



Top 20 LinkedIn Profile Edits

SpotJobs Career Expo

Sue Ellson

1:00pm Main Stage

Melbourne Convention and Exhibition Centre

27 August 2016

#1

A great photo that matches your purpose

- can be edgy and unusual
- main focus your eyes
- smile with teeth showing

#2

Primary keyword rich headline 120 characters

- focus on the keywords of your target audience
 - most important words first
 - if room, something memorable

#3

Present and future focused Summary

- again, aligned with your purpose
 - easy to read and understand
- includes your contact information

#4

Change your Public Profile URL

- optimised for your name
- cannot go back to previous URL
- include on your business card, email signature etc

#5

Keyword rich job titles

- present and past job titles
- title of job and then keywords related to future
- still make sense if read in isolation – never lie

#6

Rich information in Experience section for each job

- description of organisation
 - tasks and achievements
- <http://companyname.com> (clickable on mobiles)

#7

Add in all subjects of your Educational Qualifications

- subject titles from your academic transcript
 - can include non-university courses
- topics within subjects can also be mentioned

#8

Select Skills and Endorsements from database list and sort

- future focused skills listed first
 - keyword rich
- top 10 most important up to 50

#9

Secure 6 or more Recommendations

- genuine recommendations, preferably senior people
 - keyword rich content
- strategically give Recommendations <http://linkedin.com/recs>

#10

List your Professional Memberships in Certifications

- select the organisation from the list as you type
- include your membership number as your License Number
- include police check details, Working with Children etc

#11

Include some bling

- include relevant videos (yours or ones you like)
 - include images/documents
 - don't overdo it and look like a 'try hard'

#12

Don't include your date of birth or marital status

- it is part of your identity and can lead to fraud
 - it could lead to discrimination
- it is irrelevant in relation to your ability to do a job

#13

Describe your Voluntary Experience

- all roles in the Voluntary section in detail
- if relevant to your purpose in the Experience section as well
- no need to mention it was voluntary in the Experience section

#14

List all Memberships in Organizations

- include all of your past memberships
 - detail your roles
 - include dates and hyperlinks

#15

List English first in your Languages

- include your level of competency
- include other languages even if only Elementary Proficiency in order of ability

#16

Include details of Projects

- **past behaviour indicator of future performance**
 - **consistent detail format for each project**
- **keyword rich descriptions with details of challenges overcome**

#17

Include personal and professional Interests

- each one separated by a comma
 - keyword focused
- also a bit of personality but not something contradictory

#18

Complete Advice for Contacting

- again, include contact details
- use spaces around your email address to avoid spam robots
 - future focus reminder

#19

Follow Companies and join relevant Groups

- target industries, professions or organisations
 - add value if posting in Groups
- Like, Comment, Share (if viewed in detail)

#20

Write three Posts per year

- 300 words plus related to your expertise
- Informative, educational and/or entertaining
- Search engine optimised with markup, images, videos, call to action

120 WAYS
TO
ACHIEVE
YOUR
PURPOSE
WITH
LINKEDIN™

Tried and True
Tips and Techniques

SUE ELLSON

120 WAYS
TO
ATTRACT
THE RIGHT
CAREER
OR
BUSINESS

Tried and True
Tips and Techniques

SUE ELLSON

120 WAYS
TO
MARKET
YOUR
BUSINESS
HYPER
LOCALLY

Tried and True
Tips and Techniques

SUE ELLSON



Action Steps

120 Ways
Publishing
Stand 12
next to
Main Stage

Email sueellson@sueellson.com or
SMS +61 402 243 271 and include your

first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
3. Invitation to upcoming free LinkedIn events
4. A chance to win a digital book <https://120ways.com/win>
120 Ways To Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways To Market Your Business Hyper Locally