



Write a Winning LinkedIn Profile



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The effects of the COVID-19 pandemic have left many of us on the hunt for new jobs. Whether you're searching for new job opportunities, solidifying your professional network or building your personal brand, LinkedIn is today's top resource to accomplish these professional goals. According to a recent study, over 70% of employers check social media profiles of their job candidates, so having a winning LinkedIn profile could give you that boost to land your dream job.

Here are some tips to make sure you're building a LinkedIn profile that's attractive to potential employers:

1. **Write an engaging summary.** One of the most important elements of your profile is your summary. This is where potential employers can get a glimpse of who you are as the format is freeform. Use it to tell your story. The most compelling summaries contain a little history about the individual, as well as their skills, why they enjoy their profession, their motivations and their passions. Include details about you that support your personal brand.
2. **Include keywords in your headline.** Your headline is the space underneath your name intended to describe what you do in 120 characters or less. When recruiters search job candidates, the headline is a major component in the search. If you want your profile to appear in a recruiter's search, make sure you fill it with keywords that pertain to your profession and industry.
3. **Choose the right photo.** A picture truly is worth a thousand words, and potential employers will be influenced by your picture. Make sure to select a high-resolution image taken in soft, natural light. Your face should comprise roughly 60% of the photo and try to select a background that isn't distracting to viewers. Your attire should be conducive to the industry you are in – some professions call for business attire while others are more relaxed. Finally, make sure you are the only one in the picture! You don't want viewers of your profile to be confused over which person is you.



4. **Maximize your skills.** LinkedIn allows you to add up to 50 skills in your profile and these skills, like your headline, can also appear in a recruiter's search. Make sure to take advantage of this by adding the maximum number of allowable skills to increase your chances of appearing in a recruiter's search.
5. **Proofread.** Employers appreciate attention to detail, and a glaring typo or grammatical error could turn them off. Triple-check your profile for errors and if possible, tap a colleague or friend to take a look as well.

Lawson Products is always looking for qualified candidates through LinkedIn. Write that winning profile, and then [check out our careers page](#) to find a position that fits you!