

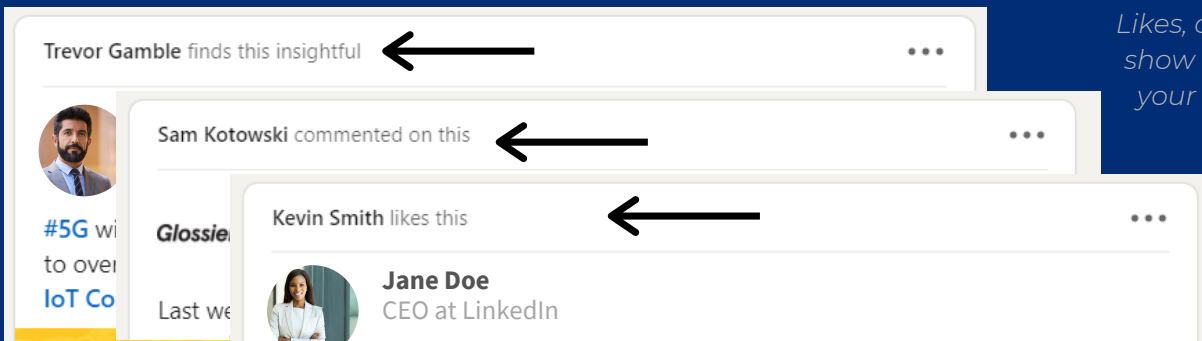
LINKEDIN OPTIMIZATION TIPS FOR JOB SEEKERS

INCREASE ENGAGEMENT

By interacting within your industry

You can differentiate yourself by consistently engaging with your industry. Share content and voice your thoughts on current events. By keeping up to date on market trends, and reacting to it constructively with your connections, you are positioning yourself as a subject matter expert in the space.

REMEMBER: A LIKE = A SHARE



Likes, comments, and reactions show up on the homepage for your connections as a share.

OPTIMIZE FOR SEO

To increase organic traffic to your page

Including industry-specific, targeted keywords into your headline, about section, and experience list is very important. The LinkedIn algorithm prefers niche industries and keywords - so the more keyed in you are with industry jargon, the higher you will rank in a LinkedIn search for professionals in your target market.

MAINTAIN AUTHENTICITY

Through personalization and voice

Make sure that while you want to make your profile SEO optimized and keyword heavy, you need to maintain an authentic voice. People trust profiles that are more conversational and more personal in tone. Utilize the use of recommendations, curb appeal, and even emojis to showcase the person behind the page - you.

LINKEDIN TARGET PROFILE

Example from Blue Signal

Our own Bryan O'Connor has created a profile that encompasses each piece of the optimized profile diagram. Please review for a good example of target format and content.

1. SEO Friendly Headline



2. Purpose



3. Targeted Keywords



4. Personal Touch



5. Easy to Contact



The screenshot shows a LinkedIn profile for Bryan O'Connor, a Senior Recruiting Manager at Blue Signal Search. The profile header includes a banner with the text "Engage. Connect. Hire." and the Blue Signal logo. Below the banner is a profile picture of Bryan O'Connor, a "1st" degree connection, and buttons for "Message", "View in Recruiter", and "More...". The "About" section contains a paragraph about talent acquisition, a list of industries he works with, a list of skills he has, and a list of services he can help with. The "Featured" section shows a card for Blue Signal Search.

For more resources, visit our website and blog page for tips on interviewing, resume writing, and much more!