



PROFESSIONAL RESOURCE · LINKEDIN OPTIMIZATION

LinkedIn Profile Optimization Toolkit

A practical method for writing a headline, About section, and experience that read well to people and can help you show up in recruiter searches — with checklists and worksheets you can complete in one sitting.

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How LinkedIn visibility generally works

Two ideas shape most of what you can influence about profile visibility:

1. **Keyword matching.** When a recruiter searches, LinkedIn matches the terms they type against the words in your profile. Fields such as your *headline*, *job titles*, *skills*, and the wording in your *About* and *experience* text are generally weighted more heavily, though the exact ranking is not public and changes over time. Using the terms your target roles use can make you more likely to appear for those searches; omitting them can make you harder to find.
2. **Relevance and completeness.** A profile with a clear headline, complete experience, listed skills, and recent activity is generally easier for both people and search tools to interpret and prioritise than a sparse one — though no one can guarantee a particular ranking.

Scope and honesty. This is a general educational resource authored by Precious Ifediora. The "before/after" patterns below are illustrative writing examples that show *techniques*; they are not real people, real profiles, or client results. Apply the methods to your own genuine experience.

PART 1

01 Headline development & keyword selection

Your headline is one of the most visible fields on your profile. It is commonly used in searches, and it is often the first thing a recruiter reads.

Build your keyword set first

Do not write the headline until you have chosen the terms. Gather 8–12 keywords from these sources:

- **Job descriptions** for the 5–10 roles you actually want. Copy the recurring nouns and phrases (role titles, tools, methodologies, domain words).
- **The LinkedIn search bar.** Start typing your role and note the autocomplete suggestions — these can hint at how people phrase their searches.
- **Adjacent titles.** Note how the same role is worded differently across companies (e.g., "Operations Manager", "Head of Operations", "Ops Lead").
- **Recruiter language.** Note the terms used in the "skills" and "requirements" lines, not just the responsibilities.

Headline formula

FORMULA (AIM FOR 120–200 OF THE 220 CHARACTERS)

[Primary role/target title] | [Specialism or domain] | [Value you deliver or level] | [Optional: tools, sector, or availability]

You have 220 characters. Prioritise the exact title a recruiter would search over a creative phrase. Readability still matters — a keyword-stuffed line reads poorly to humans.

Illustrative patterns (technique examples, not real profiles)

Weaker pattern	Stronger pattern
"Dynamic professional passionate about success and growth."	"Operations Manager Logistics & Process Improvement 40+ sites optimised Lean, SQL"
"Marketing Specialist at a company."	"Product Marketing Manager Positioning & Go-to-Market B2B SaaS Owned 3 product launches"
"Experienced accountant seeking opportunities."	"Financial Analyst FP&A & Reporting Excel, Power BI Cost-control and forecasting"

Why the right column works: it names the searchable title, the specialism, a proof point or level, and relevant tools — while staying readable.

Keyword rules. Use the exact terms employers use, in the same order where possible. Repeat your top 2–3 terms across headline, About, experience, and skills — naturally, not densely. Never claim a skill you cannot demonstrate in a conversation.

PART 2

02 The About-section writing framework

The About section is where you connect your experience to the reader's problem. Write it in first person and lead with value, not a career history.

The four-part structure

Part	What to write	Keep it to
1. Hook	Open with who you help and what you do, in one or two sentences. State your target role or specialism up front for keyword value.	2–3 lines
2. Proof	One or two concrete achievements with scope or numbers. Evidence converts attention into credibility.	2–4 lines
3. Focus	Your strengths, specialties, and relevant tools or methods. This is where remaining keywords live naturally.	3–5 lines
4. Call to action	What you want the reader to do, and how to reach you. A simple, direct close.	1–2 lines

Prompt questions to draft each part

Hook

- What role am I targeting right now?
- Who do I help, and how?
- What do I do better than most?

Proof

- What is my strongest measurable result?
- What was the scope — team, budget, scale?
- Name one project outcome I am proud of.

Focus

- Which 3–5 skills are non-negotiable for my target?
- Which tools or methods recur in my target jobs?
- Which industries or contexts do I know well?

Call to action

- What do I want people to message me about?
- What is the clearest way to reach me?

Write like a person. Avoid buzzword stacks ("results-driven, detail-oriented guru"). Short sentences, concrete nouns, and specific numbers read as far more credible than adjectives.

PART 3

03 Experience-bullet improvement

Most experience sections list tasks. Strong ones show outcomes. Use one consistent formula so every role reads the same way.

The bullet formula

FORMULA

[Action verb] + [what you did] + [how / with what] + [result or scale]

Illustrative pattern (technique example)

Responsibility as written	Rewritten as an outcome
"Responsible for managing inventory across warehouses."	"Rebuilt inventory tracking across five warehouses, cutting stock-outs by [measured %] and freeing [amount] of tied-up working capital."
"Handled customer onboarding."	"Redesigned onboarding for [n] new clients per quarter, shortening time-to-value from [x] to [y] weeks."
"Ran social media accounts."	"Grew organic reach [x]% in [timeframe] by shifting to a documented content calendar and testing [specific formats]."

Finding your numbers

If you do not have exact figures, use accurate approximations and be ready to explain them. Look for:

- Money saved, earned, or managed.
- Percentages — growth, reduction, improvement.
- Volume — customers, tickets, units, accounts.
- Time — faster, shorter cycles, deadlines met.
- Scope — team size, budget, number of sites.
- Frequency — daily, weekly, per quarter.

Accuracy first. Every figure on your profile must be true and defensible. If you cannot verify a number, describe the outcome qualitatively instead ("significantly reduced", "cut roughly in half") rather than inventing precision.

PART 4

04 Skills & recruiter-search visibility

Skills are among the fields recruiters most often search and filter by. Choose them deliberately rather than accepting defaults.

How to choose your skills

1. From your keyword set, pick the **10–15** skills that appear most in your target job descriptions.
2. **Pin your top 3** — these display most prominently on your profile.
3. Prefer **specific, searchable** skills ("Financial Modelling", "Supply Chain Management") over generic ones ("Teamwork", "Communication").
4. List skills you can genuinely discuss — endorsements follow credibility, and interviews test claims.

Placement checklist

- ☐ Top 3 skills pinned and aligned to your target role.
- ☐ Primary keywords appear in the headline, About, and at least one experience entry.
- ☐ Job titles in experience match (or sensibly map to) the titles recruiters search.
- ☐ Tools named explicitly (e.g., Excel, SQL, HubSpot, Figma) rather than implied.
- ☐ No outdated or irrelevant skills diluting the list.
- ☐ "Open to work" settings reflect the roles and locations you actually want.

Endorsements and recommendations

Endorsements are a light signal; a specific written recommendation is generally more persuasive to a reader. Ask two or three colleagues or clients — recent ones where possible — for a short, specific recommendation. Give them a sentence or two about what to highlight so it is easy and specific.

You cannot optimise your way past fit. Visibility gets you seen; your real experience gets you screened and hired. Keywords open doors — they do not guarantee interviews or offers.

PART 5

05 Featured section & profile consistency

The Featured section is free real estate, and consistency across your profile quietly signals professionalism.

What to feature (choose 3–5)

- A one-page portfolio or case summary (PDF) demonstrating a relevant project.
- A published article, talk, or professional post you are proud of.
- A link to a project, product, or site relevant to your target role.
- A short "how I work" document or testimonial (only with permission, and only if genuine).
- Your CV/resume as a viewable document, if appropriate for your market.

Profile consistency checklist

- ☐ Headline, About, current job title, and skills all point at the same target.
- ☐ Job titles and dates match your CV/resume exactly.
- ☐ Professional photo, clear and current; a relevant banner image.
- ☐ Custom profile URL claimed (linkedin.com/in/yourname).
- ☐ Location and time zone set to where you want to work.
- ☐ Contact details (email/website) present in the contact info section.
- ☐ No contradictions between what you say you do and what you have done.
- ☐ Recent activity — at least something current, even one thoughtful post.

Consistency beats cleverness. A recruiter forms an impression across headline, photo, About, and experience within seconds. Every field should reinforce the same, honest message.

PART 6

06 Profile audit checklist

Work through this before you start editing. Tick what already works; note everything that needs attention.

Identity & positioning

- ☐ Photo is professional, current, and clearly you.
- ☐ Banner reinforces your field or message.
- ☐ Headline contains your target title and a specialism.
- ☐ Custom URL is set.

Content

- ☐ About section follows the hook → proof → focus → call-to-action structure.
- ☐ About opens with a searchable role or specialism.
- ☐ Experience entries use outcome bullets, not task lists.
- ☐ Numbers and claims are accurate and defensible.
- ☐ Skills include and pin the most relevant keywords.
- ☐ Featured section holds 3–5 relevant, current items.

Findability

- ☐ Top target keywords appear across headline, About, experience, and skills.
- ☐ Job titles map to what recruiters actually search.
- ☐ "Open to work" is set for your real target roles and locations.
- ☐ You appear in a test search for your own target title.

Presentation

- ☐ No spelling or grammar errors.
- ☐ Formatting is consistent across all sections.
- ☐ All featured links and documents open correctly.

PART 7

07 Editing worksheet

Draft the changes here before you touch your live profile. Writing current and proposed versions side by side makes improvement visible and avoids editing in circles.

Headline

Current	Keywords to add	New version (≤220 characters)

About section

Draft — Hook & Proof	Draft — Focus & Call to action

Experience bullets

Role	Weak bullet (current)	Strong bullet (rewritten)

Skills to add / pin

PART 8

08 Quality-control checklist before publishing

Run this immediately before you save your changes. It catches the mistakes that undermine an otherwise strong profile.

Accuracy

- ☐ Every claim is true and can be backed up in conversation.
- ☐ Job titles, dates, and employers match your CV and records.
- ☐ Numbers are accurate or clearly framed as approximate.
- ☐ No skill listed that you cannot demonstrate.

Clarity

- ☐ Headline reads clearly and names the target role.
- ☐ About opens with a clear statement of who you help and what you do.
- ☐ No buzzword stacking; plain, concrete language throughout.
- ☐ Consistent tense and formatting across experience entries.

Findability

- ☐ Top keywords present in headline, About, experience, and skills.
- ☐ Top 3 skills pinned.
- ☐ Profile appears in a test search for your target title.

Function

- ☐ All links and featured documents open correctly.
- ☐ Profile views correctly on a mobile screen.
- ☐ Contact information is current and reachable.
- ☐ Spelling and grammar checked from top to bottom.

GENERAL RESOURCE

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