

In 17 steps: your LinkedIn Profile Checklist for *job application* – August 2020

The screenshot shows a LinkedIn profile for Aaltje Vincent. The profile banner features a blue background with white text: "Advanced Jobmarketing 3.0 voor Loopbaanprofessionals" and "4-daagse training". Below this, a circular profile picture of Aaltje Vincent is visible. To the right of the banner, there is a photo of a training session. The profile name "Aaltje Vincent" is followed by her current position "Ik help jou slim en succesvol solliciteren" and a list of skills including "succesvoller, kandidaatgericht recruten / Candidate Experience 3.0 | Bestsellerauteur Jobmarketing 3.0 en LinkedIn sinds 2007 #1 | Coach | Spreker | Trainer". The location is "Almere, Flevoland, Netherlands" and she has "500+ connections". The profile includes two service sections: "Open to work" (Professional Speaker, Human Resources Trainer, Professional Coach, Human Resources...) and "Providing services" (Training, Resume Writing, Public Speaking, Career Development Coaching, and Executive...). The profile also shows company affiliations: "Aaltje Vincent & Company" and "AOG School of Management".

Smart move to include this checklist to set up your LinkedIn profile optimally! We've created it for you, so that you can successfully apply for a job! LinkedIn is essential for your work and of course to get invited for a job interview when you're ready. After all, you want to be found by agencies and corporate recruiters, intermediaries, HR and through your network. You want them to view your profile! This checklist contains the 17 steps you need to take to apply for a job through LinkedIn.

To get you started: recruiters will search for you based on your 'current position'. Note: even if you don't have a current position right now, you do need a 'current position' on LinkedIn. See point 6. about why this is the case and how to deal with it!

Employers are looking for you on LinkedIn and there are more and more employers with whom you can apply directly with your LinkedIn profile. That's great! Don't forget to include your LinkedIn URL on your CV. Your LinkedIn profile is more complete than your CV, if only because of the beautiful images you can share, the room you have in the various sections to put yourself in the spotlight and it's great that others can openly recommend you on LinkedIn!

1. Name

Use your names that you use daily; your first and last name. And you can also use your voice to pronounce your name, which gives it a personal touch.

2. Professional picture in suitable clothes

Your LinkedIn profile picture is the first impression for your future employer and colleagues. **This picture will greatly decide whether your profile will be read or not.**

Make sure your profile picture is a professional one with a calm background, make eye contact with a smile, and wear clothes that you would wear during a job interview. You can use the bar below the picture to zoom in on the face. Please do so and make eye contact.

3. Background

The eye is first drawn to the image; image comes to us faster than text. Choose a background image that supports your craftsmanship and touches and inspires the viewer! This part also greatly determines whether your profile will be read.

4. Header

Use the header to position yourself. Which problem do you solve for an employer? Which job titles reflect your added value?

Important: use all job titles under which your specific skills are known. For example: office manager, management assistant, personal assistant and board secretary.

If you want your network to know that you are open to new work, you can indicate this with the word: available. This is how you help your network to help you with your next career step and – as known – your network is the most successful way to a new job. Recruiters will also know right away if you're available or not.

NB. The header automatically shows your current job title. Adjust this and use the header for a stronger profile. You can use 220 characters. Don't mention your telephone number or email address below your name in the header. This is not allowed according to LinkedIn's user agreement.

5. Residential area

Choose your area or place of residence. Tip: if you want to work in another area, go on LinkedIn and 'live' in that area, this will ensure that you are visible in the search results of recruiters in that area.

6. Your professional experience

Current: an up-to-date **current position** linked to the company profile of that employer on LinkedIn. This is the field where recruiters start looking for your expertise. Use the job title(s) for which your expertise is now known in your profession.

The description works best if it consists of:

- Scannable rows – in order to read it in a few seconds
- Result-driven – if possible, use numbers. **Numbers are magic!**
- Use keywords from your professional area

In this area you have plenty of room for smart use of keywords! See also the 'Curriculum Vitae Checklist' on my website. Also choose 'employment type'

If it matches with your profile, use emojis, for example: 📞 06-30446827 . It makes your text easier to read.

IMPORTANT 1: even if you don't have an employer right now, ALWAYS fill in a current job title, using a: a job title that also mentions 'available' and b: as a company 'in between jobs' and c: a description as mentioned above with keywords. Once again: this is the search field where recruiters start, they are always looking for someone who can do the job NOW.

IMPORTANT 2.: A current position is also required to complete your LinkedIn profile, which is important because the LinkedIn algorithm gives complete profiles priority in search results.

MEDIA

Add image files or a url at 'Media'! It makes your profile more attractive and more profound. **After all, a picture is worth a thousand words.**

Media

Voeg een link toe naar externe documenten, foto's, websites, video's en presentaties.

Uploaden

Link

If you have several current positions, you can click on the lines, **drag** and categorize them yourself.



Instant visibility:

If you have several current positions, you can choose which position you want to be visible. What helps you to get invited for a job interview right away?

Current Position

Parttime Mobiliteitsadviseur at Enexis B.V.
Mobiliteitsadviseur at Human Capital Group Mobiliteit
Coaching 50+ Heren naar nieuw werk at Gewoon een Baan

Previous positions: at least two previous positions are needed for a complete profile. Link to the company page where possible. If the company been taken over, you can link to the current company. Also mention your craftsmanship and add keywords from your field of expertise.

7. Education

Where possible, link your study to the educational institutes on LinkedIn. Also add the specific name of your studies. *You can also add a description.* Use this possibility and add keywords from your studies and professional area.

Instant visibility:

You can choose which study is visible at the top. Choose between your higher professional education or a recent training for example. What helps you to get invited for a job interview right away?

Education

HBO Arbeidsmarktpolitiek en Personeelsbeleid

NTI NLP Practitioner

School voor Coaching

8. Contact and personal details

Mention your mobile number and email address.

Add 1 to 3 links to websites, like your last employer, (part-time) study or volunteer work.

NB. Choose 'Other' instead of 'Company website', to give the website a name.

Your public LinkedIn address has a number as a standard. Remove this number. You can set up your own unique LinkedIn url, like www.linkedin.com/in/aaltjevincent. You can also include this with your personal details on your cv or your email signature. You can fill in other data of your choice. Check with peers in your branch to see what they filled in.

9. At least 50 connections

Work on a top-notch network in your field! Invite them with a personal text and mention what you have in common, such as your profession. Also focus on your target list and the people who are currently doing the work you want to do and their recruiters. **Pay attention! If they're looking for your skills on LinkedIn (see 6.) you will always be high up in the search results of first-degree connections and complete profiles of connections. And... if you invite them, they can immediately view your profile!**

10. Extra parts

Use any part LinkedIn offers you. Especially on LinkedIn, you can position yourself in full glory. And a complete profile ensures that you end up in a high ranking in the search results.

11. Info (previously Summary)

Info is the first part anyone sees; you may assume that it is definitely read. Even sooner than your professional experience. Your Info is initially limited to 300 characters, the rest can only be read after *see more*. So capture the reader's attention with your craftsmanship and contact details. Make immediately clear why you should be contacted.

Copy the profile from your CV for this section, a profile in a few sentences – expressive – your solution for the job market. Describe your expertise with concrete results. And also mention your keywords, this can also be done in | a | list | with | dashes | in between | for example.

12. Featured – below Info

Use this, it makes your profile attractive and profound. **After all, a picture is worth a thousand words.** You can add your contributions, articles, url's and photos and documents here.

13. Skills

Mention all your skills. **Recruiters search for skills!** Analyse five vacancies to collect as many skills as possible and check your colleagues as well: which skills do they use?

Tip: make a draft for a logical categorisation and fill it in on LinkedIn. You can name a total of 50 skills, name at least three!

LinkedIn classifies them as follows:

Most important skills: choose which three you want to be at the top! | Industry knowledge | Tools and technology | Interpersonal skills | Languages | Other skills.

You can move them within the category by clicking on the dashes.

If employers post paid vacancies on LinkedIn, they also add 10 skills. Your skills therefore also influence which vacancies LinkedIn shows you.

The Endorsements reinforce your profile, allow them and give them to others.

14. Available for career opportunities

Fill in the job titles for which you are available. And, don't worry, if you fill in your job titles in Dutch, LinkedIn will turn them into English job titles. You will see them on your profile in English, but when you click on 'Show all details' you will see which job titles you filled in yourself.

Here's the thing: the 'Available for career opportunities' section is visible to everyone if you have set it that way under 'All LinkedIn members'. Or you can choose 'Recruiters only'.

LinkedIn's Recruiter is a LinkedIn product that is often used by large employers.

Because LinkedIn Recruiter works in English, LinkedIn translates it. It's as simple as that.

They see in their search results who has ticked this box.

It is important to know that you will NOT be found on the job titles you mention in this section. It is only VISIBLE for whom you have set this. This is an important difference. In other words, name the job titles on which you want to be found in your 'current position'. That's what recruiters are looking for. That's the field where they start their search, see point 6.

New June 2020: also choose if you want the green badge with #OpenToWork, it makes your *availability* even more visible!

15. Dutch and/or English

If you have a Dutch CV, a Dutch LinkedIn profile is sufficient. An (extra) profile in English makes sense if you would like to work in an international or English-speaking organisation, because then you will be found on those job titles and keywords in your profile. You can also add any other language, such as German, French, Swedish, etc.

16. Recommendations

Recruiters and your possible new colleagues like to read who recommended you and for what exactly. Ask for a recommendation personally and discuss which aspect of your skills you would like to have highlighted. Make sure you have at least three recommendations (references) of (previous) colleagues, and/or (previous) managers, customers, etc.

17. Groups

My latest book *Jobmarketing 3.0 Werkboek*, which is full of theory, advice - also via videos and podcasts - checklists, tips, pitfalls and practical examples, will help you independently shape your own career and take the next steps. I guide you through practical exercises and assignments that will help you find the work that suits you now. This workbook is a unique and personal document, for now and for the rest of your professional life.

The book *Jobmarketing 3.0* explains all you need to know about how to use LinkedIn cleverly as an integral part of your job application. It is a bestseller and, since its publication in 2007, the best-selling job application book in the Netherlands. Every edition has been updated by me. The most recent edition is the 31st edition, November 2019.

In the book *Sollicitatie via LinkedIn* (job application via LinkedIn) you can read all about job application and online networking for LinkedIn. It has been a bestseller since it was published in 2009. Every edition has been updated by Jacco Valkenburg and me. The most recent edition is the 17th edition, October 2019.

My website will give you a lot of free know-how about job application under 'Inspiration' and if you subscribe to my newsletter you will also receive my Jobmarketing 3.0 e-zine. Good luck!