

Top 20 LinkedIn Profile Edits SpotJobs Career Expo **Sue Ellson** 1:00pm Main Stage Melbourne Convention and Exhibition Centre 27 August 2016



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



Primary keyword rich headline 120 characters

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



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



Change your Public Profile URL

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



present and past job titles

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



Rich information in Experience section for each job

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



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



Select Skills and Endorsements from database list and sort

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



- 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



- 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



- 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



include all of your past memberships

- detail your roles
- include dates and hyperlinks



- 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



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

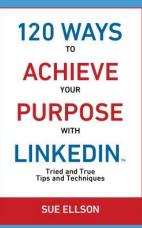
future focus reminder

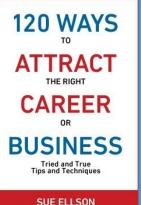
#19 Follow Companies and join relevant Groups

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



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







New Release



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

These slides and recording
 An invitation to connect to Sue Ellson on LinkedIn

 Invitation to upcoming free LinkedIn events

 A chance to win a digital book https://120ways.com/win

 Ways To Achieve Your Purpose With LinkedIn

 Ways To Attract The Right Career Or Business

 Ways To Market Your Business Hyper Locally