



LinkedIn Optimization

Building Your Professional Brand with SEO Strategy

YOUR PERSONAL BRAND

- **IDENTITY** - Who you are and what you stand for professionally
- **EXPERTISE** - What you know and what you can do
- **VISIBILITY** - Who knows about it and how easily they can find you

"Your brand is what people say about you when you're not in the room."

Your brand exists whether you manage it or not. LinkedIn is where your brand lives online - make it intentional. Google your name: what comes up? That is your brand today.

Why LinkedIn Matters

- **Global Reach:** 1.1 billion+ members worldwide
- **Recruiter Usage:** 72% of recruiters use LinkedIn to find candidates
- **Interview Impact:** 71% higher interview rate for optimized profiles
- **SEO Power:** 40x more likely to be found with complete profile

**Sources: LinkedIn Newsroom (2026); The Social Shepherd (2025); ResumeGo (2019); LinkedIn Help Center (n.d.)*

KEY INSIGHT: LinkedIn works like a search engine - profiles optimized with the right keywords appear first in recruiter searches

How Recruiters Search:

- "Healthcare administrator" + "HIPAA" + "Indiana"
- "MBA" + "strategic planning" + "P&L"
- "Social worker" + "trauma-informed" + "case management"

7 Essential Profile Elements

1. **PROFILE PHOTO** - Professional headshot, 400x400px
2. **BANNER IMAGE** - Custom banner showing your field (1584x396px)
3. **HEADLINE (220 chars)** - [Target Role] | [Expertise] | [Value] | [USI Program]
4. **ABOUT SECTION** - Hook + Story + Accomplishments + Call to Action
5. **EXPERIENCE** - Achievements with quantified impact and industry keywords
6. **SKILLS (50 MAX)** - Top 3 appear in searches - SEO CRITICAL
7. **CUSTOM URL** - linkedin.com/in/yourname (add to resume)

All-Star Status: Complete all profile sections to achieve LinkedIn's All-Star status - the highest profile level. All-Star profiles are 40x more likely to receive opportunities and get greater visibility in search results.

Profiles with photos receive 21x more views and 36x more messages.

SEO KEYWORD EXTRACTION WITH COPILOT

- **COLLECT** - Find 5-10 job postings for your target role and copy the full descriptions
- **ANALYZE** - Paste into Copilot and ask for the most frequently used keywords
- **INTEGRATE** - Add top keywords to headline, about, experience, and skills sections for SEO optimization

COPILOT PROMPT 1: "Analyze these job descriptions and list the top 20 most frequently mentioned skills and qualifications"

COPILOT PROMPT 2: "What keywords do recruiters searching for [target role] typically use?"

COPILOT PROMPT 3: "Compare my LinkedIn profile to these job descriptions - what keywords am I missing?"

- **High Impact Placements:** Headline (most important), About section first 300 chars, job titles, skills section
- **Keyword Density Tip:** Repeat important keywords 3-5 times naturally across your profile for better search ranking

SEO-Optimized Headline Formula

[Target Role] | [Key Expertise] | [Value Proposition] | [USI Program]

- **MBA:** "Strategic Business Leader | P&L Management & Cross-Functional Teams | Driving Growth | MBA Candidate, USI"
- **MSW:** "Clinical Social Worker | Trauma-Informed Care & Crisis Intervention | Empowering Communities | MSW Candidate, USI"
- **MHA:** "Healthcare Administrator | Revenue Cycle & HIPAA Compliance | Improving Operational Efficiency | MHA Candidate, USI"

COPILOT PROMPT: "Based on these 5 job descriptions, what keywords should I include in my LinkedIn headline to be found by recruiters?"

WRITING YOUR ABOUT SECTION

About Section Structure (2,600 Characters)

- **Opening Hook (first 300 chars)** - Appears before "see more" - include target role and top keywords
- **Your Story** - Why you chose this field, what drives you, your unique perspective
- **Key Achievements** - 2-3 notable accomplishments with metrics; weave in keywords naturally
- **Call to Action** - What you're looking for and how to connect with you

Writing Tips:

- Write in first person ("I" not "they") | Break into short paragraphs
- Include industry-specific keywords naturally
- Add personality - this isn't a resume; only 300 characters show before "see more"

COPILOT PROMPT: "Help me write an engaging LinkedIn About section that incorporates these keywords: [list]. Make it conversational and include a hook in the first 300 characters."

7 LINKEDIN PROFILE MISTAKES TO AVOID

- Default Headline** - "Student at USI" has zero search value
- No Photo or Unprofessional Photo** - Profiles without photos get 21x fewer views
- Empty About Section** - Missing prime keyword real estate
- Copy-Paste Resume** - LinkedIn allows more space - use it for storytelling
- Ignoring Skills Section** - You can add 50 skills - use them all strategically
- Not Engaging** - Algorithm rewards comments, posts, and connections
- Default URL** - linkedin.com/in/random-numbers looks unprofessional

Engagement Tip: Comment thoughtfully on 3-5 posts per week in your field. This increases your visibility to recruiters.

7-Day Action Plan

- Days 1-2: Extract keywords from 5 target job postings using Copilot
- Days 3-4: Rewrite headline using SEO formula + update photo
- Days 5-6: Write About section + add 50 skills + customize URL
- Day 7: Send 5 personalized connection requests

VIDEO TUTORIALS & RESOURCES

 **Dr. Dixon** — USI strategy & branding focus → youtu.be/YV8ESwZ31NY

 **René Delescen** — Complete section-by-section walkthrough → youtu.be/bZ2xiTvVhpM

 Watch Dr. Dixon first for strategy, then René's tutorial to build.

- **Pro Tip - Digital Diploma:** When you receive your USI digital diploma, upload it directly to your LinkedIn profile under Licenses & Certifications. It signals credential verification to recruiters and makes your profile stand out.
- **LinkedIn Learning (Free for USI):** Access via myUSI portal - courses on profile optimization, networking, and career development.
- **Expert Resources:** The Job Insiders (thejobinsiders.com) | LinkedIn Economic Graph Research | Apollo.io (company research) | Schedule a LinkedIn profile review via Career Launch

USI Career Success Center

Orr Center, Room 1051 | (812) 464-1865

Schedule an Appointment

usi.edu/career-success | Career Launch