



 PART 3 OF 9

LINKEDIN OPTIMIZATION

— Building Your Professional Brand with SEO Strategy —

Presented by USI Career Success Center

 usi.edu/career-success



ROADMAP TO EXCELLENCE: THE USI GRADUATE STUDENT CAREER WEBINAR SERIES

PHASE 2
Mastering
The Market and
Advancement



YOUR PERSONAL BRAND

1

IDENTITY

Who you are and what you stand for professionally

2

EXPERTISE

What you know and what you can do

3

VISIBILITY

Who knows about it and how easily they can find you



Brand Audit
Try It Right Now

Google your name. What comes up on the first page? That is your brand today. Is it what you want a recruiter to find?

“Your brand is what people say about you when you’re not in the room.”

LinkedIn is where your brand lives online. Everything we build in this module is about making sure your profile tells the right story.

Your Brand Lives In:

What you say about yourself, what others say about you, and what people find when they search your name

The Goal

A clear, consistent professional presence so the right opportunities and the right people can find you



WHY LINKEDIN MATTERS FOR GRADUATE STUDENTS

1.1_B

members worldwide on LinkedIn

72%

of recruiters use LinkedIn to find candidates

71%

higher interview rate with optimized profile

40_x

more likely to be found with complete profile

Key Insight

LinkedIn is a **SEARCH ENGINE**. Recruiters search for candidates using keywords — your profile needs SEO optimization.



How Recruiters Search:

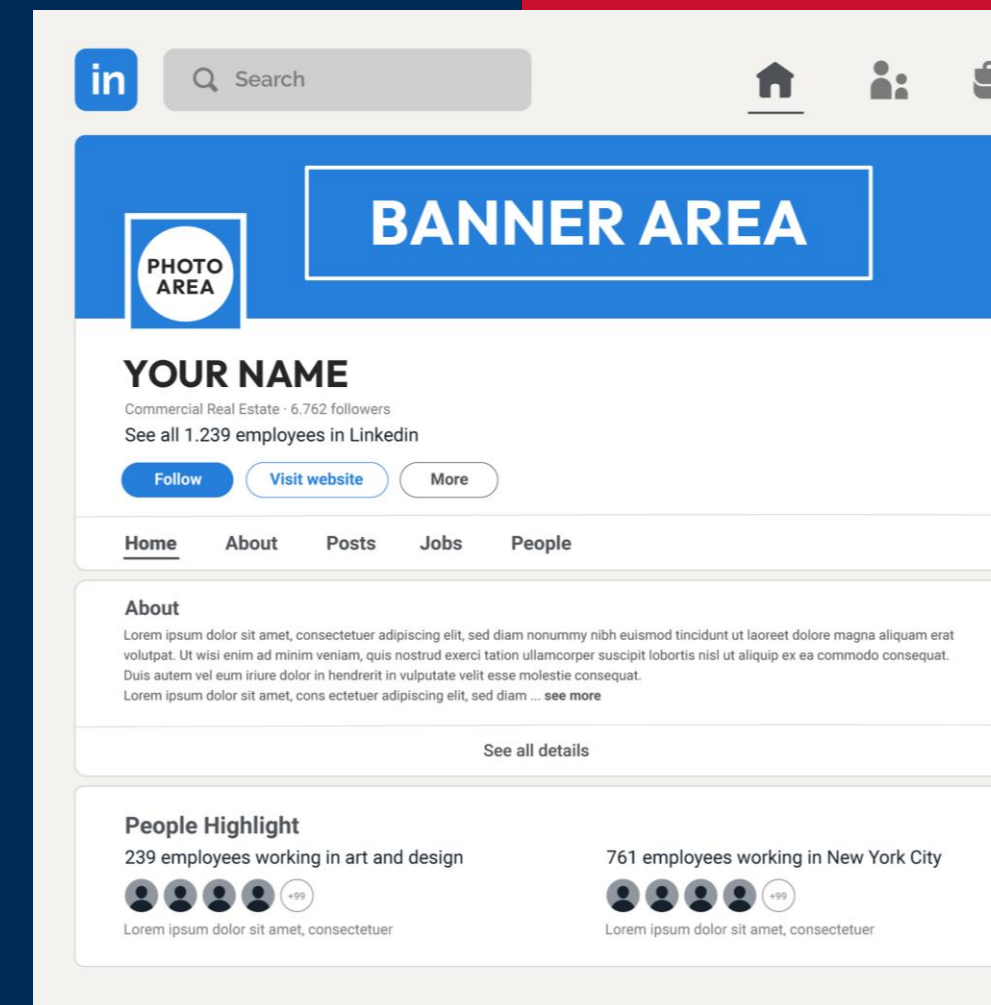
- “Healthcare administrator” + “HIPAA” + “Indiana”
- “MBA” + “strategic planning” + “P&L”
- “Social worker” + “trauma-informed” + “case management”



7 ESSENTIAL PROFILE ELEMENTS

- 1 PROFESSIONAL PHOTO**
Headshot, neutral background, professional attire
- 2 BANNER IMAGE**
Industry-relevant or USI branded (1584 x 396px)
- 3 SEO HEADLINE**
220 characters with target keywords (not job title)
- 4 ABOUT SECTION**
2,600 characters - your professional story + keywords

- 5 EXPERIENCE**
Mirror resume with expanded STAR bullets
- 6 SKILLS (50 MAX)**
Add all relevant skills, pin top 3 for visibility
- 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 of three profile levels (Beginner, Intermediate, and All-Star). All-Star profiles are 40x more likely to receive opportunities and receive greater content visibility in search results.

LINKEDIN PROFILE VIDEO TUTORIALS

1 USI GRADUATE WORKSHOP Creating an Effective LinkedIn Profile | Dr. Dixon

WHAT YOU WILL LEARN
Profile strategy, branding, & recruiter insights

WATCH AT:
youtu.be/YV8ESwZ31NY

2 RENÉ DELESCEN TUTORIAL Complete LinkedIn Profile Walkthrough

WHAT YOU WILL LEARN
Every section filled in live, on-screen, from photo to custom URL

WATCH AT:
<https://youtu.be/bZ2xiTvVhpM?si=mbfMnVTm3dJKMnS>

➔ Watch Dr. Dixon's workshop first for strategy, then follow René's tutorial to complete every section of your profile start to finish!



 **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.

THE SEO HEADLINE FORMULA



Headline Formula (220 Characters Max)

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



Default Headline

“Graduate Student at University of Southern Indiana”

No keywords, no value, won't appear in recruiter searches

Optimized Headline

“Healthcare Administrator | Revenue Cycle & HIPAA Compliance | Improving Operational Efficiency | MHA Candidate, USI”

Keyword-rich, searchable, demonstrates value

Program-Specific Examples:

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”



Copilot Prompt

“Based on these 5 job descriptions, what keywords should I include in my LinkedIn headline to be found by recruiters?”



SEO KEYWORD EXTRACTION WITH COPILOT

1

COLLECT

Find 5-10 job postings for your target role and copy the full descriptions

2

ANALYZE

Paste into Copilot and ask for the most frequently used keywords

3

INTEGRATE

Add top keywords to headline, about, experience, and skills sections for SEO optimization



Copilot Prompts For Keyword Extraction

“Analyze these job descriptions and list the top 20 most frequently mentioned skills and qualifications”

“What keywords do recruiters searching for [target role] typically use?”

“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



WRITING YOUR ABOUT SECTION

The About Section Structure (2,600 Characters)

Opening Hook (First 300 chars)

This appears before “see more” - make it count! 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, how to connect with you.

Example Opening (MHA Student)

“Healthcare administrator passionate about improving patient outcomes through operational excellence. Currently pursuing my MHA at USI with focus on revenue cycle management, HIPAA compliance, and quality improvement initiatives. With 5+ years in clinical operations, I bring a unique perspective to healthcare administration...”

Keywords: healthcare administrator, patient outcomes, MHA, revenue cycle, HIPAA, quality improvement

Writing Tips

- ✓ Write in first person (“I” not “they”)
- ✓ Break into short paragraphs
- ✓ Include industry-specific keywords
- ✓ Add personality - this isn’t a resume



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

1 **Default Headline**
“Student at USI” has zero search value

2 **No Photo or Unprofessional Photo**
Profiles without photos get 21x fewer views

3 **Empty About Section**
Missing prime keyword real estate

4 **Copy-Paste Resume**
LinkedIn allows more space - use it for storytelling

5 **Ignoring Skill Section**
You can add 50 skills - use them all strategically

6 **Not Engaging**
Algorithm rewards comments, posts, and connections

7 **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.

RESOURCES & YOUR ACTION PLAN



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LinkedIn Reviews via Career Launch

Expert Resources

- The Job Insiders (thejobinsiders.com)
- LinkedIn Economic Graph Research

- Apollo.io (company research)
- Creating an Effective LinkedIn Profile: USI Graduate Student Workshop | Dr. Dixon
- Create a PROFESSIONAL LinkedIn Profile (2026) | René Delescen

LinkedIn Learning (Free for USI)

- Access via myUSI portal
- Courses on profile optimization, networking

Your 7-Day Action Plan

Day **1-2**

Extract keywords from 5 target job postings using Copilot

Day **3-4**

Rewrite headline using SEO formula + update photo

Day **5-6**

Write About section + add 50 skills + customize URL

Day **7**

Send 5 personalized connection requests

Coming Up Next: **PART 4**

Strategic Job Search Techniques
Navigating the Hidden Job Market with AI Tools



THANK YOU FOR LISTENING!

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