

7 Things You're Doing On LinkedIn That Are Hurting Your Job Search

(And What To Do Instead To Stand Out)



1. Using LinkedIn As A Copy Of Your Resume

Resumes are terrible ways for conveying value. Thankfully, LinkedIn lets you tell more of your own story in your own words. Don't just make it a digital copy of your resume.

Do This Instead: Tell your story in your own words, leverage the Featured Section to share case studies, get Recommendations from colleagues. Make it a sales page for YOU.

2. Not Optimizing Your Headline

Your headline affects the employer searches you show up in.

It also shows up across the platform - in search results, in comments you leave, etc.

Do This Instead: Go to [HeadlineAnalyzer.io](https://headlineanalyzer.io), get your headline score, and update it per the feedback the tool shares!

3. Not Engaging With Content

LinkedIn is a social media platform geared towards networking.

If you're not actively engaging with other people and their content, you're missing out!

Do This Instead: Find content creators in your target industry / space, bookmark their post feeds, and leave regular comments on their posts.

4. Using “Easy Apply”

Easy Apply makes it easier to submit an application.

It also means you’re submitting the most generic application possible.

Do This Instead: When you see a job, take the time to optimize your resume (using a tool like ResyMatch.io) and cover letter, then apply via the company’s website. Personalization wins in today’s market.

5. Your Skills Section Is Outdated

When was the last time you updated your skills section?

I bet you didn't know that your skills factor into LinkedIn's search algorithm and affects the searches you show up in.

Do This Instead: Do an audit of your skills section and update it with a fresh set of relevant skills. Make sure to completely max it out and get endorsements.

6. Not Creating Your Own Content

I get it - content creation is scary. It's not for everyone. But the upside is HUGE.

One post has the potential to reach more people than your total # of connections, even if you have no audience yet.

Do This Instead: Try writing and sharing one post. See how many views it gets and compare that to your total connections.

7. You're Waiting For LinkedIn To Do It For You

Whether it's waiting for recruiters to reach out or for that Easy Apply application to finally land you an interview, too many people just hope that LinkedIn will do the legwork for them.

Do This Instead: Take control of your job search by leveraging LinkedIn to its max potential and tapping into multiple channels (like networking, etc).