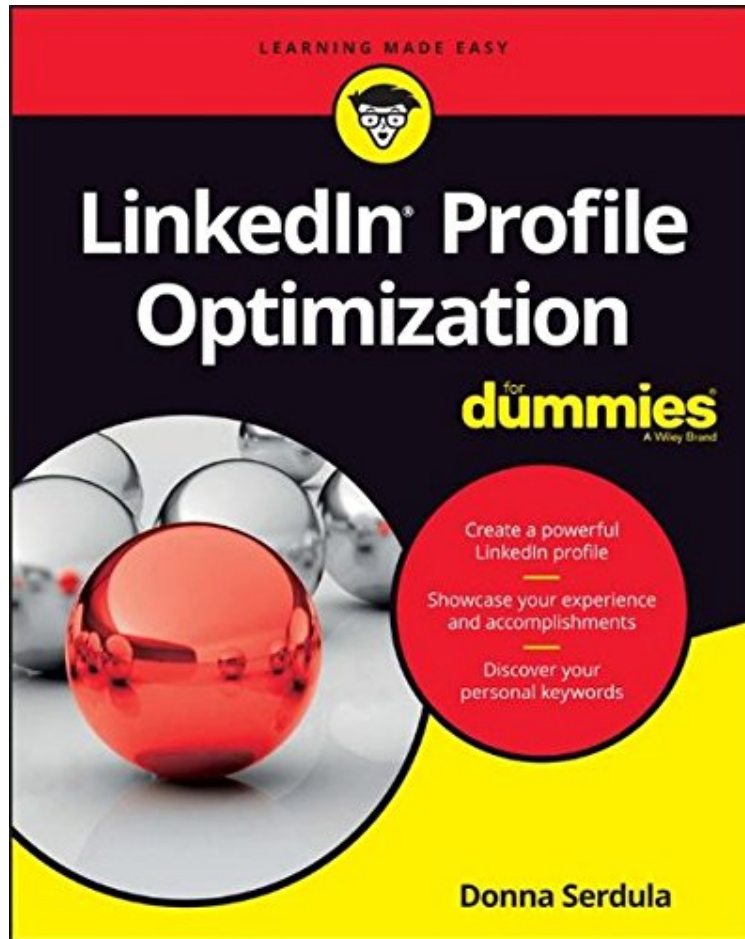


(Mobile book) LinkedIn Profile Optimization For Dummies (For Dummies (Computers))

# LinkedIn Profile Optimization For Dummies (For Dummies (Computers))

Donna Serdula

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**Donna Serdula : LinkedIn Profile Optimization For Dummies (For Dummies (Computers))** before purchasing it in order to gage whether or not it would be worth my time, and all praised LinkedIn Profile Optimization For Dummies (For Dummies (Computers)):

0 of 0 people found the following review helpful. Five StarsBy Lynn M Dunnwonderful. thanks.16 of 16 people found the following review helpful. "You need to use your profile to tell the story your audience wants to read."By CodeMaster TalonThis book suffers from some unfortunate timing, but more on that in a moment. As a person who hates hearing business words like "leverage" and "optimize" bandied about endlessly and who also hates phrases like "It's a Google world" with equal passion, even I had to give Donna Serdula's "LinkedIn Profile Optimization For Dummies" five stars. It was a bit hard for me to stomach some of the more effusive reviews that described this "For

Dummies" book as if it were written by Peter Drucker or something. But, after making changes to my own personal profile as I read though it I must admit: this really is a very good book. Serdula manages to break down sometimes complex tasks into simple processes without being completely boring about it, though she does occasionally wander off track to soliloquize about it being a Google World (more than once, I'm sorry to say). Now about the timing. LinkedIn just revamped their interface at the beginning of 2017, and so many of Serdula's step by step instructions have been rendered somewhat inaccurate (tool bars not being in places she states they are, some described features apparently no longer existing, etc.). That being said, I still found most of what she was discussing after a short hunt, and so far all of her solutions have actually worked, once I had the right starting place. The LinkedIn face lift was not her fault, and the book is still five stars worth of useful, so I think she should still get five stars for the work overall. Suggested tweaks and polishes range from the small (like personalizing your URL so you don't look inept from the get-go) to the big (how to write that darn summary without sounding pompous), and while I didn't agree with some of the suggestions (like how public the average person's profile should be) there is a true wealth of info in here, especially for LinkedIn novices. I would consider myself in the middle range of LinkedIn users; not a total beginner but not a star network builder either. I already had an "Expert" profile (under the old LinkedIn interface, anyway) and I learned something new every few pages. Serdula's writing style is mostly clear and concise, with occasional touches of gentle humor. The information in the book is well-organized and flows logically--this is an easy book to get through in a weekend. And in the "For Dummies" series, that's the ultimate compliment. Recommended even though LinkedIn changed a week after the published date, and rating: GRADE: A-/B+7 of 7 people found the following review helpful. Super-useful resource that can help you land jobs By Miss Darcy After six months of unemployment, \*my husband was recruited through LinkedIn.\* Let me repeat: MY HUSBAND GOT A JOB THROUGH LINKED IN. The recruiter saw his profile and called him. Prior to that, I was skeptical. However, he set up an account, posted updates from his field, and used the address to his Linked-In page on his resume. Even when he was not offered jobs from companies that he applied to, he could tell they had checked out his account on LinkedIn (which gave him encouragement to keep trying). He also used it to gather info. on the folks he interviewed with. But what if you don't know how to use LinkedIn? This book will show you the ropes. It uses clear, simple language (plus illustrations) to help you with: \*Figuring out a strategy. Who are you trying to reach? What is the best tone to use? Formal? Casual? Tech-ie?\* Figuring out how to be found. What are the best words to use? How can you get more people to check you out?\* Painting yourself in the best professional light. What achievements do you include? What do you skip?\* Adding personal touches, like volunteer work. \*Making it pop (including what type of photo to use). All of this is priceless, but it also goes beyond this and tells you how to expand your network and use it to your advantage once you're set up. All of this is more than worth the price of admission, and it sure beats being unemployed. Highly recommend.

Optimize your LinkedIn profile and get results Your LinkedIn profile is essentially a platform to shape how others see you, highlight your abilities, products, or services, and explain how your work impacts lives. Yet many people simply copy and paste their resume and expect job offers and networking opportunities to start rolling in but that isn't how it works. LinkedIn Profile Optimization For Dummies shows you how to create a profile that enhances your personal brand, controls how others see you, and shapes a successful future for your career. Whether your goal is job search, branding, reputation management, or sales, people are Googling you and your LinkedIn profile is more often than not their first point of contact. With a focus on who you are, the value you deliver, and the culture you cultivate, the profile you'll create with the help of this guide will make that first connection a positive one giving you a better chance to see results. Create a powerful LinkedIn profile Discover your personal keywords Showcase your experience and accomplishments Be seen on the world's largest professional social network You never get a second chance to make a great first impression, and LinkedIn Profile Optimization For Dummies helps to ensure you're presenting yourself in the best possible light.

From the Back Cover Create a powerful LinkedIn profile Showcase your experience and accomplishments Discover your personal keywords With the perfect profile, success awaits! Your LinkedIn profile is your online reputation and your digital introduction to anyone interested in working with you. Make sure it presents you and your accomplishments in the most impressive way! This how-to guide shows you the steps for building a LinkedIn profile that's compelling, strategic, and uniquely yours. It helps you identify your goal, decide who you want to address, and optimize your presentation to achieve the outcome you seek. You'll be impressed with the results, and so will everyone who checks you out! Inside How to plan your strategy Finding your personal keywords Why (and how) to turn off profile update notifications Ways to capture attention Turning job experiences into professional accomplishments Brand-building techniques About the Author Donna Serdula is the leading authority on LinkedIn profile optimization. She grew her profile consulting business from a one-person enterprise to a team of 40 serving individual, corporate, and military clients, and is much in demand as a speaker. Visit her website at [www.linkedin-makeover.com](http://www.linkedin-makeover.com), and follow her on Twitter at @donnaserdula.