

LinkedIn Job Search

Cheat Sheet

Setting Up Your Profile

With 700+ million professionals on **LinkedIn**, it's a powerful tool for job hunting. Customize it to reflect your unique persona and prepare to explore opportunities.

LinkedIn Profile Blue Print

← https://www.linkedin.com/in/janedoe



Jane Doe

Learning and Development | Training Manager | Transforming Teams Through Learning
Minneapolis, Minnesota, United States • [Contact info](#)
500+ connections
[Connect](#) [Message](#) [More](#)

 CustomGuide
 University of Minnesota

About

With over 8 years of experience in corporate training and leadership development, I specialize in crafting strategies that empower teams ...see more

**Top Skills**

Talent Development • Leadership Development • Training Needs Analysis

Experience

 **Training Manager**
CustomGuide
March 2020 – Present

- Designed and delivered training programs that boosted team productivity by 25%.
- Spearheaded the development of e-learning modules, improving accessibility and reducing training time by 20%. ...see more



Each week, over **49 million professionals** are actively searching through **LinkedIn** for their next career opportunity.

Follow these steps to create a standout profile:

Customize Your URL

Personalize your LinkedIn profile URL to make it easy for people to find you.

Professional Headshot

Upload a clear, professional profile headshot that best represents you and your brand.

Compelling Headline

Create a concise and impactful personal headline that highlights your expertise and value.

Craft Your Summary

Write a brief, engaging professional summary of your journey, skills, and aspirations.

Showcase Your Experience

Highlight your roles, achievements, and career impact in a clear and structured format.

Skills and Endorsements

Be creative and strategic, including key terms to define your industry and role effectively.

Making Connection

Networking on LinkedIn begins with connecting. Stand out by adding a personalized note to your requests, as members are more likely to accept invitations with a personal touch.

Add a note to your invitation

Hi [Name], I enjoyed your article on training and development trends and found it insightful. I'd love to connect and learn more about your work!

Cancel

Send

Interesting LinkedIn Statistics



Your profile has **13 times more chance** of getting viewed if you add your skills.



Set your photo visibility to **"Public"** to maximize networking opportunities.



Members who include a summary receive up to **3.9 times** as many profile views.

Networking Strategies

LinkedIn is a gateway to vibrant professional communities. Here's how to make the most of **LinkedIn Groups**:

← Learning and Development (L&D) Discussion Group

968,644 members

Search members



John Roberts • 1st
Head of Training

Message



George Lawson • 2nd
HR Manager at Training Company

Message



Olivia Smith • 1st
Human Resource Assistant

Message



Karen Moore • 3rd
Human Resource Associate

Message

- Join groups relevant to your industry or skills.
- Message group members with shared interests to build connections.
- Make sure to engage, comment, and ask questions to stand out.
- Watch for postings and network discreetly.

Pro Tip: Engage with their posts in the group first to build familiarity.

Then, send a personalized message sharing what you liked and why you want to connect.

LinkedIn Company Pages aren't just for updates—they're powerful tools for job seekers and professionals. Here's how you can network using LinkedIn company pages:



Follow companies to stay updated on news, job openings, and trends.



Engage with posts by commenting thoughtfully to build visibility.



Connect with employees or alumni using personalized messages.



Use the "Life" tab to learn about company culture and values.



Explore the "Jobs" tab to find openings and opportunities.

LinkedIn Messaging Do's and Don'ts

Do's

- ✓ Use a clear, relevant subject line.
- ✓ Personalize your message with shared interests.
- ✓ Keep it short and professional.



Don'ts

- ✗ Send generic or copy-paste messages.
- ✗ Add people to lists without consent.
- ✗ Ask for a job right away.



As of 2025, **LinkedIn hosts over 67.1 million Company Pages**.

With **seven people hired every minute** on the platform, leveraging these pages can significantly enhance your job search strategy.

Job Search Technologies

Millions of jobs are posted on LinkedIn every day, so it's important to find the ones that match your expectations and requirements.



🔍 6 Different Ways to Job Search on LinkedIn



Search for jobs using keywords, titles, or companies—LinkedIn also suggests roles based on your profile.



Filter your search by location, experience level, and job type.



Enable **job alerts** to get notified when new roles that match your interests are posted.



Use "**Easy Apply**" or apply through the company's site.



Click "**Save**" on job listings you like and revisit them later.

Pro Tip: You can find job-related posts on LinkedIn by browsing the Jobs section and filtering content to show posts that mention openings, opportunities, or hiring updates.

Let recruiters know you're Open to Work

You can let recruiters and your network on LinkedIn know you're open to new job opportunities with the **#OpenToWork** feature.



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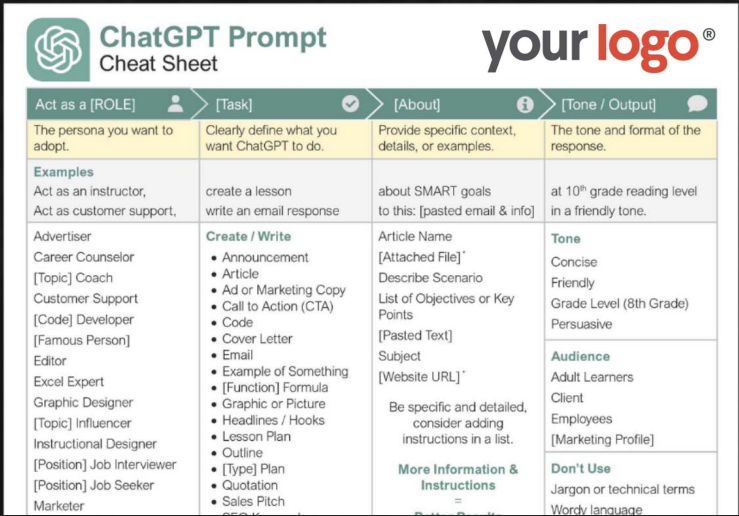
With **#OpenToWork**, you control who sees you're open to new opportunities.

1

All LinkedIn Members: Adds a photo frame; visible to everyone, including your employer.

2

Recruiters Only: Hidden from most, but not fully private from your current company.



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Leadership

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- Management
- Project Management

Technology

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- Digital Literacy
- Software Applications

Career Development

- Career
- Higher Education
- Job Hunting

Microsoft

- Access
- Copilot
- Excel
- OneDrive
- Outlook
- PowerPoint
- Teams
- Windows
- Word

Wellness

- Mental Health
- Personal Growth
- Well-Being
- Work/Life Balance

Compliance & Safety

- Active Shooter
- Discrimination
- Harassment
- Safety
- Security

Diversity & Citizenship

- Bias
- Diversity
- U.S. Citizenship

Fewer Tools. Lower Costs. Smarter Training.

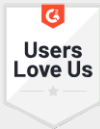
Includes	Paid Plans			
	Free	Starter	Custom Plans	
Num Active Users	1	5	10+	Compare To
Branded Cheat Sheets	Your Logo	Your Logo	Your Logo	None
Customizable Courses		300+	300+	LinkedIn Learning
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Skill Assessments				Northstar
LMS				Teachable
Annual Cost	Free 	\$495 		



“Customizing the courses saved hours of work.”



“So impressed with your features and ease of use!”



★★★★★
4.9 rating on