

## In 15 steps: the LinkedIn Profile Checklist for *applying* – April 2018

The screenshot shows a LinkedIn profile for Aaltje Vincent. The profile picture is a circular image of her smiling, wearing glasses and a white top, with a red circle '2' next to it. The background banner shows her in a red dress speaking at a podium, with a red circle '4' next to it. The banner text includes 'AALTJE VINCENT BESTSELLER', 'JOB MARKETING 3.0', and 'JOHN ARBOODI MAAKT HET ONMOGELIJK, STRONGER WERK'. The profile name is 'Aaltje Vincent' with a red circle '1' next to it. The headline is 'Bestseller Masterclasses Jobmarketing 3.0 - netwerken - LinkedIn - video solliciteren - Trainer Spreker Coach CMI-C' with red circles '3' and '5' next to it. The location is 'Almere Stad Area, Netherlands' with a red circle '5' next to it. The company is 'Aaltje Vincent & Company' with a red circle '6' next to it. The education is 'AOG School of Management' with a red circle '7' next to it. There are buttons for 'Add profile section' (red circle '10') and 'More...' (red circle '10'). The contact information includes a phone number '06-30446827' (red circle '8') and an email 'info@aaltjevincent.nl' (red circle '9'). The bio (red circle '11') says: 'Slim nieuw werk veroveren. Nu óf later. Volop zichtbaar zijn en solliciteren. Dat is mijn vak. Voor werkveroveraars, netwerkers én hun loopbaanprofessionals. 06-30446827 info@aaltjevincent.nl www.aaltjevincent.nl Met veel plezier en succes train, spreek en coach ik in: • I...'

LinkedIn is essential for your work and of course to get invited for a job interview. After all, you want to be found by agency and corporate recruiters, intermediaries, HR and through your network. In this checklist for 'applying through your LinkedIn profile' I'll show you 17 important steps.

### 1. Name

Use your names here that you daily use: so your first and last name. Don't mention your telephone number or email address under your name. This is not allowed according to LinkedIn's user agreement.

### 2. Professional picture in suitable cloths

First, the eye is drawn to your LinkedIn profile picture. This picture is your first impression for your future employer and colleagues. This will partly 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 cloths you would wear during a job interview. With the bar under the picture you can zoom in on the face. Please do so and make eye

### 3. Header

Use the header for your profiling. Which problem do you solve for an employer? Important: use all job titles under which your specific skills are known. For example: office manager, management assistant, personal assistant and board secretary.

Do you want your network to know that you are open to new work? Than you can indicate this here with the word: available. You'll enable them to help you with your next career step and – as known – indirectly meeting is the most successful way to new work. In this way, recruiters are also notified of your availability.

NB. The header shows automatically your current job title. Adjust this and use the header to stronger profile yourself. You can use 120 characters.

#### 4. Background

Choose a background picture that supports your skills or craftsmanship.

#### 5. Residential area and line of business

Choose your area or place of residence. Check your colleagues for the line of business. What did they choose?

#### 6. Your work experience

Current: an up-to-date **current job title** linked to the company profile of that employer on LinkedIn. Your full description of your current job is completely readable right away! Under 'other work experience' you can only read the full description after clicking 'see more'.

The description must consist of:

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

Use job titles that are frequently used and known in your field for your craftsmanship and skills. In this area you have lots of space for smart use of search terms! See also the 'Curriculum Vitae Checklist' on my website.

**IMPORTANT:** whether you have an employer or not, 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 search terms. Why? Recruiters always search on **current job title!**

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

#### MEDIA

Add image files or a url at 'Media'. **Use this**, it makes your profile more attractive and deepening. After all, one image says more than 1,000 words.

#### Media

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



*Pay attention! At first, your current job attracts more attention than your summary! See 8.*

If you have several current jobs, you can click on the button with the four lines, **drag** and categorize them yourself.



Visible at the top:

If you have several current jobs, you can choose which job you want to be visible at first sight. 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: two previous jobs (at least) linked to a company profile if possible.

**7. Education**

If possible, link your training courses to the training institutes on LinkedIn. Also add the specific name of your branch of studies. *Here you can also add a description.* Use this possibility and add search terms of your study and professional area.

Visible at the top:

You can choose which study is visible at the top. So 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 (on the right side of your screen)**

Mention your mobile number and email address.

Add 1 to 3 links of websites, like your last employer or (part-time) training course.

NB. Choose 'Other' instead of 'Company website', then you can name the site yourself.

Your public LinkedIn address has got a number as a standard. Remove this number. You can set up your own unique LinkedIn-url, like [www.linkedin.com/in/aaltjevincent](http://www.linkedin.com/in/aaltjevincent). You can also add this link in a button under your personal details in your cv or in your email signature. You can fill in other details of your own choice.

**9. At least 50 connections**

Your profile is only complete if you have at least 50 connections. Work on it consistently and focus on your target list and the people who do the job that you would like to do and their recruiters.

**10. Extra parts**

LinkedIn will always inform you of how to profile yourself better and completer. Take their suggestion into consideration. Especially on LinkedIn you can profile yourself in full glory ☺.

Strengthen your profile

 Joleit, showcase what you know — add suggested skills to your profile  
 Change Management, Management Consulting, Dutch, Interim Management, HR Consulting, Management Development, Personal Development, Human Resources, Organizational Deve ...see more

Not now [View all suggestions](#)

## 11. Summary

LinkedIn doesn't mention 'Summary' but there certainly is one! At first limited to the first 200 characters, the rest is visible if you press 'see more'. Therefore, go straight to the point with your skills and contact details. Clarify immediately for what jobs you can be contacted.

Your media and/or your images and/or links you want to share about your skills and craftsmanship are shown in this part, but pay attention: they're not immediately visible, only after pressing 'see more'. Under 'Work experience' your media etcetera are immediately visible if you keep scrolling. Therefore, choose wisely where you place your information!

In your summary you copy your CV's profile. This profile – in just a few lines – gives a visual description of the solution you are for the labour market. And again: mention the search terms that you want to be found upon.

## 12. Skills

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

Tip: make a draft for a logic categorization and then fill it in on LinkedIn. The 'Endorsements' strengthen your profile, accept them and share them.

LinkedIn shows the appropriate skills to the person looking at your profile!

## 13. Dutch and/or English

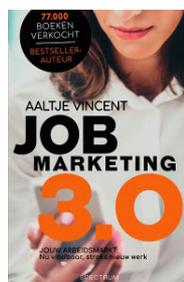
If you have a Dutch CV, a Dutch LinkedIn profile is sufficient. An (extra) profile in English is meaningful if you would like to work in an international or English organization, because then you will be found on those job titles and search terms in your profile. Of course you can add any other language, like German, French, Spanish, etcetera.

## 14. Recommendations

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

## 15. Groups

Become a member of professional groups. And use 'Conversations' and 'Vacancies' intensively. For your profiling, you have to keep in mind that all group's logo's occur on your profile. Logo's of your professional groups are essential for a strong profile. I would recommend to hide logo's of 45/50+ and vacancy groups.



In my book *Jobmarketing 3.0* you read everything about how to use LinkedIn in a smart way as an integrated part of applying. This book is a bestseller and since publication in 2007 the best sold book on applying in the Netherlands. Every edition has been actualized by me. The most actual edition is the 29th, published in February 2018.