

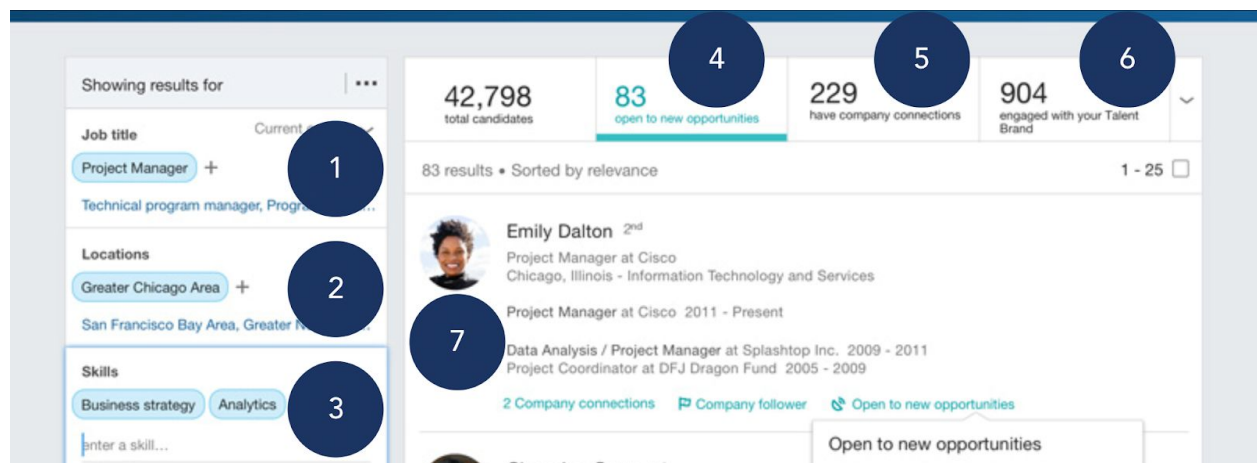
LINKEDIN GUYS

LinkedIn Recruiter Cheatsheet

Want to get found by recruiters on LinkedIn?

Recruiters typically search for seven things when they look for talent on LinkedIn.

Here's a look at the key filters they apply when searching on LinkedIn Recruiter (the \$12K/year platform that gives them access to all of the site's talent):



1 Recruiters almost always start by searching for **Job Titles** - which means that's the #1 keyword you should prioritize. And you should include it in the most valuable SEO sections - your Headline and Summary (since those have the strictest character limits and are the hardest to game).

2 Recruiters also prefer to go after candidates in their **Location**. So if you want to be in a specific area after school, you should signal that to recruiters (remember, LinkedIn is about where you're headed - not just where you've been).

3

Recruiters may have certain essential **Skills** on their job descriptions - e.g., SQL, Financial Modeling, etc. So you should mine those and make sure you take credit for them in the Skills, Summary, and Experience sections.

4

Even with all the above filters, recruiters may still be facing a candidate pool of tens of thousands (as in the screenshot). In that case, they can filter based on candidates who are actually **Open to Opportunities** and won't waste their time. So make sure you [turn on that Bat Signal](#) (and great news for part-time students - recruiters at your current company won't be able to see your signal in their searches).

5

Just like you use referrals to land interviews, recruiters sometimes use referrals to land candidates - i.e., by having a colleague reach out to a desired target they know. So having a **Company Connection** makes a candidate easier to approach. Which means you should [import your address books](#) to maximize the likelihood that you'll show up in this filter.

6

As powerful as a referral can be, wouldn't it be even better for a recruiter if they didn't have to sell a candidate at all? Well, if a candidate has engaged with their **Talent Brand**, chances are they're already a fan - and therefore, a much easier target. So be sure to [follow all the companies](#) you're excited about!

7

And then finally, once a recruiter has whittled this massive list down to the 200 or so top candidates, they still have to choose the ones worthy of an InMail (given that they often have just 150 to use for the entire month). So a great **Profile Photo** can often be the difference between getting an invite and getting ignored. Which means you should make sure yours is closely cropped around your face and focused on a genuine smile - i.e., recruiter gold!

More insider LinkedIn tips: linkedinguys.com