

LinkedIn Keyword Mastery

How to find the keywords that'll amplify your visibility on LinkedIn



KEYWORDS ANALYSIS



Utkarsh Manocha



I've reviewed over 200 LinkedIn profiles
this month

95% job seekers don't use the right
keywords

As a result, their profile is invisible to
recruiters and hiring managers

And they miss out on so many interview
opportunities



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Finding the right keywords is no complicated science

It's something you can do right now in less than 2 minutes

Before we get into that, let me share the 1 keyword that's most important to your job search success on LinkedIn



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Target role

LinkedIn Headline is the most important part of your LinkedIn profile

And your Target Role is the most important keyword for the human recruiter and LinkedIn algorithm

I see so many profiles where the headline is: "Student" "Seeking work" "Data Ninja"

Get rid of that today!



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If you want to work as a business analyst, then your Headline should say "Business Analyst"

If it's Data analyst, then your Headline should have the words "Data analyst"

This is the least your Headline should have

But we don't want the least. We want to absolutely kill it!

So here's what we do...



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LinkedIn Career Explorer

LinkedIn has a tool that 99% people still don't know about

It's called LinkedIn Career Explorer

You'll make your job search so much more easy by using it

It'll show us what are the key skills that people who are working in our target role possess



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To access this tool, go to:

<https://linkedin.github.io/career-explorer/>

Scroll down until you see a section that says 'Explore Job Transitions'

Select your 'city' and enter your 'target Job'

Now wait for the magic!



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LinkedIn will present a list of all the skills and keywords for your desired job

Align it with the skills you possess and include these in your Headline and Summary section

This trick by itself will improve your visibility 10x.

Want to increase it 100x -> Start commenting.

Let's cover that some other day :)



Utkarsh Manocha



Summary

- **Your Headline must include your target role for maximum traction**
- **Use LinkedIn Career Explorer to get a list of keywords and skills**
- **Don't copy them blindly. Align it with skills you possess**



Utkarsh Manocha



I'm Utkarsh

I equip students, graduates and early career professionals with skills to elevate their career

I help businesses create a culture in which millennials and Gen z can thrive

Want to have a chat? Send me a message :)

