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.

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.