



How to get Noticed by Recruiters on LinkedIn

Recruiters search thousands of profiles - here's how to make sure they find yours. LinkedIn is often the first impression a recruiter gets of you; optimizing your profile ensures you show up in searches and look credible once they click.

Key Areas to Focus On:

Headline (Tagline): Go beyond your job title. Include key skills and technologies such as:

Your Name ✓

Software Engineer | Azure, Power BI, SQL | Driving Scalable Solutions

About Section: Use 2–3 short paragraphs describing your career story. Weave in relevant keywords and technologies from the types of job descriptions you're targeting.

Experience: Mirror job postings. Recruiters often search by keywords in job descriptions, so include phrases like "data migration" or "customer onboarding SaaS."

Boolean Basics: Recruiters often search LinkedIn using Boolean logic: AND, OR, NOT, and quotation marks.

- For example: ("Project Manager" OR "Program Manager") AND (Agile OR Scrum)
- If your profile doesn't include these exact phrases, you may not appear. That's why it's critical to use common job titles and keywords from job postings in your headline, About section, and experience.
- If your company uses unique job titles, we recommend adding the more common job title. For example: Platform Engineer (Software Developer).

Profile Picture: You don't need to pay for headshots, but your profile picture should be simple and professional. Obviously AI generated photos or the default picture are a red flag for fake profiles. Show you're a real person.



Engagement: Follow companies, industry groups, and thought leaders. LinkedIn's algorithm pushes profiles that are more active and better "connected" to the brand or role being searched.

Skills Section: Pin your top 3 to match your target jobs. Keep the list updated - LinkedIn search filters pull directly from here.

Response Rate Matters: LinkedIn tracks whether you reply to recruiter messages. The more consistently you respond (even with a polite "not interested"), the more likely LinkedIn is to keep surfacing your profile to recruiters.

Using AI to Build a Recruiter-Friendly Profile

AI can also make optimizing LinkedIn faster and more strategic. It can help you mirror job descriptions, choose the right keywords, and craft a profile that reads like a recruiter search result.

How to Use AI for LinkedIn:

- **Keyword extraction:** Paste a job description into AI and ask: “What keywords should I add to my LinkedIn profile to match this posting?”
- **Headline & About section drafts:** Prompt AI: “Write a LinkedIn About section relevant for a [job title] highlighting [skills/technologies].” Then edit it for accuracy to your background.
- **Title alignment:** If your company uses an uncommon job title, ask AI: “What standard job titles are closest to [your internal title] that recruiters search for?”
- **Boolean simulation:** Ask: “What Boolean search would a recruiter use to find someone with [skills/role]?” Then make sure those terms appear in your profile.
- **Gap Analysis:** Copy your LinkedIn profile text and the job description into ChatGPT. Ask: “What skills or requirements from this job description are missing from my LinkedIn profile?” Add them if you have that experience, or demonstrate transferrable skills!

Your Quick Checklist:

- Add skills and technologies to your headline
- Copy keywords/phrases from job postings into your profile
- Write an About section that connects the dots for recruiters
- Keep your top 3 skills pinned and updated
- Follow companies/brands you want to work with
- Add keywords recruiters use in Boolean searches
- Respond to recruiter messages, even briefly, to boost visibility
- Stay active by commenting, sharing, and posting

