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According to the documentation for LinkedIn Recruiter (the part of LinkedIn that lets recruiters search for job candidates using profile information), LinkedIn will search “all relevant places on a candidate’s profile that skills may exist (i.e. Summary, Experience, etc.).” This means that you should include your relevant skills in your Summary, not just in the Skills section of your profile.

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businesses all over the world. Contrary to popular belief, LinkedIn is not just a place for long-form B2B written content.

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They're searching for solutions to their business problems. When your LinkedIn profile headline provides that information, you'll gain more attention and secure more appointments because prospects will understand who you are, what you do and how you can help them.

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LinkedIn Profile

Follow the steps in this ultimate guide to better understand the effectiveness of using LinkedIn in modern outbound and how to build your profile, grow your network, publish content, and have genuine conversations with buyers. Optimize Your Profile for Your Buyer Spend Time on Audience Development Algorithm 101 to Further Reach

The Ultimate Guide to Communicating with Buyers on LinkedIn

The Ultimate Guide to LinkedIn Profile Perfection Post authorBy Sophie Deering Having a complete LinkedIn profile makes you 40 times more likely to receive opportunities through the network, so it's important that you take the time to fill it out properly and make sure it stands out from competition.

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