



BTDT HUB

CAREERS, EMPLOYABILITY, ENTERPRISE AND EDUCATION



LinkedIn Optimisation



How LinkedIn Works

Keywords are important in optimizing your LinkedIn to rank high in searches.

Ensure that your keywords appear in these sections:

- ❑ **The Headline:** This ranks high on the LinkedIn search index and hence should be optimised.
- ❑ **Current and Past Job description:** The next item the LinkedIn SEO picks in a search is the Current Job Description. LinkedIn will always prompt you to include this.
- ❑ **The Summary section** is also another place to optimize with keywords from your area(s) of expertise and industry.
- ❑ **The Skills section.** Some recruiters search by skills, hence it is important to optimize the skills section with skills relevant to your areas of expertise.

Optimising the LinkedIn Profile

1. The Headline

The Headline ranks high on the LinkedIn search index. When a search is initiated, the search algorithm sifts through the headline before bringing up results from any other section. Hence it is important to use important keywords for your field of expertise/interest in this space.

“**Logistics Manager at XYZ Energy**” is an underutilization of the Headline space.

Instead write: **Logistics Manager | Supply Chain Manager | Procurement Specialist**

You can also use your headline to sell yourself; tell people what you do.

E.g.: Business Strategist driving business growth for companies.

Training Manager accelerating employee capacity building

Optimising the LinkedIn Profile (Headline)



Name Surname · 3rd

Business Operations Manager at Hariscope
Nigeria · 500+ connections · [Contact info](#)



[Message](#) [More...](#)

- Hariscope
- Nottingham University Business School



Name Surname · 3rd

Data Analyst | Business Intelligence Analyst | E-commerce
Process Specialist
Nigeria · 500+ connections · [Contact info](#)



[Message](#) [More...](#)

- Jumia Group
- Bells University of Technology

Optimising the LinkedIn Profile (About)

2. The Summary (About Section)

The Summary can be about 3-5 paragraphs

Pay attention to the flow of information and show some warmth.

Personalise the Summary: The length is up to you. You can use a conversational tone and walk the reader through your personality, passion, skills, interests, unique qualifications and the industries you have been exposed to. Show your enthusiasm here and keep the reader engaged.

Personal Branding: Every brand has a story, tell yours.

You can include a bullet section in the middle paragraph to showcase some of the measurable and quantifiable achievements. A few stats will go a long way in convincing the reader.

Optimising the LinkedIn Profile (About)

About

I see the world through many lenses...and rose coloured glasses! My diligence has seen me reduce the turnaround time for vessel screening and offtake at ExxonMobil, Lagos by 2 hours, thereby preventing the risk of not securing a qualified vessel for the scheduled lifting of cargoes.

I am an exciting individual with an international outlook and experience studying abroad and working internationally. I have extensive corporate experience, predominantly in the Oil and Gas industry, utilising market intelligence, analytical and interpersonal skills which have been developed through group planning and project development.

Little details matter to me, as does proper organization and structure. I could be the most eager person when it comes to learning new things.

Knowledge Domain:

- Business management, Global business, procurement, commercial, legal and regulatory issues.
- Stakeholder/client Management
- Planning, Scheduling, operations management, risk management

I apply a good understanding of global business issues and trends, with a demonstrated interest in the financial services industry. My acquired skills and experience have given me the ability to achieve optimal operational performance, maintain stakeholder/client relations, and meet growth objectives.

In my current role as a Crude Lifting Analyst with ExxonMobil, I develop schedules for the payment of oil and gas regulatory fees and drive compliance with governmental regulatory policies on international trade. I also represent the corporation at production curtailment/lifting program meetings and liaise with external stakeholders such as the Nigerian National Petroleum Corporation (NNPC) and the Department of Petroleum Resources (DPR).



Messaging

Optimising the LinkedIn Profile (About)



Name Surname

Huawei-Certified Network Associate | Procurement Executive

About

Tech permeates every aspect of our lives and this growing fact fascinates me. This fascination led me to get a bachelor's in engineering for Information and Communication Engineering. I am also developing a strong background in web development techs such as CSS, HTML, and Javascript. Recently, I got certified as a Huawei Certified Network Associate (HCNA); a truly rewarding experience.

I effectively combine excellent, dynamic and performance-driven professionalism with fast learning and application of concepts I'm exposed to. I am fairly confident in my keen eye for detail and well-honed ability to adapt, integrate and apply new methodologies.

The experiences I have garnered so far only serve to spur me on to exploring more exciting opportunities in the tech space. I am currently on the lookout for work and projects centered around information security.

Optimising the LinkedIn Profile (Summary)



Name Surname

Legal Practitioner | International Elections Consultant | Lecturer | Writer

Connect

Mess

About

Impact-led Executive and Administrator leveraging 25+ years of experience — including senior-level leadership covering both public and private sectors — spanning international and domestic experience in election administration, voter and civic education, academia, private and public sector partnership, corporate and regulatory compliance, dispute resolution, institutional management and transactional expertise.

Over the years, I have combined technical expertise with strong business acumen and operational understanding; ensuring all technical strategies and activities align with corporate goals. Expertly oversees both small-scale and large-scale projects—from initial planning and development to implementation and enhancements. I am adept at building and motivating diverse technical and professional teams to achieve outstanding results and complete projects on time and within budget.

I demonstrate practical application of laws and regulatory issues, corporate governance and business practice and finance while partnering closely with team members to achieve growth and corporate goals.

AWARDS

- 🏆 Woman of Courage Award (2017) by the US Government
- 🏆 Glitz Africa Woman of the Year Award 2018 (Governance)
- 🏆 Chatham House Prize (Finalist) 2017



Messaging

Optimising the LinkedIn Profile (Summary)



Search



Name Surname

Procurement Officer | Researcher | Logistics and Supply Chain Management | Operations Managem...

Add profile section

About



I am versatile, with a dynamic ability to fit into any environment and thrive. I have a solid background in Chemical Engineering, but I have found fulfillment in the Procurement, Logistics and Supply Chain Management career path.

I have built experience in steering organizational success and profitability through wholesome management of procurement lifecycle, shrewd price and contract negotiation, inventory and asset management, initiating and implementing cost reduction initiatives and strategies and driving total compliance with procurement policies and procedures. I have also built and maintained strong supplier and vendor relationships.

I have a keen eye for detail, process improvement and excellence in business operations, which a burgeoning reputation for achieving all objectives by ensuring smooth operations. I have applied strong interpersonal relationship skills to effectively manage stakeholders and lead different cross-functional teams to achieve notable business results. I am fast becoming known for improving team performance, and driving cost efficiency.

EXPERTISE

Procurement and Supply Chain Management, Project and Program Management
Logistics and Operations Management, Cost Analysis, Planning and Management
Cost Reduction Strategies, Supplier and Vendor Management
Market Survey, Analysis and Strategic Sourcing
Value Engineering and Process Improvement
Research and Production Planning
Persuasive Negotiation/Proposal Writing



Messaging

Optimising the LinkedIn Profile (Experience)

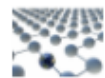
- ❑ Include a Current Job Entry.
- ❑ Several recruiters use the “Current Title” box to search for candidates.
- ❑ A LinkedIn user without a current job entry will easily be missed out in searches.
- ❑ If the person is currently unemployed, a good hack is to create a dummy current job that includes desired/targeted job titles. Then include ‘Seeking New Opportunities’ in the box where the details of the experience should be.



Jonathan Ekwere

Huawei-Certified Network Associate | Procurement Executive

Experience



Information Security Analyst

Independent Consultant · Freelance

Nov 2019 – Present · 3 mos

Seeking New Opportunities

Optimising the LinkedIn Profile (Others)

- ❑ Include Volunteer Experiences and Languages.
- ❑ **Skills Endorsement:** The most endorse skills are the skills you are most known for and they appear first. Reach out to your connections, present and former colleagues to endorse the particular skills you want to stand out.

Some recruiters search by skills, hence it is important to optimize the skills section with skills relevant to the areas of expertise.

Avoid being a “Keyword Stuffer”. Don’t fill your profile with multiple keywords from diverse fields. Focus on the keywords in your area of expertise.

Optimising the LinkedIn Profile (Others)

- ❑ **Recommendations:** Reach out to connections that you have worked with or had dealings with before and request them to write well-worded recommendations on specific skills or area of expertise or your personality and how you work.
- ❑ **Engagement:** Consistently engage your connections. Post articles and images. People resonate well with images, hence your posts will get more attention if there is an image to go with the text. Comment, Like and Share other posts.

LinkedIn networking is on a level where anything you like is seen by all your connections. Likewise, for every person that likes your post, all their connections get to see the post they liked (yours). The more you post “useful” content, the more you are noticed. Share your thoughts on recent industry developments and grow to become a thought leader.

Optimising the LinkedIn Profile (Others)

- ❑ **Groups:** LinkedIn groups are great places to be and to find resources. Join groups relevant to your profession or industry. You will also be stay informed and be a part of discussions on relevant topics in your profession or industry.
- ❑ **Connecting and Following:** Grow your connection to at least 300. The more your connections, the more visible you can get. Follow influencers and like/comment on their posts. This will put you in the faces of top organizational decision makers who also follow those influencers.
- ❑ **Following Organisations:** You can follow organisations you are interested in to stay updated on developments at the organization. You can also set up job alerts on their page to notify you when jobs openings are advertised.
- ❑ **Being Found:** Make sure people can find and contact you by including your email address in the **Contact Information section**
- ❑ **Profile Photo:** Use a very clear and uncluttered profile photo, preferably a professional headshot. Your representation is important. People relate with pictures.

Optimising the LinkedIn Profile (Others)

- ❑ **Following Organisations/Companies & Creating Job Alerts:** You can follow organisations you are interested in and create alerts for job openings on their page.

The screenshot shows the LinkedIn profile of Interswitch Group. The header features a banner with the text "Come work with us." and "We're looking for great people to join us in pushing the boundaries of payments in Africa." Below the banner, the company name "Interswitch Group" is displayed, along with its location "Information Technology & Services · Victoria Island, Lagos" and "118,643 followers". A tagline "Transactions at the speed of thought! #IntuitiveExchange" is visible. A "Femi works here" badge is present, along with a link to "See all 954 employees on LinkedIn".

Annotations in green highlight the following elements:

- The "+ Follow" button.
- The "Jobs" link in the left-hand navigation menu.
- The "Create job alert" button in the job alert notification banner.
- The text "Interswitch Group has 2 job openings - find the one for you." in the job openings section.

At the bottom, there is a search bar for job openings with the placeholder text "Job title or keyword" and a "Search" button.

Job Interests

- You can include up to 5 job roles that you are interested in. You can choose who you want to see it. To be discreet, select “Only recruiters”.

Open to job opportunities

Program Assistant, Project Assistant, Assistant Project Manager, Monitoring And Evaluation Assistant and Monitoring And Evaluation Officer roles

[See all details](#)



Only recruiters

Turning Off Publishing/Sharing

Being discreet is important.

Manage privacy well.

Turn off Publishing before you start making changes to your profile.

Add experience ✕

Title *
Ex: Retail Manager

Company *
Ex: Microsoft

Location
Ex: London, United Kingdom

I am currently working in this role

Start Date * End Date *
Month Year Present

Share with network
Off If enabled, your network may be notified of job changes, education changes, and work anniversaries.
[Learn what's shared](#)

Save

Customising the Profile URL

The screenshot shows the top navigation bar of a LinkedIn profile page. On the left is the LinkedIn logo and a search bar. The right side of the bar contains icons for Home, Connections (3), Jobs, Messages (5), Notifications (13), and a profile picture icon, followed by a 'Try Premium Free for 1 Month' offer. Below the navigation bar are three promotional banners: 'Add a photo to get recognized', '30 connections!', and 'See updates from sources you follow with the go.' The main profile banner area features an advertisement for 'Online Master in 1 Year' from the University of Salford. On the right side of the profile, there is a menu with the option 'Edit public profile & URL' circled in blue. Below this menu are options for 'Add profile in another language' and 'Promoted' content, including 'Online Master in 1 Year' and 'Masters in Germany'. At the bottom of the profile area, there are buttons for 'Add profile section', 'More...', and a pencil icon for editing.

Customise the profile URL to make it less cluttered with the annoying numbers and make it easier to share.