ProfileLaunchPad
The fastest way to launch your Personal Brand.

Google Resume Search Engine Optimization (SEO)

and

LinkedIn Profile Search Engine Optimization (SEO)

How to get Top 10 Rankings in Google and LinkedIn for your resume and profiles.

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Recruiting has changed... your job search needs to change too!

Recruiters are searching LinkedIn and Google right now!

If a recruiter did a search on google for you, would they find you?

If you want recruiters to find your resume or profiles on Google, you want to show up in the Top 10 results, based on the search strings they are searching for.

If you want recruiters to find your profile on LinkedIn, you need to have your profile show up in the first page of LinkedIn results, for the terms that recruiters are using to search for someone like you.

#1 Can recruiters find your LinkedIn Profile?

I'll show how recruiters search LinkedIn for candidates. Then, I'll show you how to optimize your LinkedIn profile to get more recruiters finding your profile.

#2 – Can recruiters find your resume on Google?

I'll teach you how to search like a recruiter, to find out if you exist or not. If your resume and profiles don't show up, or aren't highly ranked, I'll show you how to get Top 10 ranking on Google.

#3 Are recruiters calling you?
I'll show you two instant changes that you can make to your LinkedIn profile to increase the number of contacts that you get from recruiters.

Plus... Loads of tips to help you get your career search moving.

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More and more recruiters are searching sites like LinkedIn and Google to find candidates.

They are doing this because it's free and there are over 60 Million professional profiles on LinkedIn alone.

LinkedIn claims that over 40% of the Fortune 100 have upgraded to paid recruiting accounts, which gives their recruiters even more tools and abilities to search and find candidates.

Additionally, LinkedIn reports that they have over 500,000 recruiter, human resources, and staffing professionals as members. With that number of members, LinkedIn is sure to be the largest community of recruiters and human resources professionals anywhere on the Internet.

So, if you want to be found by recruiters, the best thing to do is make it easy for them to find you on LinkedIn.

Meanwhile, Google cannot be under estimated. Recruiters are being trained to search for candidate resumes on sites like Google. Again, Google is free, and there are millions of resumes on Google. So, instead of spending loads of money to look at the same resumes that other employers are looking at in job board resume databases, many recruiters are simply searching Google.

Recruiters are also searching social networking sites like Facebook and Twitter to compare applicant social profiles to their resumes and their professional profiles. As a result, just ignoring social networking, search engines or professional networking sites like LinkedIn, would severely limit your job search success.

The benefits of having a resume that is highly ranked in Google, and a LinkedIn profile that is easy to find, are obvious.

Recruiters are searching for people like you by entering keyword phrases like job titles, keywords, geographic regions, and professional skills. If your resume or profile doesn't show up in the results... it's simple... YOU DON'T EXIST!

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How the LinkedIn search engine works

Searches on LinkedIn are all customized based on the individual performing the search. As a result, it's important to be closely connected to the individuals who might be searching for you.

LinkedIn search results are sorted based on the following criteria:
1. Relatedness (primarily shows candidates that are within 3 degrees and members of shared groups.)
2. Keyword Relevance
3. Advanced Search Relevance.

3 Ways to get found more often on LinkedIn

Step 1. Build a Bigger Network
Increase your network size, such that you are within 3 degrees of the person most likely to search for you. If you're not within 3 degrees of the recruiter performing the search, chances are your profile won't be found, and therefore you don't exist.

Step 2. Join Recruiter and Industry Groups
Join your industry trade groups as well as the largest recruiter and job search groups on LinkedIn. If you share a group with the person performing a search, even if you don't have a direct connection to them, your profile will show up in their results.

Step 3. Keyword Optimize Your Profile
Optimize your profile to include the terms that recruiters are searching for. If you are a 1st degree connection to a recruiter and they do a search for someone with your skill set or job title, but you don't have those keywords in your profile... No luck.. you don't exist!

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How to search engine optimize your LinkedIn Profile.

After hours and hours of testing and tracking, testing and tracking, and learning from the best LinkedIn trainers, I have determined that the LinkedIn search engine values the following five fields on your resume more importantly than all others.

The 5 LinkedIn Keyword Optimization fields:

Priority Field #1 – The Headline
This is not your current job title, as many people think it is. This should be a personal branding statement that is keyword optimized for all of the keywords that you are trying to rank for. If your primary keyword phrase is not in the Headline, you are going to have a hard time getting on Page 1 of the search results.

Priority Field #2 – Current Job Title
Again, your current job title should include the exact keyword phrases that you are trying to rank for. If your unemployed, I have seen people add the keyword phrase as their current title, and in the company name field, use the phrase "In Transition"... This works for optimization purposes. Again, if you don't have the exact keyword phrase here, your going to have a tough time getting on page 1.

Priority Field #3 – Previous Job Titles
Same as Current job title, but a little trickier, because you may have had a specific job title, and that title isn't what you think recruiters are searching for.

So, being that this is a Profile, and not your resume, I think it's OK to take some very minor liberties with this field. While you may need to include your exact job title, if that title isn't an industry standard title, or just isn't going to work, you can always add your keyword phrase to the end of your previous title.

For example say your keyword phrase is "Property Manager" and your previous job title was "Senior Manager". I think it's OK to change your previous title to "Senior Property Manager". This gets your keyword phrase in your title field, and it's consistent with your resume and personal brand.

What if your title was "Project Manager", and you're trying to appeal to technical recruiters who are looking for senior technical managers, with project management experience. You could change your Previous Title to "Technical Project Manager". Only do this if, and only if, you were actually performing a technical project management role. Additionally, if you were performing the role of someone with years of experience, you might add the term "Senior" to your title. Again, I would only

do this, if, and only if, you can back it up with experience.

Priority Field #4 – Professional Summary
This really should be your branding statement, or your purpose. Make sure you use your primary keyword string in this field. You can also include the phrase in sentences, giving you multiple occurrences of your primary keyword phrase as well as other keyword phrases.

Priority Field #5 – Specialties (a sub field within the Professional Summary field)
Here you can list all of your primary keywords, job titles, skills, software and technical skills etc.

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Some Bonus LinkedIn Optimization Tips:

1. Customize your LinkedIn URL.
Customize your WebURL to include the keyword phrase that someone might search google for you. This would get your LinkedIn profile ranked for those keywords, as LinkedIn is considered an authority site. For instance: http://linkedin.com/in/TechnicalProjectManager. You can also customize the url to your name, if you are working on creating a brand, such as, http://linkedin.com/in/JonathanDuarte

2. Add your phone number and email address to the top of your Summary section.
This will put your phone number and email right on the top of your LinkedIn profile, making it easy for recruiters to find your number to call.

3. Get a Vanity phone number for your job search.
If you are worried about privacy, don't use your primary phone number or cell phone number. Get a google voice free vanity number, or use a pay service like RingCentral, or Skype, where you can get a vanity phone number that forwards all your calls to what ever number you want. These services charge a nominal monthly rate, you can cancel the service and phone number when you get a job, and pull the vanity phone number off your LinkedIn profile.

4. Get a separate email address for your job search.
If you are going to build a big network, or join lots of groups, I highly recommend using a separate email address, other than your primary personal email address. Building a big network gives users access to your email address, which seems to be getting more spam every day. Using a free service like gmail (my preference), yahoo, or hotmail, would all work. Again, once your job search is done, kill the email address and remove it from your LinkedIn Profile.

5. Add the Box.net app, and connect your resume to your LinkedIn profile.
Upload your keyword optimized resume to your Box.net account. This will allow recruiters to download your resume directly from your LinkedIn profile, which they can't normally.

In summary, it's imperative that your LinkedIn Profile is optimized so that recruiters can find you. It's also important to make it easy for recruiters to contact you.

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How Recruiters are using Google to find you:

Recruiters are trained to use specific search strings to find candidates. Recruiters might use any of the following to find candidate resumes on Google: job titles, geographic regions, professional keywords, professional designations, as well as the word "resume".

For instance, imagine for a moment you are a recruiter, looking to hire a "Social Media Marketing Director".

If you type in "Social Media Marketing Director" in google, you'll get 118 million results.

Of the Top 10 results, most are job boards, some are information websites, but none are resumes of candidates.

So a recruiter is trained to filter down these results a little farther, so they just get "resumes". To do that, they add the word "resume" to the search string.

Using the example above, they get 16.9 million results. 9 of the Top 10 results are in fact resumes. The only problem here is the resumes are for candidates all over the country, and the recruiter specifically needs someone locally, or at least in Florida...

So, they filter a little deeper by adding the 2 letter state code "FL", for Florida.
Now they get a specific list of resumes.

The goal then, is to get your resume listed in the Top 10 for the keywords that recruiters are using to search for you.

There are several different search strings that a recruiter might use. But the most common searches are going to include the following:

Job Title:
This the job title that you current hold, or recently held. Recruiters might search for a generic variation as well. For instance, they might search for "VP of Marketing", or "Vice President of Marketing", or both.

Keywords, Skills, or Professional Designations (including acronyms):
For instance a recruiter might search for one or more skills that is required to perform the job, such as "Autocad", a software program. In this case they might search for a candidate with a search string

like the following: "Autocad + geographic location + resume".

Geographic Region:
This will generally be a common "city name & state 2 letter code". But there are variations of this. In my local region, Orange County California, within a 15 mile radius of my house, there are probably 50+ city names.

If my resume included my city, it's not likely that a recruiter would specifically find my resume. As a result, recruiters search based on county names, as well as telephone area codes, and any other commonly known regional designator that candidates might enter on their resume.

Another geographic denominator that is often used by job seekers on their resume is their area code. As a result, recruiters might search for your your area code in their search string.

Keywords, skills, or professional designations:
Recruiters will also search for candidates based on specific skills that are required for a position. For instance, if a recruiter is looking for someone with 10 years of AutoCAD software experience, they might search for the keywords "Autocad + location + resume".

Recruiters might use any of the above combinations, so you need to optimize your resume for ALL of these possible searches.

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How to Search Engine Optimize your Resume on Google:

Step 1: Add a link to your LinkedIn profile on your resume.
This will make it easier for employers to find your LinkedIn Profile. It will also provide a back-link to your LinkedIn profile, which is important for SEO.

Step 2: Keyword optimize your resume file name.
Change the file name of your resume from something like "NetworkManager2010Resume.doc" to "[job title] + "-in-" + "[geographic region] + [your name] + "resume.doc". Replacing [job title] with your job title, skills, keywords, or professional designations that you are trying to rank for.

For example, my resume might be saved using the following naming convention: "Job-Search-Expert-Orange-California-CA-Jonathan-Duarte.doc".

The document name will be critical to the web page title. You want the web page title to be saved as the same as above. Anything else will <u>not</u> work as well, so this is critical. Please check that you have this set correctly.

If you have multiple keywords or job titles that you want to have your resume ranked for, you can create multiple resumes. Each resume needs to be optimized for a single keyword phrase. These resumes will be "Search Engine Bait", and will create a lot of back links to your LinkedIn profile (*see below*).

While you can expect recruiters will find a version of your resume, it's not likely that they will find all of them. Even if they did it wouldn't matter.

Step 3. Upload your resume to public websites.
Some suggestions are personal blogs, craigslist.org, scribd.net, box.net, docstoc.com, or any other sites that you have access to, including any social networking sites, like Facebook, if you want recruiters to see your Facebook page.

TIP: Upload a Resume to Box.net and connect it to your LinkedIn account.
You'll be able to connect your LinkedIn account to your Box.net account, through a LinkedIn / Box.net app, making it easy for hiring managers and recruiters to download your resume from within LinkedIn.

I suggest uploading your resume to as many publicly available sites as possible. You can actually upload multiple versions of your resume to multiple sites. If you include a link to your LinkedIn profile on each of these uploaded resumes, you'll be building outside, 3rd party Authority back links to your LinkedIn Profile.

With each of the resumes optimized for different keywords strings, you would be building a "mini-network" of sites that are promoting you and your expertise, in a way that is bound to get recruiters to not only find you, but to contact you.

Personal Branding Tip: Use your Resume(s) as individual mini-sites

Instead of worrying about building a web site that takes hours to build and market, create a network of sites, using your resume or white papers as your primary "content".
Your resume is probably good enough to get a lot of professional traction, and is a great way to kick start your brand building. You can always add your website later, and update your resumes to point to you personal brand website.

Step 4. Optimize the Title field of the document.
When uploading, if the site allows you to add a "title", which will become the page title, or url, use the document naming convention that you did earlier. This will optimize the page title as well as the web page url, specifically for your search strings.

Step 5. Optimize the tags or keywords of the document.
If the uploading site allows you to add "tags" or "keywords" (these are basically the same thing) add all the keyword string that you think a recruiter might use to find someone like you. Be sure to include the word "resume" or "cv" in your tags.

Step 6. Bookmark each uploaded resume.
Use a public bookmarking site like Delicious to bookmark each of your resumes and your LinkedIn profile. This will do two things:
1. Google and other search engines visit bookmarking sites like Delicious to find relevant and new web pages. While bookmarking used to have a lot of SEO advantages, it is not nearly has helpful as it used to be.
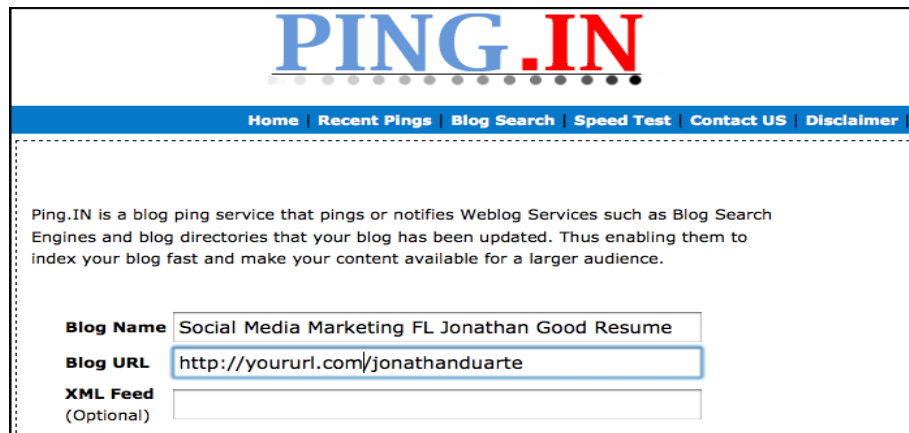2. More importantly, if you want to make edits or changes to your resumes or you want

to remove them, you can simply log into your Delicious account, and click on the document. You don't have to keep a separate file with all the resume urls.

Step 7. Tell Google that your resume exists.
Now, instead of waiting weeks or months for google to figure out that your resume is available for indexing, we want to tell google that its new and something that we want indexed.

Go to another website, http://ping.in.

1. Enter your primary keyword string, ie job title + region + name + resume, in the Blog Title field.
2. Add your resume url into the Blog URL field.

3. Check all of the boxes.
4. Click "Send Pings". This will perform what is called a "ping", which is a technical name for calling all of the servers checked, notifying them there is a new web page, and getting them to come index the your new resume.

Step 8. Update your resume on all your job board resume databases.
Once you have your customized LinkedIn Profile, go back to any job boards that you have a resume on, such as Monster and CareerBuilder, and edit each of your resumes to including your LinkedIn Profile URL.

The purpose of this step is to make it easy for employers to find your LinkedIn Profile, which will not only lend credibility to your resume, but also make it easier for a recruiter to contact you.

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your Resume Google Optimized Quickly?**

I'll do it for you!!!

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for a very reasonable fee, I'll do it for you.

Please visit
http://profilelaunchpad.com/1/sales.html

for more information.