Creating an Online Profile

*The internet is full of articles and blogs on how to create a professional online profile for your job search! Here is a short list of the most important aspects – taking a **LinkedIn** profile as an example:*

- ✓ be sure that your profile is complete, detailed and consistent
- ✓ choose an appropriate photo for your profile
- ✓ make your profile public
- ✓ ask for recommendations and references
- ✓ include links to relevant websites and resources
- ✓ show that you are a real person

Tipps to create a good summary for your LinkedIn profile:

Who Is the Audience?

In order to maximize a LinkedIn profile's attractiveness, it is critical to

understand the reader and his or her priorities

Include the right Keywords in your Summary

- See what keywords are most prominent in similar profiles from senior, well-respected professional in your field
- Once you identify what your next job title should be, look at job postings for the job title and its variations. From there, review the terms that appear often, as above.
- One should avoid keywords that cannot be applied truthfully. In addition, a great profile not only has the right keywords, but is also appealing to a human reader. Take the time to pull them together into a satisfying whole.

Optimize the Appearance of Your Summary:

Depending on which platform, only so many characters will appear of the profile summary:

- Desktop: the first 220 characters are immediately visible, with the rest requiring a user click on View More
- Mobile: the first 92 characters are immediately visible