

# LinkedIn KEY (to Higher Rankings)

Keywords in fields highlighted in **GREEN** below influence your profile ranking.

**Title** (Maximum 44 characters including spaces):

**Headline** (Maximum 120 characters including spaces):

**Update:** (Maximum 140 characters including spaces): (like a Tweet)

**Current:** [Automatic from Current Position(s)]

**Past:** [Automatic from Current Position(s)]

**Education:** [Automatic from Current Position(s)]

**Recommendations:** [Automatic Count] (3 minimum for complete profile)

**Connections:** [Automatic Count] - (light color font if set to private)

**Websites:** [Labels can be edited and the hyperlinks work]

**Summary:** (Maximum 1,900 characters including spaces):

**Specialties:** (Maximum 500 characters including spaces):

**Applications:** (News, Personal Slide Presentations, etc.):

Box – (Free storage for up to 40 downloadable 25 megabyte files)

SlideShare – (Maximum three files displayed on LinkedIn)

**Experience** (Positions may overlap) [Mo & Yr Start] to [Mo & Yr Finish]:

**Job Title (Description):** (Maximum 100 characters including spaces):

**at Employer (Company):** (Maximum 100 characters including spaces):

**Actions & Results:** (Maximum 2,000 characters including spaces):

**Education** (Enrollment may overlap) [Mo & Yr Start] to [Mo & Yr Finish]:

**School Name:** (Select from Drop-Down Menu or Other):

**Degree**

**Field of Study** (Maximum 100 Characters including spaces):

**Additional Notes:** (Maximum 970 Characters including spaces):

**Activities and Societies:** (Maximum 500 Characters including spaces):

**Additional Information:**

**Websites** (Maximum Three Hyperlinks):

**Interests** (Maximum 900 Characters including spaces):

**Groups & Associations** (Maximum 920 Characters including spaces):

**Honors & Awards** (Maximum 920 Characters including spaces):

**Contact Settings** (Maximum 2,040 Characters including spaces):

**References:**

**At least one makes all Keywords in that experience section count twice.**