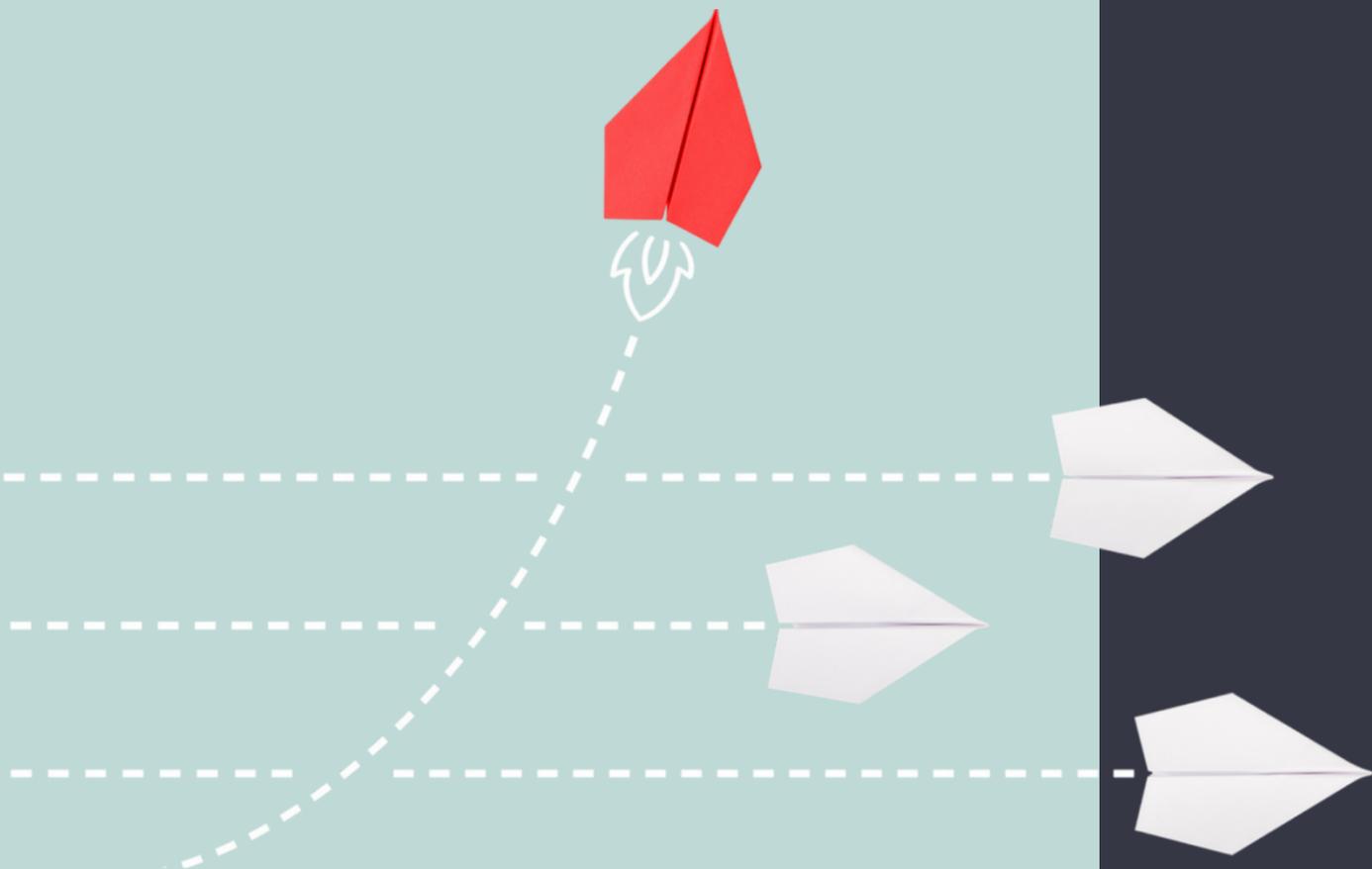




POSITIVE CAREER ADVICE

# 20 STEPS TO OPTIMISE YOUR LINKEDIN PROFILE

Supporting you to navigate today's  
challenging hiring market

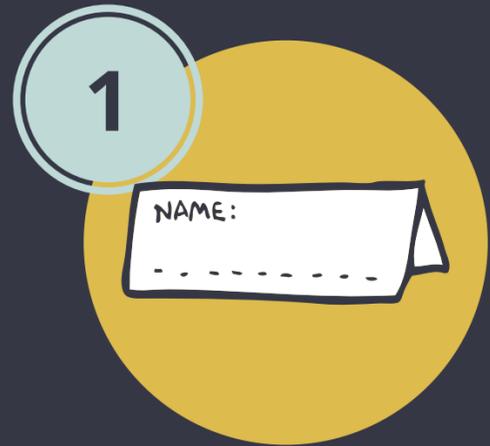




706+ MILLION USERS WORLDWIDE  
310+ MILLION OF WHICH ARE ACTIVE MONTHLY  
29 MILLION MEMBERS FROM THE UK  
47% OF MONTHLY ACTIVE USERS

ONLY 3 MILLION USERS POST CONTENT CONSISTENTLY 🤯

**YOUR TARGET AUDIENCE IS THERE**



Enter your **NAME** as you wish to be called. First name and surname. Many people add qualifications after their name or icons. This can confuse the algorithms in LinkedIn so save your qualifications for your headline and job titles in the work experience section.



You have 220 character to maximise your **HEADLINE**. Think about what you want to be known for professionally. Brand your headline for the job you want rather than what you did before. Sum up your speciality and approach succinctly and ensure it supports the professional brand you are cultivating. Include keywords/job titles to make it easier to find you and a branding message.

**For example: Senior Marketing Manager | SAAS Product Marketing | Digital Transformation CRM | B2B & B2C Experience – Injecting creativity into digital, telling stories that add value to people’s lives**



Ensure you take a **PROFESSIONAL HEAD AND SHOULDER SHOT** in good lighting. Remember to smile so you come across as approachable. You will receive 21x more profile views and 9x more connection requests with a photo according to LinkedIn and a photo helps to build trust with your network. Min 200 x 200 pixels.

4

Create an eye-catching BANNER. Just like a billboard, it's great to strategically market your personal brand. Your banner is an image so the words within it won't be searchable, it can though make your profile 'pop' to viewers. Combine it with a personal mission statement, it can instantly and powerfully tell someone what you stand for, whetting their appetite to want to find out more.

Use Canva.com to help you create your banner. 

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HR - MARKETING - FINANCE - OFFICE

PERSONALISED JOB SEARCH SUPPORT  
BUSINESSES - JOB SEEKERS

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CHALLENGING HIRING  
MARKET**

Ask me how I can help you  
07703 271064 | becky.webber@tate.co.uk

*Tate*



POSITIVE CAREER ADVICE



5



Customise your URL to tidy it up for your CV.

A traditional URL will look like this <http://www.linkedin.com/in/name-surname-99ru49Un9430nbK>.  
Amend it to <http://linkedin.com/in/name-surname>.

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POSITIVE CAREER ADVICE

Edit public profile & URL ?

Add profile in another language ?

Promoted

Future-Proof your Skills

Secure your place today!

Becky Webber

Tate Recruitment



Ensure your target employers & recruiters can reach you by showing your contact information in your intro box. You can edit yours by pressing the pen in the 'EDIT INTRO' function. You can include 3 x website links, contact phone number & your email address used when logging in. I would advise against including your address so that your personal data does not get into the hands of unscrupulous people.

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Becky Webber 

Award-Winning Recruiter & Operations Director (Tate Recruitment)- bringing the best talent and the best companies together | Office specialist roles to senior

[Add profile section](#) [More...](#) 

**Tate** Tate Recruitment

Name Pronunciation

 Your audio recording 

Headline \*

Award-Winning Recruiter & Operations Director (Tate Recruitment)- bringing the best talent and the best companies together | Office specialist roles to senior management level | Outplacement Support |

Current Position

Southern Operations Director (current position) at Tate Recruitment 

[Add new position](#)

[Add new education](#)

Country/Region \*

United Kingdom

Postal code: ec2m 4HP

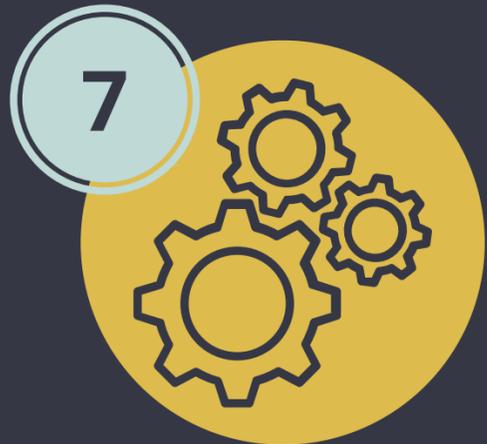
Locations within this area: London, England 

Industry \*

Staffing & Recruiting 

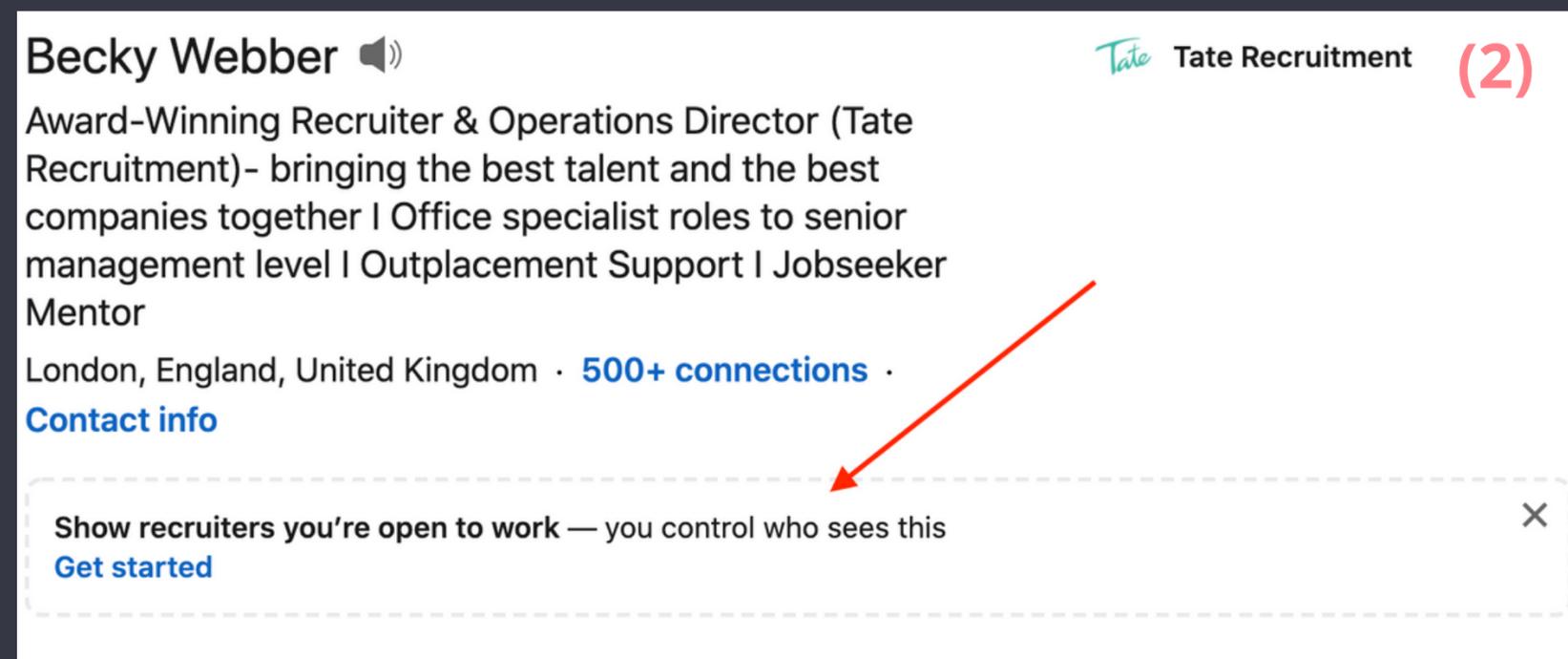
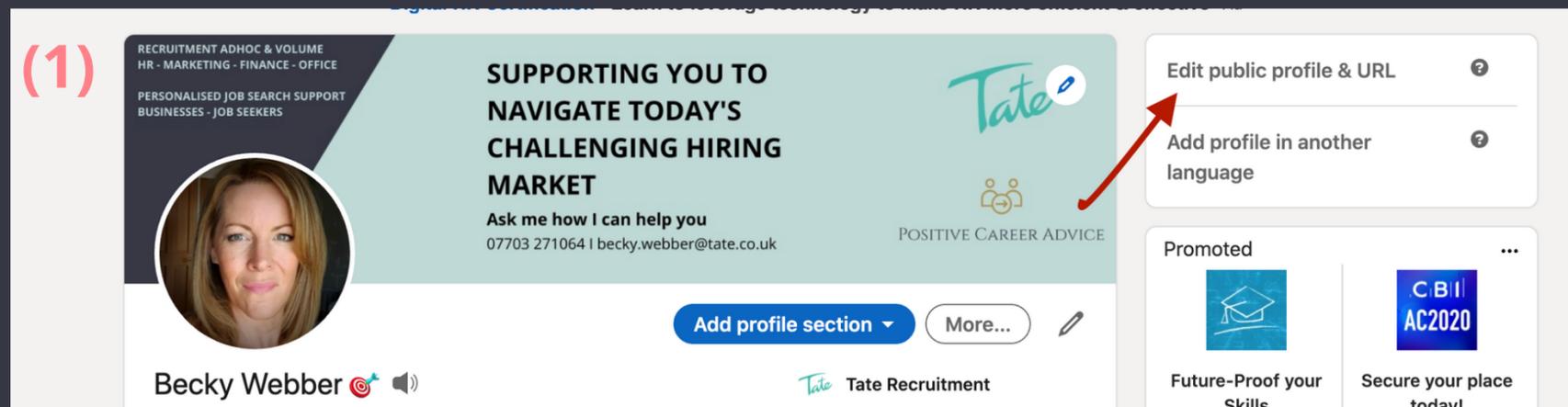
Contact info

Profile URL, Websites, Phone, Email, Birthday, WeChat ID 



(1). Adjust your Public Profile **SETTINGS**. You can customise your settings to show which sections of your profile are visible.

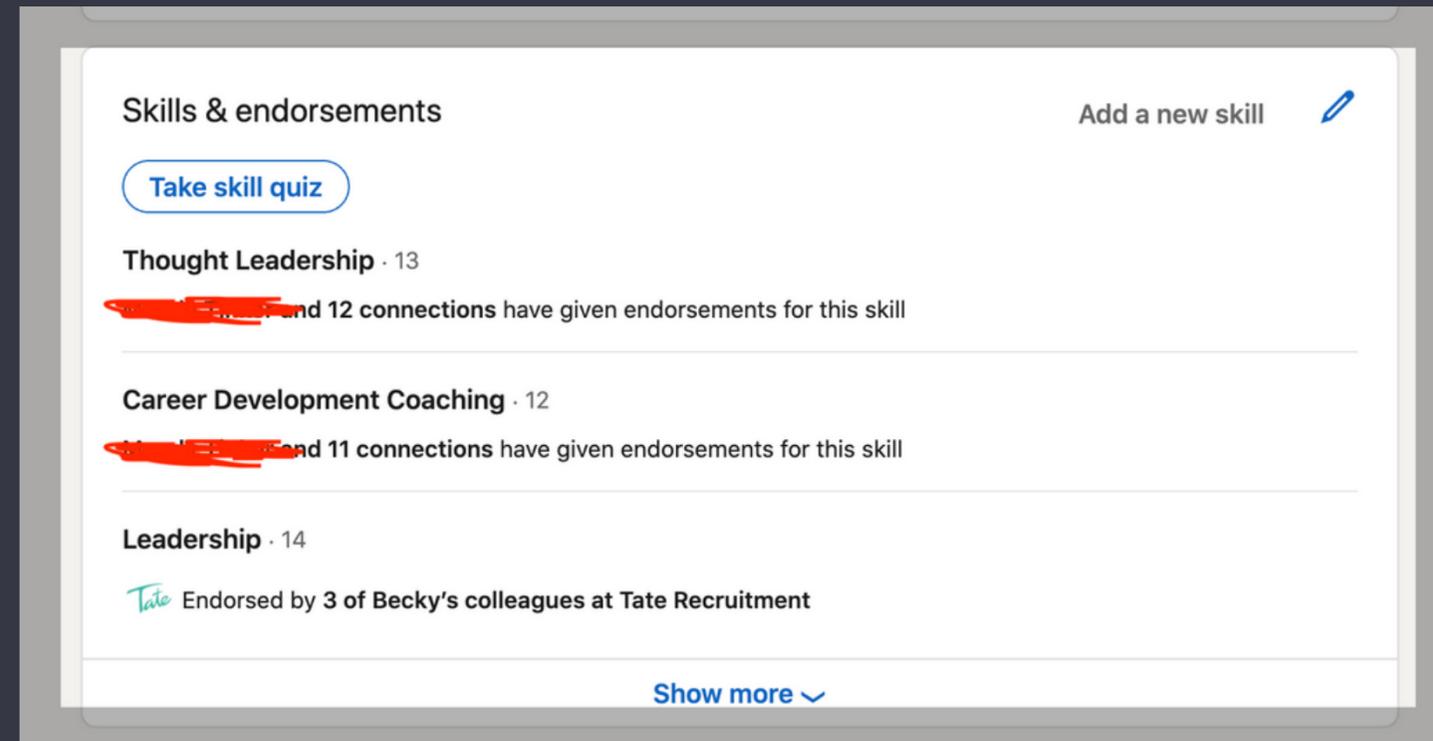
(2). Don't forget to edit your **JOB PREFERENCES** too, so that Recruiters know you are 'OPEN TO WORK'.



8



Select the right **SKILLS**. The options seem limitless as you can choose up to 50 skills but be careful to choose the right skills relevant to the job role you are seeking and relevant to your specialism.



9



**ENDORSEMENTS** are sometimes overlooked as they are easy to give. According to LinkedIn, people with at least five skills receive up to 17x more profile views. They are also a great way to start networking and building dialogue with your endorser by saying thank you. Not only that, because the keywords are used to find applicants, **SKILLS** and **ENDORSEMENTS** eclipse recommendations when Recruiters are initially sourcing for candidates.

10



# WRITE A CAPTIVATING BIO/ABOUT SECTION



You have 2000 Characters. 363 are the initial characters shown make them count



Make your paragraphs easy to read. Use bullet points where necessary



Write with your target audience in mind



Include personal information and life experiences which have shaped who you are



Avoid cliches and buzzwords. Prove your capability with data



Capture their attention immediately by starting with your branding statement



What do you want to be known for? Tell your story and show your value proposition



Add a 'Specialities' section to incorporate your keywords



Download Grammarly to help to help you construct your Bio

# EXAMPLES

## About



**THIS IS ME 🏡 ▶** A passionate job search educator/mentor AND a senior member of the strategic leadership team for Tate Recruitment (part of Impellam PLC) with vast experience in the office support, management and senior appointment recruitment industry. I thrive, providing the highest quality support to employers, job seekers and my team who are navigating the most challenging hiring market we have witnessed in modern times.

**I AM ON A MISSION 🚀 ▶** Organisations won't thrive unless they have the right people in their business. Technology is continually evolving, and hiring behaviours are changing, but who is educating the job seeker? For great companies to find great talent, talent needs to be easy to find. I'm on a mission to help job seekers overcome hiring challenges and 'be found' by hiring companies who need their talent through the delivery of my educational Webinars and the researched content on my website. Since March 2020, I have delivered over 45 Webinars reaching over 1500 job seekers.

**MULTI-AWARD-WINNING RECRUITER 🏆 ▶** A bad hire can cost an organisation dearly in capital, time and resources. A poor hiring journey can significantly impact your reputation and employer value proposition (EVP). Business owners and hiring managers contact us because they want our expertise to ensure their next hire is right and they want their reputation protected. We will work with you to understand your business and agree on a tailored and time-line focused hiring approach, and we take away the risk of a poor hire with our 'Watertight Guarantee'.

**TAILORED & PERSONALISED OUTPLACEMENT SUPPORT 🧡 ▶** In January 2018, I created my Facebook page and website ([www.positivecareeradvice.com](http://www.positivecareeradvice.com)). I began creating supportive content and running practical Webinars (on behalf of Tate) to help educate job seekers on the challenging job market. I now help companies which unfortunately face making redundancies by supporting their staff with practical advice to help them transition through unemployment into their next job.

**LET'S CHAT ▶** Message me here on LinkedIn. Call me on 📞 (07703) 271064, or you can send me an email ✉️ to [becky.webber@tate.co.uk](mailto:becky.webber@tate.co.uk).

**SPECIALITIES ▶** Middle and Senior Appointment Recruitment | HR, Marketing and Finance | Leadership | Operations Director | Video Recruitment | Seminars | Remote hiring and onboarding | MSP | Managed Service | RPO | Diversity & Inclusion | Future of work | Blogs | Job Search Educator and Mentor | Career Advice Coach | Webinars | Outplacement.

## About

A successful customer experience strategy starts with an aspiration on what matters to customers and empowering frontline workers to deliver. This principle has been fundamental to my growth as an operational and strategic leader within the hospitality industry.

My passion for customer excellence (CX) and business started at a very young age. I grew up in a family of hoteliers, which inspired me to start my career as a junior chef. I learned the ropes quickly and accelerated my career from an Executive Chef in the World Trade Centre in Genoa into operational leadership positions in international luxury hotels and high-quality cruise ships.

Within each leadership role I have held, I have been instrumental in transforming the customer experience (CX) and improving financial performance. In some cases, from significant loss into substantial profit.

Understanding and addressing customer behaviors as they have evolved, has been fundamental to my success as an operational leader. This ability has translated into an overall mission and into guiding principles for frontline behavior, developing and training staff to deliver a great experience to customers positively impacting both staff and customer engagement and, ultimately, financial performance.

With the hospitality industry dramatically impacted as a result of COVID-19, I recognize that for an organization to be able to recover quickly, it must consider the safety and vulnerability of its customers and through the use of technology and human communication how it can reassure them to return. In equal measure, you cannot deliver a reassuring service if you do not unite team members and provide them with suitable training and support.

My proven ability to be innovative and successfully manage in a crisis will aide me in continuing to develop a customer-experience vision that is ready for the new world of hospitality.

### Key Skills:

Operations Director | Hotel & Resorts GM | Hotel Director | Customer Experience Director | Hospitality | Brand Performance Director | Customer Service Director | Culture Change | Customer Excellence (CX) | Risk Identification | Problem Solving | Leadership | Executive | Employee Engagement

11



# WHERE YOU NEED TO OPTIMISE YOUR KEYWORDS

**Headline** - This is a great place to introduce critical areas of expertise. Remember to separate each word so that they are easy to search.

**Job Titles** - You are allowed 100 characters. Always use standard job titles to make it easier to find you.

**About/Bio** - Consider keywords you wish to be found for and filter them through your narrative.

**Work Experience** - Ensure you include information about the company you work for to show relatability.

Also, show your capabilities and your expertise validating your successes by using supporting data to prove your accomplishments. Use bullet points to make it easier to read.

**Skills & Endorsements**- You can shamelessly plug relevant skills in this section. Ensure you order your most relevant skills first so that important skills are endorsed by others first.



Use the FREE version of **RESUME WORDED** to highlight initial improvements

12



**ALIGN** your profile data with your CV. Many employers review your CV along with your LinkedIn Profile so you need to ensure that one relates to the other in terms of dates, job titles and companies to avoid any red flags.

13



Ensure that your **INDUSTRY** and **LOCATION** are updated on your profile. Not only is this important to being found it also helps you achieve your **ALL STAR** rating. With your location, **THIS IS REALLY IMPORTANT** - Recruiters will use this to source for people. i.e. If you are an L&D professional living in Halifax, they aren't going to look for L&D people in that area so adjust to the nearest major city instead.

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POSITIVE CAREER ADVICE

Becky Webber

Award-Winning Recruiter & Operations Director (Tate Recruitment) - bringing the best talent and the best companies together! Office specialist roles to senior

Country/Region \*

United Kingdom

Postal code ec2m 4HP

Locations within this area London, England

Industry \* Staffing & Recruiting

14



Complete other sections, including Education (highest level), Certifications and Accomplishments (if appropriate). Be conscious about the overall impact of your personal brand and ensure you are including information to make your brand stronger.

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Add profile section

More...

Tate Recruitment

Headline \*

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Current Position

Southern Operations Director (current position) at Tate Recruitment

Add new position

Add new education

Licenses & certifications



Supervising First Aid for Mental Health

OHSS | Omnis Health & Safety Solutions  
Issued Jul 2020 - Expires Jul 2023  
Credential ID NCR9129988

Volunteer experience



Career and Job Search Coach

Positive Career Advice  
Jan 2018 - Present • 2 yrs 11 mos  
Education

Sharing my knowledge and expertise through Webinars and researched guides, videos and blogs to support job seekers navigate the most challenging hiring market we have witnessed in modern times. I have also created a website, www.positivecareeradvice.com which is full of the content I have researched and created.

15



Add media, documents and video into the experience section of your profile to showcase relevant work, projects and education.

### Experience



#### Tate Recruitment

22 yrs 10 mos

##### Southern Operations Director (current position)

Full-time

Jan 2020 – Present · 11 mos

Tate is a market-leading office specialist and mid to senior management talent provider to many nationwide organisations. Specialising in placing talent in virtual and office-based positions into roles which also include within HR, Marketing and Finance functions on a permanent, temporary or interim basis.

At Tate, we know it's not just about placing the right talent into positions for today, the true quality of a new hire should be measured by both candidate and hiring manager satisfaction after 6-12 months which is why you won't find superstar salespeople at Tate, you'll f ...see more



### Description

Tate is a market-leading office specialist and mid to senior management talent provider to many nationwide organisations. Specialising in placing talent in virtual and office-based positions into roles which also include within HR, Marketing and Finance functions on a permanent, temporary or interim basis.

At Tate, we know it's not just about placing the right talent into positions for today, the true quality of a

### Media

Add or link to external documents, photos, sites, videos, and presentations.



Upload

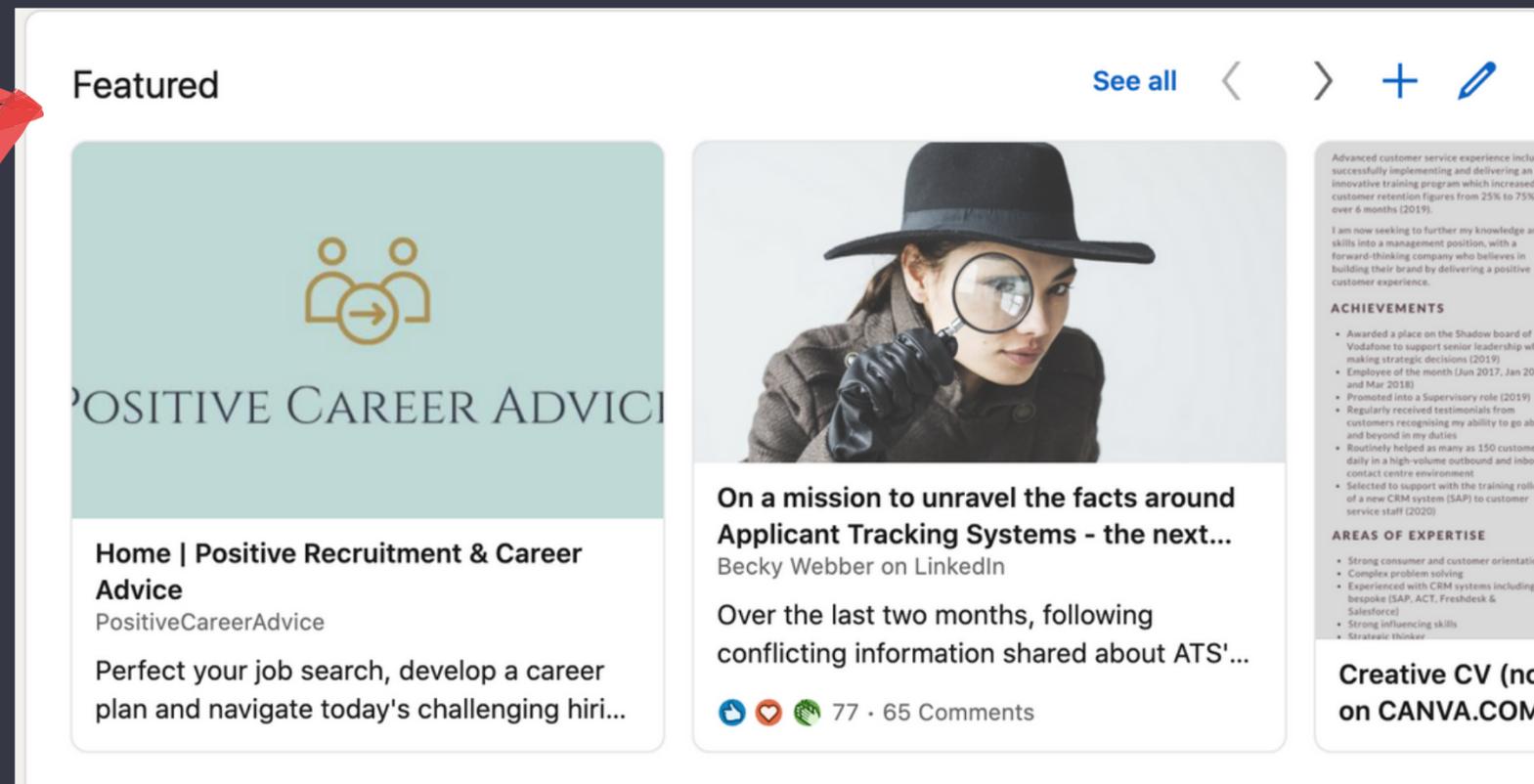
Link

? Supported formats

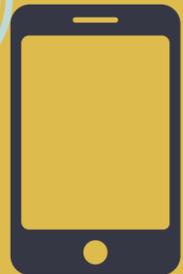
16



Showcase your 'evergreen' work in the FEATURED section. If you haven't considered writing an article yet, I would strongly suggest that it's a consideration to showcase your capability, You can also feature websites you may have and other examples of your work which will increase your credibility.



17

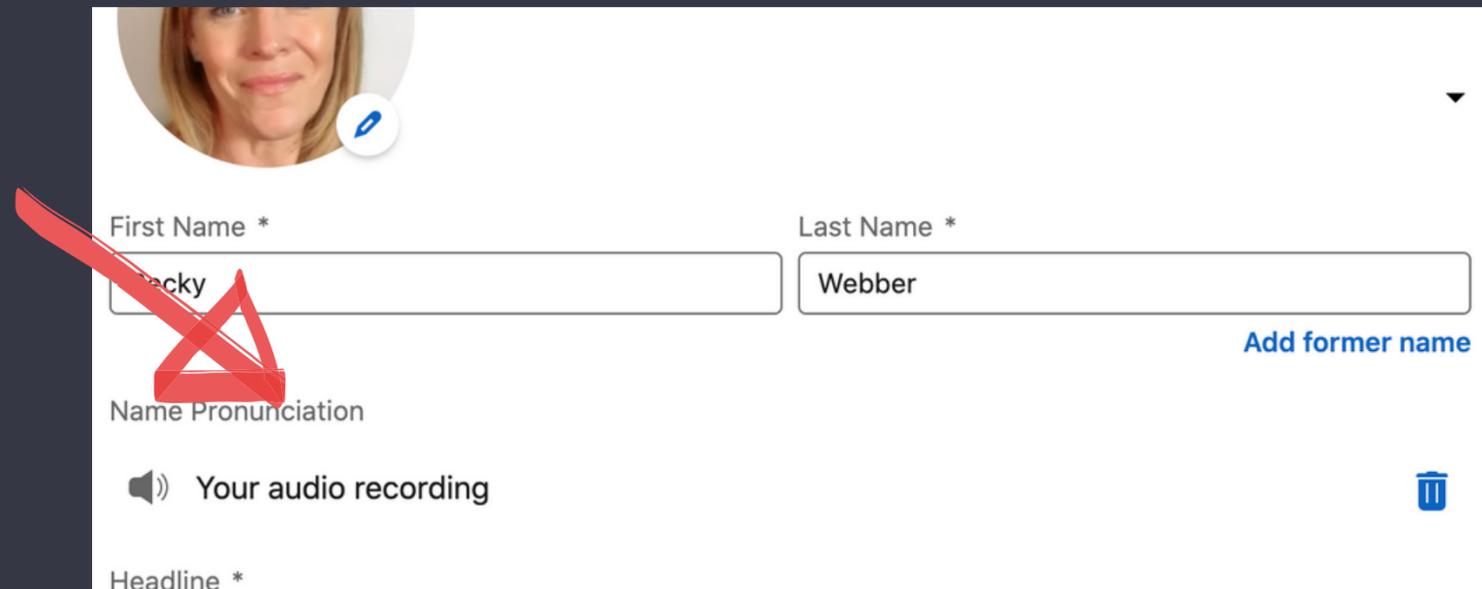
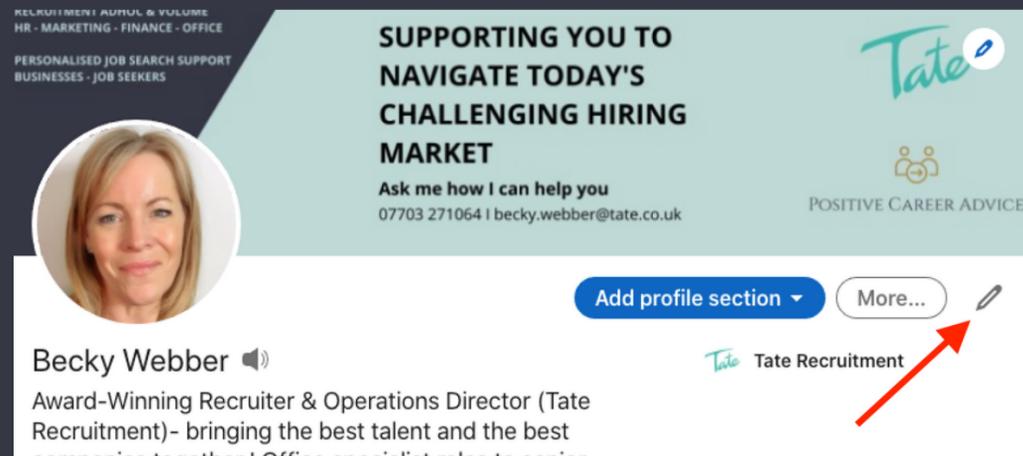


Check your profile on your mobile too. With 57% of LinkedIn traffic being mobile. Do not forget to check your profile on your phone. Your 'About' section will only feature the first 42 characters. Is it immediately impactful?

18



Have you seen the microphone symbol? A relatively new feature of LinkedIn to help us share how our names are pronounced. However, many are using it for a 10 second message for those observing their profile. If you decide to use it will appear by the side of your name as a microphone symbol.



19



What if you are currently unemployed? If you are seeking a new role, I would personally leave your last role open ended (particularly, if you are seeking a similar role). Or you could, include a new job entry if you are unemployed. It's important to know that many recruiters will use the 'current title' to search for candidates to find those with the most recent and relevant experience they are seeking. If you have only listed your past positions but show nothing current, you may get missed on searches. So, if you are unemployed and are seeking a different role create a dummy job which includes the job title you are targeting. i.e. Operations Directors (seeking new employment) and list the skills and value you have to offer too

20



Build your credibility through your recommendations. Don't forget to ask :-)

## Recommendations

Ask for a recommendation



Received (16)

Given (10)



### Gavin Hands

MARKETING DIRECTOR |  
FMCG | Foodservice |  
Brand Strategy | Category  
Strategy | Digital Strategy |  
Ecommerce | SEO | SEM |  
Content Marketing | CRM |  
B2B

September 28, 2020, Gavin was  
a client of Becky's

Becky is incredibly helpful and hugely supportive of candidates searching for their next role. Particularly in the current times, with so many candidates applying for the same vacancy, knowledge of how technology is used in the recruitment process is paramount. I found Becky's specialist knowledge of ATS systems ... [See more](#)



### Laura Chambers

Executive Assistant

August 27, 2020, Laura was a  
client of Becky's

I recently attended Becky's wonderful webinar on creating the Perfect CV. I thought I already had created a pretty decent one, but that was based on best practice pre-Covid. Becky's advice has given new life to my CV, my job search in general, and indeed my attitude toward it all. Her personal opinion is no d... [See more](#)



Use video to introduce your work. LinkedIn doesn't allow you to upload a video directly so you will need to place it on a host site such as YouTube or Vimeo



# ALL-STAR LINKEDIN USERS ARE 40X MORE LIKELY TO GET CONTACTED

Source: LinkedIn



A professional head and shoulder shot taken with good lighting. Remember to smile and look welcoming.



Your current position and the last two positions



Your Headline



List a minimum of five skills



Industry & Location



Education



'About' - Your Bio



Network Connections

# FINAL WORDS

**Brevity** - Write less, say more. Write enough to be retained but not too much for it to be read again.

**Clarity** - When the meaning is unclear, there is no meaning. Limit your options, and it will promote purpose and intention.

**Sincerity** - Think about what your audience needs to read. Use your words to reassure, motivate and inspire.

