



LINKEDIN PROFILE OPTIMIZATION

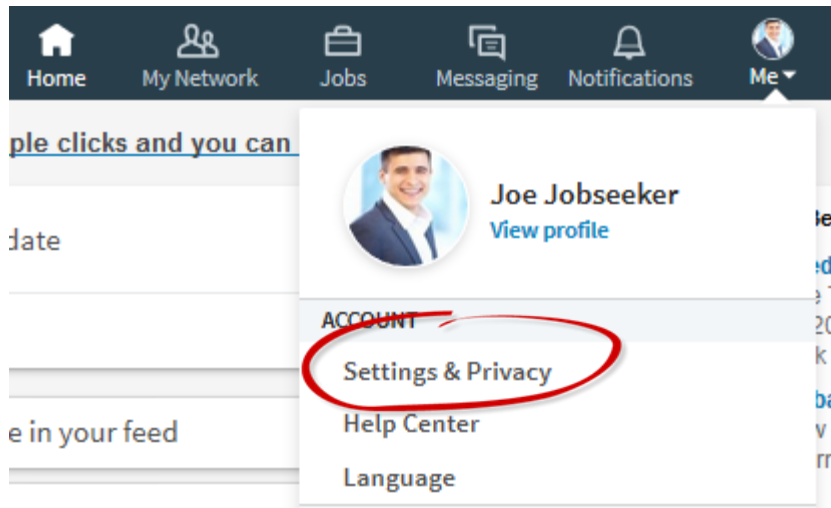


Presented by Matt Youngquist,
President & Founder of Career Horizons

OPENING REMARKS

- > Used properly, LinkedIn is the single most important and effective tool for finding jobs and improving career success
- > Your LinkedIn profile is essentially an “online version” of your resume, but there are some key differences we’ll discuss
- > There is no “draft mode” on LinkedIn; any information you add to your profile is instantly visible to all users
- > To edit your profile, simply click your name on the left side of the Home page or access the Me / View Profile menu
- > Next to each section of your profile is a blue pen icon that you click to edit the content in that particular section

Important Privacy Settings!



Before updating your LinkedIn profile in any way, there are a few privacy settings you might want to adjust first – especially if you're in a confidential job search situation. Here are the key settings to review, which you'll find in the Me menu, Settings & Privacy submenu on the top LinkedIn toolbar.

Recommended Setting Changes

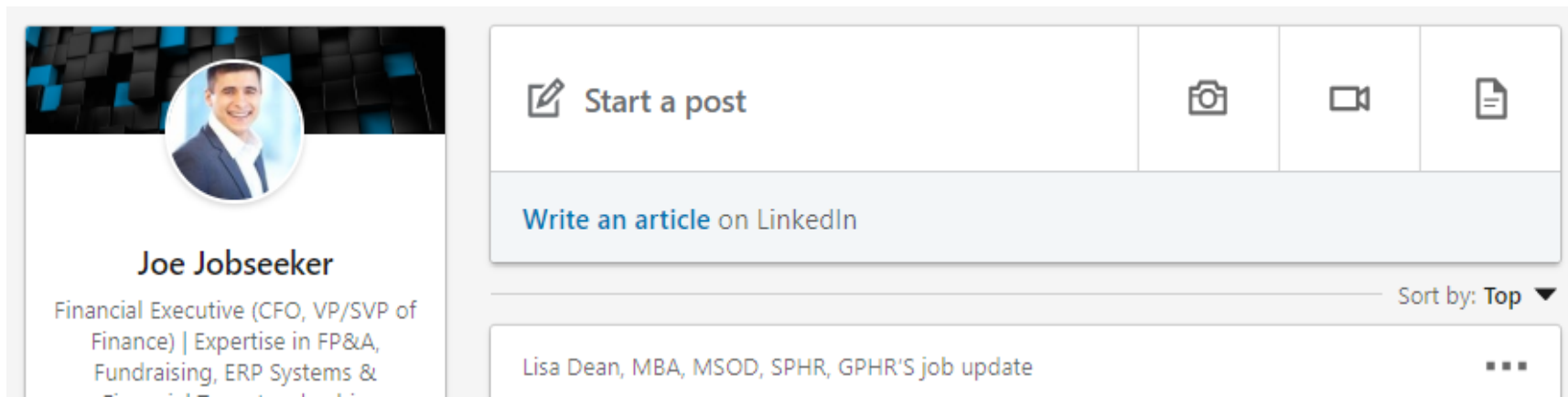
- 1) Turn off (and leave off) the **Share Job Changes, Education Changes & Work Anniversaries** setting that alerts your friends about LinkedIn changes – especially if in a confidential situation
- 2) Change the **Viewers of this Profile Also Viewed** setting to the “no” option
- 3) If you don't want others to know you've checked out their profile, change the **Profile Viewing Options** setting to the “Anonymous” option; note, however, you then won't be able to see the names of anybody who's visited your own page
- 4) Make sure your LinkedIn account is tied to a **personal e-mail address** that you fully control, not a work address

Getting Found: The SEO of You!

Just as companies use SEO (search engine optimization) techniques to get their websites to rank high in Google searches, most LinkedIn users want to come up near the top when people search for individuals in their field.

There are many factors that determine where you rank in a given search, including how many connections you have, how many groups you belong to, and how often you post content on the site. The easiest way to become more findable, however, is to optimize your profile itself using the various tips/tricks we'll discuss in this webinar.

To teach you the ropes, we're going to walk through the profile of a fictitious individual named "Joe Jobseeker" (look him up on the system, if needed!) which demonstrates the best practices I'd recommend...



The screenshot shows a LinkedIn profile for Joe Jobseeker. On the left, there is a circular profile picture of a man in a suit. Below the picture, the name "Joe Jobseeker" is displayed, followed by his title: "Financial Executive (CFO, VP/SVP of Finance) | Expertise in FP&A, Fundraising, ERP Systems & Financial Reporting". To the right of the profile picture, there are four icons for creating content: a pencil for "Start a post", a camera for photos, a video camera for videos, and a document for documents. Below these icons is a button that says "Write an article on LinkedIn". At the bottom right of the profile section, there is a "Sort by: Top" dropdown menu. Below the profile section, a post by Lisa Dean is visible, with the text "Lisa Dean, MBA, MSOD, SPHR, GPHR'S job update" and three dots to the right.

#1: Your Photo & Wallpaper

Help your profile stand out with some high-impact visuals



Joe Jobseeker

Financial Executive (CFO, VP/SVP of Finance) | Expertise in FP&A, Fundraising, ERP Systems & Financial Team Leadership
Greater Seattle Area

Add profile section ▼

More...

Open to Opportunities

University of Phoenix

See contact info

See connections (136)

Senior finance executive with a 20-year history of success driving bottom-line results, growth, and profitability for both emerging growth companies and publicly-traded institutions. Able to draw upon an extensive portfolio of deal-making and fundraising expertise, as well as Big Four public accounting credentials.

Demonstrated ability to serve as a growth catalyst and change agent for companies who have reached a key strategic inflection point. Known for bringing a cutting-edge perspective to the CFO function and for helping infuse speed, flexibility, strategic thinking, and operational efficiency throughout organizational cultures.

Specific areas of expertise include:

- Top-level corporate strategic planning and decision-making
- Structuring accounting and financial departments for optimal efficiency
- Board reporting and leadership of the investor / analyst relations function
- Growth planning and infrastructure scaling, both domestically and internationally

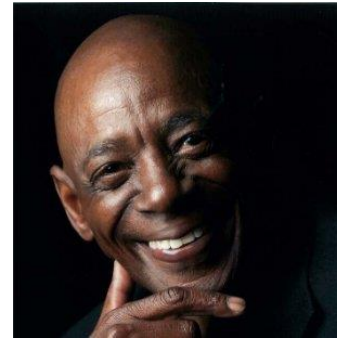
We recommend you include a photo on your profile to help people put a face to your name, when networking. The keys to a good profile photo?

1. Use a clear, well-lit image; stand next to a window, take the photo outside, or use a flash
2. Dress appropriately and in a way that fits your career niche
3. Smile and do your best to look friendly and approachable

Also consider customizing the “wallpaper” behind your photo, too, with an image related to your professional field or simply an interesting, abstract design.

LinkedIn Photo Examples

... the good



...the bad



...and the interesting



Important note: If you add or change your photo, an automatic alert will be sent out to your network about this – regardless of your system settings!

#2: The “Headline” Section

Customize your headline to showcase your focus/strengths



Joe Jobseeker

Financial Executive (CFO, VP/SVP of Finance) | Expertise in FP&A, Fundraising, ERP Systems & Financial Team Leadership
Greater Seattle Area

Add profile section ▼

More...

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By default, the headline on your profile shows your current (or most recent) job title and employer name – but you can customize it, if desired, with up to 120 characters of text.

For best results, you’ll usually want to mention your specific career field or job title, in addition to squeezing in a few relevant keywords and/or industry terms.

Not only will a custom headline help visitors understand what you do, but the keywords you insert count heavily in the LinkedIn search formula – and will help boost your ranking!

Creative Headline Examples

While some people get more creative than others, here are some examples of compelling, keyword-rich headlines...



3rd

Katrice (Cary) Cornett

Gospel Recording Artist, Song Writer, Producer, Consultant, Vocal Instructor, Exec Business Manager, Event Planner

Bethel AME Church • University of Phoenix
Greater Philadelphia Area • 500+ &



INNOVATION. INTEGRITY. PERFORMANCE.

3rd

Clint Butler

Providing Digital Marketing including Web Design, SEO, and PPC for Dental and Legal Professionals @ Olympia SEO

OlympiaSEO.com • Full Sail University
Greater Seattle Area • 500+ &



2nd

Wendi Mazzucco

Marketer, strategist, energizer, influencer. Expert building motivated digital, loyalty & marketing teams.

W MEDIA GROUP • Seton Hall University
Morristown, New Jersey • 500+ &



1st

Janis Machala

Executive Coach, Business Coach, Angel Investor, Muse for Entrepreneurs

Realityworks • Coaches Training Institute
Greater Seattle Area • 500+ &



1st

Mark Mitchell

Interim COO | CFO | Strategic Operational Planning Expert | Trusted Advisor for Startups, Restarts & Turnarounds

Creekside Consulting Co (Adjunct Operational Management Expertise for Startup or Restart Teams) ...
Greater Seattle Area • 500+ &



2nd

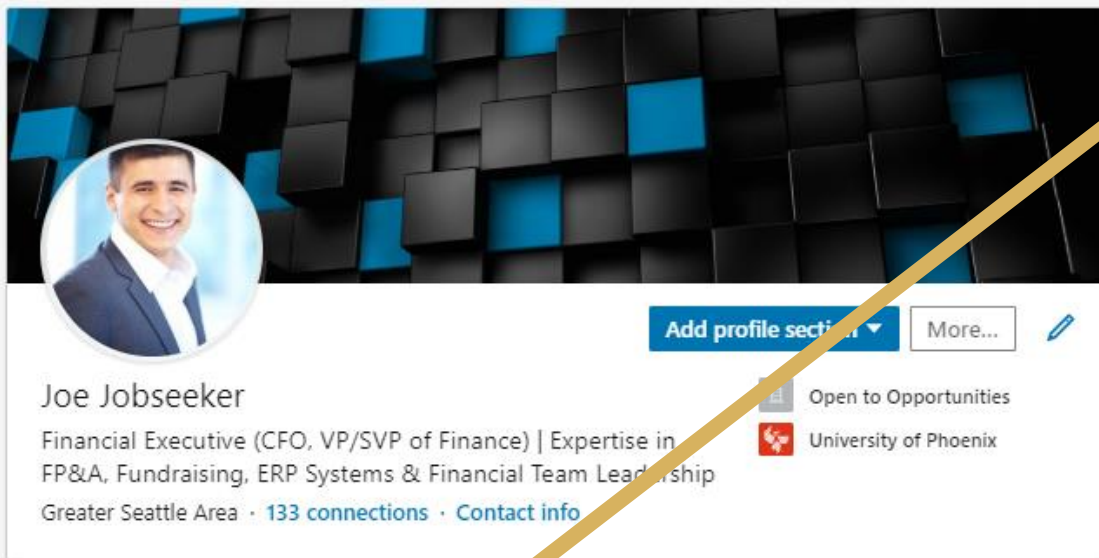
Bryan Franklin

I've Helped 8 Companies Reach \$1 Billion

Outbound Partners • NLP Marin
San Francisco Bay Area • 500+ &

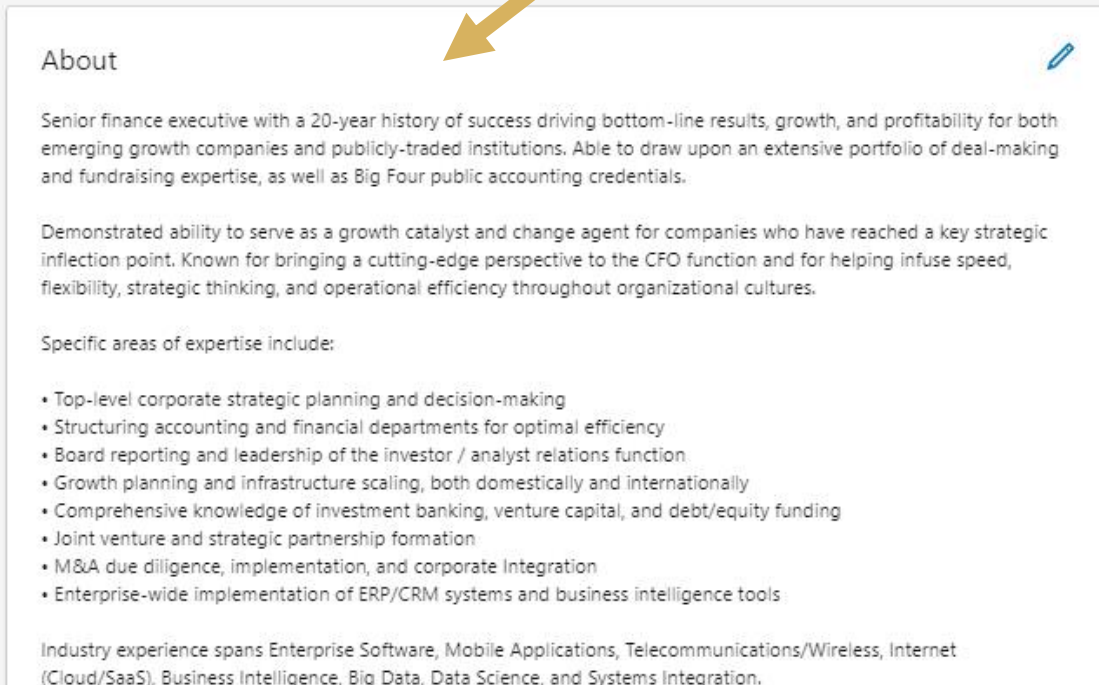
#3: The “About” Section

Tell your professional story and highlight relevant keywords



Joe Jobseeker
Financial Executive (CFO, VP/SVP of Finance) | Expertise in FP&A, Fundraising, ERP Systems & Financial Team Leadership
Greater Seattle Area · 133 connections · [Contact info](#)

This section is a critical element of an effective profile; it’s a blank box where you can add up to 2,600 characters of text to introduce yourself, tell your story, and highlight your key skills and qualifications.



About

Senior finance executive with a 20-year history of success driving bottom-line results, growth, and profitability for both emerging growth companies and publicly-traded institutions. Able to draw upon an extensive portfolio of deal-making and fundraising expertise, as well as Big Four public accounting credentials.

Demonstrated ability to serve as a growth catalyst and change agent for companies who have reached a key strategic inflection point. Known for bringing a cutting-edge perspective to the CFO function and for helping infuse speed, flexibility, strategic thinking, and operational efficiency throughout organizational cultures.

Specific areas of expertise include:

- Top-level corporate strategic planning and decision-making
- Structuring accounting and financial departments for optimal efficiency
- Board reporting and leadership of the investor / analyst relations function
- Growth planning and infrastructure scaling, both domestically and internationally
- Comprehensive knowledge of investment banking, venture capital, and debt/equity funding
- Joint venture and strategic partnership formation
- M&A due diligence, implementation, and corporate integration
- Enterprise-wide implementation of ERP/CRM systems and business intelligence tools

Industry experience spans Enterprise Software, Mobile Applications, Telecommunications/Wireless, Internet (Cloud/SaaS), Business Intelligence, Big Data, Data Science, and Systems Integration.

The template shown to the left is one we’ve had success with over the years that “hits all the right notes” in terms of a mix of both narrative description and keyword-rich content

Alternatively, however, you can review a few of the other creative summary approaches on the pages which follow for ideas and inspiration...

"About" Example: Highly Personal



Kellie Spencer

HR Leader & Talent Acquisition Specialist

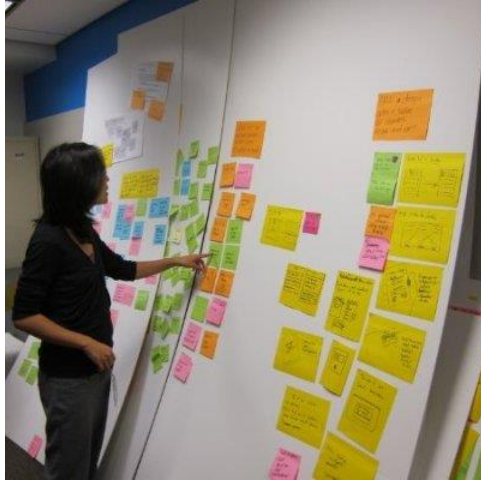
Ask me, or anyone who knows me, what I'm like and I would bet you get responses to the likes of 'Creative', 'Consummate professional', 'Positive', 'Knows her stuff', 'A+', 'Great Leader', 'Fun', 'Motivator', 'Celebrates success', 'Best of the best', 'Unique skillset', 'I LIKE her', 'She helps me', 'Gets the job done-extremely well', 'Brings GREAT energy!' How do I know this? I know this because I've asked, I've been told, I've received it, and I work on being that person.

As an accomplished HR professional, I thrive on impacting and changing people's lives. Whether it's assisting in their professional development, mentoring and managing their performance, designing/developing/implementing strategic processes, being a subject-matter-expert in organizational and HR operations, helping people get a job and be top performers, analyzing metrics to see outcomes that are positive effects on productivity...I thrive on maximizing talent, relationships, systems, and organizations.

With a contagious spirit of enthusiasm, I am excited about what can be done, what is being done, and what will be done. I welcome you to read on, or reach out to me, to learn more about what I have achieved by working hard and having lots of fun doing so!

Specialties: Talent Acquisition (Staff Management, Process Improvement, Systems Implementation), Performance Optimization (Performance Management and Improvement), Organizational and Business Development, Project Management

"About" Example: Highly Creative



Vivian Tran

User Experience Consultant

My process: Understand. Synthesize. Design. Understand. Synthesize. Design. Understand. Synthesize. Design. Understand.

I am curious about people and why they do things that they do. What is special about watching movies together? What is challenging about reading? What is so special about the kitchen? What makes happiness and pleasure? This drives both my design and writing.

I believe that user experience follows an iterative cycle from understanding our target users, synthesizing the data into concepts and translating those concepts into designs. Then the cycle begins again to validate with our users.

With over nine years of experience in user experience design and research ranging from design studios to startups to academia, I aim to design for better user experiences. My specialities range from ubiquitous computing to service design to cross-platform design. I have worked with interdisciplinary teams and interfaced with clients. In the product cycle, I work best in the early conceptual stage. I love stickies and sharpies.

Naturally resourceful and curious, I experiment with everything. New technology. New services. New tools. New ways of thinking.

Specialties: mobile design strategy, human computer interaction, cognitive science, interaction design, user research methods (contextual inquiries, surveys, interviews, focus groups, heuristic evaluation, cognitive walkthrough), design methods (design validation sessions, directed storytelling, low fidelity prototyping, conceptual modeling)

“About” Example: Promoting a Firm



Elena Donio

President at Concur

Over the past 17 years, I’ve had the privilege to help grow and evolve Concur into the world’s leading provider of integrated travel and expense management solutions. Serving in a variety of leadership roles across multiple functions – and now as president of the company – I’ve helped develop a company that thrives on risk-taking, innovation, and most important, making things effortless for our clients – so they can focus on what matters most to them.

Our mission and values have enabled us to embrace change as opportunity and to successfully evolve from licensed, enterprise software to cloud-based services, from desktop to mobile computing, and from a dominant focus on large business clients to the small and mid-market. Today, Concur serves more than 30,000 clients representing 27 million end-users in over 150 countries.

Beyond my passion for leadership in technology, I’m deeply committed to helping people approach their careers within the context of their broader lives. Using my own experience, I help them understand they can be everything they want to be – a professional, parent, spouse, athlete, philanthropist, artist or whatever fulfills them – rather than feel compelled to make either-or decisions. It starts with a philosophy that we are better in everything we do when we lead full lives, and an understanding that boundaries are very fluid.

In support of my commitment to mentorship and giving back to the community, I serve as a mentor with the University of Washington’s Foster MBA Program, hold a Champions Club position with the King County Boys and Girls Clubs, and sit on the Board of Directors at Payscale. You can follow me on Twitter at @elenadonio!

#4: The “Experience” Section

Experience



Chief Financial Officer (CFO) / Vice President (VP) of Finance

Open to Opportunities

Feb 2016 – Present · 2 yrs 7 mos

Seattle, WA



Chief Financial Officer (CFO) - Analytics/Business Intelligence Industry

Traffix

2011 – 2016 · 5 yrs

Seattle, WA

Traffix is the largest global traffic intelligence platform in the world, delivering smart data and analytics to solve transportation issues worldwide. The company crowdsources data daily from more than 100 million vehicles and devices to deliver traffic and driving-related insights, as well as sophisticated analytical tools and services, across seven industries in 28 countries. The c... See more



Vice President of Finance (Heavy FP&A Focus)

PortalConnect

2008 – 2011 · 3 yrs

Seattle, WA

Led financial strategy and operations for this leading SaaS-based business intelligence technology firm, serving over 25,000 users across the retail, consumer packaged goods, e-commerce, healthcare, insurance, travel and technology sectors. Responsibilities as VP of Finance included finance, accounting, legal, investor relations, fundraising, and human resources.... See more



Director of Finance & Operations

Domino Software

2001 – 2008 · 7 yrs

Seattle, WA

Held oversight of all finance, accounting, HR, IT, and Legal functions for this leading provider of network analytics software. During tenure, Domino (symbol: DOM) was acquired by SpadeSoft (symbol: SSFT) a \$100+ million global leader in business computing. Retained Director role throughout acquisition and helped lead smooth integration between the systems, proce... See more

Optimize this section to boost your overall LinkedIn ranking

While this section seems deceptively simple, at first, there are two noteworthy tricks well worth knowing about.

First, since keywords in job titles carry tons of extra weight in the site’s search formula, enhance your current/past titles with a few extra keywords, if possible, to greatly improve your ranking in relevant searches.

Also, if between jobs, create a placeholder entry that runs from your last job date to present – mentioning your target titles and saying “open to opportunities” or “freelancer” or “consultant” as the employer name.

#5: The “Education” Section

Education



University of Phoenix

Master of Business Administration (MBA), Finance

Activities and Societies: Member of Beta Gamma Sigma Honors Society

Coursework included Financial Analysis, Business Strategy, Team Leadership, Organizational Development, Business Intelligence, and Financial Modeling



University of Washington

BS Degree in Business, Accounting, Cum Laude

Coursework included Accounts Payable, Accounts Receivable, Tax Strategy & Planning, General Ledger Accounting, Journal Entries, Reconciliation, and Accounting Software Utilization

Volunteer Experience



Fundraising Committee Chair

Heifer International

Economic Empowerment



Treasurer

Boys & Girls Clubs of America
Children

Skills & Endorsements

Add a new skill

Take skill quiz

Mergers & Acquisitions

Financial Modeling

Add your degrees and related coursework/activities

This section is pretty simple, since all you can really do here is insert college degrees (if you have them) and then add a bit more detail, if desired, about your grades, activities, and the coursework you took.

As for any other training and certifications you possess, while you can force them into this section, if desired, most people use the optional “certifications” section you can add in using the “Add Profile Section” menu at top of the Edit Profile screen.

Lastly, dates in this section are optional, so you don’t have to share them if you’re concerned about potential age bias.

#6: The “Skills & Endorsements” Section

Skills & Endorsements

Add a new skill 

Financial Analysis

Financial Strategy

Accounting

Industry Knowledge

Investor Relations

Strategic Planning

Financial Modeling

Sarbanes-Oxley Act

Revenue Recognition

Analytics

IFRS

Journal Entries

External Audit

HR Management

Private Equity

Vendor Management

Forecasting

Banking

Mergers & Acquisitions

Financial Reporting

Restructuring

P&L Management

GAAP

General Ledger

Internal Audit

IT Management

Venture Capital

Risk Management

Outsourcing

Flesh out this pivotal job-related section with your top 50 skills

In this section, which is often overlooked, you can enter up to 50 skills you possess and your contacts can vote to “endorse” that you’re good at them.

Even if you’ve already listed these same keywords elsewhere on your profile, add them here, too, since this section is used heavily by recruiters.

Coming up with 50 terms isn’t as hard as you’d think; if you hit the “Add a New Skill” link, the system will prompt you with relevant suggestions and also provides a searchable box to identify tons of other terms related to your background.

#7: The “Recommendations” Section

Recommendations

Career Coach / Corporate Outplacement Consultant Career Horizons, LLC



Sam Wong

Sales Director, US & Asia Pacific Region Business Development | MBA

“ When it comes to job searching and career transition, you need a trusted advisor to guide you through these uncharted areas. Today's job market can be overwhelming and extremely competitive, with millions of resumes stored in online databases and recruiters spending only a few seconds using “scan and sort” methods to identify top 5% candidates for open roles.

In... [more](#) ”

January 24, 2016, Sam was Matt's client



John Beard

Senior Application Development Analyst at Puget Sound Energy

“ I have been a client of Matt for over a year for career coaching, resume writing and interview training. Matt is a leader in his field and an excellent resource for the career transition and or enhancement. Matt is extremely personable and easy to work with...he makes you feel at ease, relaxed and positive. When you are working with him you are the most important person in... [more](#) ”

January 3, 2016, John was Matt's client



Jonathan Holen

Security Operations Manager | Safety & Security Consultant | Seeking Corporate Security & Asset Protection Opportunities

“ Matt is a true professional and came highly recommended to me. I see now why he came so highly recommended as he is not only a subject matter expert when it comes to career coaching, interviewing techniques, job searching, networking, and resume writing but is also extremely approachable, humble and personable. He remains focused on his client's best interest throughout... [more](#) ”

November 19, 2015, Jonathan was Matt's client

Share some positive remarks and testimonials from friends

Last but not least, near the bottom of your profile you'll find a section to request a few “recommendations” from folks you know – which are basically testimonials that will add to your professional credibility.

These recommendations don't get added to your profile until you approve them – and to request one, simply look up one of your contacts on the system, open their profile, click the “More” button, and use the “Request Recommendation” link you'll see there. Note that you can use this same approach to “Recommend” one of your contacts, in return.

#8: Additional Profile Options/Tips

- Remember that the **Add Profile Section** at the top of the Edit Profile screen allows you to insert additional sections related to languages, certifications, patents, volunteer work, etc.
- Beyond your e-mail address and phone number, you can also go to your **Contact Info** section and add any relevant web links you maintain, if desired, such as a blog or portfolio site
- You can also customize your LinkedIn address (new users are given a randomized one) by going to **the Edit Public Profile & URL** link you'll see on the top right of the Edit Profile screen
- The **Open to Job Opportunities** section near the top of your profile allows you to alert either recruiters or all LinkedIn users that you're open to hearing about new jobs, if you'd like
- You'll also see **Upload** and **Link** options at the bottom of the Summary, Experience, and Education sections if you want to add multimedia files or web links – but this is optional and I'd recommend you only share relevant, high-quality info

ADDITIONAL COMMON QUESTIONS

- > I discovered I have more than one profile on LinkedIn, accidentally; how do I resolve this?
- > I see a link called “Edit Public Profile” on the side of the screen; what’s the difference between this and my normal profile?
- > Why do some of my friends get a lot more hits on their profile than I do? Is there something I am doing wrong?
- > Since I customize my resume for each job to which I apply, should I do the same thing on LinkedIn, as well?
- > Should I upload a copy of my resume file onto my profile for employers and recruiters to download?

FINAL QUESTIONS?

(don't forget that in next week's webinar we'll be diving deeper into the features of LinkedIn and how best to use the site for career development and job search networking, if interested!)