

# Up Your Game on LinkedIn

## 6 TIPS FOR LINKEDIN FINDABILITY



### High Quality Professional Photo

Your photo and headline are the ONLY two things that come up in an initial search. Make sure your profile photo visibility is set to "Anyone on LinkedIn".



### Create a Powerful Headline

Start with your target job title, exclude your current company. Incorporate relevant keywords or a value statement. You have a generous 220 characters to make your mark. It's prime real estate.



### Personalise Your LinkedIn URL

Customise your LinkedIn URL using these instructions: [Manage Your Public Profile URL](#). This simple step eliminates the unsightly string of numbers at the end of the default URL.



### Optimise for Digital Scrolling

Craft content that's digital-friendly. Utilise short, impactful sentences and create ample white space. Consider using Garamond font for improved readability.



### Craft an Engaging 'About' Summary

Your 'About' section is a canvas; tell a compelling story in a 2600-character limit. Paint a vivid picture rather than regurgitating your resume. Inject personality while staying relevant to your target industry. Showcase your achievements and expertise while keeping it relatable.



### Highlight Your Top Five Skills

Take advantage of the new feature allowing you to showcase your top five skills within your 'About' section. It's a great way to grab attention!

# Career Roadmap

## INSTRUCTIONS FOR PLANNING YOUR NEXT CAREER MOVE

**Answer these questions and place each step onto your timeline to create your roadmap.**

- 1 ROLE:** When would you focus on securing your ideal, good and interim role?
- 2 RECRUITER:** At what point will you engage a A, B and C grade recruiter?
- 3 FINANCIAL:** In terms of Financial, how dependent are you to securing a role in the timeframe. Green is not at all and red is 100% dependent.
- 4 NETWORK:** When will you engage your 1st, 2nd and 3rd tier Network?
- 5 BRANDING:** At what point will you invest in your online brand and or iterate on your online presence (including CV)
- 6 APPLICATIONS:** When will you apply directly for roles where you have hot, warm and cold networks?
- 7 MENTALLY:** In terms of feeling well psychologically, when will you likely be at your best mentally?

# Career Roadmap

MAKE A PLAN

1

2

3

4

5

6

7



# Career Roadmap

## MAKE A PLAN

example

