

Profile Makeover

Follow these simple steps to improve your job-finding chances

By John Patrick Pullen

1

Look at LinkedIn as a database, and make yourself findable.

2

Pick a professional-looking head shot, dressed like you would for a job interview.

3

Use Photofeeler.com to get anonymous opinions on your pic.

4

Complete your profile to get an "All Star" rating, which positions you in the first few pages of search results.

5

Set your location as the city where you're looking for a job, regardless of where you actually live.

The screenshot shows a LinkedIn profile for David Fleming, Senior Product Manager at Zoomjax. The profile includes a headshot, a cover photo, and a bio. The bio mentions his previous roles at Golden Phasit, FedEx, and Silicon Valley Business Academy. The profile also shows activity, including a post about Silicon Valley executives, and a background section detailing his experience at Zoomjax. The profile strength is shown as 'All-Star' and the network size is 216 connections. The profile is annotated with numbered callouts 1 through 10, corresponding to the steps in the article.

6

Send customized introductory emails, so connections can recall how you've met.

7

Put your full résumé on LinkedIn, so recruiters don't overlook your experience and move on to the next candidate.

8

Show yourself as currently employed, even if it's not full-time. If you don't, you may find yourself dropped from several pages in search results.

9

Know what skills and technical requirements will lead to the jobs you want, and saturate your profile with those keywords.

10

With many first-level connections come more second-level connections—and the likelihood your profile will show in search results.