To Be Hired, You MUST Be Found
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Hopkinton Networkers Group
Handout: Job-Hunt.org/HNG.pdf

What We’ll Cover

► Today’s Recruiting Process
► Personal SEO
► Your Keywords
► Why LinkedIn?
► How to Leverage LinkedIn:
  ▪ The Basics
  ▪ Visibility
  ▪ Network Expansion
Show of Hands

Raise your hand if:

► You have a LinkedIn Profile.
► You have more than 200 connections.
► You have a photo on your LinkedIn Profile.
► You Google your name regularly.

Today’s Recruiting Process:

“Know the Enemy”
The “Other Side” of the Desk

Recruiters are measured on “time to hire” so always in a hurry...

- Job postings do not work:
  - Average of 250 responses.
  - < 25% of applicants are qualified.
    - Typical candidate spends 50 to 76 seconds reading the posting before applying.

The “Other Side” of the Desk

Recruiters are also measured on the “quality of hire” so to find the best candidates, they --

- Search Google and LinkedIn for qualified candidates.
- Verify applicant qualifications via searches.
- Leverage networks and employee referral programs.
The “Other Side” of the Desk

For example, who would you interview?

► 10 candidates, same qualifications:

- 3 have complete LinkedIn Profiles with detail, recommendations, and examples of their communications skills, knowledge, and personalities.

- 3 have very skimpy LinkedIn Profiles.

- 3 only have Facebook visibility.

- 1 has no online visibility.

- None were referred by an employee.

2017 Job Search Success Necessity: Personal SEO
“Google is the new resume.”

By Dick Bolles, Author
*What Color Is Your Parachute*

February, 2009

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**Why Employers Search So Relentlessly**

Job postings *don’t* work well, so employers use Google to:

1. **Find** you (or someone else) qualified for their jobs.
2. **Confirm** your resume’s “facts” (or not).
3. **Observe** your knowledge, skills, attitude, and behavior (social media, personal blog, etc.).
4. **Contact** you (if they can).
Show of Hands

Raise your hand if:

► You know the title of the job you want next.

► You have the names of 10+ target employers in mind.

“If you don’t know where you are going, you might wind up someplace else.” (Yogi Berra)

Effective Job Search TODAY

1. You must have a specific target job (target = keywords).
2. You must have a positive professional online presence.
3. You must pay attention to your online reputation.
Identify Your Target Job and Employers on Indeed

Analyze the results:

- Salaries?
- Locations?
- Employers?

Best fit for you?

Goal: Be Found, Part 1

Recruiters search using **keywords** to **find qualified candidates** who meet their requirements --

- **Job titles**
- Skills & experience
- Education
- Certifications & licenses
- Locations
- Previous employers
Goal: Be Found, Part 2

Your keywords and how you use them are critical!

- Appropriate for you and your target.
- Perfect spelling (manager, not manger)
- Perfect grammar
- Current terminology
- True and positive
- Appropriate words for you and your future.

Don’t try to “game” LinkedIn with “keyword stuffing”!

Keyword phrase, keyword phrase, keyword phrase, keyword phrase, keyword phrase

Complete “All Star” LinkedIn Profiles receive 4,000% more visibility in LinkedIn search results:

1. Industry and location.
2. Up-to-date “current position with description.”
3. Two past positions.
5. Profile photo.
6. At least 50 connections. (MORE are better!)
Example: LinkedIn Experience

Bolding added. Keywords highlighted.

Homework Assignment:
Find Your Best Keywords

1. Go to Indeed.com
2. Search for your target job.
3. Start a list of the keywords your target employers are using:
   - Target job titles
   - Qualifications
   - Other relevant terms for you
4. Compare terms on Indeed’s JobTrends.
Why LinkedIn?

- **YOU** control what LinkedIn tells the world (and Google!) about you.

- **Recruiters** depend on it.

- **Google** trusts LinkedIn, so it is *usually* on the first page of Google’s search results on a name.
Why LinkedIn, cont’d.

LinkedIn vs. Your Resume

- Personal marketing portfolio.
- Visible everywhere.
- Summary allows a robust and thorough sales-pitch.
- Recommendations and endorsements are visible.
- Can update “on the fly,” and be immediately available.

- Static document.
- Limited distribution.
- Page limit constraint.
- Recommendations available “upon request.”
- Updates require you to send another copy.
LinkedIn Profile Sections

Keywords!

Top section:
- Professional Headline
- Location
- Industry

Other Profile sections:
- Summary
- Experience
- Education
- Skills & Endorsements
- Recommendations
- Languages
- Volunteering & Causes
- Publications
- Projects
- Honors & Awards
- Organizations
- Certifications
- Courses
- Test scores

Your KEYWORDS
Today’s Requirement: Keywords

Without the right keywords for your target job and employers, you will be:

- Invisible in LinkedIn.
- Invisible in Google.
- Invisible in employer applicant tracking systems.

Invisibility = no opportunities

Keywords are the words and phrases typed into a search bar to find someone or something in an online search or a database.
Your Most Important Keywords: Your Name

Use the same version of your name for:

- LinkedIn Profile
- All online professional visibility
- Resumes & applications
- Name tags/badges
- Business cards

Important! Do NOT use this name in rants & other online crankiness!

Defensive Googling!
Words vs. Keywords

Words are generic:
- “Professional”
- “Experienced”
- “Unemployed”

Keywords are specific:
- “Social media marketing analyst”
- “PMP” and “Project Management Professional”

Keywords have less competition and MORE recruiter interest.

Research Tools

Do NOT try to guess the right keywords!

- Indeed.com - Search job postings to examine job descriptions (titles, requirements, salaries, locations)
- Indeed.com/jobtrends - Job posting analysis
- Google Trends (explore) - general web analysis
- TagCrowd.com - analysis of text you submit
Research Tools

Indeed’s JobTrends analyzes millions of job descriptions over time. Use it to find:

- Best versions of your target job title.
- Specific terms used for job requirements.
- Best versions of your accomplishments, skills, and other keywords.

Find Your Best Keywords

Go to indeed.com/jobtrends

1. Observe, analyze, choose...

2. Notice the other graph on the page.

Find Trends graph: Keywords in job postings
### Effective LinkedIn Professional Headline

<table>
<thead>
<tr>
<th>LinkedIn Professional Headline</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced MIS professional</td>
<td>BAD</td>
</tr>
<tr>
<td>MIS/IT professional, network security specialist</td>
<td>BETTER</td>
</tr>
<tr>
<td>Senior IT network security (cyber security) engineer; CISSP certified since 2010; focused on retail transactions [112 out of 120 spaces available]</td>
<td>BEST</td>
</tr>
</tbody>
</table>

Source: Indeed.com Job Trends

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### Keyword Research

Source: Indeed.com Job Trends

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Because “IT” is also the word “it” - this research compares job titles containing “IT.”
The LinkedIn Basics

Show of Hands

Raise your hand if your LinkedIn Profile:

- Is “All Star” (complete).
- Has more than 3 words in the Professional Headline.
- Has more than one paragraph in the Summary.
- Describes accomplishments for each job that are relevant to the target job.
Getting Started

1. Your Name
2. Your Professional Headline
3. Your location

Adjust your privacy and other settings and find HELP by clicking on the “Me” link at the top, right of most pages.
Getting Started - Account Settings and Privacy

Getting Started - Adding Accomplishments
Effective LinkedIn Summary

Key section (2,000 characters) of your Profile!

- Write in **first person** (“I am...”).
- Tell your **story** about who you are -- your **accomplishments**.
- Pull in relevant **facts** from any of your jobs that support your **target job**.
- Fill with your **keywords**, in context, that show how well you can do your **target job**.

Example: LinkedIn Summary

Bolding added. Keywords highlighted.
LinkedIn Work Experience

List jobs for the last 15 years:

- Titles, employer names, dates
- Descriptions with keywords (2000 characters available for each job!)
- Include:
  - **Major accomplishments** related to your current job goals.
  - Why the employer was/is cool or important.

Excellent opportunity to include important keywords!

Example: LinkedIn Experience

Bolding added. Keywords highlighted.

January 2007 – October 2011 (2 years 10 months) Long Island & New Jersey

- Direct 110+ Team Members, Supply Center Managers, Operations Managers, Credit Managers, Outside & Inside Sales Reps, Warehouse and Delivery Support Teams, Recruited, Interviewed, Hired & Trained

**MY JOB DESCRIPTION**
- Manage all aspects of 6 Wholesale Building Supply Centers
- Human Resources, Operations, Sales & Inventory, Customer Relations

Directors:
- 2009 relocated and launched an additional new location (Hempstead, NY), profitable within first 5 months ($3 million ahead of plan) and blew away all sales and profit goals
- Inducted as a member to the company’s President Council
- Added incremental sales by successfully launching numerous new products
- Exceeded 2011 customer/business sales goals 4 successive years during a recession

**MY KEY ACCOMPLISHMENTS**
- OSM of 6 Building Supply Centers - Long Island & New Jersey
- Twice Awarded Company MVP District Manager
- Recruited, Interviewed, Hired, Trained, Developed, Managed 10 Outside Sales Managers & 32 Inside Sales Reps, Meeting/Exceeded Sales Targets

**MY KEY RESPONSIBILITIES**
- Human Resources Responsibilities
- Team 150+ Recruiting, Hiring, Training, Development
- Coaching - Consulting - Reviews - Compensation - Promotion - Termination

- Sales Responsibilities for 6 Locations
- Directed Trained Developed 10 Outside Sales Managers & 32 Inside Sales Reps
- Meeting/Exceeded Sales Targets
- Customer Relations, Setting Market Pricing, Project Negotiations, Support Company Manufacured Product Groups
- Outside Purchase Product Source, Field/Lead/Customer, Product Training, New Product Launching, District Trade Shows
Focus on **Quantified Accomplishments**

- Use results-oriented statements comparing before vs. after.
- Skip “Responsible for” statements.
- Highlight things such as:
  - Awards and recognition.
  - Number or $ value of assets or projects managed.
  - Number of people managed.
  - Efficiency increased.
  - Time or other resources saved.
  - Processes created or improved.

Think of highlights of your performance reports.

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**LinkedIn Visibility**
LinkedIn Success Secrets

Your Profile should:

1. Focus on the last 10 to 15 years of experience.
2. Omit the dates on schools more than 20 years ago.
3. Use a recent photo.
4. Emphasize accomplishments not a bulleted list of “responsible-for” statements.
5. Expand descriptions of employers and work done.

LinkedIn Success Secrets

Increase visibility by:

1. Spending at least 30 minutes a day on LinkedIn.
2. Doing 1 to 3 updates per day.

Updates are similar to a Facebook newsfeed.
LinkedIn Success Secrets

Increase visibility by:

3. Joining LinkedIn “Open Candidate.”

4. Joining 100 LinkedIn Groups:
   ▶ Review Group activities and participate (“like” good shares).
   ▶ Find and share good information, as appropriate.
   ▶ Comment very carefully and professionally!

*Consider* joining “ProFinder” for short-term jobs (free initially).

LinkedIn Success Secrets

Be EASY to contact and responsive!

Increase accessibility:

▶ Be active on LinkedIn *every* day.
▶ Make contact information visible in your Summary:
  ▪ Gmail email address
  ▪ Google Voice phone number

*Email is the minimum necessary.*
*A phone number is preferred.*
LinkedIn Network Expansion

Connections Matter

- Number of connections is key to search results visibility!
- More connections = greater visibility inside LinkedIn search results
  - Develop your own criteria for accepting invitations from people you don’t know.
  - *Always* check their Profiles before accepting an invitation from a stranger.
Finding Connections

For credibility, **find 500+ connections:**

- Colleagues past and present
- Classmates past and present
- Friends and family
- Employees of target employers

Also:

- Professional meetings
- Local community meetings
- Other online activities
Finding Connections - People Search

Finding Connections - Via Former Employers
Finding Connections - School Search

Final Thought

Protect your birth date -- Key information for identity theft.

Do NOT give Facebook, LinkedIn, or any social network your real birth date.

I recommend April 1, 1901, if a date is required.
More Information

This presentation:
- Job-Hunt.org/HNG.pdf
- Job-Hunt.org/HNG-QRG.pdf

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Questions?