

5 TECHNIQUES TO STAND OUT TO RECRUITERS ON LINKEDIN

These five strategies will optimize your profile and help catch the attention of recruiters and hiring managers in today's competitive job market.

01 Professional Profile Picture & Banner Image

- Choose a professional headshot or industry-appropriate image for your profile. Avoid selfies and low-quality images.
- Use the LinkedIn banner image to enhance your personal brand with a logo, website URL, and social media handles, or choose a simple yet professional image.

02 Include Relevant Keywords

- Optimize your LinkedIn profile for success by crafting an attention-grabbing headline, using industry keywords in your bio, and showcasing achievements and skills.
- Include your portfolio and website, if you have them. Get tips on creating an impressive portfolio from Talentfoot's eBook, ["Freelance 101: Level Up Your Portfolio in the Gig Economy."](#)

03 Turn On "Open to Work"

- LinkedIn's Recruiter tool lets hiring teams see your "Open to Work" status, indicating an active job search. Activate it by selecting job titles and locations, and choose to share it with recruiters or your network.

04 Build and Engage your Network

- Connect with professionals and showcase your expertise through features like polls and newsletters to boost your career prospects.
- Comment and engage with your connections' content.

05 Attend LinkedIn Events

- Attend LinkedIn's virtual events hosted by industry professionals to advance your career.
- Add completed events to your profile for visibility to potential employers. Join Talentfoot's "Ask a Recruiter Anything" series for advice and insights.

Bonus Tip: Align your profile, resume, and portfolio for credibility and to attract executive recruiters seeking professionals with your skills and experience.