



LINKEDIN OPTIMIZATION GUIDE

Turn Your Profile Into a 24/7 Recruiter Magnet

87% of recruiters use LinkedIn. Your profile is your digital first impression.

1

PROFILE SCORE CHECKLIST

- ◆ Professional headshot (14x more profile views)
- ◆ Background banner with your value proposition
- ◆ Headline: [Title] | [Result] | [Target role/industry]
- ◆ About section: Hook → Story → Skills → CTA (3-5 paragraphs)
- ◆ Featured section: Resume, portfolio, or top post

2

HEADLINE FORMULAS THAT CONVERT

- ◆ Job Seeker: Seeking [Role] | [Top Skill] | [Credential]
- ◆ Executive: [Title] | Scaling [X] to [Result]
- ◆ Career Changer: Former [Role] → [New Field] | [Bridge Skill]
- ◆ Freelancer: Helping [Audience] Achieve [Result]
- ◆ Open to Work: [Role] | [Years Exp] | Available Immediately

3

ALGORITHM HACKS

- ◆ Post 3-5x/week — consistency beats virality
- ◆ Comment on 10 posts for every 1 post you publish
- ◆ Use 3-5 relevant hashtags (not 30)
- ◆ Reply to EVERY comment within 60 minutes of posting
- ◆ Native documents and carousels get 3x more reach than external links

PRO TIP: Add 'Open to Work' with a green banner — it signals to recruiters actively searching and triples inbound messages.

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