

AHA PLAYBOOK

Be the Search Result

The LinkedIn Visibility Playbook

How to Build a Profile That Gets
Found, Trusted & Chosen

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Your profile is working even when you are not.

A strong LinkedIn profile quietly markets your value before the first conversation.

Be found

Show up in searches for the work you want. If the right people cannot find you, they cannot consider you.

Be trusted

Make credibility obvious fast: a real headline, proof of work, and a profile that feels complete.

Be chosen

Help recruiters, hiring managers, clients, and peers quickly see why you fit the opportunity.

CORE IDEA

The best profiles feel coherent from top to bottom - one clear professional story, reinforced in multiple ways.

30-Minute Profile Audit



Use this checklist to identify the highest-value improvements first.

Banner

Does your banner reinforce your target lane, expertise, or personal brand?

Headline

Is it specific, keyword-rich, and value-based - or does it only state your job title?

Featured Section

Do you have visible proof of your work, ideas, frameworks, presentations, or results?

About Section

Can someone quickly understand what you do, the value you create, and the problems you solve?

Experience

Do your entries emphasize scope, ownership, outcomes, and impact rather than duties alone?

Photo + Name

Do they feel current, professional, and aligned with how you want to be perceived?

Skills

Are your strongest and most strategic capabilities at the top?

Activity

Does recent activity reinforce the work and opportunities you want to be known for?

Your profile should tell one coherent story.



Before and After: Why Positioning Matters

Small changes can completely change how your experience is interpreted.

BEFORE

Project Manager

AFTER

Transformation & PMO Leader
Operating Models • Strategic Execution
Business Transformation • AI Enablement

The second version does three things better:

01

It creates context.

The reader immediately understands your broader lane.

02

It improves discoverability.

Strategic keywords increase the chances of appearing in relevant searches.

03

It communicates value.

You sound like someone who owns outcomes - not just tasks.

Your headline should answer: Who are you? What do you do? What value do you create?

Put Proof Front and Center

Do not make people guess what you can do. Turn your profile from a list of claims into a portfolio of evidence.

SHOW YOUR THINKING

- Case studies
- Frameworks
- Presentations
- Thought-leadership pieces

SHOW YOUR WORK

- Project snapshots
- Articles or interviews
- Before-and-after transformations
- Professional speaking assets
- Sample deliverables you can share

A strong Featured section gives someone a reason to stay on your profile longer.

Can this person actually do what they say they can do?

Your profile should show evidence - not just claims.

A Simple LinkedIn Search Tactic

You do not have to wait for recruiters to find you. Use company pages to identify the people connected to opportunities you care about.

01

Go to the company page

Start with an organization you are genuinely targeting.

02

Follow the company

Stay aware of company activity and opportunities.

03

Select the People tab

Use the searchable view of employees associated with the organization.

04

Search Talent Acquisition or Recruiter

Identify people who may support hiring in your target area.

05

Search likely hiring-manager titles

Think one level above the role you want.

06

Narrow by geography or function

Use filters and keywords to reduce the list.

07

Build the relationship before making the ask

Connect thoughtfully. Engage where appropriate. Personalize your outreach.

INTEREST FIRST. EVIDENCE SECOND.

Improve in Layers



You do not need to rebuild your entire LinkedIn profile in one sitting. Start with the sections that influence perception fastest.

01

Fix the headline

Clarify your lane, keywords, and value.

02

Rewrite the About section

Tell a clear story about the problems you solve and the outcomes you create.

03

Upgrade Experience

Replace duty-heavy descriptions with scope, ownership, impact, and measurable results.

04

Add proof

Use Featured content to demonstrate your thinking and your work.

05

Watch the signals

Track profile views, search appearances, connection activity, recruiter outreach, and engagement.

Make a few changes. Observe what moves. Keep refining.

Progress beats profile perfection.



Build a Profile That Reflects the Level You're Ready For

Your LinkedIn profile is not just an online résumé. It is a positioning tool.

When your headline, About section, Experience, skills, activity, and proof all reinforce the same story, people understand your value faster.

And when people understand your value faster, the right conversations become easier to start.

Be specific.

Show proof.

Use the right language.

Make your value obvious.

