



## Key to Higher LinkedIn Profile Rankings

David Lanners' LinkedIn Key to Higher LinkedIn Rankings can help increase the ranking of your LinkedIn profile. The purpose of increasing the ranking of your profile is to become more visible to company recruiters. Profiles that LinkedIn ranks among the highest appear higher on search results lists, as links, making it more likely those recruiters will find your profile link and review it.

This document outlines the structure of a typical LinkedIn Profile, with sections highlighted in either green or yellow to indicate where to place certain types of key words in order to increase the value and ranking of your LinkedIn profile.

LinkedIn profile areas in the Key, that have been highlighted in green are where nouns (job titles and job functions) and adjectives (words before nouns that modify/describe them), should appear. The "right" key words placed in these sections most influence your profile ranking.

Profile sections highlighted in yellow are where verbs/adverbs (skills) should appear.

Steps to develop your LinkedIn profile can include:

1. list key words that represent your background and qualifications that are most likely to be used by recruiters when searching for candidates using Google.com and the LinkedIn search tool. "Key words" that are relevant for this purpose include your
  - a. occupational titles (nouns), such as "Project Manager" or "Administrative Support"
  - b. characteristics (adjectives), such as "diligent", "innovative", etc.
  - c. skills, (verbs) such as "reduced costs", "integrated" or "developed POS solutions"
  - d. credentials, such as "Bachelor of Science" or "RN"
  - e. certifications, such as "Insurance Adjustor Certification" or "MS-Office Certification",
  - f. knowledge areas, such as "health care", "QuickBooks", "standards and practices"

These key words should represent:

- what makes you most qualified for the position(s) you are targeting, and
- candidate qualifications most commonly sought by recruiters.

Research and document this information, gleaned from your own knowledge and experience, job leads, [www.onetonline.org](http://www.onetonline.org), and interviewing potential employers' staff.

2. Organize these key words into groups of nouns with accompanying adjectives, such as "innovative Project Manager", then credentials, certifications, knowledge areas and skills.
3. Incorporate these key words into your LinkedIn profile according to the Key on the next page.
  - a. Determine which key words are the most desirable qualifications sought by employers for the position you seek, and use them several times each in your profile. By doing so, recruiters may be able to better evaluate your fit for an open position, and contact you to learn more about how you can help their companies.
4. Test the effectiveness of these changes by using one key word at a time to search for your profile using the LinkedIn search function to determine how you rank in the search results. Revise your profile and re-test your own search results.



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Key obtained from: <http://www.leaderhelper.com/>

Place Adjectives + Nouns (job titles/job functions) in the Profile sections highlighted in green  
In some "green sections", knowledge areas, credentials, and certifications may be requested.

Place Verbs (job skills) in the Profile sections highlighted in yellow, where possible and appropriate.

## LinkedIn KEY (to Higher Rankings)

Keywords in fields highlighted in **GREEN** below influence your profile ranking.

(Green)

**Title** (Maximum 44 characters including spaces):

(Green)

**Headline** (Maximum 120 characters including spaces):

**Update:** (Maximum 140 characters including spaces): (like a Tweet)

**Current:** [Automatic from Current Position(s)]

**Past:** [Automatic from Current Position(s)]

**Education:** [Automatic from Current Position(s)]

**Recommendations:** [Automatic Count] (3 minimum for complete profile)

**Connections:** [Automatic Count] - (light color font if set to private)

**Websites:** [Labels can be edited and the hyperlinks work]

**Summary:** (Maximum 1,900 characters including spaces):

(Green)

**Specialties:** (Maximum 500 characters including spaces):

**Applications:** (News, Personal Slide Presentations, etc.):

Box – (Free storage for up to 40 downloadable 25 megabyte files)

SlideShare – (Maximum three files displayed on LinkedIn)

(Green)

**Experience** (Positions may overlap) [Mo & Yr Start] to [Mo & Yr Finish]:

(Green)

**Job Title (Description):** (Maximum 100 characters including spaces):

(Green)

**at Employer (Company):** (Maximum 100 characters including spaces):

**Actions & Results:** (Maximum 2,000 characters including spaces):

(Green)

**Education** (Enrollment may overlap) [Mo & Yr Start] to [Mo & Yr Finish]:

(Green)

**School Name:** (Select from Drop-Down Menu or Other):

**Degree**

(Green)

**Field of Study** (Maximum 100 Characters including spaces):

**Additional Notes:** (Maximum 970 Characters including spaces):

(Green)

**Activities and Societies:** (Maximum 500 Characters including spaces):

(Green)

**Additional Information:**

**Websites** (Maximum Three Hyperlinks):

(Green)

**Interests** (Maximum 900 Characters including spaces):

(Green)

**Groups & Associations** (Maximum 920 Characters including spaces):

**Honors & Awards** (Maximum 920 Characters including spaces):

**Contact Settings** (Maximum 2,040 Characters including spaces):

(Green)

**References:**

(Green)

At least one makes all Keywords in that experience section count twice.



### Key to Higher LinkedIn Profile Rankings

“Below is an example of a "Sample Tally Sheet" showing actual results for a LinkedIn user who followed suggestions in the "LinkedIn KEY to Higher Rankings" guide. You can see that this user's profile ranks #1 in the world for 13 of 20 search criteria.

Keep in mind that searches including the keywords Dallas, DFW, or Texas are not the same as faceted/filtered searches based on location. These are merely keywords used to reduce the number of returned profiles to be ranked.”

“Sample Tally Sheet” obtained from: <http://www.leaderhelper.com/>

<b>Chris Dorton</b>		10-Dec-09 9:26:38 PM					
<i>CCPS, CLU, ChFC</i>		<b>Global</b>	<b>Texas</b>	<b>Dallas</b>	<b>DFW</b>	<b>Others</b>	<b>Rank DFW</b>
<b>Wealth Planning</b>	Rank	2	1	1	1		
	Total	43,188	1,692	547	51		
<b>Wealth Manager</b>	Rank	2	1	1	1		
	Total	58,964	1,704	544	45		
<b>Wealth Advisor</b>	Rank	6	1	1	1		
	Total	27,712	1,111	319	25		
<b>Private Wealth Management</b>	Rank	2	1	1	1		
	Total	25,300	815	129	18		
<b>Private Foundation Planning</b>	Rank	1	1	1	1		
	Total	14,547	854	325	18		
<b>Wealth Planner</b>	Rank	1	1	1	1		
	Total	8,444	355	116	13		
<b>Wealth Mgt Spec</b>	Rank	1	1	1	1		
	Total	12,143	425	132	12		
<b>Comprehensive Wealth Planning</b>	Rank	1	2	1	1		
	Total	6,228	274	91	12		
<b>Private Wealth Manager</b>	Rank	2	1	1	1		
	Total	15,265	470	160	11		
<b>Comprehensive Wealth Strategies</b>	Rank	3	1	1	1		
	Total	3,311	162	53	9		
<b>Executive Benefit Counseling</b>	Rank	1	1	1	1		
	Total	1,921	120	53	9		
<b>Wealth Strategist</b>	Rank	3	1	1	1		
	Total	2,186	96	36	7		
<b>Private Asset Protection</b>	Rank	1	1	1	1		
	Total	2,669	170	55	6		



### Key to Higher LinkedIn Profile Rankings

A "Working Tally Sheet" has been designed to make it easier for you to track progress as you insert keywords and key phrases into your LinkedIn profile to improve your relative ranking (search engine score) on LinkedIn for those keywords or phrases.

You can download a copy of this MS-Excel worksheet from:  
<http://www.leaderhelper.com/Tools/LinkedInRankTallySheet.xls>

<b>Your Name Here</b>		22-Mar-12 4:05:08 PM					
<i>"Branding Phrase" or Credentials</i>		Global	U.S.A.	Texas	DFW	Others	Rank
<b>Key Phrase #01</b>	Rank Total						
<b>Key Phrase #02</b>	Rank Total						
<b>Key Phrase #03</b>	Rank Total						
<b>Key Phrase #04</b>	Rank Total						
<b>Key Phrase #05</b>	Rank Total						
<b>Key Phrase #06</b>	Rank Total						
<b>Key Phrase #07</b>	Rank Total						
<b>Key Phrase #08</b>	Rank Total						
<b>Key Phrase #09</b>	Rank Total						
<b>Key Phrase #10</b>	Rank Total						
<b>Key Phrase #11</b>	Rank Total						
<b>Key Phrase #12</b>	Rank Total						
<b>Key Phrase #13</b>	Rank Total						
<b>Key Phrase #14</b>	Rank Total						



## Example List of Adjectives

<http://www.momswhothink.com/reading/list-of-adjectives.html#Adjectives List>

The following list is just a sampling of adjectives in the English language. They are categorized by the type of attribute they describe. Use your dictionary or thesaurus to add to each list or use the complete list below this one.

Why do you need a list of adjectives? Adjectives can turn the ordinary in to the extraordinary. However, there can be too much of a good thing. Please keep your adjectives effective by choosing them wisely.

### A

able  
abounding  
accessible  
accurate  
adaptable  
adventurous  
aggressive  
agreeable  
amazing  
ambitious  
animated  
aspiring  
astonishing  
awesome

### B

beneficial  
best  
better  
big  
boundless  
brainy  
brave  
brawny  
bright  
bustling  
busy

### C

calculating  
calm  
capable  
careful  
caring  
cautious  
ceaseless  
certain  
changeable  
cheerful  
chief  
classy  
clever  
colorful  
complex  
concerned  
cooperative  
coordinated  
courageous  
cultured  
curious

### D

dazzling  
decisive  
decorous  
deeply  
delightful  
detailed  
determined  
diligent  
distinct  
dynamic

### E

eager  
early  
easy  
economic  
educated  
efficacious  
efficient  
elastic  
electric  
elite  
eminent  
encouraging  
energetic  
enthusiastic  
evanescent  
excellent  
excited  
exciting  
exclusive  
exuberant  
exultant

### F

fabulous  
fair  
faithful  
fanatical  
fantastic  
fast  
fierce  
fine  
first  
flawless  
fresh  
friendly  
functional  
futuristic

### G

gainful  
gentle  
gifted  
gigantic  
gleaming  
glorious  
great

### H

handy  
hard-to-find  
harmonious  
helpful  
holistic  
honorable  
hospitable  
humorous  
hypnotic

### I

illustrious  
immense  
impartial  
important  
incandescent  
industrious  
incredible  
infamous  
innate  
innovative  
inquisitive  
insidious  
instinctive  
intelligent  
interesting  
invincible

### J

joyous  
judicious

**K**

keen  
kind  
kindhearted  
kindly  
knowing  
knowledgeable  
known

**L**

large  
lean  
learned  
lethal  
level  
likeable  
literate  
lively  
long-term  
lyrical

**M**

magical  
magnificent  
majestic  
mammoth  
maniacal  
massive  
marvelous  
material  
materialistic  
medical  
mighty  
modern

**N**

natural  
necessary  
new  
nice  
nimble  
nonstop

**O**

observant  
obtainable  
omniscient  
open  
optimal  
organic  
outgoing  
outrageous  
outstanding  
overjoyed

**P**

panoramic  
perfect  
perpetual  
plucky  
poised  
polite  
political  
possible  
powerful  
precious  
premium  
present  
productive  
profuse  
proud  
pumped  
puny

**Q**

quick  
quickest  
quirky  
quizzical

**R**

rambunctious  
rapid  
rare  
ready  
real  
receptive  
recondite  
reflective  
remarkable  
resolute  
resonant  
responsible  
ripe  
robust

**S**

sassy  
satisfying  
scarce  
scientific  
sedate  
selective  
serious  
sharp  
sincere  
skillful  
smart  
solid  
sophisticated  
sparkling  
special  
spectacular  
spotless  
steadfast  
steady  
stimulating  
strong  
stupendous  
substantial  
successful  
superb  
supreme  
swift

**T**

talented  
tangible  
tasteful  
terrific  
tested  
thirsty  
thirsty  
thoughtful  
thundering  
tidy  
tough  
tremendous

**U**

unbiased  
unequal  
unequaled  
unique  
upbeat  
up-to-date  
useful  
utmost

**V**

valuable  
vast  
verdant  
versed  
victorious  
vigorous  
voracious

**W**

warm  
well-made  
wise  
witty  
wonderful  
workable  
wry

**Y**

young  
youthful

**Z**

zealous  
zesty



## Skills Most Desired by Employers

[http://www.quintcareers.com/job\\_skills\\_values.html](http://www.quintcareers.com/job_skills_values.html)

### Communications Skills (listening, verbal, written).

By far, the one skill mentioned most often by employers is the ability to listen, write, and speak effectively. Successful communication is critical in business.

Sample bullet point describing this skill:

- Exceptional listener and communicator who effectively conveys information verbally and in writing.

### Analytical/Research Skills.

Deals with your ability to assess a situation, seek multiple perspectives, gather more information if necessary, and identify key issues that need to be addressed.

Sample bullet point describing this skill:

- Highly analytical thinking with demonstrated talent for identifying, scrutinizing, improving, and streamlining complex work processes.

### Computer/Technical Literacy.

Almost all jobs now require some basic understanding of computer hardware and software, especially word processing, spreadsheets, and email.

Sample bullet point describing this skill:

- Computer-literate performer with extensive software proficiency covering wide variety of applications.

### Flexibility/Adaptability/Managing Multiple Priorities.

Deals with your ability to manage multiple assignments and tasks, set priorities, and adapt to changing conditions and work assignments.

Sample bullet point describing this skill:

- Flexible team player who thrives in environments requiring ability to effectively prioritize and juggle multiple concurrent projects.

### Interpersonal Abilities.

The ability to relate to your co-workers, inspire others to participate, and mitigate conflict with co-workers is essential given the amount of time spent at work each day.

Sample bullet point describing this skill:

- Proven relationship-builder with unsurpassed interpersonal skills.

### Leadership/Management Skills.

While there is some debate about whether leadership is something people are born with, these skills deal with your ability to take charge and manage your co-workers.

Sample bullet point describing this skill:

- Goal-driven leader who maintains a productive climate and confidently motivates, mobilizes, and coaches employees to meet high performance standards.

#### Multicultural Sensitivity/Awareness.

There is possibly no bigger issue in the workplace than diversity, and job-seekers must demonstrate a sensitivity and awareness to other people and cultures.

Sample bullet point describing this skill:

- Personable professional whose strengths include cultural sensitivity and an ability to build rapport with a diverse workforce in multicultural settings.

#### Planning/Organizing.

Deals with your ability to design, plan, organize, and implement projects and tasks within an allotted timeframe. Also involves goal-setting.

Sample bullet point describing this skill:

- Results-driven achiever with exemplary planning and organizational skills, along with a high degree of detail orientation.

#### Problem-Solving/Reasoning/Creativity.

Involves the ability to find solutions to problems using your creativity, reasoning, and past experiences along with the available information and resources.

Sample bullet point describing this skill:

- Innovative problem-solver who can generate workable solutions and resolve complaints.

#### Teamwork.

Because so many jobs involve working in one or more work-groups, you must have the ability to work with others in a professional manner while attempting to achieve a common goal.

Sample bullet point describing this skill:

- Resourceful team player who excels at building trusting relationships with customers and colleagues.

#### Personal Values Employers Seek in Employees

Of equal importance to skills are the values, personality traits, and personal characteristics that employers seek. Look for ways to weave examples of these characteristics into your resume, cover letters, and answers to interview questions.

#### Honesty/Integrity/Morality.

Employers probably respect personal integrity more than any other value, especially in light of the many recent corporate scandals.

Sample bullet point describing this skill:

- Seasoned professional whose honesty and integrity provide for effective leadership and optimal business relationships.

#### Adaptability/Flexibility.

Deals with openness to new ideas and concepts, to working independently or as part of a team, and to carrying out multiple tasks or projects.

Sample bullet point describing this skill:

- Highly adaptable, mobile, positive, resilient, patient risk-taker who is open to new ideas.



#### Dedication/Hard-Working/Work Ethic/Tenacity.

Employers seek job-seekers who love what they do and will keep at it until they solve the problem and get the job done.

Sample bullet point describing this skill:

- Productive worker with solid work ethic who exerts optimal effort in successfully completing tasks.

#### Dependability/Reliability/Responsibility.

There's no question that all employers desire employees who will arrive to work every day -- on time -- and ready to work, and who will take responsibility for their actions.

Sample bullet point describing this skill:

- Dependable, responsible contributor committed to excellence and success.

#### Loyalty.

Employers want employees who will have a strong devotion to the company -- even at times when the company is not necessarily loyal to its employees.

Sample bullet point describing this skill:

- Loyal and dedicated manager with an excellent work record.

#### Positive Attitude/Motivation/Energy/Passion.

The job-seekers who get hired and the employees who get promoted are the ones with drive and passion -- and who demonstrate this enthusiasm through their words and actions.

Sample bullet point describing this skill:

- Energetic performer consistently cited for unbridled passion for work, sunny disposition, and upbeat, positive attitude.

#### Professionalism.

Deals with acting in a responsible and fair manner in all your personal and work activities, which is seen as a sign of maturity and self-confidence; avoid being petty.

Sample bullet point describing this skill:

- Conscientious go-getter who is highly organized, dedicated, and committed to professionalism.

#### Self-Confidence.

Look at it this way: if you don't believe in yourself, in your unique mix of skills, education, and abilities, why should a prospective employer? Be confident in yourself and what you can offer employers.

Sample bullet point describing this skill:

- Confident, hard-working employee who is committed to achieving excellence.

#### Self-Motivated/Ability to Work With Little or No Supervision.

While teamwork is always mentioned as an important skill, so is the ability to work independently, with minimal supervision.

Sample bullet point describing this skill:

- Highly motivated self-starter who takes initiative with minimal supervision.

#### Willingness to Learn.

No matter what your age, no matter how much experience you have, you should always be willing to learn a new skill or technique. Jobs are constantly changing and evolving, and you must show an openness to grow and learn with that change.

Sample bullet point describing this skill:

- Enthusiastic, knowledge-hungry learner, eager to meet challenges and quickly assimilate new concepts.