

10 Ways to Improve your LinkedIn Job Search

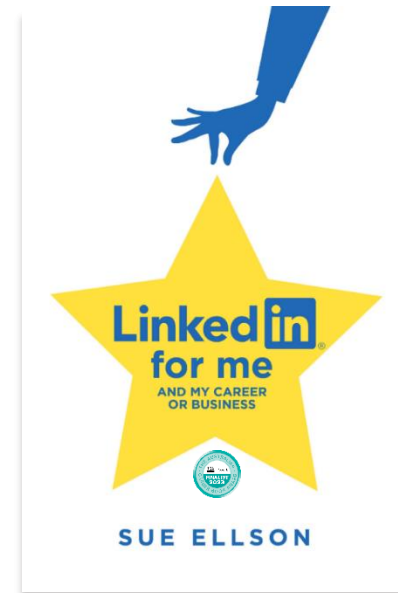
Sue Ellson

GK BBus MPC PCDAAs ASA WV SPN MEdPlus AWS
Independent LinkedIn Specialist
Author, Educator, Practitioner

4 December 2024

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



Welcome

- ✓ 10 ways to improve your LinkedIn Job Search
- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now



10 Ways to Improve your LinkedIn Job Search

1. Multiple Concurrent Strategies
2. Update Your LinkedIn Profile
3. Reconnect with People You Know
4. Follow Target Companies
5. Fill in Open to Work
6. Fill in Providing Services
7. Utilise Job Tab
8. Find Referrers
9. Follow Up
10. Target Specific Recruiters



Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 7 and 21 December 2024 9:30am – 12:30pm in person in Canterbury, Melbourne
<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



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- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,565 Connections, 29,530 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (675 Subscribers, 173 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (928 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (237 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (442 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (451 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (67 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (21 Followers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,247 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (334 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
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News



Why should you download your ...



What options do you have for writing the ...



Four reasons why you should have an ...



What to do on LinkedIn when your job role end...



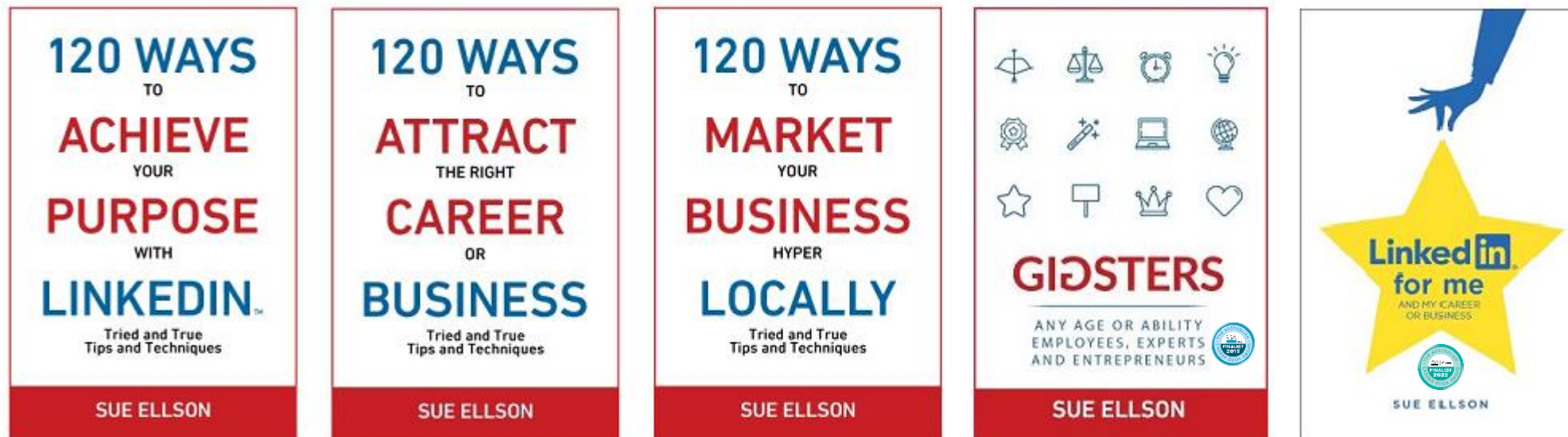
Four Best Ways To Appear in AI Chat ...



Where do you put your primary keywords on ...

<https://sueellson.com/linkedin-shorts-videos>

Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

4 weeks – four hours a week

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”

Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please **add any questions you have in the Chat** – and make notes – this is like a dream, forget when you wake up!
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you **what has been most helpful** to you at the end (feedback for me)
- ✓ if you are watching this later, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
 - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



10 Ways to Improve your LinkedIn Job Search

What sort of work are you trying to secure?

- 1 – any job as soon as possible
- 2 – something better than what you have now
- 3 – a career change
- 4 – not sure, probably need to speak to a career specialist
- 5 – other (please describe)

Please add a number that relates to your MAIN focus in the chat



10 Ways to Improve your LinkedIn Job Search

1. Multiple Concurrent Strategies

- Hidden Job Market – most jobs not advertised
- Recruiters represent employer not candidate
- Networking, Referrals, Voluntary Work
- Need to tailor your application for each role
- No interviews = Application not working
- No job = Interview not working (ignore ALL reasons for missing out)
- Minimum 100+ Views per 90 Days, 50+ Appearances in 7 Days

Recommend

Don't rely on only applying for advertised roles, be ready to attract roles

Review

<https://www.linkedin.com/pulse/multiple-job-search-strategies-work-sue-ellson>



10 Ways to Improve your LinkedIn Job Search

2. Update Your LinkedIn Profile

- Public Profile URL
- Headline – full of keywords
- All Job Titles – full of keywords
- Experience – Achievements in Past Tense, Tasks in Present Tense
- Fill in ALL sections
- Make sure you have a current role listed

Recommend

- Allocate 10 hours to complete in full
- Allocate 2 hours per day, 5 days per week to job search

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-profile>

Add experience

Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

* Indicates required

Title*

Career Research - Senior Project Manager Construction, Commercial Property, Infrastructure Builds

Employment type

Please select

Learn more about [employment types](#).

Company name*

Various

Did you mean to choose?

Various
Company • Investment Management

No Yes

Location

Greater Melbourne Area

10 Ways to Improve your LinkedIn Job Search

3. Reconnect with People You Know

- people who you are already connected to (VIPs)
- people you have worked with previously
- people you know in your profession or industry
- people you know personally, mentors or mentees
- people who have written Recommendations for you
- people who have provided Skill Endorsements for you



Recommend

- Download your Connections list and reach out to those you are not connected to

Review

<https://www.linkedin.com/mypreferences/d/download-my-data>

10 Ways to Improve your LinkedIn Job Search

4. Follow Target Individuals or Companies

- find their Profile or Company Page on LinkedIn
- Connect or Follow
- click Notification Bell 🛎️ and choose 'All new posts' (for Profile or Page)
- consider engaging with recent Posts (react and comment)

Recommend

- look for enterprises that are Close to Home

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-career-results>

<https://www.linkedin.com/pulse/working-close-home-sue-ellson>



10 Ways to Improve your LinkedIn Job Search

5. Fill in Open to Work

- Complete 'Open to Work' and choose most work types
- Five Job Titles, Five Onsite and Five Offsite Locations
- Set up Job Alerts
- Prepare an 'Application' Document (tailored cover letter and resume)
- Utilise LinkedIn Resources and LinkedIn Learning Courses
- Do not recommend 'Open to Work' Frame

Recommend

- Explore all options at <https://www.linkedin.com/jobs>

Review

<https://www.linkedin.com/pulse/why-your-job-application-unsuccessful-sue-ellson-ijsyc>

Visibility (who can view you're open to work)*



Recruiters only

Limited to people using LinkedIn Recruiter

While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.



All LinkedIn members

Includes recruiters and people at your current company

This selection adds the #OpenToWork photo frame.



[Learn more about your privacy](#)

10 Ways to Improve your LinkedIn Job Search

6. Fill in Providing Services

- include up to 10 Services
- include Description (keywords)
- include Media Images
- ask for Reviews

Recommend

Do a Search for a Service and see what others mention

Review

<https://www.linkedin.com/services/page/1402873078b01b7021>
<https://www.openforum.com.au/jobs-of-the-future-the-new-world-of-work-where-people-are-paid-for-their-value-rather-than-their-time>




Sue Ellson's Services

Admin view

 [Service page](#)

 Requests

 Client projects

 Reviews status

Questions? [Learn more](#)

10 Ways to Improve your LinkedIn Job Search

7. Utilise Job Tab


- complete all Preferences
- see Jobs Saved, In Progress, Applied, Archive
- consider Interview prep
- consider additional ‘video’ interview training


Recommend

Prepare examples you could use in interviews ‘STAR’ etc

Review

<https://www.linkedin.com/pulse/why-your-job-interview-unsuccessful-sue-ellson-9zyic>

 Preferences

 My jobs

 Interview prep

Common Questions

26 questions

Categories

- 1 Tell me about yourself.
- 2 What is your greatest strength?
- 3 What is your greatest weakness?
- 4 Why should we hire you?
- 5 Why do you want to work here?
- 6 Tell me about a time you showed leadership.
- 7 Tell me about a time you were successful on a team.
- 8 What would your co-workers say about you?
- 9 Why do you want to leave your current role?
- 10 Describe your most challenging project.

10 Ways to Improve your LinkedIn Job Search

8. Find Referrers

- Similar Industry
- Similar Profession
- Similar Background
- Similar Work Locations
- Association Mentoring Program
- Ask for Referrals

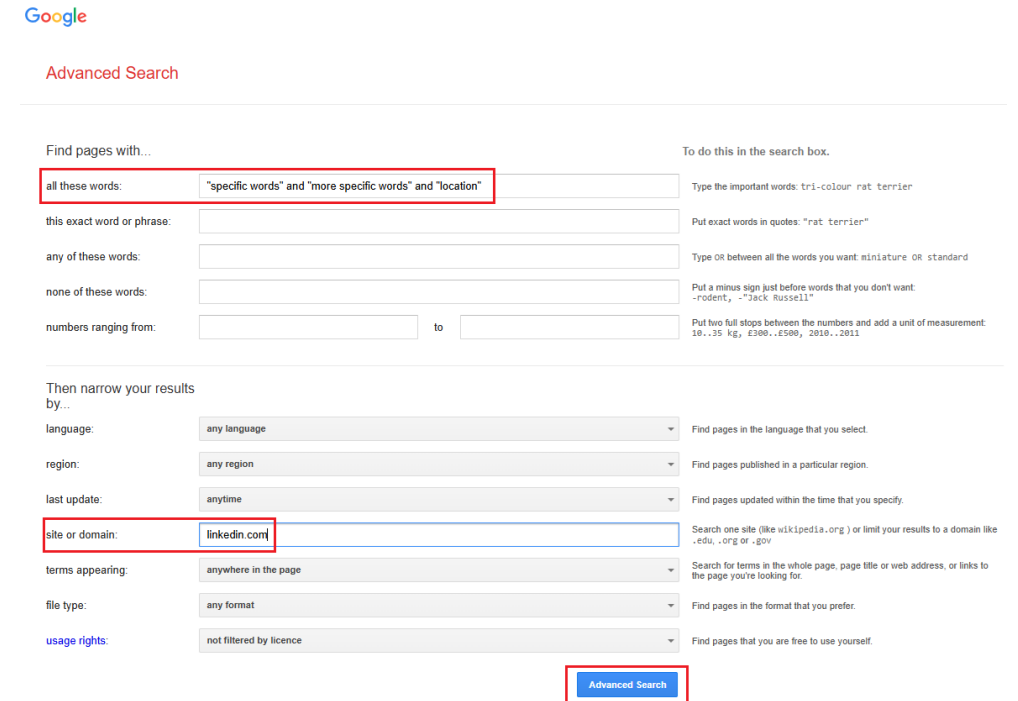
Recommend

Schedule 10 minute 'information gathering' discussions

Review

https://www.google.com.au/advanced_search

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-networking>



The image shows a screenshot of the Google Advanced Search page. The search criteria are as follows:

- Find pages with...**
 - all these words:** "specific words" and "more specific words" and "location" (highlighted with a red box)
 - this exact word or phrase:** (empty)
 - any of these words:** (empty)
 - none of these words:** (empty)
 - numbers ranging from:** (empty) to (empty)
- To do this in the search box:**
 - Type the important words: tri-colour rat terrier
 - Put exact words in quotes: "rat terrier"
 - Type OR between all the words you want: miniature OR standard
 - Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"
 - Put two full stops between the numbers and add a unit of measurement: 10..35 kg, €300..€500, 2010..2011
- Then narrow your results by...**
 - language:** any language (dropdown)
 - region:** any region (dropdown)
 - last update:** anytime (dropdown)
 - site or domain:** linkedin.com (highlighted with a red box)
 - terms appearing:** anywhere in the page (dropdown)
 - file type:** any format (dropdown)
 - usage rights:** not filtered by licence (dropdown)

The **Advanced Search** button is highlighted with a red box at the bottom right.

10 Ways to Improve your LinkedIn Job Search

9. Follow Up

- Say thank you to each Referrer
- Provide details back to each Referrer
- Create a spreadsheet with Date Columns
- Provide written thank you cards (more likely to be kept)

Recommend

Diary all follow up actions

Review

<https://sueellson.com/blog/40-ways-you-can-support-your-profession-or-industry>



10 Ways to Improve your LinkedIn Job Search

10. Target Specific Recruiters

- three years plus recruitment experience
- specialise in your profession or industry
- review LinkedIn search filters
- see how you perform in online Search Results (not LinkedIn)

Recommend

Remember your online presence and activity helps you appear in search results

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-recruiting>

Filter only People ▾ by ×

Connections

1st 2nd 3rd+

Actively hiring

<input type="checkbox"/> Any job title	<input type="checkbox"/> Software Engineer
<input type="checkbox"/> Project Manager	<input type="checkbox"/> Full Stack Engineer
<input type="checkbox"/> Business Development Manager	<input type="checkbox"/> Sales Development Representative

+ Hiring for job title

Locations

<input type="checkbox"/> Australia	<input type="checkbox"/> Victoria, Australia
<input type="checkbox"/> Greater Melbourne Area	<input type="checkbox"/> Melbourne, VIC
<input type="checkbox"/> United States	+ Add a location

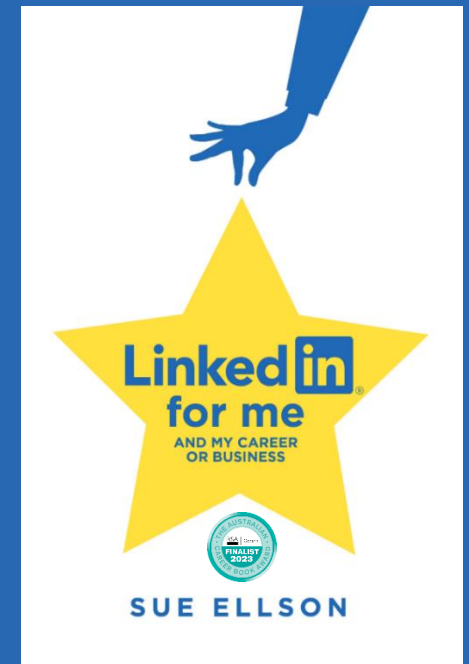
Current company

<input type="checkbox"/> Microsoft	<input type="checkbox"/> University of Melbourne
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Reset **Show results**

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What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

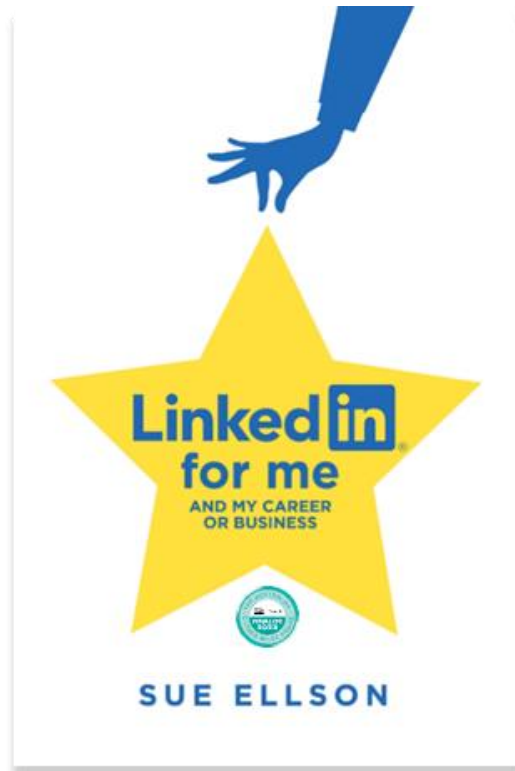
LinkedIn Insight Webinars

Next Webinar – 39th – Book Marketing for Authors 10am 28 December 2024

- 10 Ways to Improve your LinkedIn Job Search 12pm 4 December 2024
- 10 Ways to Improve your LinkedIn Connections 13 November 2024
- 10 Ways to Improve your LinkedIn Lead Generation 9 October 2024
- 10 Ways to Improve your LinkedIn Sales 4 September 2024
- 10 Ways to Improve your LinkedIn Marketing 28 August 2024
- 10 Ways to Improve your LinkedIn Branding 10 July 2024
- 10 Ways to Improve your LinkedIn Recruiting 12 June 2024
- 10 Ways to Improve your LinkedIn Career Results 8 May 2024
- 10 Ways to Improve your LinkedIn Business Results 10 April 2024
- 10 Ways to Improve your LinkedIn Research 13 March 2024
- 10 Ways to Improve your LinkedIn Networking 14 February 2024
- 10 Ways to Improve your LinkedIn Strategy 10 January 2024
- 10 Ways to Improve your LinkedIn Events 13 December 2023
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- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars <https://sueellson.com/linkedin-insight-webinars-and-recordings>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

4 weeks – four hours a week

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”

Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ **will send these direct to participants who attended live!**

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<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

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- ✓ Facebook <https://www.facebook.com/sueellson2> (237 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (442 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (451 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (67 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (21 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,247 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (334 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (411 Subscribers)** <https://sueellson.com/newsletters>



Extra Resources

Blog

<https://sueellson.com/blog>

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Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-job-search>



What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ **Write a Review** ★ I'll say thank you!

Google <https://g.page/sue-ellson-author/review> (148 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact