

Optimise Your LinkedIn Profile

A LinkedIn profile is one of the first things Hiring Managers in the GCC review after receiving a CV. An optimised profile can significantly improve search visibility for recruiters and increase interview opportunities, particularly on LinkedIn Recruiter.

LinkedIn Profile Optimisation Guide

Professional Profile Photo - Best Practice

- ✓ High-quality headshot
- ✓ Plain or blurred background
- ✓ Smart business attire
- ✓ Friendly smile
- ✓ Looking directly at the camera

Avoid:

- Selfies
- Holiday photos
- Wedding pictures
- Sunglasses
- Group photos
- Heavy filters

Professional Banner

Instead of leaving the default blue background, use a banner that reflects your profession.

Examples:

- **Engineer** - Skyline, Construction Project, Infrastructure
- **Finance** - City skyline, Financial district, Business graphics
- **Healthcare** - Modern hospital, Medical environment
- **IT** - Digital technology, AI graphics, Data network
- **Sales** - Business meeting, Corporate office

Headline (Very Important)

Most people simply write: **Sales Manager**

Instead write keyword-rich headlines. **Sales, Senior Sales Manager | FMCG | B2B Sales | Key Account Management | Business Development | UAE & GCC Markets**

HR - *Change to:* HR Manager | Talent Acquisition | Employee Relations | UAE Labour Law | Recruitment | Performance Management

IT - *Change to:* Software Engineer | Python | Java | AWS | Cloud Solutions | AI | Data Analytics

Construction - *Change to:* Project Manager | Civil Engineer | PMP Certified | FIDIC | High-Rise Construction | Infrastructure

Finance - *Change to:* Finance Manager | ACCA | Financial Planning | Budgeting | IFRS | SAP | UAE Experience

About You Section

This should be approximately 80-120 words.

Example

Results-driven Project Manager with over 12 years of experience delivering large-scale construction and infrastructure projects across India. Experienced in project planning, budgeting, contract management, stakeholder engagement and multidisciplinary team leadership. Successfully managed projects valued at over AED 500 million while maintaining strong safety, quality and financial performance. Passionate about delivering projects on time and within budget while building long-term client relationships. Open to Project Management, Construction Management and Infrastructure opportunities across the GCC.

Keywords

Recruiters search LinkedIn using keywords, include:

- | | | |
|------------------|---------------------|-------------------|
| ▪ Job title | ▪ Example | ▪ AutoCAD |
| ▪ Skills | ▪ PMP | ▪ Budget |
| ▪ Software | ▪ Project | ▪ Management |
| ▪ Industry | ▪ Management | ▪ Stakeholder |
| ▪ Qualifications | ▪ Construction | ▪ Management |
| ▪ Languages | ▪ Civil Engineering | ▪ Risk Management |
| ▪ Certifications | ▪ Primavera P6 | ▪ Leadership |

Experience

Instead of describing your job - **Write your achievements:**

Poor

- Responsible for sales.

Better

- Managed a team of 18 sales professionals.
- Increased annual revenue by 38%.
- Won AED 12 million in new contracts.
- Opened 120 new customer accounts.

Numbers always attract attention.

Skills

LinkedIn allows many skills, prioritise the most relevant 30–50.

Example

- | | | |
|----------------------|------------------------|----------|
| ▪ Project Management | ▪ Primavera | ▪ Python |
| ▪ Leadership | ▪ SAP | ▪ SQL |
| ▪ Negotiation | ▪ Business Development | ▪ Azure |
| ▪ Budgeting | ▪ Salesforce | |
| ▪ Risk Management | ▪ Customer Service | |
| ▪ AutoCAD | ▪ Power BI | |
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Featured Section - Add:

- | | | |
|----------------|-----------------|----------------|
| ▪ CV | ▪ Videos | ▪ Case studies |
| ▪ Portfolio | ▪ Presentations | ▪ Publications |
| ▪ Certificates | ▪ Awards | |
-

Licences & Certifications

Recruiters often search by certification - ***Include:***

- PMP
 - NEBOSH
 - IOSH
 - AWS
 - Cisco
 - Microsoft
 - Oracle
 - SAP
 - ACCA
 - CPA
 - CFA
 - Six Sigma
 - Lean
-

Education - ***Include:***

- University
 - Degree
 - Dates
 - Major
 - Awards
-

Recommendations

Aim for at least five recommendations from:

- Managers
- Clients
- Directors
- Colleagues
- Suppliers
- Customers

These significantly increase credibility.

Open to Work

Enable - Open to Work

Recruiters Only - Not Everyone

This keeps the setting private from most people while making you discoverable to recruiters.

Custom URL

Instead of - [linkedin.com/in/rahul123456789](https://www.linkedin.com/in/rahul123456789)

Use - [linkedin.com/in/rahul-sharma](https://www.linkedin.com/in/rahul-sharma)

It looks more professional.

Activity

Post 2-3 times each week.

- Ideas
- Industry news
- Project photos
- Learning achievements
- Certificates
- Career tips
- Leadership insights

Recruiters prefer active users.

Follow Companies

Follow companies you want to join - ***Examples:***

- Emirates Group
- Emirates NBD
- ADNOC
- DP World
- Saudi Aramco
- QatarEnergy
- NEOM
- PwC Middle East
- Deloitte Middle East

Engage with their posts where appropriate.

Use the Right Keywords - Recruiters search by keywords.

Instead of: Manager

Be specific, use: Regional Sales Manager, Business Development Manager, Project Controls Manager, Finance Director, Human Resources Manager, Digital Marketing Specialist, Senior Accountant etc.

Quantify Achievements - Recruiters love numbers - ***Examples:***

- Managed 250 employees
 - Reduced costs by AED 5M
 - Increased revenue by 42%
 - Delivered 18 projects
 - Managed AED 1.2B portfolio
 - Improved productivity by 28%
 - Saved 1,500 labour hours
-

Complete Every Section

A strong profile should be 100% complete, including:

- Professional photo
- Custom banner
- Keyword-rich headline
- Detailed About section
- Complete work history
- Skills
- Education
- Certifications
- Recommendations
- Languages
- Featured content
- Contact information

LinkedIn Profile Scorecard

Section	Weighting
Professional Photo	☆☆☆☆☆
Banner Image	☆☆☆
Headline	☆☆☆☆☆
About Section	☆☆☆☆☆
Keywords	☆☆☆☆☆
Experience	☆☆☆☆☆
Quantified Achievements	☆☆☆☆☆
Skills	☆☆☆☆
Certifications	☆☆☆☆
Recommendations	☆☆☆☆
Activity	☆☆☆☆
Profile Completeness	☆☆☆☆☆

Premium Service from Desiwork - LinkedIn Profile Optimisation Score (0–100%)

- ATS and recruiter keyword alignment
- Headline effectiveness
- Search visibility
- Achievement based content
- Industry keyword coverage
- GCC market relevance
- Recruiter and Hiring Manager attractiveness
- Overall interview readiness