Videography; Illustration; Interior Design; Industrial Design;
- Writing and Editing: Translation; Copywriting; Content Strategy; Technical Writing; Editing; Writing; Blogging; Ghostwriting; Grant Writing;
- Marketing: Advertising Consulting; Email Marketing; Social Media Marketing; SEO Consulting; SEM Consulting; Market Research; Content Marketing; Brand Marketing; Event Marketing; Mobile Marketing; Lead Generation; Digital Marketing; Direct Mail Marketing; Marketing Consulting; Real Estate Marketing; PR Consulting;
- Business Consulting: Advertising Consulting; Brand Consulting; Business Consulting; Educational Consulting; Email Marketing; Environmental Consulting; Finance Consulting; Healthcare Consulting; Human Resources Consulting; Legal Consulting; Political Consulting; PR Consulting;

Pricing Consulting; SEO Consulting; SEM Consulting; Strategy Consulting; Tax Consulting; Marketing Consulting; Nonprofit Consulting; Project Management;

- Legal: Notary; Personal Injury Law; DUI Law; Criminal Defense Law; Divorce Law; Family Law; Estate Planning Law; Bankruptcy Law; Immigration Law; Real Estate Law; Wills Planning Law; Tax Law; Labor Law; Patent Law; Trademark Law; Trust and Estate Litigation; Business Law; Technology Law; Consumer Law; Corporate Law; Entertainment Law; Copyright Law; Intellectual Property Law;
- Accounting: Accounting; Tax Preparation; Bookkeeping; Certified Public Accountant (CPA); Financial Advisor; Mortgage Broker; Small Business Taxes; Personal Taxes;
- Financial Services: Financial Advisor; Wealth Management; Retirement Planning; Certified Financial Planner (CFP®); Certified Public Accountant (CPA); Chartered Financial Analyst (CFA); Insurance;
- Coaching: Career Coach; Resume Writing; Executive Coach; Life Coach; Public Speaking; Leadership Development; Interview Coach;
- Real Estate: Real Estate Agent; Property Management; Mortgage Broker; Commercial Real Estate Agent; Real Estate Law; Real Estate Appraisal; Relocation; Real Estate Marketing; Commercial Lending;
- Insurance: Insurance; Home Insurance; Life Insurance; Small Business Insurance; Health Insurance; Auto Insurance; Commercial Insurance;
- Photography: Wedding Photography; Real Estate Photography; Nature Photography; Video Editing; Sports Photography; Event Photography; Pet Photography; Portrait Photography; Headshot Photography; Commercial Photography; Videography;
- Home Improvement: Interior Design; Architecture; Landscape Design;

Add Connections

Connections

You should have at least 1,000 connection. 5,000 is better.

- If you have fewer than 900, LinkedIn may not recommend you to others
- You should accept all connection requests
- Connect to recruiters in your market. They will accept your request.
- For example, to find recruiters for tech writers in San Jose, use

Google: `site:LinkedIn.com (inurl:pub) "tech writer" "recruiter" "san jose" -jobs`

- Try to build your connections to your industry. Your LinkedIn score includes the cumulative score of your connections. You get little value with connections to 10,000 random people. You get more points if your connections are in your field with extensive professional experience.
- Connect to your address book
- Use Advanced Search to find people. Ask them for a connection.

You can narrow your search by combining queries, such as:

- Connections of an existing connection
- Countries, states, provinces, cities
- Industries
- Languages
- Schools
- Interests and keywords
- Name of a person including their title, company, and school

Write an Introduction Message

When you ask someone to connect to you, write a personal message. It works much better.

- Show common interests (We both work in aeronautic engineering)
- Show common job history (We both worked at IBM)
- Show common education (We both went to the University of Chicago)
- Show common location (We both live in California)

Read the person's profile and write a short meaningful introduction to improve your connection rate. Start by showing interest in talking with them.

Here are a few examples:

- Hello, John, I see you're from Houston. We often travel to Houston and love the city!
- Hello, Laura; I looked at your profile and saw you completed the LinkedIn Marketing Technology course. I was considering that course. Did you think it's worthwhile?

The second step is to give a reason for the connection. Write a short sentence to say why you would like to connect.

- I'm interested in connecting because we both work in blockchain banking.

- I see that your specialty is in search engine optimization. I'd like to hear your thoughts.

Show the person that you've read her posts, articles, or books.

- I saw your post about blockchain economics and wrote a comment
- Re-share a post and use the "@mention" so they know you have shared their content
- When you use an @mention, the person is notified
- When the post appears, the person's name is a clickable link

People will notice when you engage with their postings and articles. They'll pay attention to you.

Close the message with an action step. Ask the person to connect with you. This can be a simple question such as "Would you connect to me? Thanks, Bob"

A Few Additional Items

Synchronize Your Calendar to LinkedIn

Sync your calendar to LinkedIn, so when you go to a meeting, you see information about the person

Top 25 Skills at LinkedIn

Here are two lists of the top requested skills at LinkedIn. Add to your profile whatever is relevant.

Top 25 Skills for 2019

- 1. Cloud Computing; 2. Artificial Intelligence; 3. Analytical Reasoning; 4. People Management; 5. UX Design; 6. Mobile Application Development; 7. Video Production; 8. Sales Leadership; 9. Translation; 10. Audio Production; 11. Natural Language Processing; 12. Scientific Computing; 13. Game Development; 14. Social Media Marketing; 15. Animation; 16. Business Analysis; 17. Journalism; 18. Digital Marketing; 19. Industrial Design; 20. Competitive Strategies; 21. Customer Service Systems; 22. Software Testing; 23. Data Science; 24. Computer Graphics; 25. Corporate Communications

Here is a prior list from LinkedIn:

- 1. Cloud and Distributed Computing 2. Statistical Analysis and Data Mining 3. Middleware and Integration Software 4. Web Architecture and Development Framework 5. User Interface Design 6. Software Revision Control Systems 7. Data Presentation 8. SEO/SEM Marketing 9. Mobile Development 10. Network and Information Security 11. Marketing Campaign Management 12. Data Engineering and Data Warehousing 13. Storage Systems and Management 14. Electronic and Electrical Engineering 15. Algorithm Design 16. Perl/Python/Ruby 17. Shell Scripting Languages 18. Mac, Linux and Unix Systems 19. Java Development 20. Business Intelligence 21. Software QA

and User Testing 22. Virtualization 23. Automotive Services, Parts and Design 24. Economics 25. Database Management and Software

See <https://learning.linkedin.com/blog/top-skills/the-skills-companies-need-most-in-2019--and-how-to-learn-them>

Spelling and Grammar

Make sure you use correct spelling and grammar. Errors show a lack of attention.

Freshness

Part of the ATS score includes freshness. If all else is equal, a new resume will rank higher. Every Sunday night, make a minor change to your profile. You can swap two words around. On Monday morning, your resume will appear fresh.

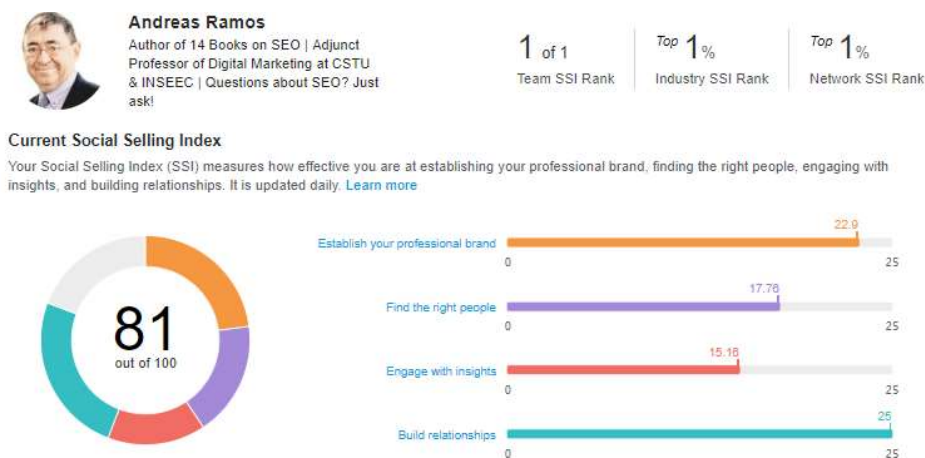
Additional Keywords

- Look at your skills endorsements. If one of your skills has more than 25 votes, add it to your profile (summary and experience).
- Look at skills endorsements for top people in your field. Use those keywords

Check Your LinkedIn Score Again

Now that you've improved your profile, recheck your LinkedIn score.

- Go to <https://linkedin.com/sales/ssi> to see your SSI score
- Make a screenshot
- Find your SSI screenshot that you made a few weeks ago
- Did your score go up? Cool!



Improve Your Profile with LinkedIn Learning

Go to the “Work” icon in your navigation bar at the top of your LinkedIn home page. Click the icon and look for the Learning button. When you’ve completed a course, it will show up in your LinkedIn account as an accomplishment. The more accomplishments you have, the higher your LinkedIn score.

LinkedIn recommends courses to you based on your profile and background. For example, if you’re in business development, you will find courses on sales technique, business development, and so on.

- Learn additional skills with [LinkedIn.com/learning/](https://www.linkedin.com/learning/)

Your Profile in Another Language

If it’s relevant, you can add a profile in another language.

- Click the Me icon at the top of your LinkedIn homepage
- Click View profile
- Click Add profile in another language at the right
- Choose a language in the dropdown list
- Update your name if it’s different in another language (for example, Chinese, Japanese, or Arabic)
- Fill out the Caption and About section in that language

Profile Settings and Privacy-

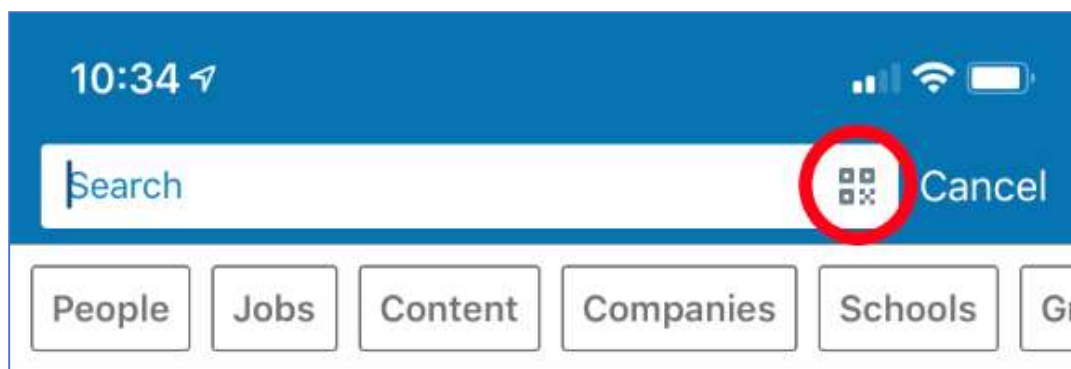
Be sure your profile will be visible to others. If you set up LinkedIn years ago, you may have changed settings, and you’ve forgotten. Go through your privacy settings. You find your Profile Settings and Privacy in your “Me” menu.

Three settings are important:

- Profile Viewing Options: You can choose whether your profile will be visible or not on LinkedIn. If you’re looking for jobs or connections, this must be open.
- Share your profile job changes, education changes, and work anniversaries. I recommend that you turn this off. If it’s on and you make a change, everyone gets a notice.
- Use LinkedIn’s locations. Use a 5-digit zip code. You must use the correct zip code so people can find you.

Use Your LinkedIn QR Code on Your Phone

LinkedIn gives you a QR code that points to your profile.



To get your QR code:

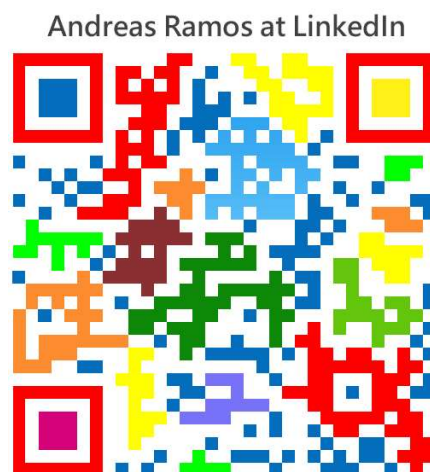
- Download, install, and open the LinkedIn app on your smartphone
- In the Search bar at the top of the LinkedIn app, tap the QR icon
- Tap the My Code button to get your QR code

To scan someone's QR code:

- Open the LinkedIn app on your mobile device
- In the Search bar at the top of the LinkedIn app, tap the QR icon
- Tap the Scan button
- The person's LinkedIn profile will open

Use your QR codes on your business card, your PowerPoint presentations, articles, flyers, brochures, books, advertising, and so on. Save your QR code in your phone's photo gallery.

Here is my QR code. Open LinkedIn on your smartphone, click the little box in the search bar, and scan my QR code. My profile will show up on your phone, and you can add me.



To be different, I copied my LinkedIn QR code, pasted it in Photoshop, and made it more colorful, so it stands out in presentations.

LinkedIn for Business Development



If you're working in business development (bizdev) (sales, leads, lead gen), LinkedIn Sales Navigator is the best tool for bizdev.

Learn more about LinkedIn Sales Navigator with my book *Mastering LinkedIn* by me and Monte Clark.

Available at Amazon and fine bookstores everywhere.

Go to andreas.com/books-linkedin.html

Summary

The key points of the LinkedIn Applicant Tracking System (ATS):

- Recruiters (HR, internal, or external) use ATS to collect, store, manage, and search resumes. Recruiter use keywords (job titles, skills, tools) to search. The ATS shows resumes that match those keywords. The ATS also gives scores to resumes, and the top ones are first.
- Most managers and recruiters use LinkedIn ATS to find candidates. LinkedIn scores your profile on keywords, activity, job titles, length of time in your field, the number of recommendations (and who has recommended you), the number of skills (and who has recommended you), additional abilities, activity in LinkedIn, and so on. Profiles with the most points are at the top of the list.
- Write your resume and LinkedIn profile, so it shows up in an ATS search.

Learn Digital Marketing

I teach university-level workshops on digital marketing at the [DMANC.org](https://dmanc.org) (<https://dmanc.org>). Courses include SEO, Google Ads, Google Analytics 3.0, Google Analytics 4.0, Marketing for Social Media, Marketing with LinkedIn, LinkedIn Profile Optimization (LPO), and more.

- These workshops are detailed, technical, and in-depth.
- The workshops are in three parts (fundamentals, intermediate, advanced) so it's six hours for each topic.
- Everything in clear, easy English with lots of examples and the code that you can copy, edit, and use.
- You get the complete PDF of the course material, video of the presentation, handout material, ebooks by me, spreadsheets, ebooks, and sample code.
- These workshops are easy to understand because I've taught the material to hundreds of students and trained dozens of staff and interns.
- The workshops are online via video conference Wednesdays and Fridays at 10 a.m. PST and available worldwide via the web.
- It's live, so you can ask questions during the presentation and ask follow-up questions by email.
- Many people also choose to buy the recording so they can take the courses at other times.

I've led digital marketing at large global companies; I'm CMO of a Silicon Valley startup; I manage digital marketing for three global organizations; I'm adjunct professor at CSTU and INSEEC, a leading European university. I've also written 18+ books on SEO; five are Amazon #1 Best Sellers. See

Your Feedback

If you have questions, comments, or ideas, let me know.

- Andreas Ramos, andreas@andreas.com
- Connect to me [linkedin.com/in/andreasramos](https://www.linkedin.com/in/andreasramos)