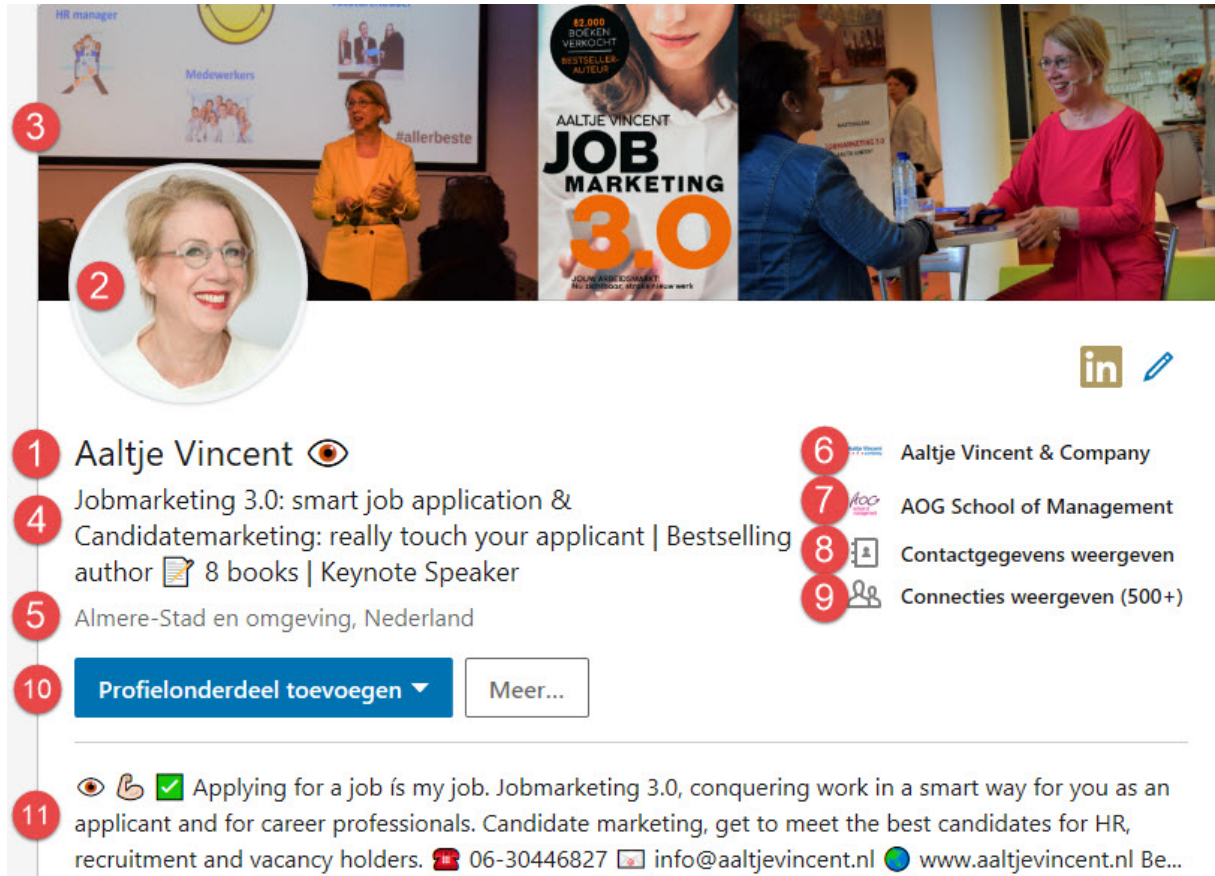


**In 15 steps: your perfect LinkedIn Profile for *Job Application*  
Checklist - February 2019**



LinkedIn is indispensable for your work and of course also for being invited for a job interview. You want to be found by recruiters, intermediaries, HR, management and by your network. And you want them to view your profile! This 'job application via LinkedIn - profile checklist' will guide you through 15 steps.

**1. Name**

This is the name under which you work daily, meaning your first name and last name.

**2. Professional photo in professional clothing**

The first thing people see on LinkedIn is your photo: the first impression for your future employer and colleagues. **This greatly determines whether your profile will be read.** Make sure you have a professional portrait photo, make eye contact with a smile, dress professionally and make sure the photo is taken against a quiet background.

**3. Background**

Choose a background image that supports your expertise and touches and inspires the viewer!

#### 4. Header

Use the header for your positioning: what problem do you solve for a potential employer?  
Please note: use all the job titles by which your expertise is known, for example: office manager, management assistant, personal assistant, PA and executive secretary.

If you want people to know you are open to new work, you can indicate this visibly with the word *available*. This is how you enable your network to help you take the next step in your career. And, as is well known, the most successful way to new work is through mutual friends/connections. This is how recruiters know your availability right away. (At 'Your Dashboard' you can also indicate invisibly that you are available. Recruiters who work with a paid LinkedIn Recruiter Seat for optimal searching possibilities can see this).

*NB. You will see your current job title by default. Adjust this header to sharpen your profile. You have 120 characters to do this. Do not use phone numbers or email address with your name or in your header. The LinkedIn user agreement does not allow this.*

#### 5. Residential area and industry

Choose your area or your place of residence.

#### 6. Your work experience

Current: an up-to-date **current position** linked to the company profile of that employer on LinkedIn.

The description works best if it meets:

- Scannable rows - so it can be read in seconds
- Result-oriented - in numbers where possible, **numbers work like magic!**
- Keywords for your field of expertise

Also use the job titles under which your expertise is known in your profession today. Use your keywords smartly! See also the 'Curriculum vitae checklist' on my website.

**IMPORTANT:** even if you do not have an employer at the moment, ALWAYS fill in a current position with: a. a job title including 'available' and b. as a company e.g. 'in between jobs' and c. a description as above with keywords. Why? **Recruiters always search for: current position!**

Depending on your positioning, you also use an emoji, e.g. 📞 06-30446827, which makes your text more readable.

#### MEDIA

Add image files or a URL to *Media* and make your profile more attractive and 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

*Note: your current work will initially stand out more than your summary (see 11.)!*

If you have multiple current positions, you can click on the dashes, **drag** and **drop them** and arrange them yourself.



Immediately visible:

If you have multiple current positions, you can choose which position should be visible immediately. It all depends on what would help to be invited for a job interview.

**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: At least two previous positions linked to company profiles where possible.

## 7. Education/training

Link to the educational institutes on LinkedIn where possible and also add the specific name of your discipline and *add a description*. Use keywords from your study and professional field.

Immediately visible:

You can choose which education/training is visible at the top. Make a choice between your higher professional education and a recent training: whatever helps you to be immediately invited for a job interview.

**Education**

HBO Arbeidsmarktpolitiek en Personeelsbeleid  
NTI NLP Practitioner  
School voor Coaching

## 8. Contact and personal details

Mention your mobile phone number and e-mail address.

Add 1 to 3 websites, such as those of your last employer or (part-time) education/training.

NB. Choose *Other* instead of *Company website*, to enter the website of your choice.

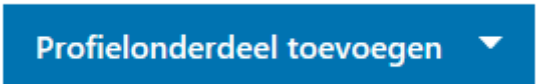
Your public LinkedIn address has a default number, remove this. Make your LinkedIn URL unique, such as: [www.linkedin.com/in/aaltjevincent](http://www.linkedin.com/in/aaltjevincent). You can also include this URL in the personal details on your CV or in your e-mail signature. You can fill in other data of your choice. Check the LinkedIn profiles of your colleagues to choose the right industry.

## 9. At least 50 connections

Work on creating a top network within your field of expertise! Invite them with a personal message 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. **And - beware! - If they search for your expertise on LinkedIn (see 6.) you end up in the top search results because first-degree profiles (= complete profiles) of connections are always on top!**

## 10. The extra parts

Use every part that LinkedIn offers you. On LinkedIn especially you can position yourself in full glory☺.



## 11. Summary

The Summary is initially limited to the first 300 characters; the rest can only be read after you click on *show more*. Display your expertise and contact details in those first lines: clarify immediately for which jobs you can be contacted.

Copy your profile from your CV. This profile should contain a few sentences about how you are a solution on the job market. Again, use the keywords you want to be found on. You can also display these in a list with, for example, | dashes | in between.

## MEDIA

Add image files or a URL to *Media* and make your profile more attractive and profound. **After all, a picture is worth a thousand words.**

## 12. Skills

Identify all your skills because **recruiters will be looking for them**. Analyse approximately five vacancies and also check the profiles of your colleagues; which skills do they use?

Tip: first make a draft format and then fill it in on LinkedIn. You can name a total of 50 skills. Name them all!

The *Endorsements* enhance your profile, allow them and share them.

## 13. Dutch and/or English

If your CV is in Dutch, a Dutch profile will suffice. An (extra) English profile is useful if you want to work for an English-speaking company, because you will also be found on those job titles and keywords in your profile. You can also set up your profile in German, French, Swedish, etc.

## 14. Recommendations

Recruiters and your potential new colleagues like to read who recommended you and for what. Ask for it personally and discuss which aspect of your expertise you want to see highlighted. Provide at least three recommendations (references), from (former) colleagues and/or (former) managers, customers, etc.

## 15. Groups

Join at least 2 or 3 professional groups. For your positioning, be aware that these logos will be displayed on your profile. Your professional group logos are indispensable for a strong profile, but I advise you to make logos of 45/50+- and vacancy groups invisible.



The book *Jobmarketing 3.0* contains all the information on how to use LinkedIn smartly as an integral part of your job application. This book is a bestseller and since its publication in 2007 the best-selling job application book in the Netherlands. I have updated every edition. The most current edition is the 30th edition, July 2018.

In the book *Solliciteren via LinkedIn* [Job application via LinkedIn] you can read all about job application and online networking using LinkedIn. Since its publication in 2009, it has been a bestseller. Jacco Valkenburg and I have updated every edition, as well as the most current one: the 16th edition, February 2019.