

# 10 quick fixes to increase your LinkedIn views

By itouch CV &  
resume solutions



With a user base of over 12.7 million in Australia, LinkedIn has taken the crown for being both a top-tier social media platform.

Nevertheless, despite its substantial user presence a significant portion of users still do not fully harness the platform's potential. Incomplete profiles, passive engagement, limited content sharing, and a lack of comprehension regarding effective networking can all impede the overall user experience.

## Did you know?



**Less than 32%** of existing profiles are coded correctly. **That's ample opportunity to increase your chances where others don't.**



**87% of recruiters surveyed said they use LinkedIn as an integral part of their recruitment strategy.**

# 1. Making sure your profile is visible

Let's start with the basics: you need to make sure your LinkedIn profile is actually visible.

It might sound obvious, but many people do not realise their profile settings can restrict who can find them. If your profile is set to **private or limited**, it will not appear in recruiter searches. This means you could be missing out on opportunities without even knowing it.



Click the Me icon at the top right of your LinkedIn homepage, then select Settings & Privacy.



Click Visibility on the left menu. Under Visibility of your profile & network, edit your public profile.



In the Edit Public Profile window, make sure Your profile's public visibility is toggled ON.



## 2. Create a custom URL for your profile

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### How to create or edit your custom URL:

1. Go to your LinkedIn profile page.
2. On the right-hand side, click "Edit public profile & URL."
3. Under "Edit your custom URL," click the pencil icon.
4. Choose a simple, professional URL — ideally your full name (e.g., linkedin.com/in/janedoe).
5. Click Save when you're done.

www.Linkedin.com/myname



### 3. Targeted profiles get noticed

Ideally, you want your LinkedIn profile to speak directly to the audience you want to attract. A generic, unfocused profile can easily blend into the crowd, but a targeted one helps you appear in the right searches and connect with recruiters who are looking for your specific skills.

Think about who you want to find your profile. Is it a recruiter in your industry, a future employer or a potential client?

Use job-specific keywords, highlight the skills that matter most to that audience and craft your headline and summary to position you clearly. A well-matched, focused profile often gets better search results and leads to more of the right opportunities.



**The more targeted the profile,  
the more opportunity to connect  
with the right audience.**

## 4. Create a market relevant headline

Your headline is one of the first things people see, and it can make or break whether you show up in searches. By default, LinkedIn sets your headline to your current job title and company, but you can do much better than that.

Use this space to highlight what you actually do and the roles you want to be found for. Include clear job titles and relevant keywords that match what recruiters and employers are searching for.

Keep it professional, clear and keyword rich. A punchy headline makes you more discoverable and shows your value at a glance.

**Whilst creative headlines can be interesting, LinkedIn algorithms tends to reward “direct matching”.**



## 5. Write an engaging about section

Your About section is **one of the best opportunities to sell yourself**, yet so many people leave it blank or write just one line.

This section is prime real estate for telling your story, showcasing your personality and proving what makes you valuable.

Make it interesting, but keep it relevant to your target audience. Use it to highlight your biggest strengths, key achievements and what you bring to the table.

Think of it as your chance to share the story behind your experience, not just a list of jobs, but why you do what you do and what you're great at.



**Recruiters and employers read the about section first. Don't waste the chance to impress.**



## 6. Use key skills effectively

Your Key Skills section is one of the most powerful ways to boost your profile's search ranking, but only if you use it properly.

In the main skills section, you are limited to a certain number, so make sure these match your core industry skills and align with what recruiters are actually searching for.

In your job descriptions, you have much more freedom to weave in additional keywords naturally, but it is still best to keep it focused.

Aim for five to seven well-chosen skills (per job) that show depth and relevance rather than stuffing your profile with every generic skill you can think of.



**Avoid basic skills like “Microsoft Word” or “Communication”. Choose specific, high-value skills that reflect your expertise and will match searches.**



## 7. Use keywords to rank higher

Keywords play a big role in how often your profile shows up in LinkedIn searches. The platform's algorithm scans your headline, About section, work history and skills for relevant terms, so using the right keywords can make a real difference.

Think about what a recruiter or hiring manager would type to find someone like you. Include clear job titles, industry terms, technical skills and any specialisations that match your target role. Use these keywords naturally throughout your profile, especially in your headline, About section and job descriptions.

The right keywords help LinkedIn match your profile to the right searches, so you appear more often and attract better opportunities.

**Recruiters use the LinkedIn platform to search for candidates with specific industry keywords.**



## 8. Use a professional profile picture

Your profile photo is the first thing people see, so keep it professional. This is not the place for a casual Facebook-style photo. Use a clear, recent headshot with good lighting and a simple background.

Dress as you would for work in your industry and aim for a friendly, approachable look.

**A professional photo builds trust and makes you more likely to get connection requests or messages.**



## 9. Getting recommendations

Recommendations add real credibility to your profile and show you have trusted relationships in your industry. Many people forget to ask for them, but they can make a big difference in a recruiter's decision to contact you.

Aim for a few strong, recent recommendations from managers, colleagues or clients who can speak to your skills and work ethic.

Be selective and choose people who know your work well. Keep them relevant to the roles you want next, so they support your career goals

**“JANE IS AN ABSOLUTE DELIGHT TO WORK WITH, CONFIDENT, AND ALWAYS GOES THE EXTRA MILE”**

EMILY SMITH - CUSTOMER SERVICE MANAGER

## 10. Be proactive: post and comment

One of the easiest ways to increase your visibility on LinkedIn is to stay active. Many people build a good profile but forget to engage. Commenting on posts, sharing useful content and adding your own posts helps you show up more in other people's feeds.

Be genuine and add value with your comments.

Posting regularly, even once a week, keeps your profile active and shows you are up to date and involved in your industry.

**Fact: LinkedIn uses algorithms that promote active contributors to the platform.**





## Need help with your Resume or LinkedIn?

Do you need assistance with improving your Resume or LinkedIn profile?

With over 20 years of experience in the Australian market, we know exactly what it takes to get your Resume and LinkedIn profile ranking higher and converting views into more interview opportunities.

Contact us today.

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