



Optimize Your Online Brand To Accelerate Your Career



Gated Talent Webinar Summary – May 15, 2025



This summary is based on a hands-on webinar by Jason Starr of Gated Talent, focused on optimizing your LinkedIn profile to increase visibility and attraction to recruiters. With almost a billion LinkedIn users, standing out is critical. Starr outlines specific strategies to tailor your profile to rank higher in LinkedIn recruiter searches. This is session one of a two-part series, concentrating on the structure and content of your LinkedIn profile itself.

Session two (not covered here) will focus on platform behavior and engagement techniques to improve recruiter perceptions and response likelihood.



Key Takeaways:



LinkedIn SEO & Visibility Fundamentals

- Achieve LinkedIn All-Star status- this significantly affects your visibility in recruiter search results.
- LinkedIn favors detailed, fully completed profiles in recruiter rankings.
- LinkedIn's algorithm matches your profile to a 'perfect' version of the role you seek, so align to that model.



Keyword Optimization Tactics

- Start with two lists: keywords (job-focused) and skills (role-specific), researched from current job holders.
- Prioritize keywords that are specific, strategic, and relevant to the job you want (not vague, soft skills like 'visionary').
- Use high-value keywords in the tagline, job titles, and summary, these areas weigh more in search rankings.
- Maximize tagline real estate: ditch grammar, use keyword bars (|) with spacing, and cram in strategic keywords.

Profile Structure & Psychological Triggers

- Include a profile photo and custom banner. not for the algorithm but for human engagement and perceived professionalism.
- Design your summary with bulleted sections and use of capital letters to catch attention in 10 seconds or less.
- Use visual cues like leadership-centric banners to reinforce perception even subconsciously.