

LinkedIn Optimization

It's not as hard as you think.

By: Michelle Matthews

I happen to be a numbers person as well as a magician with words so I wouldn't be myself if I didn't give you the numbers in relation to this subject. So many people avoid LinkedIn when it has proven to be a real asset in job hunting time and time again. Let's look at the statistics about the users on LinkedIn:

- 121,200,000 users visit LinkedIn daily.
- 92% of Fortune 500 companies use LinkedIn.
- 63 million decision makers use LinkedIn.
- 77% of recruiters actively use LinkedIn.
- 45% of LinkedIn users earn \$75,000 annually.



Do you really want to continue to miss out on using this platform? It can literally transform the trajectory of your job search with a couple clicks of a mouse. You have the opportunity to be up front and personal with many of the people who make the decisions regarding your hiring. This is not a joke nor a drill! You need LinkedIn!

The only way to truly take advantage of this platform is by creating an attractive profile. You have to capture people's attention just as you do with your resumé for it to truly deliver you a return on your investment of time. Don't look at it as a chore, it's another form of promotion for you as a candidate. And in my experience of working with job hunters over the years, very few of them really take optimizing their profile seriously. It's easy to forget about it when your professional brand isn't a priority-- but I know you're different because you're reading this. Allow me to arm you with the necessary tools to dominate LinkedIn.

There are a few things that are absolute when it comes to LinkedIn:

- A professional headshot.
- A great headline is a MUST!
- Keywords are required throughout your summary.
- Rich experience descriptions are encouraged.

You can't get around this if you want to receive offers in your inbox--yes, I said receive offers in your inbox. If you have correctly used these three things to your advantage don't be surprised to see recruiters knocking at your door. Just like that the roles reverse and they can be selling you on an offer instead of you selling yourself to them. Believe me, this happens everyday for some people and it can definitely happen for you.

Headshots

There is no way around this. How inclined are you to add users on your Facebook or Instagram accounts who don't have a profile picture? Probably not that much. Can't get it done professionally? Take a selfie in front of a neutral background and smile.

Headlines

Although a very small opportunity here, only 120 characters allowed, this is generally the first thing someone sees aside from your headshot. Also, it allows you be more searchable when keywords are included. If someone is searching for an accounting professional and that's who you are, accounting should be in your

headline. Think about a Google search--you put in the search bar what you would like to research. You usually put in a few words describing what you want to see more of and Google returns results based on that. LinkedIn operates the same way. Certain keywords are searched for by recruiters and they are returned a list of people who have these things listed somewhere on their profile. And the headline happens to be showcased along with your name and picture. You want that to be good right?

I know I turn up in searches because I am always inboxed positions to review. Although my circumstance is a little different my headline still relates to both my accounting profession and my career strategy expertise. Here's what mine says: [Accountant who Balances Books Literally and Figuratively!](#) I purposely chose to play on both backgrounds because although I really showcase my accounting experience on LinkedIn, my past clients often write recommendations for me and connect me other people on the platform. This has served me well because I am generally inboxed for accounting positions but if I wanted to transition into a role that focused on career building my profile does it's job to show that background as well. What are some things that people in your industry are known for?



Consider adding some of these things to your headline.

The Summary

A great summary is the equivalent of a resumé career profile on steroids. This is a huge shot for you to capture your audience using your own voice. You can write whatever you want with your 2,000 character limit. An effective summary will tell of your value to an organization, introduce personal interests that makes you relatable, and actually invite people to connect with you.

Need an example? Here's my summary:

I have been an accountant for multiple nonprofit organizations over the past five years. Two of those five years, I've also helped job seekers gain confidence in their brands so that they can win in the job market. Both roles require me to obtain and research information to be translated into documents that other people trust to be accurate.

What can I say? I enjoy being part of the bigger picture for my clients and the organizations that I have been employed by.

While my specialty, accounts payable, may seem like a small part of the financial department in a business, it's functioning allows the entire business to continue operating.

Preparing resumé's and career coaching assists people in creating more income for themselves. Again, something that seems like a small part of the process. However, when it's attached to five-figure salary increases, the perspective changes.

Servicing others has always been a part of my professional brand and I will continue to do so in both my lines of work. I enjoy reading, volunteering my services to local nonprofits, and listening to podcasts.

Does it sound like I'm someone you'd like to get to know more about?

Connect with me here or email me at mimiwrites@rbgroyalty.org.

Want to connect? Find me here:

<https://www.linkedin.com/in/michelledmatthews/>

I hope you noted that my summary is nowhere near the 2,000 character limit because it doesn't take a lot to get the job done. I don't want you to ramble or tell your life story here; just allow people to know who you are, what you're about, and what you're looking to do on the platform. Also, note that I included my keywords mostly in the first paragraph of the summary. The reason for this is because while you want to be searchable you also want people to be able to get right to what it is that you have to offer. PLEASE make note of this!

Experience

This is not a call for you to copy and paste everything from your résumé. You should strategically select what you would like to highlight here. Your awards, achievements, and the data regarding to what you have achieved should be placed here. You don't want to get long-winded here because again you want to grab the attention right away.

I will leave you the description I have listed for my most recent position:

Employed by the second largest housing authority in the nation to complete accounts payable tasks. Processes invoices for over 1,500 Chicago Department of Water accounts associated with our properties and liaises with the legal department and vendors to pay open balances that may prevent development projects from going forward.

Right away you are aware of the extent of my experiences. I am in the accounting field specifically accounts payable, I process a large

volume of invoices, I work for a municipal organization, and collaborates often with internal and external users. You know all of this from the details of one position. Effectiveness and quality over length.

Other Takeaways

LinkedIn has amazing features that allow you to really build and showcase your brand. I won't go too deep into this because this book will easily become another 30 pages long but here's some things to research:

- LinkedIn groups
- Composing articles
- Receive career advice from other professional through an enabled feature.
- Take assessment tests on different subjects to display passing scores and show competency.
- Search for job opportunities.

Make sure you explore the platform because it has so many other things available to you for building a great professional brand. And of course Royal Career Advancement Services can optimize your LinkedIn for you if you're not confident in your ability to do so by booking services here: <https://royal-advancement.myshopify.com/products/copy-of-resume-cover-letter-facelifts>

Congratulations to you for preparing yourself for greater things. Be great!