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What Recruiters Look for on Your LinkedIn Profile

When you're looking for a job, your LinkedIn profile is a 24/7 information resource for the recruiters who are looking for talent. In fact, in the *Jobvite 2016 Recruiter Nation Report*, 87% of recruiters find LinkedIn most effective when vetting candidates during the hiring process.

But what really catches a recruiter's eye when they're scrolling through your profile?

Incomplete Profiles Are A Turn-Off

When Cassandra Joseph, senior talent acquisition visionary and strategist at recruitment firm Korn Ferry, looks at a profile, she wants to see your work experience, education, and accomplishments. Incomplete profiles make it more difficult to determine whether you're the best match for the job, because she can't get the whole picture. It's a bad first impression, she says.

"I find somebody's profile and it says they've worked at, according to the profile, four different places simultaneously. They're adding the new places, but not putting end dates. That says they haven't updated their LinkedIn profile in X amount of years," she says.

Don't Use Selfies

Your profile photo makes the first impression, so put a little effort into it. It should look professional and representative of the job you are seeking. Selfies and vacation photos tell recruiters you couldn't be bothered to make yourself look more professional.

Who You "Know" Matters

Profiles with just a few contacts are also unappealing. The most effective people have robust networks, and your LinkedIn profile should represent that. You don't need thousands, but 300 or more is ideal, she says. So, beef up your contacts before you look for a new job.

Discrepancies Are Red Flags

Recruiters often look at profiles to confirm information about a candidate. When your dates of employment, job titles, or other facts are different on your profile than they are on your resume, a recruiter might worry about how detail-oriented you are—or if there's reason to believe that you're not being truthful on one or the other.

No One Has Time for A Long, Dense Summary

Highlight what's in it for recruiters to contact you, such as your achievements, honors, and success stories. Use short copy blocks and bullet points so they can read your summary easily. As more recruiters use mobile devices, your copy should be easy to read on small screens. It's also critical to include keywords about your industry for easy searchability.

Your Headline Matters More Than You Know

Recruiters may also find your LinkedIn profile via Google instead of the platform itself. Google search results will typically include your location and the professional headline that appears under your name on your profile. Make the most of that headline by clarifying your industry and job function.



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Stop the Jargon

If your title is something along the lines of “supreme conveyer of IT knowledge” or “social media ninja,” don’t expect a recruiter to try to figure out what you do. Make your job title and what your company does clear. Jargon or vague language wastes everyone’s time.

Recruiters Read Your Thoughts

During your job search, maintain an active profile. Read news feeds, share content, comment—it shows a level of professional engagement. Similarly, link to articles you’ve written or other examples of your work. Many will also be looking for professionalism in what you post.

Those Recommendations Are Nice, But...

Recruiters are mostly unimpressed with recommendations unless they’re short and really highlight something about your capabilities or strengths. Don’t ditch them, but don’t put too much stock in them, either.

Saying You’re Job Hunting Helps

By using the Open Candidates option, you can privately let recruiters know that you’re looking for a job. It’s a good idea to use this option, which indicates that you want to hear about potential opportunities.