



# THE ONE AND ONLY JOB APPLICATION BY LINKEDIN PROFILE CHECKLIST

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**19 steps to create a  
top profile on LinkedIn**

update March 2023

**Aaltje Vincent  
& company.**



**It's smart of you to pick up this checklist to optimise your LinkedIn profile. I have created it for you, to help you successfully apply for jobs!**

LinkedIn is an indispensable part of getting a job interview at the right time. After all, you want to be found by agencies and corporate recruiters, intermediaries, HR, management and by your network. To be seen and approached! This 'Job application by LinkedIn profile checklist' will help you with this. In 19 steps I will take you through your entire LinkedIn profile.

*To get straight to the point: recruiters look for you on the basis of your 'current position'.*

*Please note! Even if you don't have a current position, you do need a 'current position' on LinkedIn. See point 11. about why that is and how to go about it!*

Employers look for you on LinkedIn and there are more and more employers who will allow you to apply directly with your LinkedIn profile. That's great! Make sure to include your LinkedIn URL in your CV. Your LinkedIn profile is more complete than your CV, because of the images you can share, the opportunity in the different sections to present yourself and the fact that others can openly recommend you adds enormous value!



## 1 Name

Include the name under which you work every day, so your first and last name.

## 2 Professional photo in formal clothing



Your profile picture on LinkedIn is your first impression on your future employer and colleagues. This greatly determines whether your profile will be read further.

Make sure you have a professional portrait photo, smile and look straight into the camera, in professional portrait photo, smile and look straight into the camera, in professional clothing and with a quiet background. You can use the bar below the photo to zoom in on your face. Do it, make eye contact! You can only make a first impression once.

You can also choose the #OPENTOWORK badge, see point 7.

## Audio and video (in the LinkedIn app)

**Audio:** You can also have your voice heard with your name, so that everyone knows how to pronounce it, maximum 10 seconds. This immediately adds a personal touch.

**Video:** You can share a Cover Story with your profile picture. A Cover Story is a video of up to 29 seconds. You will make a *first vivid impression* on an employer, which you normally only make after you have been invited, during the job interview. So let the moving images showcase your craftsmanship and enthusiasm! Subtitle your video (80% of all online videos are watched without sound).

## 3 Background

The eye always draws first to images; images come to us faster than text. Choose a background image that supports your craftsmanship, and moves and inspires the viewer! This part also greatly determines whether your profile is read further.



## 4 Header

You can use the header to position yourself. What problem do you solve for your future employer? Which job titles represent your added value?

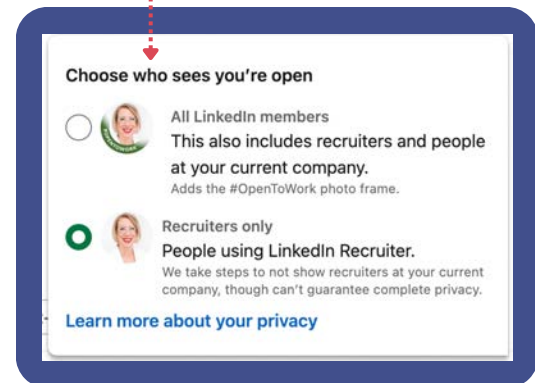
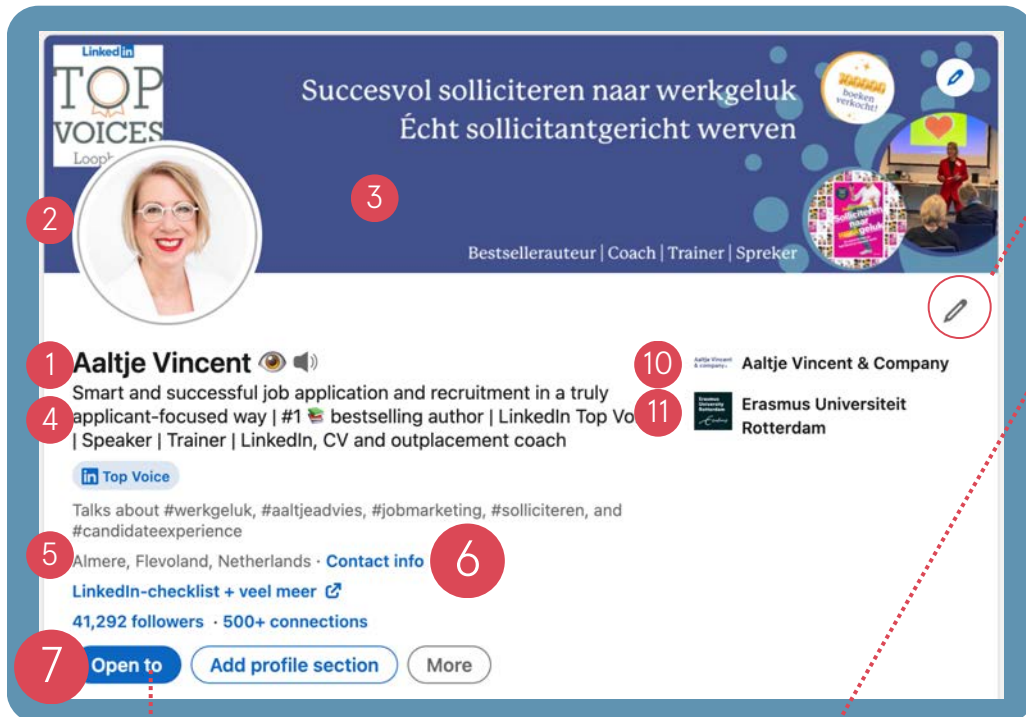
Please note: above all, use **all** job titles under which your specific profession is known, for example: office manager, management assistant, personal assistant and executive secretary.

If you want people to know that you are open to a new job, indicate this in your header by putting the word **available** at the end. This is how you enable your network to help you with your career move. It is a well-known fact that the most successful way of getting a new job is by word of mouth. Selectors will also know that you're available (refer to 7.).

*NB. By default, you will see your current job title in the header. Change it and use the **header** to create a high profile. You have 220 characters. Don't include a phone number or email address in your name or header. The LinkedIn User Agreement does not allow this.*

## 5 Residential area

Choose your area or your city. Tip: if you want to work in another area, start 'living' in that area on LinkedIn, this ensures that you are visible in the search results of recruiters in that area.



## 6 Contact and personal data

Please state your mobile phone number and email address. Add 1 to 3 links to websites, such as that of your last employer, your (part-time) education or your voluntary work.

Your public LinkedIn address has a number by default, remove this. Make your own unique LinkedIn URL, like [www.linkedin.com/in/aaltjevincent](http://www.linkedin.com/in/aaltjevincent). You can also include this URL with the personal details on your CV and/or in your e-mail signature. Fill in the other details as you wish. Not sure which branch you should fill in? Feel free to look at your colleagues. What did they choose?

## 7 Available

Please fill in five job titles for which you are available. Also choose your preferences for workplaces, vacancy locations, start date and types of vacancies.

It is important to note that you will **not** be found on the job titles you list in this section. It is only **visible** to those you have set up. That's an important difference. Mention the job titles you want to be **found on** in your 'current position'. That's what recruiters look for. That's the field where they start their search, see point 11.



The green #OpenToWork picture frame immediately shows your availability to everyone! (You can also set this in your profile picture, see point 2 in this list.) The other option is 'people who use LinkedIn Recruiter'. In this case, only the recruiters who use LinkedIn Recruiter will see that you are

available. LinkedIn Recruiter is a paid LinkedIn product that is mostly used by large employers. In their search results it will be visible who ticked this box in a separate column. Your availability is not visible to the other LinkedIn users. LinkedIn blocks this for the recruiters of your current employer, although they do not give a 100% guarantee.

**About** 8
✎

👤 📌 🟢 'Successful and enjoyable new work' is what I stand for. Smart and successful job application is my expertise. Dedicated, and with heart and soul, I help

- applicants
- career professionals
- recruitment and HR professionals

go through successful application processes. It is the crucial intersection on the labour market.

My latest book: Solliciteren naar werkgeeluk, full of theory, advice -also using videos and podcasts- checklists, tips, pitfalls and practical examples. Step-by-step, I will take you through the process to find a job that brings you new happiness at work. The first 20 pages can be downloaded for free now at [www.aaltjevincent.nl](http://www.aaltjevincent.nl) 🟢

Having sold more than 100,000 books, I am the #1 job application book author in the Netherlands, including bestsellers Jobmarketing 3.0 and Solliciteren via LinkedIn (job application using LinkedIn). I follow and research recruitment and labour market developments on a daily basis.

- ✓ NOLOC certified career professional
- ✓ Official LinkedIn Ambassador since 2012
- ✓ LinkedInTopVoice in 2022 and in 2023
- ✓ Member of NVP, Recruiters United and the Recruiter Code Committee.

👤 NEW JOB?

More than 600,000 job seekers already know that with my Jobmarketing 3.0 method you will apply for a job more successfully than you do now. In an individual CV and LinkedIn session or within an outplacement project, I'd be happy to create a CV together with you that immediately says, 'I want to speak to that person'!

Looking for application inspiration for your employees? Then book a Masterclass, including the smart use of LinkedIn.

📌 CAREER PROFESSIONAL

My Jobmarketing 3.0 method ensures resounding success in coaching your clients. Thousands of career professionals use my method every day, because it saves them a lot of coaching time and results in successful, very happy clients. To this end, I offer various training courses for career professionals based on open registration and in-company training (see website).

👤 Recruitment or HR PROFESSIONAL

A new job is life changing for anyone. Using my Candidate Experience 3.0 approach, you will be more successful in attracting the very best candidates. I will also teach you how to make sure your colleagues, the vacancy holders, will be on board with dedication. As a result, your applicants know better than ever what they are choosing. This ensures more job satisfaction and employees who stay!

📞 06-30446827 | ✉ [info@aaltjevincent.nl](mailto:info@aaltjevincent.nl) | 🌐 [aaltjevincent.nl](http://aaltjevincent.nl)

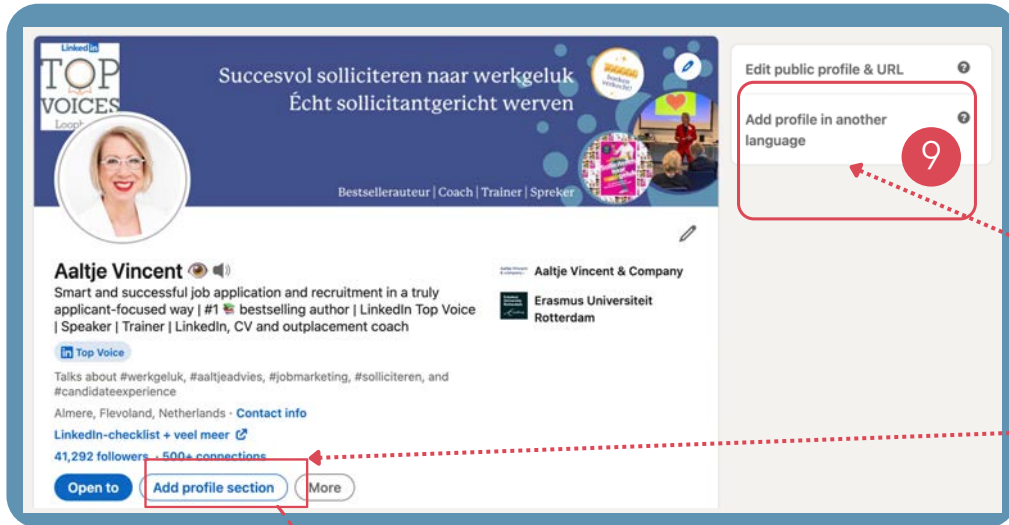
job application | labour market ready | cv | networking | LinkedIn | recruitment | candidate experience | employer branding

## 8 About (formerly Summary) – 2,600 characters

Your **About** reflects who you are. Assume that it will definitely be read. Even more so than your work experience. Your About is initially limited to the first 144 characters in the app, the rest can only be read after 'see more'. Make sure you show the relevance of your craftsmanship in this section. Be sure to make it instantly clear for what type of jobs you can be contacted.

Under "Info," include these four sections:

1. use the profile from your CV, write in a few expressive sentences what solution you **are** on the job market
2. describe your craftsmanship with concrete results.
3. mention your contact details, email address and phone number; they are immediately visible to everyone.
4. mention the keywords you want to be found on, this can also be in a list with dashes in between.



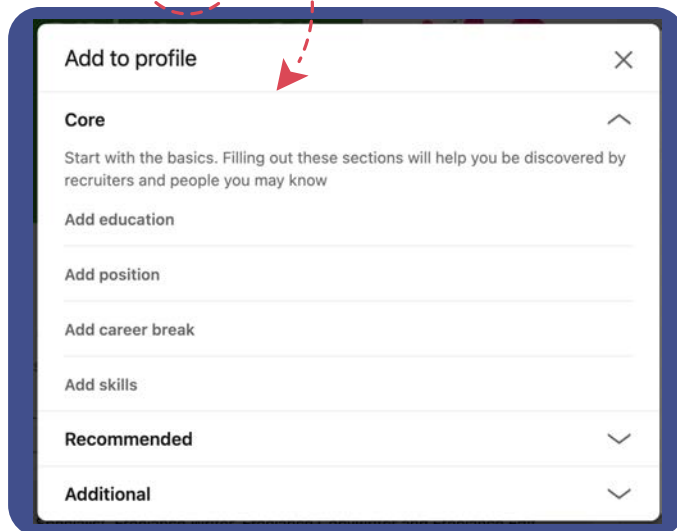
## 9 Dutch and/or English

If your CV is in Dutch, a Dutch profile will be sufficient. An (extra) English profile is useful if you want to work for an English-speaking company, because then you will also be found on those job titles and keywords in your profile. German, French, Swedish, etc. are also possible as extra languages.

For the extra languages, see the top right-hand corner of your profile.

### Add profile item - The core

LinkedIn divides your profile into three sections: Core, Recommended, and Additional. You can enter this via the button 'Add profile section'.



LinkedIn **TOP VOICES** Loop!

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Bestsellerauteur | Coach

click on 'edit intro'

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Smart and successful job application and recruitment in a truly applicant-focused way | #1 📖 bestselling author | LinkedIn Top Voice | Speaker | Trainer | LinkedIn, CV and outplacement coach

4

11 **Aaltje Vincent & Company**

10 **Erasmus Universiteit Rotterdam**

5 **Top Voice**  
Talks about #werkgeluk, #aaltjeadvies, #jobmarketing, #solliciteren, and #candidateexperience

6 Almere, Flevoland, Netherlands · **Contact info**

LinkedIn-checklist + veel meer 🔗

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7 **Open to** **Add profile section** **More**

**Edit intro** ✕

Headline\*  
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**Current position**  
Position\*  
Slimme & succesvolle Jobmarketing 3.0 - solliciteren & Candidate Experience 3.0 | Spreker 📢 at Aaltje ▼

+ Add new position

Show current company in my intro

Industry\*  
Human Resources

Learn more about [industry options](#)

**Education**  
Please select  
 Erasmus Universiteit Rotterdam  
 ADG School of Management  
 Alites Loopbaanontwikkeling  
 Findhorn, Scotland, UK  
 Faciliteren van Veranderingsprocessen, Visions Unlimited, Almere  
 NIMA, Nederlands Instituut voor Marketing  
 Fontys Hogescholen  
 Scholengemeenschap Waerdenborch, Holten

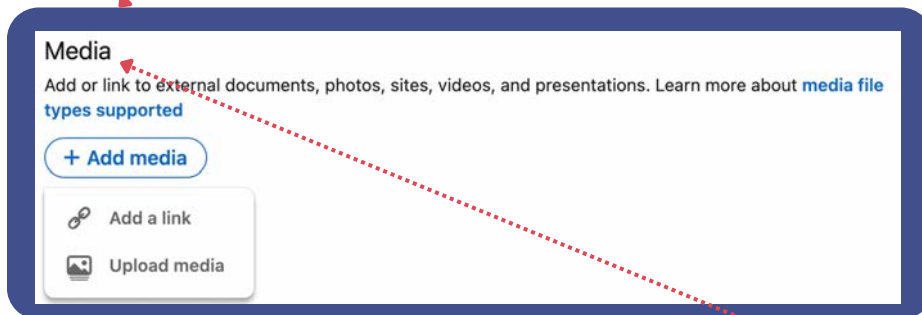
## 10 Add education

Where possible, choose the educational institutes that LinkedIn suggests and add the specific name of your field of study. You can also provide a 'Description' here. Also make sure to add keywords from your study and field of study. Make use of the possibility to add relevant 'Media' here as well. For 'Skills' see point 12 of this checklist.

### Immediately visible

You can choose which education is visible at the top. Choose between your higher vocational education or a recent training. Which education or training will help you to be immediately invited for a job interview?





## 11 Add position

### Current position

State an up-to-date **current position** linked to the company profile of the employer in question on LinkedIn. This is the field where selectors start their search for your expertise. So, use the job title(s) under which your expertise is now known in your profession.

The description works best if it complies with:

- scannable rows - so it can be read in seconds
- result-oriented - in numbers whenever possible, *numbers are magic!*
- keywords that match your field

You have plenty of space for smart keywords in this section! See also the '[Curriculum vitae checklist](#)' on my website. Make sure you choose the right type of contract under 'type of job'.

If it fits your profile, also use emojis. It makes your text easier to read.

### Important 1

Even if you don't have an employer now, you can *always fill in* a current position with:

1. a job title with 'available' at the end
2. as a company e.g. 'in between jobs' or 'your communications agency?'
3. a description as above with keywords.

Again: this is the search field where recruiters start, they always look for someone who can do the job *now*.

### Important 2

A current position is also required to make your LinkedIn profile complete, which is important because the LinkedIn algorithm gives complete profiles priority in search results.

### Media

Include image files or a URL with Media. *Make sure to use this*, it makes your profile attractive and expressive, a picture is worth a thousand *words*.

1 Aaltje Vincent

2

3

click on 'edit intro'

4

5

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11

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Current position

Please select

- ✓ Slimme & succesvolle Jobmarketing 3.0 - solliciteren & Candidate Experience 3.0 | Spreker at Aaltje Vincent & Company
- Lid Raad van Advies at Cammio | Video Recruitment Experts
- Lid Raad van Advies en lid van de cie. tijdens het creëren at Recruitercode
- Lid Raad van Advies at JobOn.nl

Experience

Slimme & succesvolle Jobmarketing 3.0 - solliciteren & Candida

Aaltje Vincent & Company · Self-employed

Jun 2007 - Present · 15 yrs 10 mos

Add position

Add career break

Type

- ✓ Please select
- Bereavement
- Career transition
- Caregiving
- Full-time parenting
- Gap year
- Layoff/position eliminated
- Health and well-being
- Personal goal pursuit
- Professional development
- Relocation
- Retirement
- Travel
- Voluntary work

## 11 continuation - Add position

### Directly visible

If you have several current positions, you can choose which one you want to be directly visible at the top of your profile. Which position helps you to be invited for a job interview right away?

Previous positions: at least two previous positions are required for a complete profile. Link to the company page where possible. Has the company been taken over? Make sure there is a link to the current company. Mention the craftsmanship you achieved and add keywords from your field here as well.

### Period without employer

Somewhere between your first job and your retirement, anything can happen. Expected and unexpected (62% of all working people have such a period, LinkedIn researched). You can also include such a period on LinkedIn. See on the left which choices LinkedIn offers you. You choose the option 'Add a career break'.

You can choose if and how you add this. Be aware that not every employer is open to this yet. In my coaching, I weigh this carefully with my clients. For example, you don't have to share anything about your health. If you want to mention it, you can describe it briefly and concisely, e.g. 'reorientation of my career' or 'travelling through Asia and Oceania'. You can also expand on the skills, experience and new insights you gained during this period. How does it make you a better colleague? Make a conscious decision; does it help to evoke 'I want to speak to that person!'

You can choose from various career breaks.

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**12 Skills** [Demonstrate skills](#)

You've added the maximum number of skills

**Training**

Slimme & succesvolle Jobmarketing 3.0 - solliciteren & Candidate Experience 3.0 | Spreker 📣 at Aaltje Vincent & Company

Endorsed by Helma Prins and 3 others who are highly skilled at this

Endorsed by 2 colleagues at Recruitercode

## 12 Add skills

Mention **all** your skills. **Selectors will look for them.** Analyse five vacancy texts and also look at the profiles of your colleagues; what terms do they use to describe their skills?

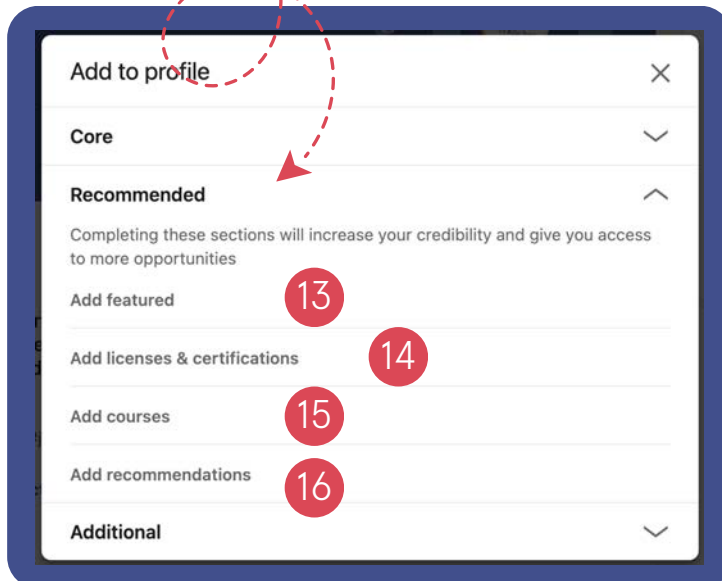
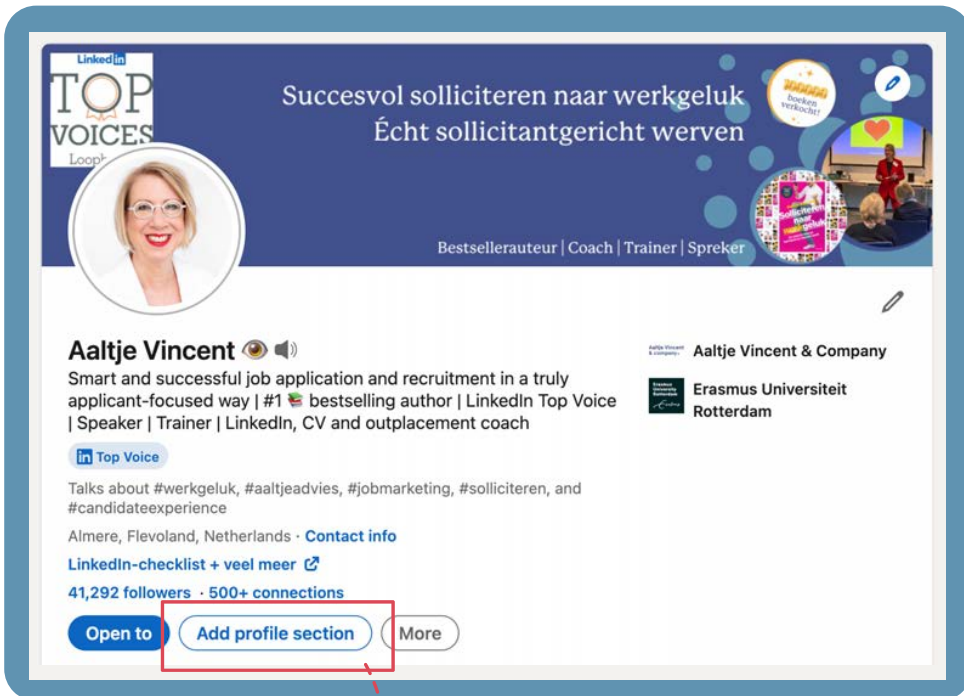
Most important skills: choose which three you want to have on top! LinkedIn makes suggestions to inspire you. But you don't have to choose them. It is up to you. Also be aware of keywords in English, if you think they are being searched for, make sure you list them!

Note: When employers post paid vacancies on LinkedIn, they also add 10 skills. This means that your skills also influence which vacancies LinkedIn shows you.

Tip: first make a draft list for a logical layout and only then complete this section on LinkedIn. You can mention a total of 50 skills. Use all 50 spots! But make sure you name at least three.

In the Work Experience, Education, License and Certificate sections you can make sure **five extra skills** are visible. Via the pencil next to the skill, you can choose the Work experience, Education, License or Certificate etc. where you have demonstrated this skill. This makes your skill extra visible, especially if you substantiate it in the text with concrete results.

The **Endorsements** strengthen your profile, allow them and give them to others as well.



## Add profile section - Recommended

Use all the items and prove your craftsmanship on all of them.

### 13 Featured items

Don't miss this opportunity, it will make your profile attractive and gives it more depth. This is how you can showcase your expertise even better. Decide for yourself where you want to draw extra attention to. You can add a contribution, link, photo, document, presentation or an article you wrote on LinkedIn.



### 14 Licences and certificates

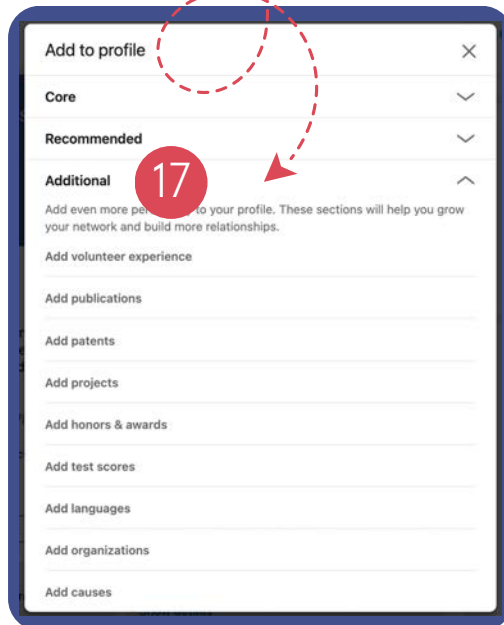
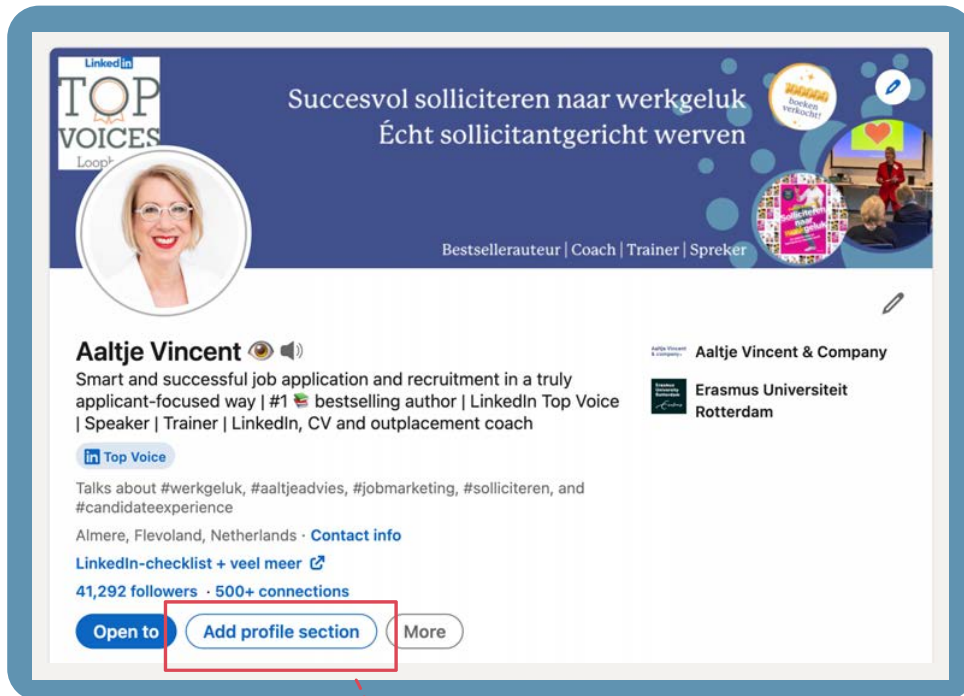
Use this opportunity, it will also help you once you have a job interview.

### 15 Courses

Mention courses - on CVs I call them Training Courses - they set you apart from everyone else and/or help to evoke: 'I want to speak to that person!'

### 16 Recommendations

Selectors and your potential new colleagues like to read who recommended you and for what. Ask for it personally and discuss together which aspect of your expertise you would like to see highlighted. Make sure you have at least three recommendations (references) from (former) colleagues and/or (former) managers, clients, etc. **First ask them personally and then email them the link so they can easily post it.**



## 17 Add profile section - Additional

Use all additional possibilities, LinkedIn can help showcase you in all your glory. Mention anything that makes you stand out from everyone else and/or that helps to evoke: 'I want to speak to that person!'

LinkedIn shows you a number of fields in each section. Make sure to use 'Description', it says so much more about you.

- Experience as a volunteer: mention it, someone could be touched by it
- Add publications: mention your blogs, articles and the co-author under '+ Add Author
- Add patents: mention them as well as the co-inventor '+ Add Inventor
- Add projects: mention them and also the colleague at '+ Add Contributor
- Add honors & awards: be proud of them, mention them!
- Add test scores: don't be modest here either, mention them!
- Add languages: mention the languages you can work with daily and at what level
- Add organizations: think for example of a professional association membership
- Add charity: mention where your heart beats faster for.

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**Interests** 18

Top Voices Companies Groups Newsletters Schools

**Jeff Weiner** [in](#) · 2nd  
Executive Chairman at LinkedIn / Founding Partner Next Play Ventures  
10,771,467 followers  
[Following](#)

**Reid Hoffman** [in](#) · 2nd  
Entrepreneur. Product and Business Strategist. Investor. Podcaster.  
2,707,743 followers  
[Following](#)

[Show all 6 Top Voices](#) →

## 18 Interesses

### Groups

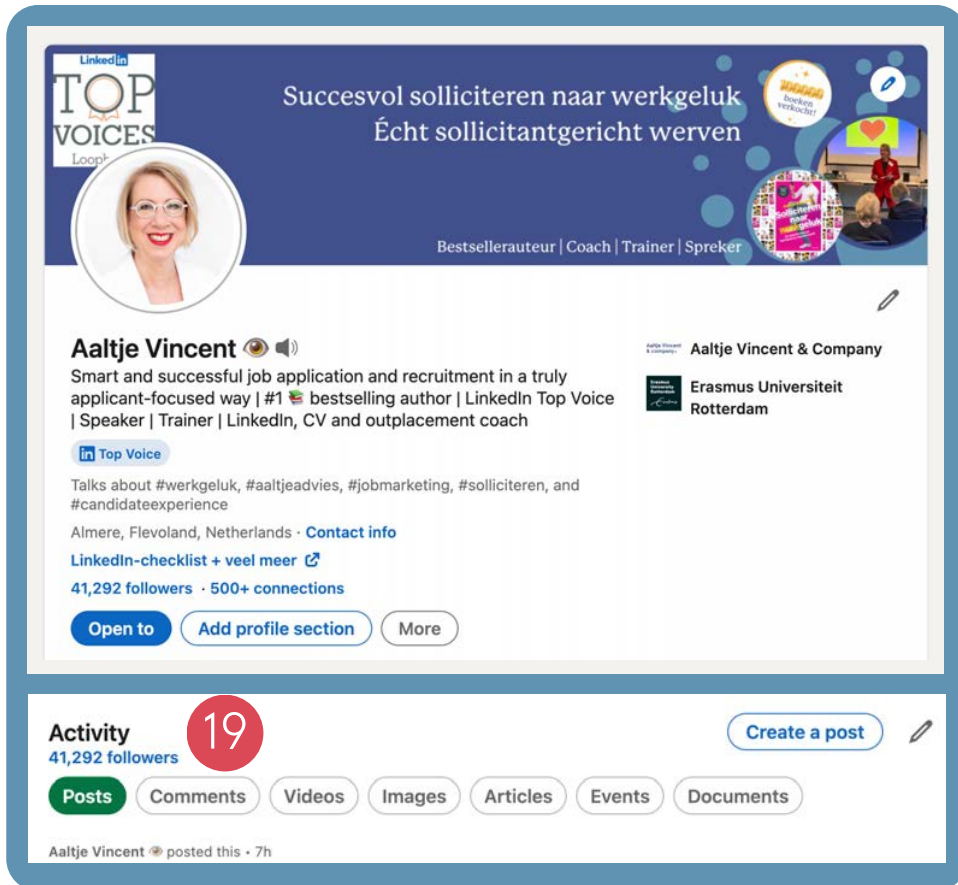
Join professional groups, at least two or three, 100 groups is the maximum. Be aware that the logos of the groups are coupled with your profile. Your professional group logos are indispensable for a strong profile. I advise you to make the logos of, for example, 45/50+ and vacancy groups invisible in the group settings. After all, LinkedIn is not about your age.

### Top Voices, Companies and Educational Institutions

You can follow Influencers and Companies, which are visible in this profile section. You will also find the Educational Institutions you are affiliated with here.

**Your Profile is step 1 on LinkedIn.  
The next steps are to build a really good network (step 2) and to enter into a dialogue with your network (step 3), your Activity.**

Make sure you are putting together a top notch network in your field! Invite new network contacts with a personal text and mention what you have in common, like your profession. Also focus on your target list and the people who are currently doing the work you want to do and their selectors.



## 19 Your activity

The last and best place to stand out and show what moves you is your 'Activity' which is now **the first thing** you see on your profile. Be active on the basis of your craftsmanship; this also determines whether you will be invited to a job interview. You can write your own articles or blogs, and of course you can also respond to interesting craftsmanship-related topics that pass by on your timeline.

### **Be careful!**

*If they search your expertise on LinkedIn (see 11.), you will appear high up in the search results of first-degree connections and complete profiles of connections are always at the top. And... if you invite them, they can view your profile straight away!*

I wish you every success, LinkedIn is your investment for now and the rest of your working life!

Would you like to explore more?

On my [website](#) under '[Inspiration](#)' you will find a variety of free know-how about applying for a job.

If you sign up for my [newsletter](#) you'll receive the first 20 pages of my newest book [Apply for happiness at work](#) (in Dutch).

I wish you every success in the steps you take towards new happiness at work!



Aaltje Vincent

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06 – 3044 6827





## APPLY FOR HAPPINESS AT WORK



What do you hope for when you apply? What can a job offer you? And how do you find real happiness in your new job? Research shows that almost a third of all workers leave an organization after just one year because there is still no good match between the employee and the employer. It's time for that to change and for happiness to be central to the application process. In *Apply for happiness at work* I help job seekers and employees to apply smartly and successfully for a job that really makes them happy.



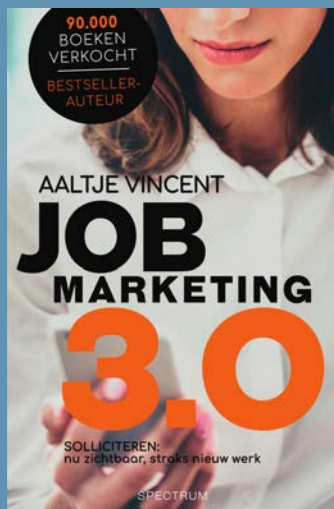
## JOBMARKETING 3.0 WORKBOOK



My latest book *Jobmarketing 3.0 Workbook* contains theory, advice - including videos and podcasts - checklists, tips, pitfalls and practical examples, and can help you shape your own career independently to take the next step. I take you through practical exercises and assignments so that you can find the work that suits you best. The workbook will become a unique and personal document, for now and for the rest of your working life. The first edition of this book was published in August 2020.



## JOBMARKETING 3.0



The book *Jobmarketing 3.0* tells you all about how to use LinkedIn cleverly as an integral part of the job application process. It is a bestseller and since its publication in 2007 the best-selling job application book in the Netherlands. I have updated every edition. The latest edition is the 32e edition, May 2021.



## JOB APPLICATION BY LINKEDIN



In the book *Solliciteren via LinkedIn (Job application by LinkedIn)* you can read everything about LinkedIn, job application and online networking. It has been a bestseller since its publication in 2009. Every edition has been updated by Jacco Valkenburg and me. Even just recently! The most current edition is the 18e edition, February 2021.