

Get Hired Faster: 10 Tips to Optimize Your LinkedIn Profile!

GetLinked.Pro

February 5, 2025

Profile Do's:

Tip 1: Headshot section

What steps will you take to update and enhance your Headshot?

Tip 2: Background Photo (or **Banner**) section

What can you use to personalize and improve your Background Photo?

- Will it be a **Word Cloud**, **Quote**, **Visual** (like an open book for a librarian), **Company branding**, **Event-related image**, or something else?

Tip 3: Headline section

What keywords or skills will you add to strengthen your headline?

Draft your updated Headline:

- _____ (Title/Target Role @ Company)
- _____ (Keywords & Skills)
- _____ (Tagline)

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Tip 4: About section

Write your About section in _____ –person style.

Max 2,600-character max (about ¾ of a typed page)

Use whitespace for readability – avoid large blocks of text ([TLDR](#))

List your keywords, key points and top skills to include:

Profile Don'ts:

Tip 5: Don't have fewer than 100 Skills

How many skills do you have listed in your profile today?

Can't find 100 relevant Skills in LinkedIn's Skills section?

You can create your own!

Use your favorite AI: ask for a suggested list of 100 relevant skills (paste in a job listing you're vying for)

Tip 6: Avoid Dating Yourself

Review your profile for older dates (e.g., school, training, roles before 2000). Do any need updating or removal?

Tip 7: No Typos

Have you proofread your profile for spelling and grammar errors?

Tip 8: Eliminate Duplicates

Does your profile contain duplicate fields or listings?

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Tip 9: Job Seeker settings

- You can list up to _____ job titles.
- Workplace choices are On-Site, Hybrid and _____.
- You can list up to _____ locations.
- Job types are: Full-time, _____, Part-time, Internship, Temporary.
- Visibility options for “Open to Work:
 - Recruiters onlyOR
 - _____

Tip 10: Finding your connections Hiring (#Hiring Search)

Steps:

1. Search for: _____ plus optional keywords.
2. Click on: _____.
3. Click on: _____.
4. Filter by network: 1st, 2nd, or 3rd level connections + optional filters (by location, current company, etc.).

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Next steps:

Take a few minutes to complete the post-webinar survey! Choose up to **five actions**:

- Provide feedback to improve future webinars.
- Request the presentation slides.
- Refer someone that needs career support.
- Request a slot in the February 19th Workshop (or request the recording)
- Sign up for 1:1 coaching.



Survey, last name A - M:

<https://www.surveymonkey.com/r/PVJ63LW>



Survey, last name N - Z:

<https://www.surveymonkey.com/r/PVTLKKN>

Additional Resources:

- “In-House Recruiter Wisdom”, live and free on Zoom, Wed, Feb 12: <https://getlinked.pro/hiring-manager-insights>
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- Workshop Registration (\$149 live, \$99 recorded for in-depth Search Engine Optimization strategies): <https://getlinked.pro/workshop>
- 1:1 Coaching Packages (\$299 to \$699): <https://getlinked.pro/1-on-1-coaching>

Thank you for joining the webinar!

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