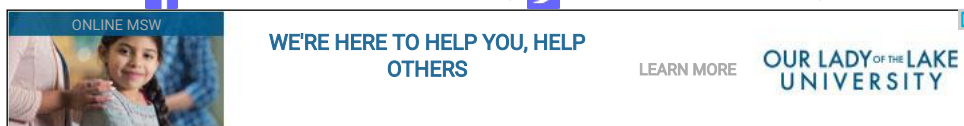


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How to Be Found More Easily in LinkedIn (LinkedIn SEO)

By Marci Reynolds

[Social network recruiters \(/social-networking/social-recruiting.shtml\)](#) search the LinkedIn database for candidates that have a specific set of qualifications and/or key words in their Profile.

After searching the database, recruiters get served with "search results" that include a Profile view for each candidate.

As a job seeker, you want to consistently show up in search results for candidates with your set of qualifications, ideally higher than other candidates. This is often called LinkedIn SEO, or improving your LinkedIn search rank.

And, you want to stand out from the other candidates and engage the interest of the recruiters so they click on your Profile snapshot to learn more and, eventually, to get to your full Profile information.

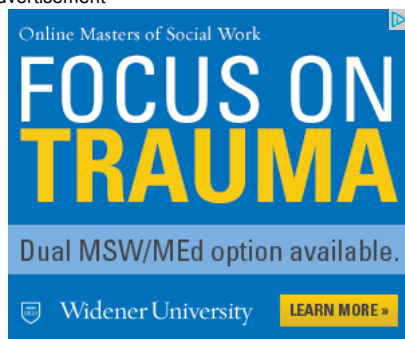
This article will share my insights on this LinkedIn sourcing process and provide advice on how you can **show up** and **stand out!**

How does LinkedIn "sourcing" work? How do recruiters search the database?

To better understand the LinkedIn sourcing, search results concept; think about how you search online job boards for job postings. You go to a website (ex. Indeed, CareerBuilder, Monster, etc.), you enter a series of keywords, you might also click on an industry or job function from a drop down box, and you then get presented with a series of job listings.

Do you click on all of them? Likely not. Instead, you only click on those that catch your eye and are most relevant. You probably pay more attention to the listings on the first few pages, and may not even consider the ones on pages 3, 4, 5, etc.

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Back to LinkedIn....

Recruiters search the LinkedIn database in a several different ways.

For example, some of them use the free, "Advanced People Search" function available to all LinkedIn members. Some search members and activities within specific LinkedIn Groups.

[MORE: [6 Great Benefits of LinkedIn Groups \(/IT-job-search/linkedin-groups-benefits.shtml\)](#) and [How to Be a Successful LinkedIn Groupie \(/recruiters/linkedin-groupie.shtml\)](#).]

Many others are using LinkedIn's paid service called [LinkedIn Recruiter \(http://business.linkedin.com/talent-solutions/products/recruiter.html\)](http://business.linkedin.com/talent-solutions/products/recruiter.html) that provides significantly more search functionality. (I recommend that job seekers watch the demo video to learn more about the product.) And still others find candidates in LinkedIn using a Google site search of LinkedIn.

In addition, similar to the way job seekers sign up for "job alerts" to get notified via email whenever a new job gets posted that meets a certain set of criteria, recruiters can also sign up for candidate alerts to proactively notify them of new candidates who fit their requirements.

[MORE: [7 Ways to Attract Recruiters on LinkedIn \(/social-networking/LinkedIn-job-search/attracting-recruiters-linkedin.shtml\)](#).]

How can you optimize your LinkedIn Profile to align with this sourcing process?

There are many things a job seeker can do to optimize their Profile to align with this sourcing process. As mentioned before, you want to help ensure that you **show up in the appropriate search results**, show up **higher** than other candidates (LinkedIn SEO), and **you want to stand out among the search results**.

You want the recruiters to see your Profile snapshot and think, "Wow, there's the perfect candidate," and then click to view your full Profile information.

Consider these tips:

- Your Profile should be 100% "complete" (a.k.a. "All Star") per LinkedIn standards.
- Include a detailed work history, with clear job titles and well-written job descriptions that describe both your responsibilities and your key accomplishments. Most people stop at dates and job titles, wasting this opportunity to promote their experience and to add important keywords to their Profiles.
- Within your Profile verbiage, include the keywords that tie to your desired industry and profession. These keywords could be inserted in different areas within your Profile such as your job descriptions, Profile summary, headline and even your website descriptions. One of the best methods to find these keywords is to review recent job descriptions for the roles you are targeting and see what keywords are repeated over and over again.

[MORE: [How to Identify EXACTLY the Right Keywords for Your LinkedIn Profile \(/social-networking/LinkedIn-job-search/indeed-jobtrends-research.shtml\)](/social-networking/LinkedIn-job-search/indeed-jobtrends-research.shtml).]

- Most experts believe that users with more connections and more recommendations show up higher in the search results. I could not find any LinkedIn endorsed statements to back this up, but intuitively it makes sense. It's also possible that Recruiters may only want to view candidates that have a minimum number of either one.

[MORE: [Refusing or Accepting LinkedIn Connections? \(/social-networking/LinkedIn-job-search/accepting-linkedin-connections.shtml\)](/social-networking/LinkedIn-job-search/accepting-linkedin-connections.shtml)]

- You've probably heard the saying "dress for the job you want, not the job you have." Very good advice! Do you have a professional, flattering Profile photo that looks like you already have the role you're seeking? Do you look like a VP, Sales, for a technology company? Do you look like Head of Creative for a cutting edge advertising agency, OR might you need a photo makeover? This is an area where I recommend that you seek the feedback of a professional or objective source that will be honest about your online image. Don't leave anything up to chance!

[MORE: [How Recruiters View Your LinkedIn Photo \(/social-networking/LinkedIn-job-search/recruiter-views-LinkedIn-profile-photo.shtml\)](/social-networking/LinkedIn-job-search/recruiter-views-LinkedIn-profile-photo.shtml).]

- Does your headline effectively market your skills and abilities or is it, blah? Are you a "Marketing Professional" or a "Global Marketing Leader | Social Media Enthusiast | Online Advertising Guru " Just a few additional words can make the headline, much more powerful.

[MORE: [Maximize Your LinkedIn Professional Headline \(/onlinejobsearchguide/leveraging-linkedin.shtml\)](/onlinejobsearchguide/leveraging-linkedin.shtml).]

In the job search, you need to market yourself like a company would market a product or service. Think of how many million dollars are spent each year to develop exciting taglines for products. Your LinkedIn headline is like your personal tagline.

- Avoid using slashes between critical keywords, for example, "sales/marketing." I've noticed that the LinkedIn search technology does not always recognize the two words separately. Instead, use a comma with a space or, one of the nifty vertical slashes with spaces, like "sales | marketing."
- Don't put a fake job in the "current job" section. I have seen a number of job seekers who put something like "Next Growth Oriented Company" or "My Next Job" as their most current company. This may negatively impact whether you come up in search results, and does not make a good first impression on the recruiters who do find you.

[MORE: [The Best LinkedIn Job Title When You Are Unemployed \(/social-networking/LinkedIn-job-search/linkedin-job-title-when-unemployed.shtml\)](/social-networking/LinkedIn-job-search/linkedin-job-title-when-unemployed.shtml).]

Bottom Line

By following these Profile optimization tips, you increase the likelihood that you will show up positively in the search results, when recruiters are sourcing candidates that match your set of qualifications, education and experiences. I also recommend that job seekers learn more about the LinkedIn Recruiter software and how it's used. Knowledge is power!

More about Keywords:

- [Guide to Personal SEO for Job Search and Careers \(/personal-SEO/personal-SEO.shtml\)](/personal-SEO/personal-SEO.shtml)
- [The Top 25 Keywords for Your Job Search \(/personal-SEO/top-25-job-search-keywords.shtml\)](/personal-SEO/top-25-job-search-keywords.shtml)
- [Understanding Keywords \(/resumekeywords.shtml\)](/resumekeywords.shtml)
- [Your Most Important Keywords \(/internet-social-profiles/your-most-important-keywords.shtml\)](/internet-social-profiles/your-most-important-keywords.shtml)

Keywords in LinkedIn Profiles:

- [Be Found on LinkedIn \(/social-networking/be-found-on-linkedin.shtml\)](/social-networking/be-found-on-linkedin.shtml)
- [Social Profile Keyword Success Secrets \(/internet-social-profiles/social-profile-keyword-success-secrets.shtml\)](/internet-social-profiles/social-profile-keyword-success-secrets.shtml)
- [Personal Branding: SEO for Your LinkedIn Headline \(/personal-branding/seo-friendly-linkedin-headline.shtml\)](/personal-branding/seo-friendly-linkedin-headline.shtml)
- [5 Best Ways to Optimize Your Keywords for a More Powerful LinkedIn Profile \(/IT-job-search/optimizing-key-words-LinkedIn.shtml\)](/IT-job-search/optimizing-key-words-LinkedIn.shtml)

LinkedIn and Your Resume:

- [10 Tips for a Great Master Resume to Use for LinkedIn \(/resumes/master-resume-for-linkedin.shtml\)](/resumes/master-resume-for-linkedin.shtml)

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About the author...

Marci Reynolds has her MBA from Bentley University with a concentration in managing operations & technology and her BS, Business & Marketing from Northeastern University. She also holds Six Sigma Greenbelt and HubSpot Inbound Marketing certifications.

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How LinkedIn Helps Your Job Search:

- [Leverage LinkedIn Smartly When You Are Unemployed \(/social-networking/LinkedIn-job-search/linkedin-profile-when-unemployed.shtml\)](#)
- [Why LinkedIn Is NOT Optional for New Grads \(/social-networking/LinkedIn-job-search/LinkedIn-new-grads.shtml\)](#)
- [LinkedIn Job Search Basics \(/social-networking/linkedin-job-search-basics.shtml\)](#)
- [4 Ways to Find Job Opportunities on LinkedIn \(/social-networking/LinkedIn-job-search/finding-job-opportunities-linkedin.shtml\)](#)
- [Social Proof: LinkedIn to Your Resume \(/social-networking/LinkedIn-job-search/social-proof-linkedin-to-your-resume.shtml\)](#)
- [Why Just Joining LinkedIn Is Not Enough \(/social-networking/LinkedIn-job-search/joining-linkedin-is-not-enough.shtml\)](#)
- [Publishing on LinkedIn: Gain Both Visibility and Credibility \(/social-networking/LinkedIn-job-search/linkedin-publishing.shtml\)](#)
- [Build Your Personal Brand by Blogging on LinkedIn \(/personal-branding/linkedin-blogging-personal-brand.shtml\)](#)
- [How Your Employer Benefits from Your LinkedIn Activities \(/social-networking/LinkedIn-job-search/employer-benefits-of-linkedin-participation.shtml\)](#) (in case they ask)

Using LinkedIn When You Are Unemployed:

- [The Best LinkedIn Job Title When You Are Unemployed \(/social-networking/LinkedIn-job-search/linkedin-job-title-when-unemployed.shtml\)](#)
- [Leverage LinkedIn Smartly When You Are Unemployed \(/social-networking/LinkedIn-job-search/linkedin-profile-when-unemployed.shtml\)](#)

Setting Up an Effective LinkedIn Presence:

- [4 Smart Ways to Be Easier for Employers to Find on LinkedIn \(/social-networking/LinkedIn-job-search/be-found-on-linkedin.shtml\)](/social-networking/LinkedIn-job-search/be-found-on-linkedin.shtml)
 - [Why You Need a Photo on Your LinkedIn Profile \(/social-networking/LinkedIn-job-search/LinkedIn-photo-requirement.shtml\)](/social-networking/LinkedIn-job-search/LinkedIn-photo-requirement.shtml)
 - [LinkedIn Profile Photos for Older Workers \(/boomer-job-search/LinkedIn-profile-photos.shtml\)](/boomer-job-search/LinkedIn-profile-photos.shtml)
 - [3 Benefits of LinkedIn Status Updates for Your Job Search \(/social-networking/LinkedIn-job-search/leverage-LinkedIn-updates-job-search.shtml\)](/social-networking/LinkedIn-job-search/leverage-LinkedIn-updates-job-search.shtml)
 - [How to Leverage LinkedIn Status Updates for Your Job Search \(/social-networking/LinkedIn-job-search/linkedin-status-updates.shtml\)](/social-networking/LinkedIn-job-search/linkedin-status-updates.shtml)
 - [Grab Recruiter Attention with LinkedIn Projects \(/social-networking/LinkedIn-job-search/LinkedIn-projects.shtml\)](/social-networking/LinkedIn-job-search/LinkedIn-projects.shtml)
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- [3 Ways To Effectively Grow Your LinkedIn Network \(/social-networking/LinkedIn-job-search/grow-linkedin-network.shtml\)](/social-networking/LinkedIn-job-search/grow-linkedin-network.shtml)
- [3 Keys to Great LinkedIn Recommendations \(/social-networking/LinkedIn-job-search/keys-great-linkedin-recommendations.shtml\)](/social-networking/LinkedIn-job-search/keys-great-linkedin-recommendations.shtml)
- [3 Reasons Your LinkedIn Profile Is Failing You \(/social-networking/LinkedIn-job-search/linkedin-profile-fail.shtml\)](/social-networking/LinkedIn-job-search/linkedin-profile-fail.shtml)
- [Identify Exactly the Right Keywords for Your LinkedIn Profile \(/social-networking/LinkedIn-job-search/indeed-jobtrends-research.shtml\)](/social-networking/LinkedIn-job-search/indeed-jobtrends-research.shtml)
- [Leverage Your LinkedIn Profile Headline for Your Job Search \(/social-networking/LinkedIn-job-search/leverage-LinkedIn-profile-headline.shtml\)](/social-networking/LinkedIn-job-search/leverage-LinkedIn-profile-headline.shtml)
- [5 Secrets to a Knockout LinkedIn Profile Summary \(/social-networking/LinkedIn-job-search/secrets-knockout-linkedin-summary.shtml\)](/social-networking/LinkedIn-job-search/secrets-knockout-linkedin-summary.shtml)
- [Refusing or Accepting LinkedIn Connections \(/social-networking/LinkedIn-job-search/accepting-linkedin-connections.shtml\)](/social-networking/LinkedIn-job-search/accepting-linkedin-connections.shtml)
- [Hidden LinkedIn Networking Tool: Education \(/social-networking/LinkedIn-job-search/linkedin-education-networking-tool.shtml\)](/social-networking/LinkedIn-job-search/linkedin-education-networking-tool.shtml)
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- [How to Avoid the LinkedIn Penalty Box \(/social-networking/LinkedIn-job-search/avoiding-linkedin-penalty-box.shtml\)](/social-networking/LinkedIn-job-search/avoiding-linkedin-penalty-box.shtml)
- [How to Double \(or Triple\) Your LinkedIn Visitor Traffic with the Right Keywords \(/social-networking/LinkedIn-job-search/linkedin-keywords.shtml\)](/social-networking/LinkedIn-job-search/linkedin-keywords.shtml)
- [Maximize the Professional Headline on Your LinkedIn Profile \(/onlinejobsearchguide/leveraging-linkedin.shtml\)](/onlinejobsearchguide/leveraging-linkedin.shtml)
- [Personalize Your LinkedIn Profile's URL \(/social-networking/LinkedIn-job-search/LinkedIn-Personal-URL.shtml\)](/social-networking/LinkedIn-job-search/LinkedIn-Personal-URL.shtml)
- [How Transitioning Military Can Leverage LinkedIn \(/social-networking/LinkedIn-job-search/transitioning-military-linkedin-profile.shtml\)](/social-networking/LinkedIn-job-search/transitioning-military-linkedin-profile.shtml)

- [How to Gather LinkedIn Recommendations for Your Job Search \(/social-networking/LinkedIn-job-search/gather-LinkedIn-recommendations.shtml\)](/social-networking/LinkedIn-job-search/gather-LinkedIn-recommendations.shtml)
- [How Recruiters View LinkedIn Profile Photos \(/social-networking/LinkedIn-job-search/recruiter-views-LinkedIn-profile-photo.shtml\)](/social-networking/LinkedIn-job-search/recruiter-views-LinkedIn-profile-photo.shtml)
- [Optimize the Contact Information on Your LinkedIn Profile \(/social-networking/LinkedIn-job-search/optimizing-contact-information.shtml\)](/social-networking/LinkedIn-job-search/optimizing-contact-information.shtml)

LinkedIn and Stealth Job Search:

- [3 Ways to Update Your LinkedIn Profile Unobtrusively \(/social-networking/LinkedIn-job-search/stealth-profile-updates.shtml\)](/social-networking/LinkedIn-job-search/stealth-profile-updates.shtml)
- [Managing LinkedIn Settings for a Private / "Stealth" Job Search \(/social-networking/LinkedIn-job-search/managing-linkedin-stealth-settings.shtml\)](/social-networking/LinkedIn-job-search/managing-linkedin-stealth-settings.shtml)
- [How to Use LinkedIn for a Stealth Job Search \(/social-networking/LinkedIn-job-search/linkedin-stealth-job-search.shtml\)](/social-networking/LinkedIn-job-search/linkedin-stealth-job-search.shtml)

LinkedIn and Recruiters:

- [7 Ways to Attract Recruiters on LinkedIn \(/social-networking/LinkedIn-job-search/attracting-recruiters-linkedin.shtml\)](/social-networking/LinkedIn-job-search/attracting-recruiters-linkedin.shtml)
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- [How to Add Recruiters to Your LinkedIn Network \(/recruiters/linkedin-recruiters2.shtml\)](/recruiters/linkedin-recruiters2.shtml) (from the Working with Recruiters column)

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- [3 Ways to Collect Business Intelligence for Your Job Search with LinkedIn \(/social-networking/LinkedIn-job-search/linkedin-business-intelligence.shtml\)](/social-networking/LinkedIn-job-search/linkedin-business-intelligence.shtml)
- [How LinkedIn Skills Endorsements Work \(/social-networking/LinkedIn-job-search/LinkedIn-skills-endorsements.shtml\)](/social-networking/LinkedIn-job-search/LinkedIn-skills-endorsements.shtml)
- [How to Advance Your Job Search with LinkedIn's Advanced People Search \(/social-networking/LinkedIn-job-search/linkedin-advanced-people-search.shtml\)](/social-networking/LinkedIn-job-search/linkedin-advanced-people-search.shtml)
- [How to Maximize LinkedIn Broadcasts \(/social-networking/LinkedIn-job-search/maximizing-linkedin-broadcasts.shtml\)](/social-networking/LinkedIn-job-search/maximizing-linkedin-broadcasts.shtml)
- [Solving the Duplicate LinkedIn Profiles Problem \(/social-networking/LinkedIn-job-search/solving-duplicate-linkedin-profiles.shtml\)](/social-networking/LinkedIn-job-search/solving-duplicate-linkedin-profiles.shtml)
- [Value of Growing Your LinkedIn Network \(/social-networking/building-linkedin-network-value.shtml\)](/social-networking/building-linkedin-network-value.shtml)
- [Add Misspellings to Your LinkedIn Profile \(/social-networking/LinkedIn-job-search/add-misspellings-to-your-linkedin-profile.shtml\)](/social-networking/LinkedIn-job-search/add-misspellings-to-your-linkedin-profile.shtml) (Yes! Seriously!)

More About LinkedIn on Job-Hunt.org:

- [Personal Branding with Your LinkedIn Profile \(/personal-branding/personal-branding-with-linkedin-profile.shtml\)](/personal-branding/personal-branding-with-linkedin-profile.shtml) (from the Personal Branding column)
- [Personal Branding Makes Your LinkedIn Summary Dazzle \(/personal-branding/branded-linkedin-summary.shtml\)](/personal-branding/branded-linkedin-summary.shtml) (from the Personal Branding column)
- [LinkedIn Profile Photos for Older Workers \(/boomer-job-search/LinkedIn-profile-photos.shtml\)](/boomer-job-search/LinkedIn-profile-photos.shtml) (from the Boomer/Older Job Seeker column)
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