



# LPO

## LinkedIn Profile Optimization for Job Seekers

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# LPO: LinkedIn Profile Optimization for Job Seekers

This ebook is for people who are looking for a job or to find a better job. Use this ebook to improve your presence in LinkedIn so when companies and recruiters are searching for staff, you show up.

You can also share this to help your friends and family who are looking for jobs.

## *Why Did I Write This?*

I teach digital marketing at DMAnc.org, Omnes Education, and CSTU. Many of my students are looking for jobs. Many friends look for better jobs. This ebook helps them to find good jobs or better jobs with more salary.

## *About Me*

For more about me, see [andreas.com](https://andreas.com)

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## *Updates*

I teach a class on LPO every few months, so I update this for each class.

Get the latest version: [andreas.com/book-linkedin-profile.html](https://andreas.com/book-linkedin-profile.html)

The best solution is to take my class. It's live online (you can also get the video recording).

See more at [LPO Workshop with Andreas](#).

I also teach DMAnc courses on marketing with AI (OpenAI ChatGPT), Google Analytics 4.0 (GA4), SEO, and Google Ads. See [andreas.com/digital-marketing-webinars.html](https://andreas.com/digital-marketing-webinars.html).

## *Your Feedback*

If you have questions, comments, or ideas, let me know. Andreas Ramos, [andreas@andreas.com](mailto:andreas@andreas.com)

## *Acknowledgments*

This ebook came out my book *Mastering LinkedIn* which covers LinkedIn Sales Navigator (August 2019). Many ideas also came from Ron Morris, the director, and students at Omnes

Education and CSTU. Donald Wittman's *Ignite Your LinkedIn Profile* and Brenda Bernstein's *How to Write a KILLER LinkedIn Profile* were helpful resources. Many thanks to Joy Montgomery for extensive feedback and edits ([linkedin.com/in/joymontgomery/](https://www.linkedin.com/in/joymontgomery/)) and suggestions by Martine Khan.

### *The eBook's Cover*

- *Spring* by Pieter Breughel the Younger (1633). Just as farmers take care of their gardens and animals, you take care of your presence on LinkedIn.

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# The LinkedIn Applicant Tracking System (ATS)

## *Applicant Tracking Systems (ATS)*

Companies score resumes with *Applicant Tracking Systems (ATS)* software. When people apply for jobs, their resumes are put into computer systems, and when recruiters look for candidates, the ATS software searches and ranks resumes. Each resume gets a score. The best ones go to the top. A resume with a low score will not be seen.

## *ATS + Artificial Intelligence*

Most ATS now are based on artificial intelligence (AI) platforms. These look at hundreds of millions of resumes and billions of parameters (rules and filter) to sort resumes and find the best ones.

This book shows you how to optimize your LinkedIn profile for the LinkedIn ATS.

## *LinkedIn and ATS*

- LinkedIn has 920 million profiles (Jan. 2024).
- LinkedIn is a resume database for recruiters (both internal recruiters at companies and external recruiters at agencies).
- Recruiters use LinkedIn ATS which sorts and ranks user profiles (resumes).

LinkedIn looks at your connections within your industry, recommendations from experts within your industry, your education, skills, job history, interests, activity, and much more. LinkedIn uses this information to grade your profile and show your LinkedIn score to recruiters.

## *Who Uses ATS?*

Applications to pretty much any job that matters are managed by ATS:

- Jobscan reports that 98% of Fortune 500 companies use ATS.
- Kelly OCG survey finds 66% of large companies use ATS.
- 35% of small organizations use ATS.
- 89% of hires are based on LinkedIn profiles.
- There are more than 100 ATS. The LinkedIn ATS is the largest.

- If you apply to a large organization, your application is sorted and scored by an ATS.
- If you apply through any major online form, your application is sorted and scored by an ATS.

### *Managers and Recruiters*

In general, when a manager needs to hire someone, he sends a request to a recruiter. These can be internal recruiters in HR (Human Resources) or external recruiters who work for staffing companies. The recruiters find several hundred potential candidates and present perhaps ten resumes to the manager.

- 94% of internal and external recruiters use LinkedIn.
- They look at 3,000 profiles to find ten candidates (1 in 300).
- 89% of hires are based on LinkedIn.

You must stand out clearly from the pack. In general, managers look at only one profile out of 300 (0.3%).

### *LinkedIn Is More Important for You than Google*

Google indexes everything: people, companies, products, planets, cities, cats, everything. Google had 130 trillion pages in 2022. You're a drop in the Google ocean.

In contrast, LinkedIn only indexes profiles. There are 920 million members and it is growing at about six million per month. These include contractors, staffers, management, investors, analysts, and so on. Profiles include name, city, job titles, skills, education, activity, and connections to other members. If you want to be hired, use LinkedIn.

### *How You Can Use LinkedIn*

There are several ways to use LinkedIn:

- Use LinkedIn to find the best opportunities.
- Be found by managers, recruiters, or companies for a job.
- Be found by others for connections, partnerships, projects, speaking opportunities, and more.

### *What about Facebook or Other Social Media Sites?*

LinkedIn is often called social media, but it's not the same as Facebook or Tiktok. Facebook and other social media sites can show what your friends have for lunch. Those sites show your network of friends.

LinkedIn profiles and pages for people, companies, universities, and so on. Organizations use LinkedIn to find people. People use LinkedIn to look for connections or jobs.

## *How Does LinkedIn Decide Which Profile Will Be at the Top?*

Every LinkedIn profile has a score from 1 to 100.

The higher the score, the higher your profile will appear.

## *So... What's Your LinkedIn Score?*

Your score is called the LinkedIn Social Selling Index (SSI) score.

## *Is there a Score for Facebook, Instagram, Twitter, Tiktok, and so on?*

Yes, all social media sites use scores to rank people. They all use AI to sort and rank accounts.

## *Are there Other Scores?*

In the US and many countries, you have a credit score. Banks and credit card companies use this to decide how much financial credit to give you.

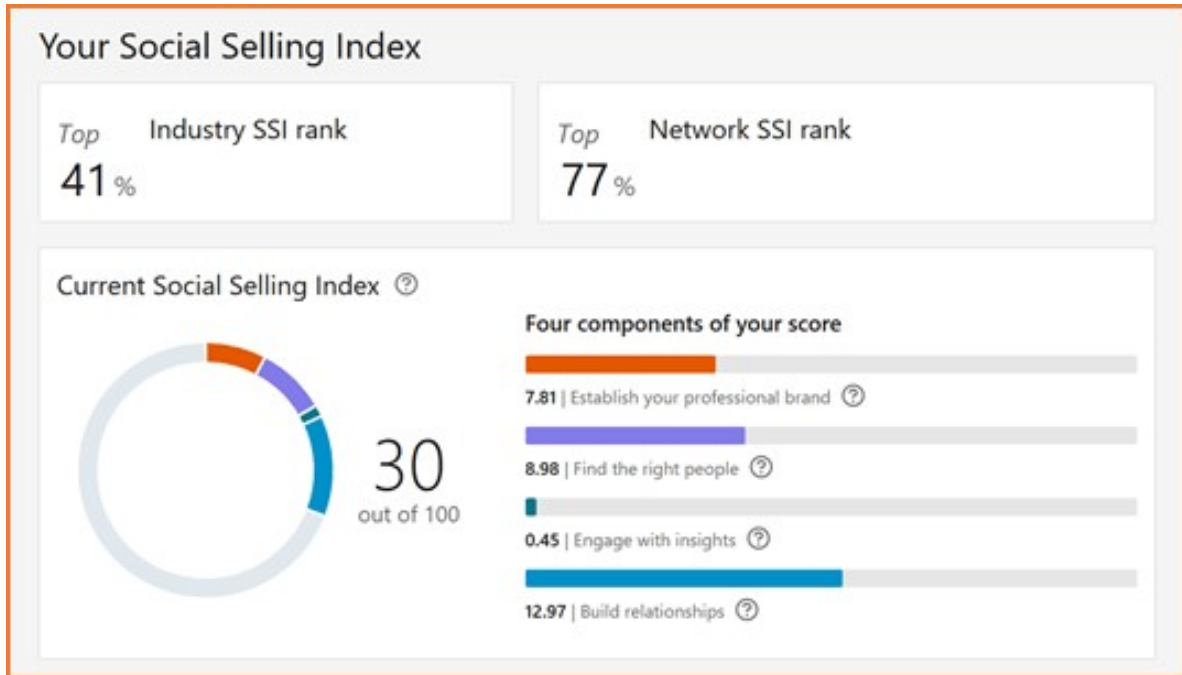
These scores work the same way: the higher your score, the more you get.

## *Before You Start, Find Your LinkedIn SSI Score*

Before you start to improve your LinkedIn profile, **find your SSI score**:

1. Go to <https://linkedin.com/sales/ssi>
2. You can see your SSI score.
3. Make a screenshot and save it.
4. Use this LPO ebook to improve your LinkedIn SSI score.

5. After every change, check again to see your new SSI score.



How to read those numbers:

- **Industry SSI Rank** shows your rank in your industry. This fellow is in the top 41%. Ideally, he should be in the top 5%.
- **Network SSI Rank** shows your rank in your network. This fellow is in the top 77%. Not very good. Ideally, he should be in the top 5%

### ***You Are Writing for the LinkedIn ATS Algorithm***

The LinkedIn ATS SSI score decides if your profile shows up on the manager's screen.

- High SSI score, you show up.
- Low SSI score, you don't show up.

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# Improve Your Profile

## *Your Background Image*

The background is that large banner behind your photo.

The generic blue background shows Joanne did not improve her profile.



- The image should show what you do.
- The image is 1584 pixels wide by 396 pixels high (1584w x 396h) in PNG format.
- For ideas, search Google for LinkedIn background images.
- Check your profile on both desktop and mobile to make sure it looks good.

Don't waste this space with pretty sunsets or abstract patterns. Look at others in your industry and see what they use.

## *Your Name*

- Be findable. **Use the name that people know for you.** If your name is Robert Smith but people know you as Bob Smith, use Bob Smith.



- If your name is difficult to spell, use several versions in the name field. For example, your first name can be in the first name box as Marianne Mariianne Marianna.

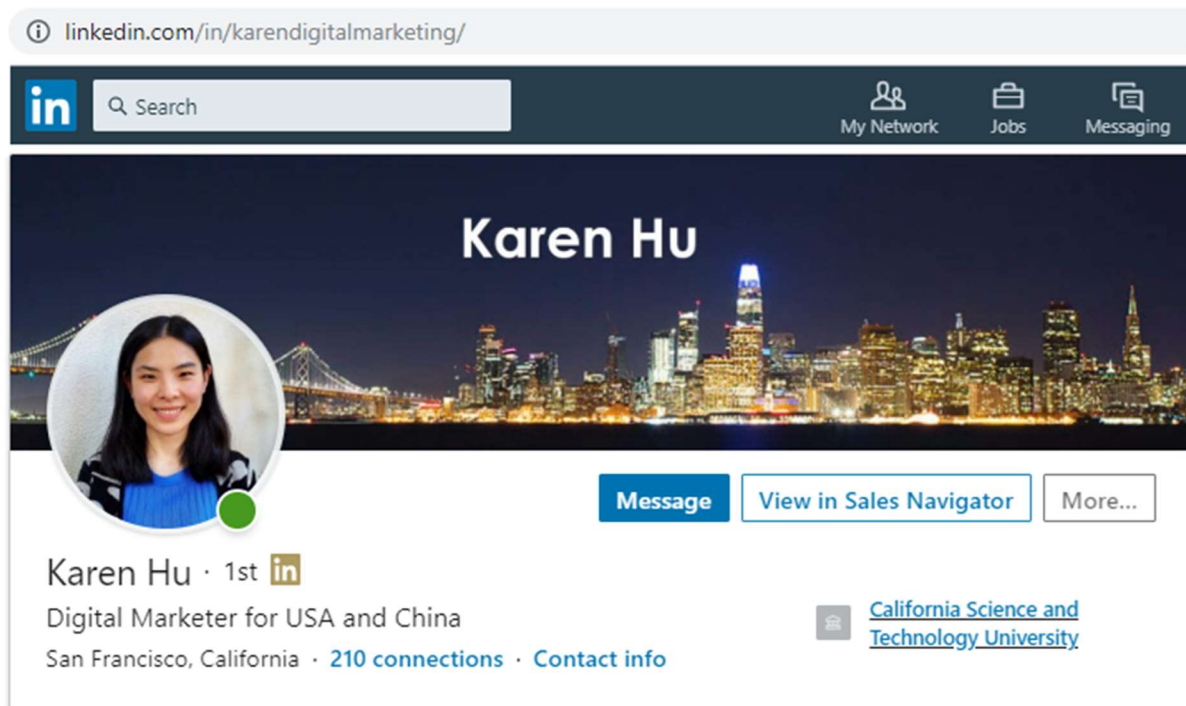
### *Edit Your Name in Your Public Profile URL*

Along with your name in your profile, you can also change your URL.

If your LinkedIn URL is something like [linkedin.com/in/527334563454](https://www.linkedin.com/in/527334563454), you can change it to [linkedin.com/in/LauraJones/](https://www.linkedin.com/in/LauraJones/)

To change your URL:

- Click the Me icon at the top of your LinkedIn homepage.
- Click View profile.
- On your profile page, click Edit public profile & URL on the right.
- Under Edit URL in the right rail, click the Edit icon next to your public profile URL.
- Change it from [linkedin.com/in/ 527334563454](https://www.linkedin.com/in/527334563454) to [linkedin.com/in/laurajones/](https://www.linkedin.com/in/laurajones/)
- You can also add skills to your URL, such as [LinkedIn.com/in/KarenDigitalMarketing](https://www.linkedin.com/in/KarenDigitalMarketing)



### *Your Profile Photo*

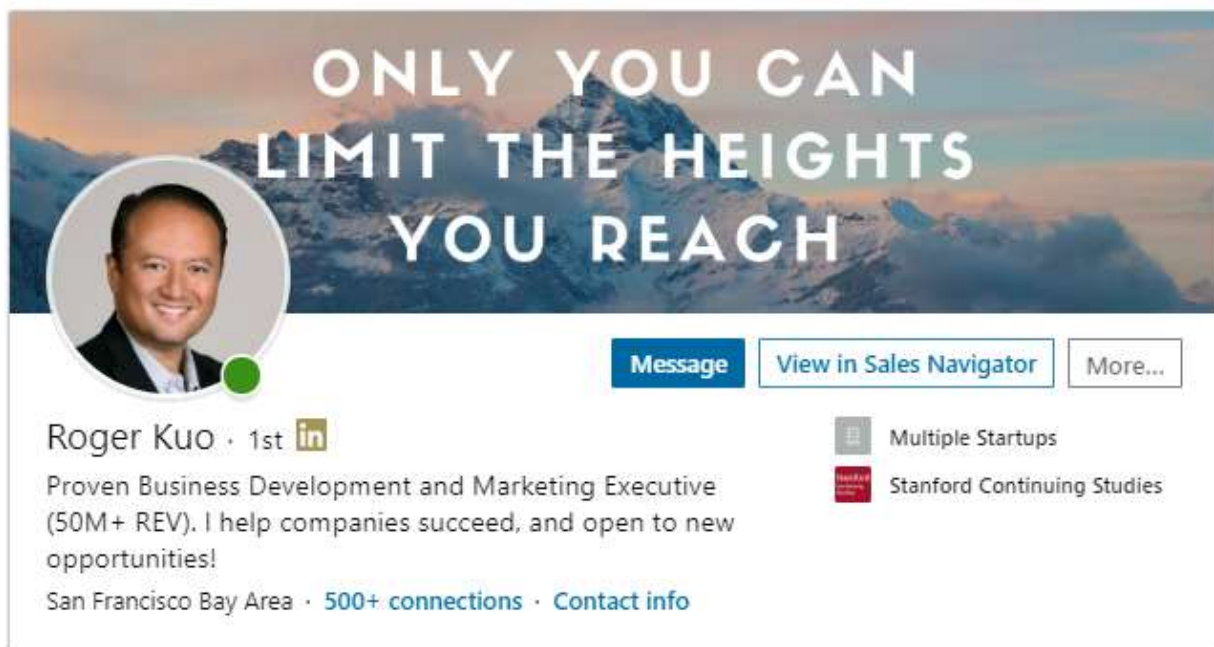
People look carefully at your photo to see if you'll fit into the team.

- Get a professional portrait photograph (go to a photographer and get a photo).

- Don't use a blurry snapshot, a bottle of beer in your hands, and so on.
- No sunglasses!
- Don't look like a driver's license photo (facing straight at the camera). Turn your shoulders slightly.
- Smile! Wear bright solid colors.
- Use PNG image format for the best quality.

Make sure your profile photo can be seen by others. In your "Me" pulldown menu of the navigation bar, find "Settings and Privacy. On the "Account tab," find "Site Preferences," and scroll down to "Showing profile photos." Make sure this is set to "Everyone."

Here are several examples of profile photos:



Roger Kuo does biz dev for large companies, so his profile photo is corporate yet relaxed.



Hope Frank's photo shows confidence and openness, which is what a top CMO should be.

### *The Caption Section*

The caption is the summary that appears below your photo. It shows the reader why she should look at the rest of your profile.

- The caption is a summary (two to three lines in 120 characters) of what you offer to others.
- A good caption quickly tells people what you can do for them. The caption should focus on your customer's needs.
- Position you within your job area and, at the same time, clearly distinguish you from others in your job area.
- Start with your desired job title and top 3 skills. For example: Seeking Position as Director of Sales in an IoT, Cloud, Blockchain Startup.
- On mobile devices, she will see only the first 50 characters, so the most important go at the front.

Example: I will help you build a business, get a job, keep a job, get a raise, get leads, influence your niche market. Fast.

Example: I help you to feature your brand in Forbes, Inc, Entrepreneur, Bloomberg, and others to build credibility and trust.

### *The About Section*

The About summary is the block of text under your short headline.

When someone comes to your profile page, they see two lines about you which end with “Show More...” They click that to see your full summary.

A good method is to state a question or bold statement and follow it with your solution. The best About Us sections tell your story and give someone something to relate to. You need to quickly give someone a reason to reach out to you and get on their calendar. End it with a call to action. “Call me now” or “Email me.”

- Show “Why should I hire you?” Show who you are. Show why you’re successful. What do you say when people ask you, “So what do you do?” at a party.
- Show that you love what you do. You’re happy at, growing at, working in a great team at...
- List three successes and three accomplishments.
- Describe your titles, core competency, location (region), technical skills, soft skills, languages.
- Add 20 keyword phrases (see the section on Top Skills at the end).

- You can use up to 2,000 characters, including spaces. Be concise! Use short declarative sentences. If you use a list, don't use bullets (which are hard to see). Use ► (copy and paste). Use bullet points to highlight skills, use short sentences, and put space between your paragraphs, so it's easy to scan.
- Close with a call-to-action (CTA) and your contact information. You must add your contact information because 70% of recruiters don't pay for Premium and can't see your contact information.
- For example:  
 Call me  
 Jennifer Williams  
 email jennifer@gmail.com  
 jenniferwilliams.com  
 Tel. +1.650.123.4567  
 San Francisco, California

### *Add "Open To" to Your Profile*

Use AI tools (such as ChatGPT) to rewrite your headline, about, experience, requests for connections, and other items.

The prompt to rewrite your About section: **rewrite in concise professional style to my [ideal customer persona] with a relatable and authentic message that highlights my abilities and persuades them to [desired action]: [insert your summary]**

**Example:** rewrite in concise professional style to bank presidents with a relatable and authentic message, that highlights my abilities and persuades them to contact me: [insert your summary]

Always review carefully! The AI often writes wrong text, which can wreck your results.

Here is an example of rewriting with ChatGPT:

#### *The Original Version*

Experienced Program and Project Manager comfortable with growth and change. Enjoy improving processes, providing meaningful metrics, and eliminating frustration. Specialties: Building organizations, methodologies, and processes. Broad knowledge of application areas including Finance, Budgeting, Forecasting, Contract Management, Royalty Management

#### *The New Version Edited by ChatGPT*

- As an experienced Program and Project Manager, **I have a proven track record** in driving growth and managing change effectively.
- My expertise in building organizations, developing methodologies, and streamlining processes allows me to improve efficiency and deliver meaningful metrics. My broad knowledge of various application areas, including finance, budgeting, forecasting, contract

management, and royalty management, makes me an ideal candidate to help your bank navigate the ever-changing landscape.

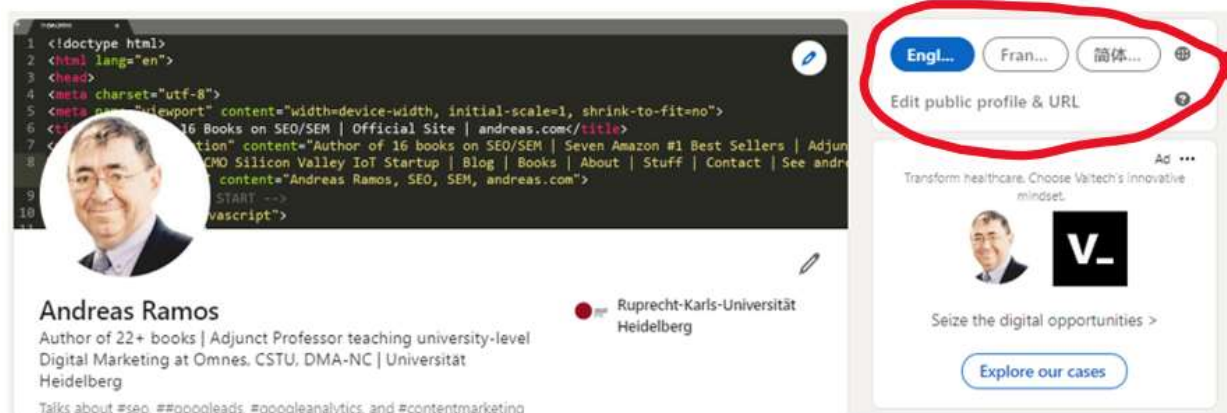
- I am confident in my ability to eliminate frustration and bring positive results.
- I would welcome the opportunity to discuss how my skills and experience can benefit your bank. Please do not hesitate to contact me.

### Your Profile in Other Languages

You can post your profile in other languages, including French, Spanish, German, Chinese, and so on. You can add up to three languages.

- Click the Me icon at the top of your LinkedIn homepage.
- Click View profile.
- Click Add profile in another language at the right.
- Choose a language in the dropdown list.
- Update your name if it's different in another language (for example, Chinese, Japanese, or Arabic)
- Fill out the Caption and About section in that language.
- Be sure it uses correct words and good grammar. If possible, have someone review your profile.

**Tip:** Use ChatGPT or Google Translate to translate your caption and summary to another language.

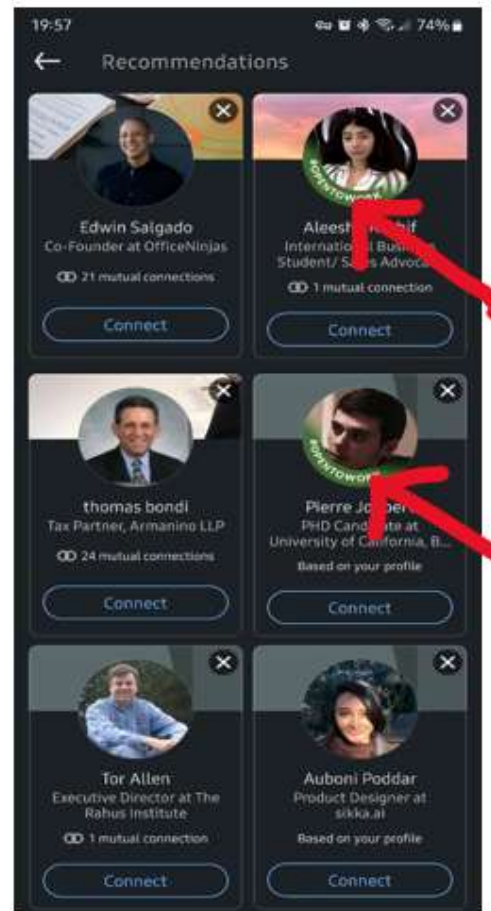
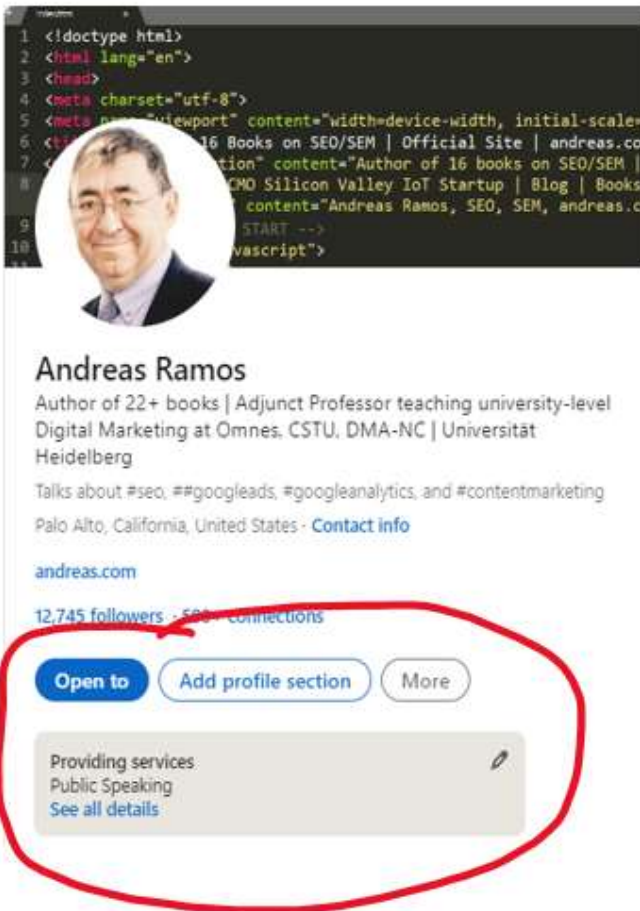


### Add "Open To" to Your Profile

Add an "Open to" to show you want to be contacted.

Of ~875 million profiles, only ~20 million (2.3%) are actively looking. LinkedIn uses "Open to" to know who is likely to respond.

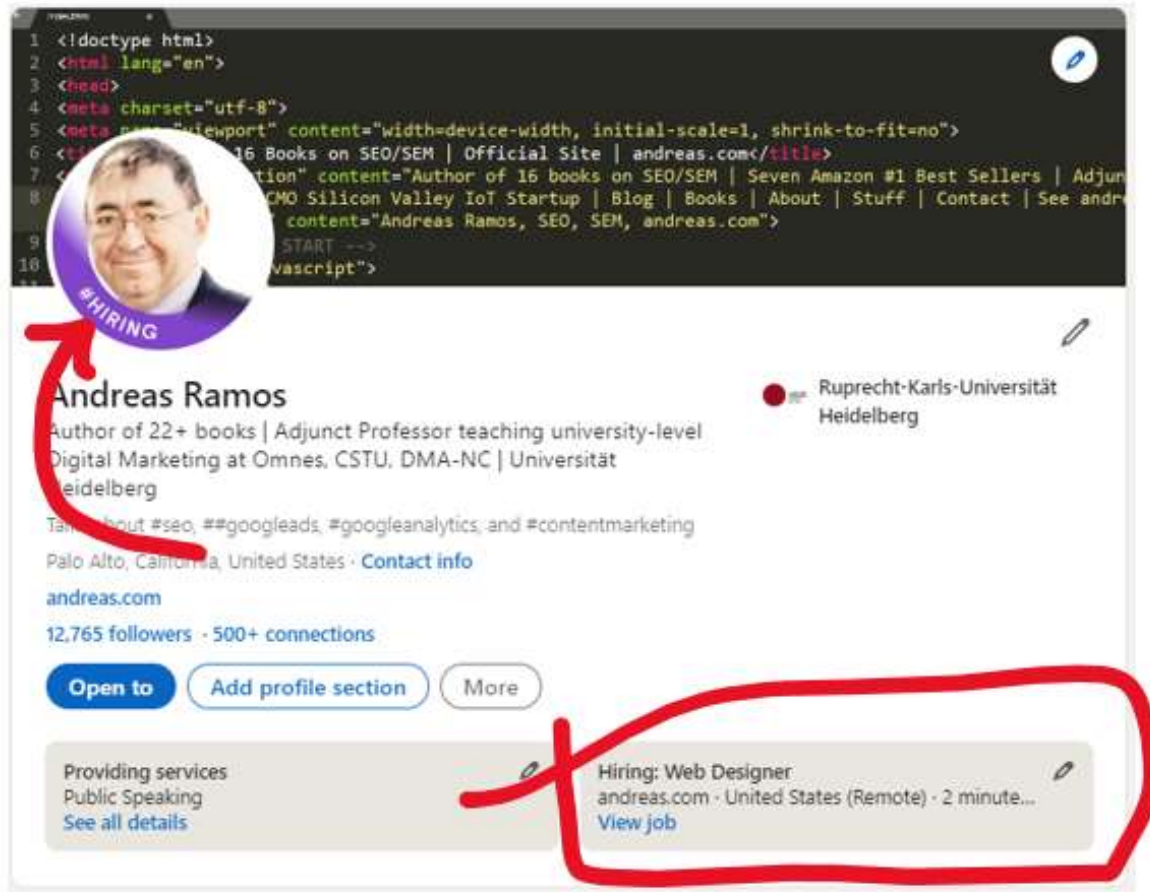
1. Click the pencil.
2. Click Add Services.
3. Use the search box to find what you offer (hiring, jobs, speaking, finance, IT, law, business, operations, business, and more). Add up to nine items.
4. Add details (such as articles, reviews, and so on).
5. An **#OpenToWork** (or similar) badge is added to your photo.



### Let's See How this Works

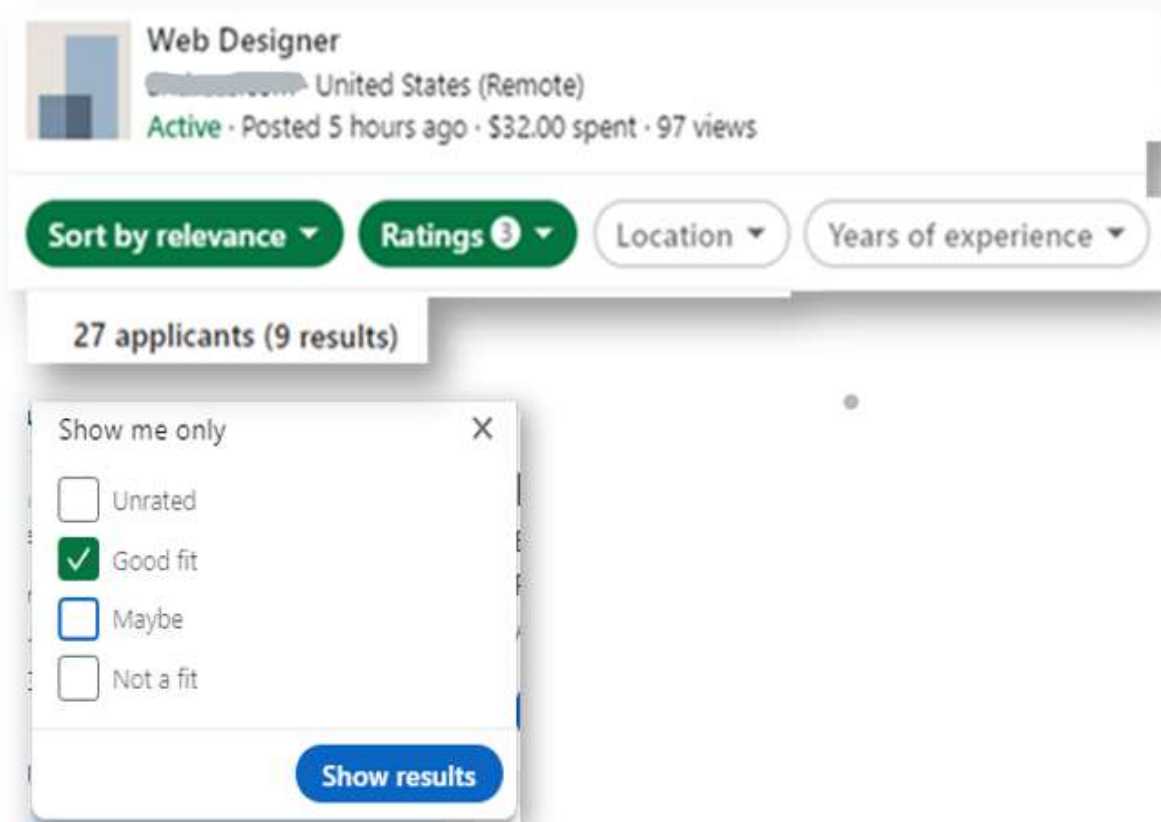
- LinkedIn added a purple **#Hiring** badge to my profile photo.

- LinkedIn added a hiring box in my profile.



Here's what the manager (in this case, me) sees:





- **LinkedIn** lets the manager filter candidates by relevance, rating, location, and experience.
- Under Ratings, the manager can select **Unrated, Good Fit, Maybe, Not a Fit**.

For this search:

- 27 candidates applied.
- 9 candidates are shown.
- 18 candidates are filtered out.
- **The LinkedIn ATS blocked 18 applications (66%).**

LinkedIn writes, “By default, we filter out applicants who are “Not a Fit.”

Many people say to me, “*LinkedIn doesn't work! Nobody ever offers me a job!*” I tell them to look at their SSI score. They have low SSI scores. That’s why it doesn’t work for them.

### ***The Experience Section***

The experience section is what you put in a resume. Add your positions, job titles, organizations, dates (start and end), and a summary of each position.

- Assure the reader that you're interested and dedicated in your work. Show you have the necessary skills and competence. Show a series of steps of increasing advancement in your career.
- Don't assume skills. List everything you used. If Microsoft Excel appears five times in your Experience section, you'll score higher than someone who only lists it once.
- List three recent relevant positions.
- Don't list irrelevant jobs or experience.

### ***The Education Section***

- List all relevant certificates, licenses, and education.

### ***Volunteer Experience Section***

List your volunteer activity here.

- It looks good to show that you're active in your community, such as the Red Cross, church, scouting, city activities, and so on.

### ***The Skills and Endorsements Section***

People vote on your skills to endorse you.

- The list should show your top three skills.
- Get at least 25 endorsements for each of your top three skills.
- If there are skills at the top of your list, but these are not relevant, click the pushpin icon to remove it from the top three so you can add a new item to the top three.
- If another skill should be in the top three, click the pushpin icon at the left to move it to the top.
- If skills overlap (such as "web analytics" and "analytics"), delete the one with fewer votes.
- You can also grab the four bars at the right and drag the skills to reorder by priority.
- To add more skills, click on "Industry Knowledge: List of additional skills."

LinkedIn looks at your profile, notes the tools that frequently appear in your jobs, and may add some of them to this list. But don't rely on LinkedIn. Add all skills that you know.

It's not good to have (for example) sixty skills. That diffuses the votes for you. You should show a few skills to get people to vote on those.

### ***The Recommendations Section***

People read the recommendations to get a sense of who you are.

- Get 5-10 recommendations.

- Ask your managers, college instructors, staffers, clients, and others to write recommendations for you.
- LinkedIn gives more weight to recommendations from people who are skilled in relevant fields.

### *The Accomplishments Section*

Show what you've done. List your significant accomplishments, such as books or articles that you've published, awards, recognitions, mountains you've climbed, marathons, and so on.

### *The Interests Section*

Add your interests in people, activities, and things. LinkedIn uses this to select postings for your News Feed. LinkedIn also uses this information to match you to others and suggest you to them.

- **Influencers:** These are leaders in your field or industry whom you follow. By listing these, others can see that you know who is important in your field.
- **Companies:** These are relevant companies and organizations that you follow. This can include clients, companies where you've worked, and companies where you would like to work.
- **Groups:** These are associations, clubs, and memberships. You should list all professional societies and groups for your career.
- **Schools:** Universities and colleges. If you're interested in MIT, you can enter it here, and LinkedIn will show postings and articles from them.

### *Additional Sections*

- Courses, publications (add your blog's URL), honors, awards, projects, organizations, test scores, certifications, patents.
- Click the "Add Profile Section"

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# Be Active on LinkedIn

You can't just edit your profile and then wait under the bed for the phone to ring.

You must be active on LinkedIn.

## *Postings to the News Feed*

The News feed is a stream of postings by people or topics that you follow or postings that LinkedIn thinks may be interesting to you.

Before June 2023, LinkedIn encouraged postings that got lots of attention. However, this led to spammy or trivial postings, which resulted in less attention.

In June 2023, LinkedIn changed the emphasis of postings.

- **Less emphasis:** Selfies, posts to get high views, methods to game the system to get likes. These postings show up less and get low scores.
- **More emphasis:** Posts with information that are useful and relevant to others in your area of expertise get higher scores.

LinkedIn uses its AI and 5,000 reviewers to analyze, classify, and score the postings. A posting does better when:

- The post is relevant to a particular audience. A post about industrial electrical systems is relevant to people who work with industrial electrical systems.
- The author is writing about his/her area of expertise. An expert in installation and maintenance of industrial electrical systems writes about such things.
- The post gets "meaningful comments" (good comments from other relevant experts). Other industrial electrical systems experts' comments on the posting.
- The post shows the person's perspective or insights. The posting isn't just facts: it offers the person's experience or expert opinions.

LinkedIn gives you points for activity.

- You should post once a week.
- You should also write useful, relevant comments to relevant postings by others.

**Note:** Occasionally, LinkedIn makes changes. I teach classes on LPO every few months, so I keep up with the changes. Take my class. It's live online (you can also get the video recording). See more at [LPO Workshop with Andreas](#).

I also teach DMAnce courses on marketing with AI (OpenAI ChatGPT), Google Analytics 4.0 (GA4), SEO, and Google Ads. See [andreas.com/digital-marketing-webinars.html](https://andreas.com/digital-marketing-webinars.html).

### *How to Get Ideas for Postings*

- Subscribe to 3-5 email newsletters for your industry. When you see an interesting item, write a summary of two or three lines.
- Add your experience or expertise to the posting, such as “Why I think this is good/bad,” “This works/doesn’t work because...,” and so on.
- Add relevant photos and videos. Use your phone’s video camera for a short fifteen or thirty second interview.
- Use the @mention in your post. As you write your post, type the “@” symbol and then a person’s name. A list will appear, and you can select her from the list. When you finish, her name will appear in bold. Her name will be clickable. She will also get a notice that she has been mentioned.

### *Articles*

If you have enough LinkedIn points, you get access to articles. This is LinkedIn’s blogging section. It allows long postings.

- Write articles to show your knowledge and skills.
- Google indexes articles, so whatever you write will be picked up by Google.
- However, you don’t get points for LinkedIn postings.

### *Postings Are Also Scored*

You get a higher SSI score when you post relevant expert postings to the LinkedIn News and other relevant experts comment on your postings.

- You write a post that’s relevant to your area of expertise in LinkedIn.
- The **Universal Filter** identifies the topic of your posting.
- The **Universal Filter** also looks for spam keywords.
- Relevant experts engage with your posting (views, likes, forwards, comments, etc.). They write useful comments. They may also flag postings as spam.
- LinkedIn gives your posting a score.
- If you get a good score, your posting will be shown to your followers who are in your field. When they add useful informative comments, your post gets points, which gets more distribution. When there are no more comments, your post disappears.
- If a posting is spammy, it’s reviewed by filters or LinkedIn’s 5,000 reviewers. The posting may be blocked. The user may be blocked.



**Insight:** Informative, expert on-topic postings are promoted. Other postings are dropped.

*The SSI Score also Includes Activity*

The LinkedIn score also includes your activity.



Log in at least once a week.

The illustration shows the views of Robert's profile. Before he read this ebook, his profile had few views from April to May. He read this ebook and became active on LinkedIn from May to July. His profile views went up. He went on vacation in early August, and profile views dropped.

*Add LinkedIn to Your Phone*

A very good idea is to put LinkedIn on the first screen of your phone. Whenever you get a message, a new contact, or an opportunity, the LinkedIn icon notifies you. You'll end up checking LinkedIn every day, which increases your activity score.



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# Search to Find Jobs

It is much better for you to contact companies on LinkedIn instead of posting your resume on job sites.

- Look at company pages.
- Follow your target companies.
- Apply to directly companies within LinkedIn. They will look at your profile.

## *Prepare for Interviews*

A manager with ten years of experience has interviewed hundreds of people. He knows within seconds if someone will be a good fit or not.

- **Dress to match the company style.** A suit and tie for banks, T-shirt and sandals for a surfboard company.
- **Behave to match the company style.** Professional or casual.
- Be confident, look the manager in the eyes, shake hands.
- **Study your target company before the interview.** Learn about the company, its history, market, products, five competitors, and the industry business trends, etc. Study the last five years of trends and data. Find the manager's name (or the hiring team), study each of them carefully. Where they've worked, their education, their interests, and so on. Look for mutual interests.
- **Make a list of 20 questions.** It looks good if you ask questions. It looks bad if you don't ask questions, which shows a lack of preparation and lack of interest.

You can find industry analyst reports for nearly all companies and markets. Go to your **university business school library or the central library in your city.** Ask the research librarian to help you.

**Tip:** Spend at least two weeks on research.

Find the trends:

- If the trends for companies and markets are growing, there will be more income and career advancement.
- If the trends are flat, that means no increase in income or career.
- If the trends are downwards, that means layoffs.



Look for managers who are moving up. If he's been in the same position for ten years, it won't be good for you. You won't get a raise or more responsibility.

### *Find What the Salary Should Be*

Most people are underpaid because they don't know what others earn, so they don't ask for more. Most people don't negotiate their salaries.

- **Learn how to negotiate.** You will get more money. If you apply for a manager or director position, but you don't negotiate, that looks bad. It looks good if you negotiate.
- Hire a professional salary negotiator for a few days of training. The small fee will bring you much more in your career lifetime.

This section is very short. I could write a book about this. For ten years, I was the head of a nationwide trade organization. I discovered many of our members were underpaid compared to others with the same job title and skillset, so I set up a project to help them interview and negotiate salaries. We helped dozens and dozens of people to get 20-30% more income.

You can **find information about salary**, signing bonus, or stock at [Glassdoor.com](https://www.glassdoor.com), [SalaryExpert.com](https://www.salaryexpert.com), [Salary.com](https://www.salary.com), [Indeed.com](https://www.indeed.com), [Levels.FYI](https://www.levels.fyi), [Payscale.com](https://www.payscale.com), and the [US Bureau of Labor Statistics \(BLS\)](https://www.bls.gov)

**Note:** **Salary guides generally show mid-range and low numbers.** The top earners generally don't post their salaries. Recruiters won't tell you. Work with a professional salary coach.

### *LinkedIn Contractors*

Many don't realize that LinkedIn has a section where **companies can hire you as a freelance contractor.**

- There are hundreds of categories in LinkedIn Profinder, such as Business consulting; advertising consulting; brand consulting; business consulting; educational consulting; email marketing; environmental consulting; finance consulting; healthcare consulting; human resources consulting; legal consulting; political consulting; pr consulting; pricing consulting; strategy consulting; marketing consulting; nonprofit consulting; project management.
- List your skills so companies can hire you.
- Go to [linkedin.com/profinder/](https://www.linkedin.com/profinder/)

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# Add Connections

## *Connections*

Your connections' SSI score also affects your score.

- Connections with high SSI scores will increase your SSI score.
- Connections with low SSI will not help your score.
- You should have at least 1,000 connections. 5,000 is better. If you have fewer than 900, LinkedIn may not recommend you to others.

Build your connections in your industry.

- Use Advanced Search to find people.
- Look for people five to ten years ahead of you in your career path with extensive professional experience.
- Look for contacts from college or previous companies.
- Look for shared interests (hiking, chess, tennis, etc.).
- Find recruiters in your market. They always accept your request. For example, to find recruiters for project managers in San Francisco, use Google: `site:LinkedIn.com (inurl:pub) "project managers" "recruiter" "san francisco" -jobs`
- Connect to your address book.

You can narrow your search by combining queries, such as:

- Connections of an existing connection
- Countries, states, provinces, cities
- Industries
- Languages
- Schools
- Interests and keywords
- Name of a person including their title, company, and school

**Tip:** You can also use buy connections with **LinkedIn Follower Ads**. You pay if someone follows you.

## *Write an Introduction Message*

When you ask someone to connect to you, write a personal message. It works much better.

- Show common interests (We both work in aeronautic engineering).
- Show common job history (We both worked at IBM).
- Show common education (We both went to the University of Chicago).
- Show common location (We both live in California).

Read the person's profile and write a short meaningful introduction to improve your connection rate. Start by showing interest in talking with them.

Here are a few examples:

- Hello, John, I see you're from Houston. We often travel to Houston and love the city!
- Hello, Laura; I looked at your profile and saw you completed the LinkedIn Marketing Technology course. I was considering that course. Did you think it's worthwhile?

The second step is to give a reason for the connection. Write a short sentence to say why you would like to connect.

- I'm interested in connecting because we both work in blockchain banking.
- I see that your specialty is in search engine optimization. I'd like to hear your thoughts.

Show the person that you've read her posts, articles, or books.

- I saw your post about blockchain economics and wrote a comment
- Re-share a post and use the "@mention" so they know you have shared their content
- When you use an @mention, the person is notified
- When the post appears, the person's name is a clickable link

People will notice when you engage with their postings and articles. They'll pay attention to you.

Close the message with an action step. Ask the person to connect with you. This can be a simple question such as "Would you connect to me? Thanks, Bob"

**Note:** LinkedIn looks at the success rate of your connection requests. If you get 45% acceptance, that's good and your SSI score goes up.. If someone has only 3% acceptance rate, that's bad and his SSI score will suffer. Write good requests for connections.

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# A Few More Items

## *Synchronize Your Calendar to LinkedIn*

Sync your calendar to LinkedIn, so when you go to a meeting, you see information about the person

## *Top 25 Skills at LinkedIn*

LinkedIn posts a list of the top skills every year.

<https://www.linkedin.com/business/learning/blog/top-skills-and-courses/most-in-demand-skills>

## *Spelling and Grammar*

Make sure you use correct spelling and grammar. Errors lower your score.

## *Freshness*

Part of the ATS score includes freshness. If all else is equal, a new profile will rank higher. Every Sunday night, make a minor change to your profile. You can swap two words around. On Monday morning, your profile will appear fresh.

## *Additional Keywords*

- Look at your skills endorsements. If one of your skills has more than 25 votes, add it to your profile (summary and experience).
- Look at skills endorsements for top people in your field. Use those keywords.

## *Improve Your Profile with LinkedIn Learning*

Go to the “Work” icon in your navigation bar at the top of your LinkedIn home page. Click the icon and look for the Learning button. When you’ve completed a course, it will show up in your LinkedIn account as an accomplishment. The more accomplishments you have, the higher your LinkedIn score.

LinkedIn recommends courses to you based on your profile and background. For example, if you’re in business development, you will find courses on sales technique, business development, and so on.

- Learn additional skills with [LinkedIn.com/learning/](https://www.linkedin.com/learning/)

## *Profile Settings and Privacy-*

Be sure your profile will be visible to others. If you set up LinkedIn years ago, you may have

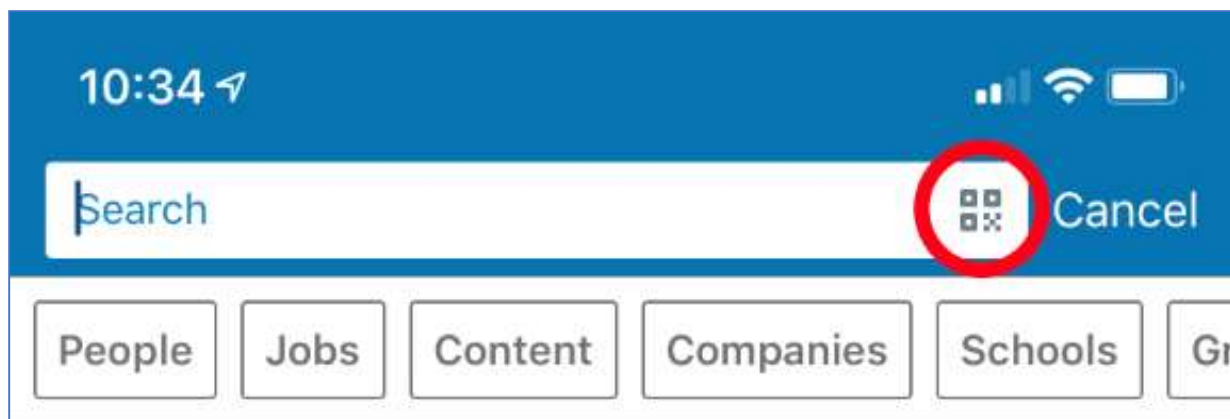
changed settings, and you've forgotten. Check your privacy settings. You find your Profile Settings and Privacy in your "Me" menu.

Three settings are important:

- Profile Viewing Options: You can choose whether your profile will be visible or not on LinkedIn. If you're looking for jobs or connections, this must be open.
- Share your profile job changes, education changes, and work anniversaries. I recommend that you turn this off. If it's on and you make a change, everyone gets a notice.
- Use LinkedIn's locations. Use a 5-digit zip code. You must use the correct zip code so people can find you.

### *Use Your LinkedIn QR Code on Your Phone*

LinkedIn gives you a QR code that points to your profile.



To get your QR code:

- Download, install, and open the LinkedIn app on your smartphone.
- In the Search bar at the top of the LinkedIn app, tap the QR icon.
- Tap the My Code button to get your QR code.

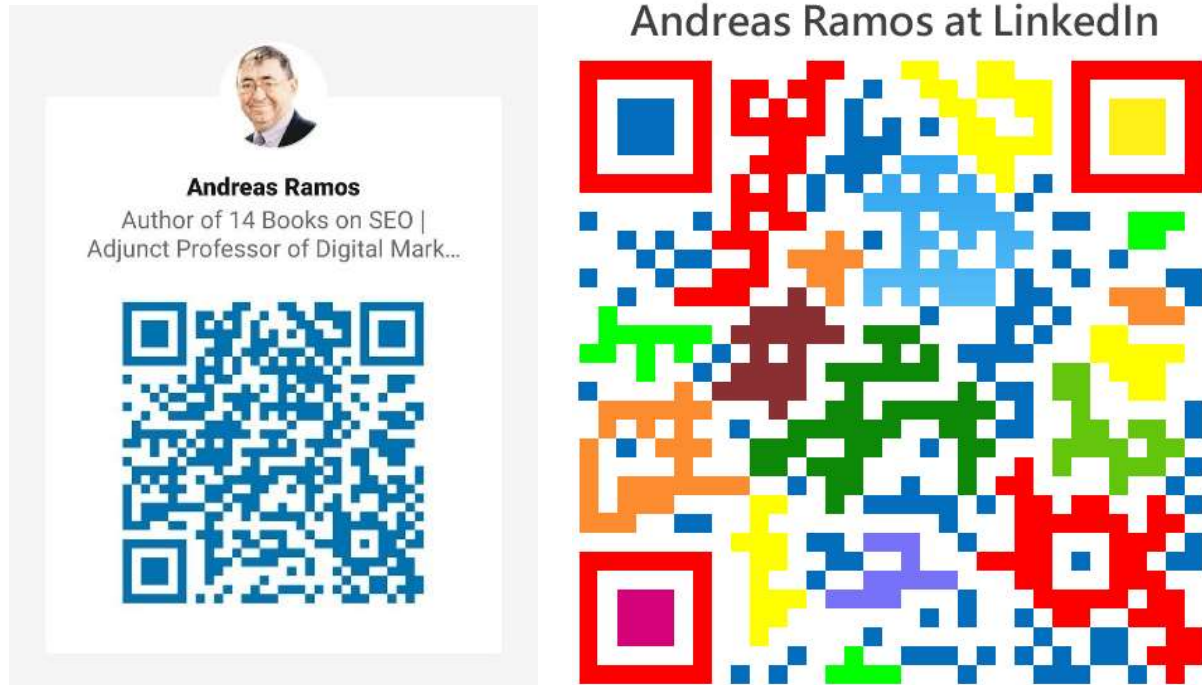
To scan someone's QR code:

- Open the LinkedIn app on your mobile device.
- In the Search bar at the top of the LinkedIn app, tap the QR icon.
- Tap the Scan button.
- The person's LinkedIn profile will open.

Use your QR codes on your business card, your PowerPoint presentations, articles, flyers, brochures, books, advertising, and so on. Save your QR code in your phone's photo gallery.

Here is my QR code. Open LinkedIn on your smartphone, click the little box in the search bar,

and scan my QR code. My profile will show up on your phone, and you can add me.



I copied my LinkedIn QR code and used Photoshop to add color so it stands out in presentations.

### *Use LinkedIn Sales Navigator to Find Top Connections*

LinkedIn Sales Navigator is an extra tool at LinkedIn to find connections, companies, and jobs.

Sales Navigator has:

- Advanced filters.
- Search your contacts.
- Monitor contacts' activity.
- Manage contacts.

To find Sales Navigator:

- Click the checkerboard icon and then...
- Click Find Leads.
- You can also click Sales Solutions.
- You get a detailed summary of each contact.
- You can save the contact as a lead.

- You can write to the person via InMail, which is an advanced form of email within LinkedIn.
- Whenever the person posts to LinkedIn, you're notified so you can comment on their postings.
- This helps you to develop a connection.

Based on your preferences and behavior, LinkedIn Sales Navigator may recommend additional relevant people.

LinkedIn looks at the response rate of emails. If someone sends 100 messages and gets 75 responses (75%), that's good. High rate indicates quality.

**Tip:** LinkedIn Sales Navigator is \$80 per month. Sign up, use it for 30 days, and cancel. In a few days, you can easily find the top fifty people for your career.

### *LinkedIn for Business Development*



LinkedIn Sales Navigator is the best tool for business development (bizdev) (sales, leads, lead gen). Get my book *Mastering LinkedIn* by me and Monte Clark. Go [andreas.com/books-linkedin.html](https://andreas.com/books-linkedin.html)

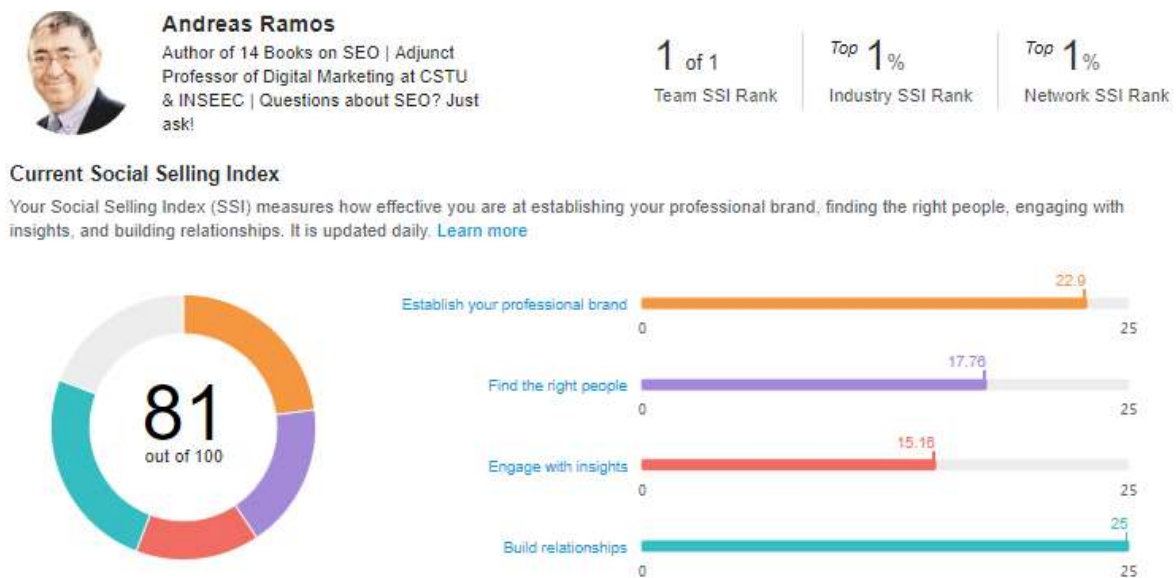
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# Summary

## Check Your LinkedIn Score Again

Now that you've improved your profile, **recheck your LinkedIn score.**

- Go to <https://linkedin.com/sales/ssi>
- Find your SSI screenshot that you made a few weeks ago. Did your score go up? Cool!



The **key numbers are the SSI rank numbers (in the upper right corner).** My LinkedIn profile is in the top 1% of my industry category (digital marketing) and in the top 1% of my network of 12,000 connections.

You can also get a high score. A friend used this ebook to improve her profile. She went from the bottom 30% to the top 10% in three months.

## The Key Points in this Book

**The LinkedIn ATS (applicant tracking system) scores your profile.** Most companies use LinkedIn ATS to find candidates. ATS looks at your profile's keywords, activity, job titles, length of time in your field, the number of recommendations (and who has recommended you), the number of skills (and who has recommended you), additional abilities, activity in LinkedIn, and many more factors.



- **Edit your LinkedIn profile to get a high SSI score:** Your SSI score should be in the top 20% of your industry and network).
- **Connect to others with high SSI scores:** Use LinkedIn Sales Navigator to find contacts. If they show up at the top of a search, they have high scores. Their SSI score improves your SSI score.
- **Be active in LinkedIn:** Post to LinkedIn and comment on postings. Your activity is also part of your SSI score.

### *Take My Class on LPO*

I teach classes on LPO every few months, so I keep up with the changes. Take my class. It's live online (you can also watch it via video recording). See more at [LPO Workshop with Andreas](#).

I also teach DMAnc courses on marketing with AI (OpenAI ChatGPT), Google Analytics 4.0 (GA4), SEO, and Google Ads. See [andreas.com/digital-marketing-webinars.html](https://andreas.com/digital-marketing-webinars.html).

### *Your Feedback*

If you have questions, comments, or ideas, let me know.

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