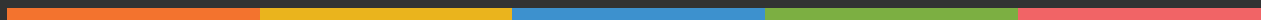


# LinkedIn<sup>®</sup> Job Seeker Premium Playbook



# Welcome to Job Seeker Premium!

At LinkedIn, we want everyone to find—and land—their dream job. We offer a variety of tools for all job seekers to find their next big career opportunity.

With Job Seeker Premium, you can take your job search to the next level. Did you know that on average, Job Seeker Premium subscribers get hired twice as fast as non-Premium job seekers?

So, let's get started.

## Table of Contents

Get noticed by employers	03
Get connected to recruiters and hiring managers	13
Get ahead with Premium insights	20
More Premium features to explore	23
Get the most from LinkedIn	25

# Get noticed by employers

One of the toughest parts of a job search is getting noticed by the right people: recruiters, hiring managers, and anyone else looking for top talent on LinkedIn. The more tools you have to stand out from the crowd and differentiate yourself from other candidates, the more your experience and professional accomplishments can shine.



# Stand out with a Premium Profile

A strong LinkedIn profile is a great way to impress potential employers and show them the value you can bring to their organizations.

As a Premium member, you can stand out from other LinkedIn members with a larger profile picture and customizable background image. Choose from our 20 options or upload your own.

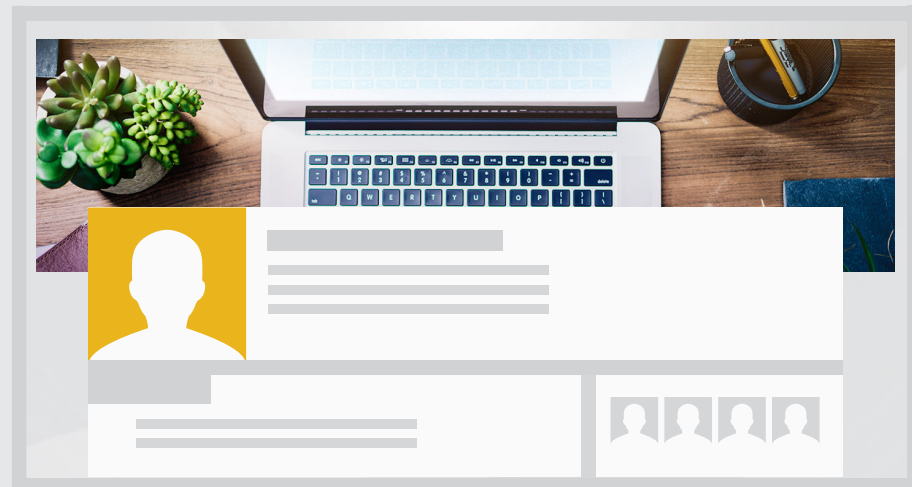
The Premium Profile is on by default, but can easily be turned off from your Settings page if you prefer.



*With Expanded Search Listing, your profile appears 2x larger in search results, showcasing more of your professional highlights to viewers.*

## How it works

To turn on Premium Profile, go to the Settings page at [linkedin.com/settings](https://www.linkedin.com/settings). Select **Premium Profile** under the Profile and Search section and hit **Save**. Then click **Profile** in the LinkedIn nav bar and click **Edit Background** to choose a background image for your profile.



# Get more views

## Optimize your profile:

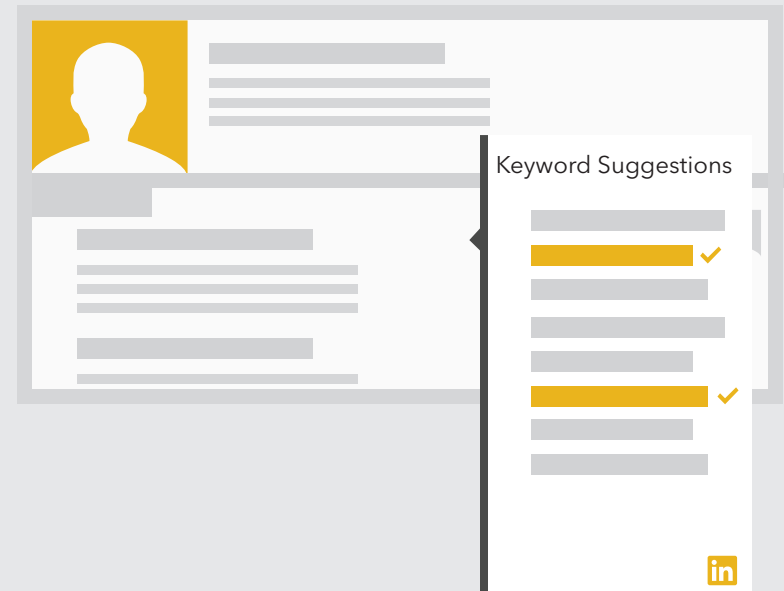
The Summary section of your profile is a great way to show who you are as a professional. With Suggested Keywords, you'll get personalized suggestions for keywords you can use to help get found more often in search results.

## Make it easy for others to see you:

With Open Profile, any LinkedIn member can see your full profile and reach out to you, free of charge. That way, you'll never miss an opportunity. Open Profile is on by default, but you can easily turn it off from your Settings page, if you prefer.

## How it works

Start editing the Summary section of your profile and you will start to see keyword suggestions that can be added to your summary. These keyword suggestions are used by professionals like you to drive more visitors to their profiles.

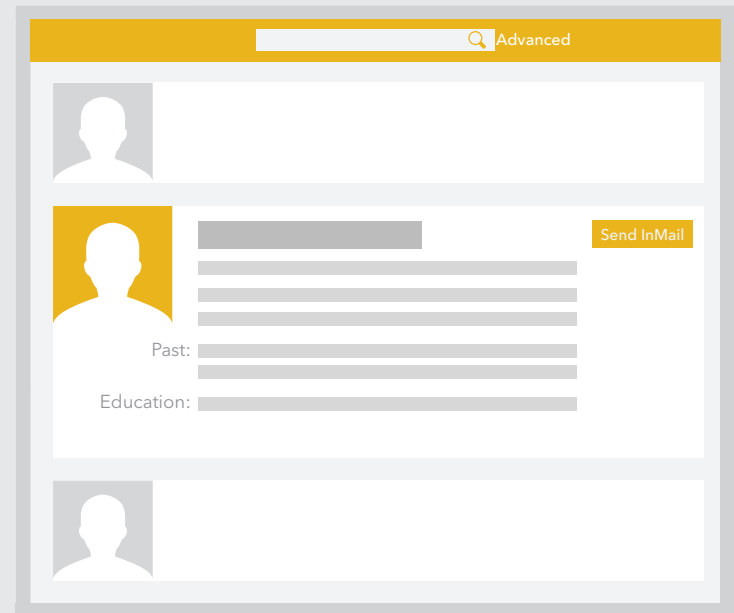


# Premium visibility in action

Claudia Robles wants to be seen by more recruiters and hiring managers on LinkedIn and encourage them to contact her.

She chooses a background image that represents her profession, uploads a new profile headshot, and updates her summary to include relevant keywords for her industry. She also turns on Open Profile to make her full profile visible to anyone on LinkedIn and allow them to contact her for free.

Within a week, Kris Zammerman, a recruiter at XYZ Technologies finds Claudia's profile during her candidate search on LinkedIn. She looks at Claudia's full profile and sees that she is a good fit for the Marketing Director role she's trying to fill. Kris sends Claudia a message, asking if she is interested in learning more about the job.



# Apply to jobs as a Featured Applicant

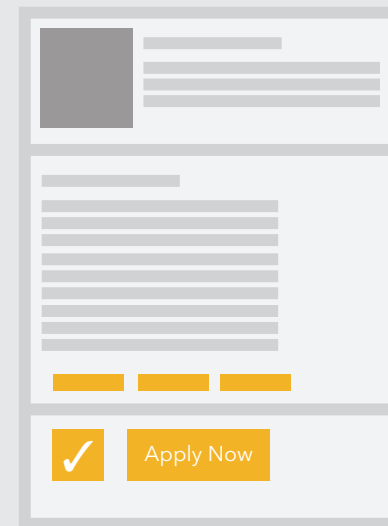
Once your profile is in top shape, you're ready to apply to jobs. There are hundreds of thousands of jobs posted on LinkedIn, with opportunities spanning various industries, functions, locations, and experience levels.

As a Premium member, you can apply to jobs as a Featured Applicant\*. As a Featured Applicant, your job application will appear above job applications from non-Premium members, thus increasing your chances of having it viewed.

\*This feature applies to jobs that have the **Apply now** button, which appears when the job poster has chosen to collect applications via LinkedIn.com instead of the company website.

## How it works

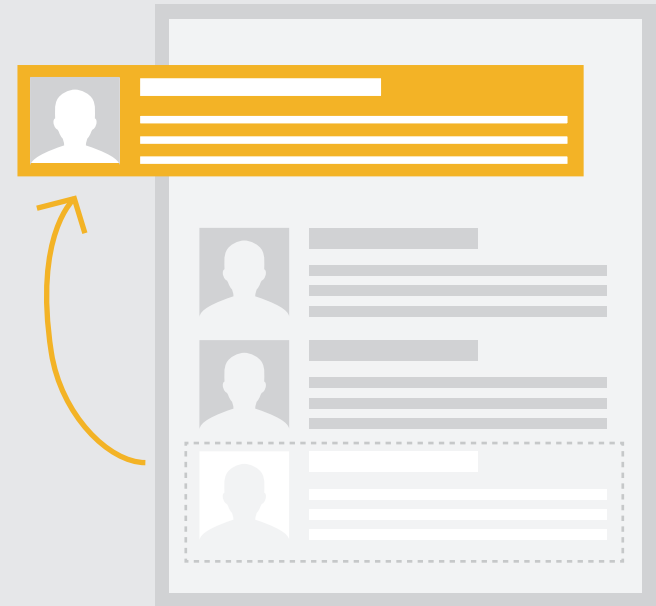
When you see the **Apply now** button on a job you're interested in, click on it to begin your application. At the bottom of the module, you will see a box that says **Feature My Application**. This box is checked by default.



# Featured Applicant in action

Jenny Jones, a Financial Analyst, finds an interesting job at the Beauridge Group, a startup in the Accounting industry, and decides to apply.

She clicks the **Apply now** button to apply with her LinkedIn profile, resume, and cover letter. When the job poster at the Beauridge Group checks LinkedIn to see the list of applicants, job applications from Premium members, including Jenny, appear on top.





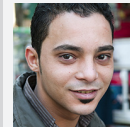
# Track your impact

All LinkedIn members can see the past five people who have viewed their profile. As a Premium member, you can Who's Viewed Your Profile for the past 90 days.

Plus, with How You Rank, you'll see how you compare to your connections and colleagues in terms of profile views and get suggestions on how to improve your rank. Basic LinkedIn members see the top 10 most viewed people among their connections and colleagues, plus the 5 people above and below them. But as a Premium member, you see the full list of the top 100, plus rankings for 'Professionals like you.'

## How it works

To see how you rank, go to Who's Viewed My Profile via the dropdown menu under the 'Profile' tab on LinkedIn or the 'Who's Viewed Your Profile' section on the LinkedIn homepage. Then click on the **'How you rank for profile views'** tab.



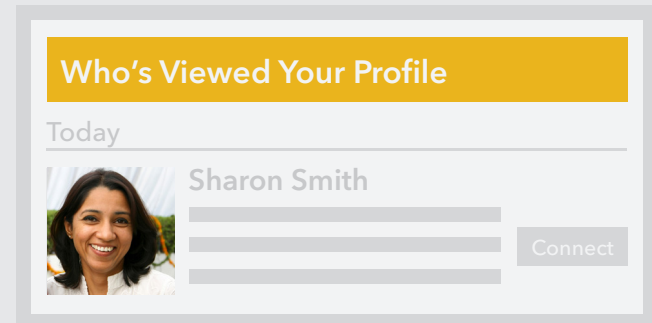
You rank in the **top 43%** for profile views in your connections.

**#135** out of 317 **↑** **7%** in the last 7 days

# Who's Viewed Your Profile in action

Anthony Cruz, a Sales Manager in the Telecommunications industry, applies to several jobs in his city, including a role at ABC Corporation.

He signs into his Premium account and checks the Who's Viewed Your Profile module. He sees that Sharon Smith, a recruiter at ABC Corporation, has looked at his profile in the past 24 hours. Now that Anthony knows Sharon's interested, he has a warm lead he can confidently follow up with.



# Tips for getting more opportunities

Follow these three tips to take full advantage of your premium visibility features and insights.



## Don't be afraid to reach out

When someone who's viewed your profile seems interesting, consider sending a message to follow up. Thank them for reviewing your background and ask if they would be interested in connecting. Ask if you can offer any assistance by either discussing your background and/or leveraging your network to help them find what they need.



## Cross-reference with your goals

Keep tabs on the Appearances in Search chart to see trends over time. Fine-tune your profile by adding skills, keywords, and more details on your experience.



## Optimize your profile for search

Take a look at the top search words and make sure keywords that are relevant to your career and objectives are listed. If not, you may want to adjust your profile to include different keywords.

# Get connected to hiring managers and recruiters

It's not just what you know, it's who you know. Networking is a critical part of a modern job search.

At its core, LinkedIn is all about people. Your Premium account gives you powerful tools to easily—and credibly—get in touch with the recruiters, hiring managers, and influencers who can hire you.



# Zero in on the people you need

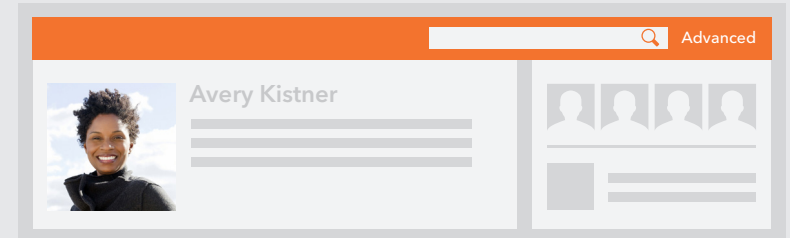
It's all about focus. LinkedIn members can search for people by relationship, location, current company, past company, industry, school, or profile language.

But as a Job Seeker Premium subscriber, you can significantly cut down on the time you need to find recruiters in your industry, executives at your target companies, or anyone else relevant to your job search by using Premium search filters.

Try fine-tuning your searches through filtering by seniority level, company size, interests, and Fortune 1000. The upshot? You get better, and more targeted results.

## How it works

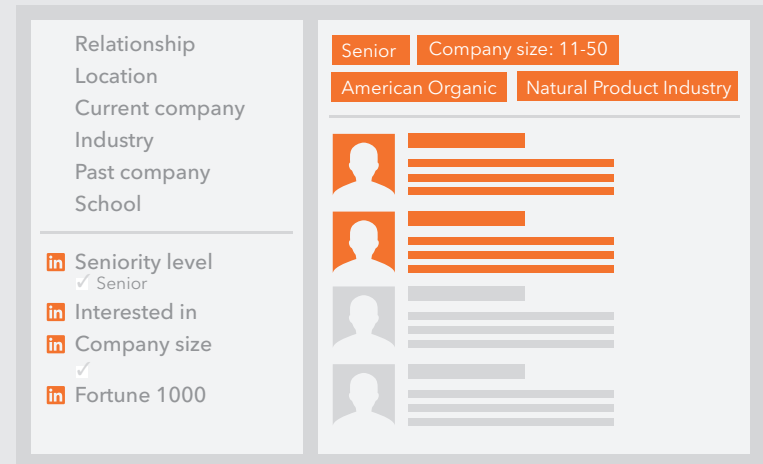
First, find the Advanced link to the right of the search box at the top of the page. Once you've clicked through, you can identify your Premium filters by looking for the ones with a gold LinkedIn logo next to them.



# Premium search in action

Jamie Schwab is looking for a job as a Chief Technology Officer at a mid-sized company in the Software industry. She uses her Premium search filters to find executive recruiters who specialize in filling C-level positions in her field.

Since she has limited time to spend looking for relevant profiles, Jamie also sets up Premium search alerts targeted at finding new recruiters in her industry, so she'll be sure to catch any headhunters who may be sourcing talent for roles relevant to her.



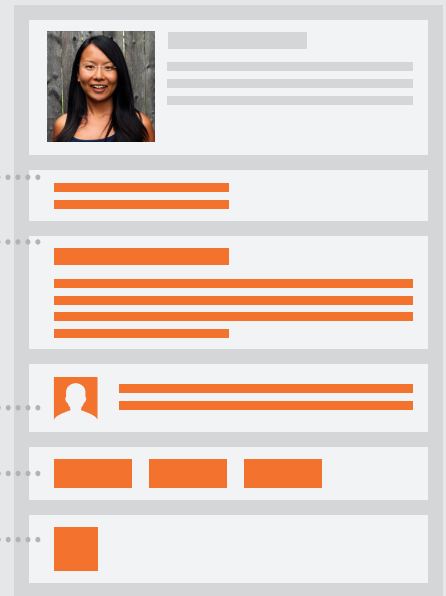
# Be prepared with key information

Want to make a great first impression with new contacts? Before an interview or any other important conversation, take a look at the person's profile to gather some insight on their background, interests, and any common connections. You can use this as a conversation starter.

With your Premium account, you can see full profiles for your entire network including all 3rd degree connections and group members. Basic members can only see employer and school names.



*On average, you can see 35x more profiles when you include your 3rd degree network.*



## Activity Feed

## Background

Experience, skills & expertise, education, honors & awards, projects, volunteering, organizations, additional info

## Recommendations

## Groups

## Following

News, Companies, Influencers

# Reach anyone with InMail

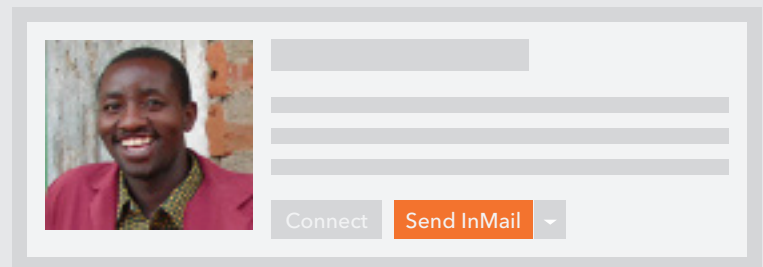
Want to get in touch with someone who's outside your network? InMail gives you the ability to reach out to any LinkedIn member, even if you're not connected.

There's no barrier to getting started—you don't need their email address, phone number, or any other specific contact information.

Whether your goal is to follow up on a job application, get an informational interview, or simply reach out to a headhunter, InMail makes it easy.

## How it works

When you're looking at someone's profile, simply click **Send InMail** to send a message directly to their inbox. If the other person doesn't reply within 7 days, we replace your InMail credit.





# InMail in action

Sam Liu, a video editor for an online magazine, is interested in switching industries. He sees an opening for an editor job at a leading gaming company and discovers that Marlena Jones, who went to his college, works at that same company.

He sends her an InMail message explaining their connection and asks if she has time available to give him insights into her company's culture, values, and hiring process. After getting the inside scoop, Sam is now able to tailor his resume and cover letter to the company and position, increasing his chances of landing an interview.

### Compose your message

**To:** Marlena Jones  
**From:** Sam Liu  
**Subject:** Editor position

**Your message to Marlena:**

Hi Marlena,

Greetings from a fellow ABC University alum!  
I noticed that you...



*InMail messages receive a response 2x more often than emails or cold calls.*

# Tips for success

Follow these three tips to create a compelling InMail.



## Be engaging

Use your first message to start the conversation and pique interest. Your goal is to get a response, not seal the deal.



## Be concise

Keep it brief and to the point. You only have a few seconds to capture someone's attention and convey the value of your message.



## Be personal

Customized InMail messages get a 50% higher response rate. Scan through the person's profile to reference any people or experiences you share in common, and be specific about why you're interested in them.

# Get ahead with Premium insights

Knowledge is power. Your new Premium account gives you insider access to information that can help you get focused on the right opportunities, perfect your job search strategy, and ultimately land your dream job faster.



# See how you compare with Applicant Insights

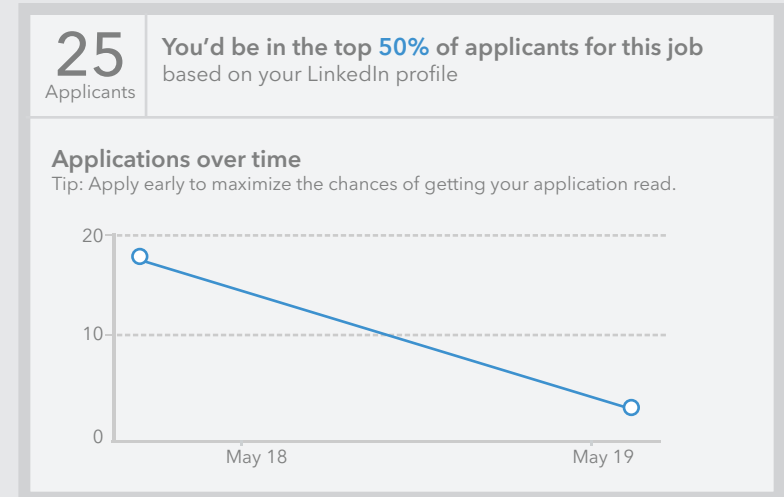
Online and off – the job search process can be somewhat of a mystery. Sometimes, it can be difficult (or even impossible) to gauge whether or not a job is a good fit for you, or how tricky the competition might be. But with Applicant Insights, a unique Job Seeker Premium feature, you can get a sneak peek at how you stack up – before and after you apply for jobs.

[1] Rankings are estimated based on data in your LinkedIn profile and are not endorsed by employers and may not accurately reflect the outcome of your application.

## How it works

View any job post on LinkedIn. Once it has received 10 or more applicants, a percentile ranking will reveal how you stack up when compared to the other applicants for that same job.

For example, if Applicant Insights revealed that “You’d be in the top 10% of applicants for this job,” that means that based on your LinkedIn profile, you’d be a better fit than 90% of the applicant pool.



# Applicant Insights in Action

Maria Orocio is interested in a job posting for a Senior Sales Manager at Commona Corporation.

Before applying to the job, she sees that she'd be in the top 25% of applicants.

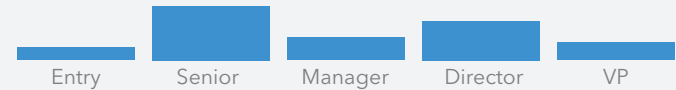
She then clicks 'Get More Insights' to see how she stacks up based on:

- Seniority
- Number of connections at the company
- Skills
- Education level & fields of study

She notices that other applicants have the skills 'Salesforce.com' and 'Demand Generation' listed on their profiles. Maria has these skills too, and quickly adds them to her profile before she submits her application.

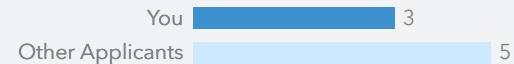
## Seniority

Update your profile to make sure it features all your relevant job experience.



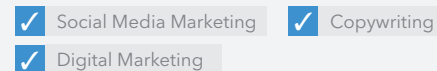
## Network size at this company

Extend your network by connecting with people you may know.



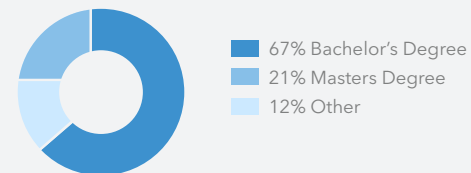
## Top skills and areas of expertise

Add relevant skills to improve your chances of getting this job.



## Education

Find fellow alumni who may be able to connect you with job opportunities.



# Focus your job search with salary data

When you're searching for jobs that are a good fit for you, you can narrow down listings by keywords, geographic area, industry, function, company, job title, date posted, experience level, and how you're connected to the company.

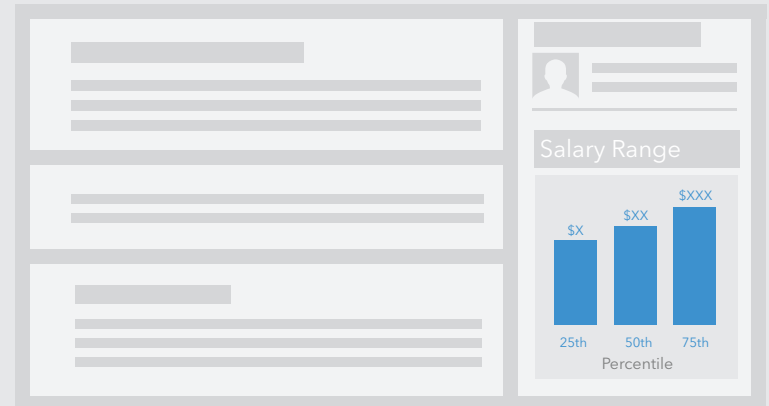
As a Premium member, you have an additional filter: salary. You can filter job listings by estimated salary range to focus on the ones that meet your desired criteria. Then, see detailed salary estimates\* on each job posting to see salary, bonus, and total compensation.

\*Salary data is provided by a company called PayScale and is available for jobs in the USA, UK, Canada, and Australia. Estimates are based on job-specific attributes including industry, title, location, and other factors. Salaries are not necessarily endorsed by companies who post jobs on LinkedIn, and actual compensation may vary.

## How it works

Go to the Jobs homepage at [linkedin.com/jobs](https://www.linkedin.com/jobs) and click **Advanced Search**. Go to the salary section and check the box that meets your desired salary requirements.

Once you find a job that piques your interest, click the job title to read the description. On the right side of the page, you'll see a module that says **Salary Range for Jobs Like This**. Click the tabs Salary, Bonus, and Total Cash to see estimated compensation at the 25th, 50th, and 75th percentile levels.



More premium features to explore



# The highlights

We've covered a lot of what your account has to offer, but there's even more you can do now that you're Premium. Check out some highlights below.



## More search results

Job Seeker Premium members see up to 5x more profiles with every search. Combined with expanded profiles, this brings more power to your ability to find the people you need on LinkedIn.



## Introductions

Introductions are a trustworthy way to reach out to insiders at companies you want to work for through people you know in common.

Near the top of a 2nd or 3rd degree connection's profile, choose **Get Introduced** from the dropdown menu. Choose a person you know, and craft a message asking them for an introduction.



## Saved search alerts

Once you've narrowed down your search to find people who fit your needs, there's no need to go back and search again every time you want to find new results.

Simply save your favorite searches, and we'll send you up to five automatic weekly alerts whenever new results appear, so you'll never miss out on someone you might be interested in.



# Get the most from LinkedIn

Beyond your Premium features, don't forget to make the most of LinkedIn's basic professional tools: perfect your profile, grow your network, and join the professional conversation.



# Perfecting your profile

Keeping your profile fresh and up to date will help you get noticed. LinkedIn members with complete profiles are 40x more likely to receive opportunities through LinkedIn.

## Profile photo



Make a great first impression with a professional-looking photo. The best are high-quality headshots with simple backgrounds. LinkedIn members with profile photos are 7x more likely to be found in searches.

## Experience



Include descriptions for each position, including the achievements you're proudest of. Having your two most recent positions on your profile makes it 12x more likely to be found. Don't have a current position? List volunteer work, freelance work, or other professional activities.

## Education



Alumni often use LinkedIn to network and make contacts, so make sure you've added the names of any colleges and universities you've attended.

## Volunteer experience



This is a great way to connect with others who share your passions. Plus, LinkedIn research found that 1 in 5 hiring managers has hired a candidate based in part on volunteer experience.

## Skills & expertise



Adding skills and expertise makes it easy for your connections to endorse you for your strengths and knowledge, as well as helping you show up in relevant searches.

## Recommendations



Ask some of your connections—like clients, coworkers, and business partners—to write recommendations of your work. When making the request, try reminding them of your past projects and accomplishments.

# Finding the right jobs for you

With the large variety of jobs out there, it can be challenging to navigate the ecosystem and find the ones that best meet your needs. Here are some quick tips on zeroing in on the opportunities that excite you.

## ✓ Advanced search

Using our basic job search functionality, you can search for jobs by keyword, geographic location, function, industry, and salary range.

If you want to get more specific, click on **Advanced Search** to narrow down job listings by company, job title, date posted, experience level, and how you're connected to the company.

## ✓ Jobs you may be interested in

Our Jobs homepage shows jobs that may be a good fit for you based on information in your LinkedIn profile. If the recommendations aren't quite what you're looking for, tweak your profile or narrow down the list by clicking **See All** and filtering by company name, location, date posted, and more.

## ✓ Saved job alerts

Once you find the right filters for your job search, click **Save** at the top right corner of the search results page. Then choose how often you want to receive email alerts about new opportunities: daily, weekly, or monthly.

## ✓ Jobs in your network

At the bottom of our Jobs homepage, you can see a list of companies currently hiring on LinkedIn where you have a direct connection. Simply click the company logo to learn more about careers at the company and see a full list of job postings.

# Growing your network

A larger network increases your chances of finding jobs, business opportunities, candidates, leads, and customers. Here are some of the easiest ways to make meaningful connections.



## Add your email contacts

There's a good chance that a lot of people you know are already on LinkedIn. The easiest way to find and connect with them quickly is to search your email contacts.

To get started, find the **Add Connections** link at the top of your homepage. You can select as many or as few people as you'd like before sending invitations.



## Find other people you may know

LinkedIn offers personalized recommendations of people we think you might want to connect with, based on what we know about you.

Once you click **People You May Know** in the top right of your homepage, you can keep exploring and discover more connections based on school, past jobs, and more.



## Connect as soon as you meet

Make it a habit to actively connect on LinkedIn with new people you meet every day. There's no better time to add someone to your network than shortly after being introduced, when your meeting is fresh in their mind.

Connecting over LinkedIn is also a great way to continue to build a relationship with someone new.

# Joining the professional conversation

Have you ever shared an interesting link with your network—or found out about something cool from an article on LinkedIn?

By participating in the discussions taking place throughout LinkedIn you can keep yourself top of mind with your connections and build your professional reputation among your peers. Check out some more ways to get insights and enhance your professional brand.

## Discover groups relevant to your interests

Joining a LinkedIn group is a great way to meet like-minded people and have conversations about topics that matter to you.

## Stay on top of industry news

At the top of your homepage, you'll see personalized recommendations of news we think you'll be interested in. This makes it easy to keep up with what's happening in your industry, so you'll always have a conversation starter at the ready.

Try sharing one of these articles to start a conversation and see what your network thinks!

## Read big ideas from thought leaders

Looking for inspiration? LinkedIn Influencers are an exclusive group of thought leaders—from Richard Branson to Barack Obama—who publish original content on LinkedIn.

# Ready to get started with your new Premium account?

Go to [Inkd.in/jobseeker](https://Inkd.in/jobseeker) to start taking steps towards landing your next career opportunity. We wish you the best of luck on your job search!

