

The Importance of Your LinkedIn Profile during a Job Search

Your Profile is You!

One of the most important parts of LinkedIn is your profile. That's what you use to connect with people in your network and your profile is how you get found on LinkedIn by potential employers. In addition, your LinkedIn profile can increase your visibility online and help you build your [professional brand](#). For example, <http://www.linkedin.com/in/annmaynard> is currently number 3 on Google when you search for Ann Maynard. That means anyone looking for information about me, will find everything they need to know at a glance - my skills, my employment information, my recommendations, etc.

Your Online Resume!

That's why it's important to make sure that your LinkedIn profile is complete and detailed. In fact, you can consider your LinkedIn profile your online resume. It should have the same information that is on your resume and, if you're looking for a new job, you will want prospective employers to be able to review your credentials for employment, including your qualifications, your experience, and your skills.

Create a Profile!

Create a detailed profile on LinkedIn, including employment (current and past), education, and industry. Review your resume and copy/paste the relevant information into your profile. If you're currently unemployed list your current position as "Open to opportunities."

Add a Photo!

You can add a photo (a headshot is recommended or upload a larger photo and edit it) to your LinkedIn profile. Note that it must be a small photo - no larger than 80x80 pixels.

Professional Summary!

The professional summary section of your profile is a good way to highlight your experience. Select an Industry, because recruiters often use that field to search. Don't forget the Headline, because that's right at the top of the page when someone views your profile.

Keywords and Skills!

Include all the keywords and skills from your resume in your profile. That will make it easier for your profile to be found in search results. For example, a programmer would use search keywords such as “Ruby on Rails,” “C++,” “Python,” “Java,” and “evangelist”. This will help recruiters find you!

Contact Settings!

Your contact settings let your connections (and recruiters) know what you're available for. Options include: career opportunities, consulting offers, new ventures, job inquiries, reference requests. Even if you're not actively seeking a new job, it's beneficial to be flexible about your interests, because you never know when a good opportunity might come along.

Links!

The links section of your profile is a good way to provide even more information to potential employers and to your contacts. I have links to my company web site.

Public Profile URL

Don't forget to make your profile public - that's how the world can find it. Also, customizing your URL will give you a link that's easy to share. Mine, for example, is <http://www.linkedin.com/in/annmaynard>.

Create a Signature

Create a LinkedIn signature to use in your email. That's another way to increase the visibility of your profile. Mine is right after my signature in my email – [My LinkedIn Profile](#).

Update Your Profile!

Don't forget to update your profile when you change positions or companies. Your profile should be current and up-to-date.

Most new users put only their current company in their profile. By doing so, they severely limit their ability to connect with people. You should fill out your profile like it's an executive bio, so include past companies, education, affiliations, and activities.

Grow Your Network!

Connect with other members and build your network. The more connections you have, the more opportunities you have, but don't randomly connect with people you don't know. All that does is annoy them - you won't gain anything by attempting to connect with someone who never heard of you. By adding connections, you increase the likelihood that people will see your profile first when they're

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searching for someone to hire or do business with. In addition to appearing at the top of search results (which is a major plus if you're one of the 52,000+ product managers on LinkedIn), people would much rather work with people who their friends know and trust. Search for companies you want to work for and find people you know who work there or request an introduction from someone in your network that they are connected to.

Get Recommendations!

To a potential employer, a LinkedIn recommendation is a reference in advance.

[Use LinkedIn to Job Search.](#)

Use LinkedIn as part of your job search strategy - it will help expedite your job search.

Some Books to Read -

'I'M ON LINKEDIN – NOW WHAT?' By Jason Alba

'THE POWER FORMULA FOR LINKEDIN SUCCESS: KICK-START YOUR BUSINESS, BRAND, AND JOB SEARCH' by Wayne Breitbarth

'LINKEDIN FOR DUMMIES' by Joel Elad