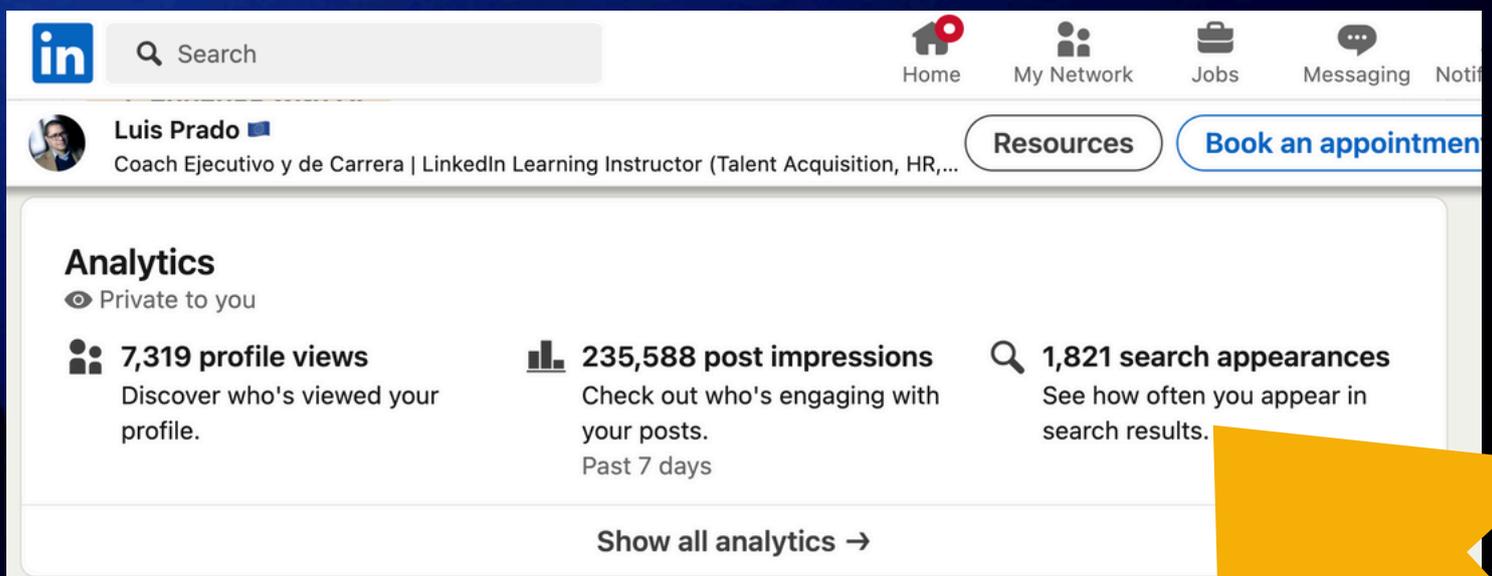


Explicado con memes*

SER VISIBLE EN LINKEDIN



The image shows a screenshot of a LinkedIn profile page for Luis Prado. The profile is for a Coach Ejecutivo y de Carrera | LinkedIn Learning Instructor (Talent Acquisition, HR, ...). The analytics section is visible, showing three key metrics: 7,319 profile views, 235,588 post impressions, and 1,821 search appearances. A large yellow arrow points from the analytics section towards the bottom right corner of the image.

Analytics
Private to you

 7,319 profile views Discover who's viewed your profile.	 235,588 post impressions Check out who's engaging with your posts. Past 7 days	 1,821 search appearances See how often you appear in search results.
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[Show all analytics →](#)



	Recruiter Lite	Recruiter
	Try for \$0	Contact sales
	Best for individuals hiring just a few people a year, who need basic sourcing capabilities.	Best for TA & HR teams who need to source for competitive roles, or hire more than a few people a year.
Top features ▲		
Proactively search for candidates Access more LinkedIn members	Access your 1st, 2nd or 3rd degree network ✓	Unlimited access to all LinkedIn members ✓
Search filters Narrow in on qualified candidates	20+ filters ✓	40+ filters, "Open to Work" and "More likely to respond" ✓
Monthly InMails Send direct messages to candidates on LinkedIn	50 per license ✓	150 per license ✓

La mayoría de reclutadores usan la cuenta **Recruiter Lite**, que solo les permite llegar a candidatos de 1, 2 y 3er nivel.



LinkedIn profile header for Luis Prado, Coach Ejecutivo y de Carrera | LinkedIn Learning Instructor (Talent Acquisition, HR, ...). Navigation icons for Home, My Network, Jobs, Messaging, and Notifications are visible. Buttons for Resources and Book an appointment are present.

Analytics

Private to you

7,319 profile views Discover who's viewed your profile.	235,588 impressions Check out who viewed your posts. Past 7 days.	1,821 search appearances See how often you appear in search results.
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Services

More than 10 years of experience guiding professionals, managers, and executives in Latin America, USA, and Europe to achieve their career goals. My mission is to help professionals identify what they want in their professional...see more

Executive Coaching • Career Development Coaching

Show all services →

Lo puedes conocer por tus Apariciones en búsquedas



The screenshot displays the LinkedIn Recruiter dashboard. At the top, navigation tabs include PROJECTS, CLIPBOARD, JOBS, REPORTS, and MORE. The main header shows statistics: 9K total candidates, 463 have company connections, 201 engaged with your talent brand, and 27 past applicants. A search bar is active with 'Project Manager' as the title and 'Greater Chicago Area' as the location. A dropdown menu for 'add one or more skills...' is open, listing trending skills for this title: Project plans, Business strategy, Management, Microsoft Project, and PMP. The left sidebar contains an 'Updates' section with profile change notifications for Salva Larin and Britny Paulson. The right sidebar shows 'Project activity' for 'EnterpriseRelevance-Microsoft' with 78 profiles, 4 contacted, and 0 reviewed as of 08/08/2015.

Este es el primer vistazo de la plataforma (Es muy importante entenderlos).





9K total candidates

463 have company connections

201 engaged with your talent brand



Project Manager



Greater Chicago Area



add one or more skills...

Trending skills for this title

Project plans

Business strategy

Management

Microsoft Project

PMP

Updates

Follow candidates to get updated on their profile changes. Some people y



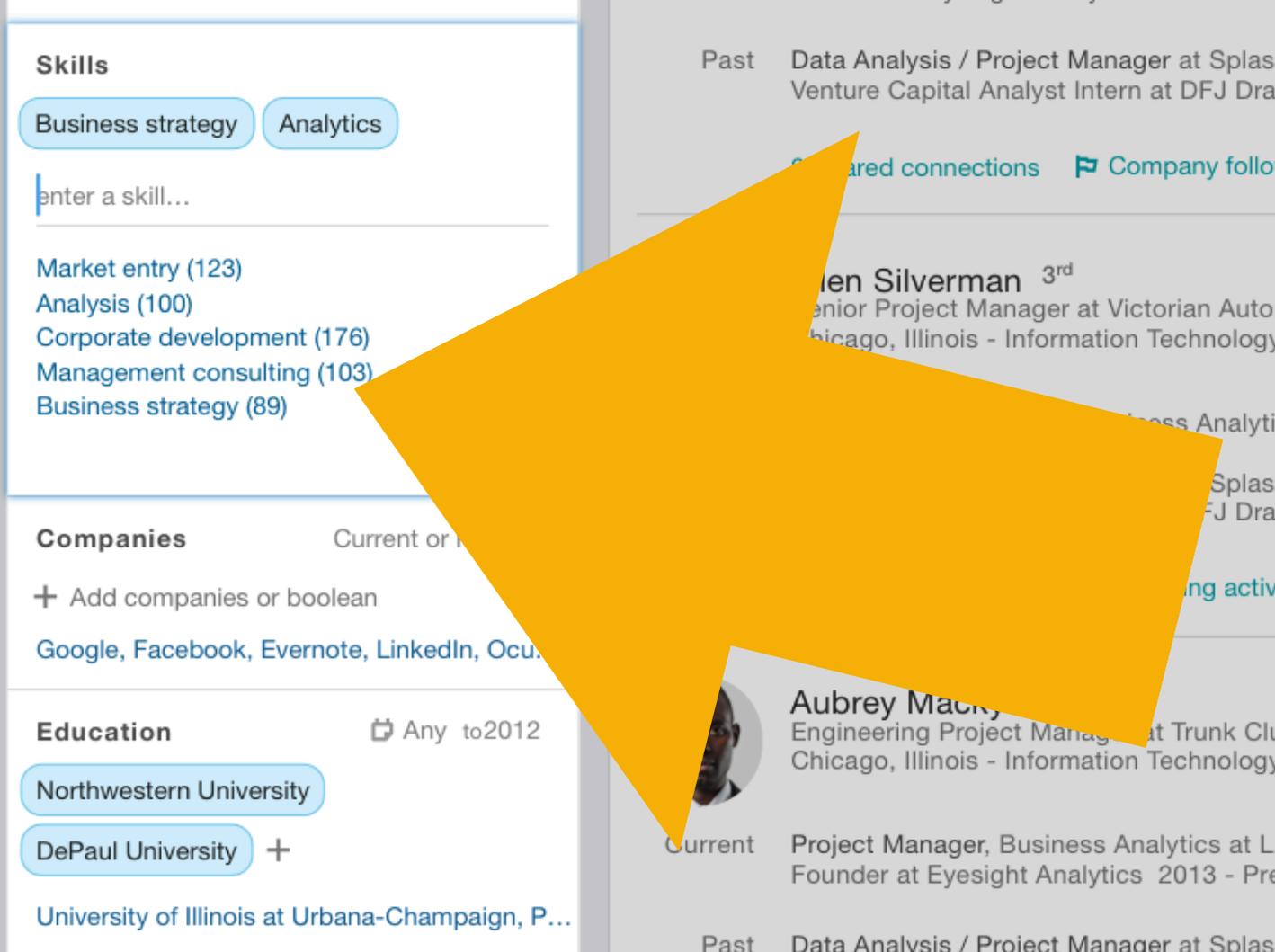
Primero te buscan por tu **cargo**, por tu **ciudad** y **habilidades**.



The image shows a LinkedIn search results page. At the top, there's a navigation bar with 'in RECRUITER' on the left and 'PROJECTS CLIPBOARD JOBS REPORTS MORE' on the right. A search bar contains 'Start a new search...'. Below the search bar, there are four summary boxes: '1K total candidates', '71 have company connections', '230 engaged with your talent brand', and '27 past applicants'. The main content area shows '230 results • Sorted by relevance' and a list of profiles. A large yellow arrow points from the top right towards the filters sidebar on the left. The filters sidebar includes sections for 'Job title' (Project Manager), 'Locations' (Greater Chicago Area), 'Skills' (Business strategy, Analytics), 'Companies' (Add companies or boolean), 'Education' (Northwestern University, DePaul University), and 'Keywords' (Add keywords). A 'View more' button is at the bottom of the filters.

Luego les aparece esta ventana con mas filtros





Pueden cambiar filtros y añadir más habilidades.



Corporate development (176)
Management consulting (103)
Business strategy (89)

Companies Current or Past

+ Add companies or boolean

Google, Facebook, Evernote, LinkedIn

Education

Northwestern University

DePaul University +

University of Illinois at Urbana-Champaign

Keywords

+ Add keywords

[View more](#)

Senior Project Manager at Northern Trust
Chicago, Illinois - Information Technology

Current Digital Project Manager, Business Analyti

Past Analysis / Project Manager at Splas
Venture Capital Analyst Intern at DFJ Dra

Shared connections Recruiting activ

Company follower

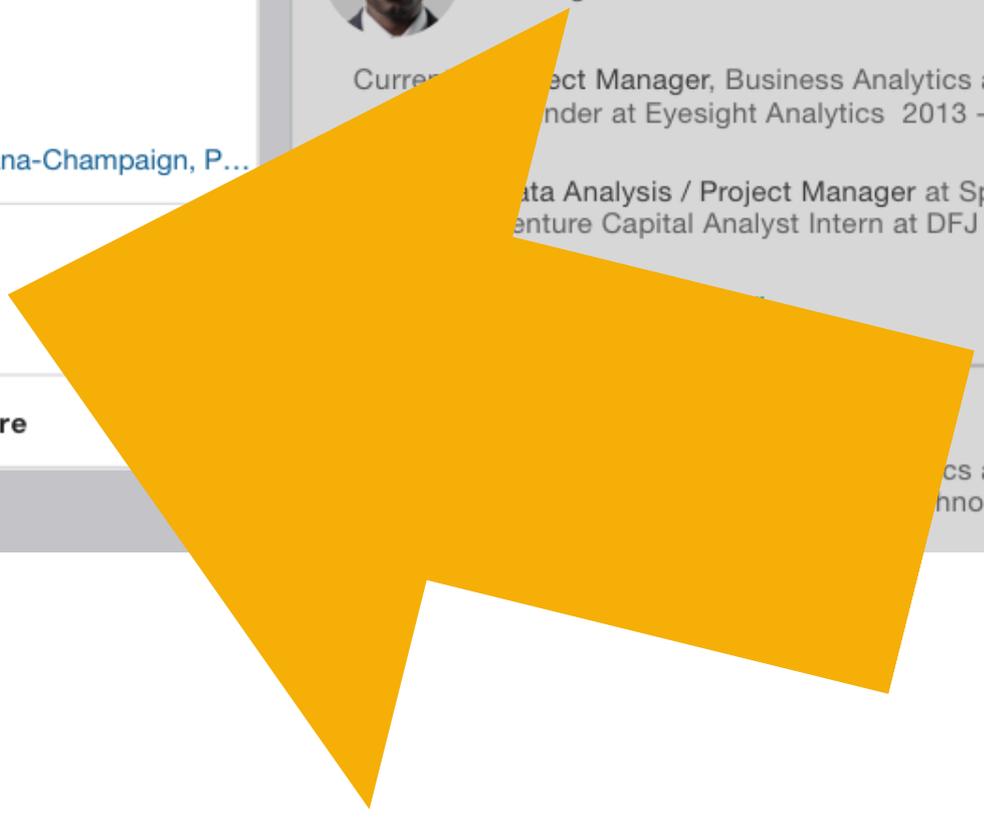
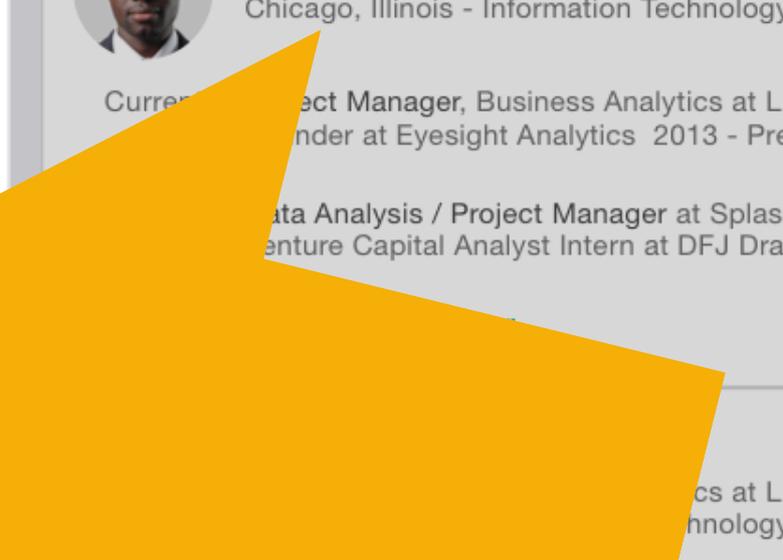
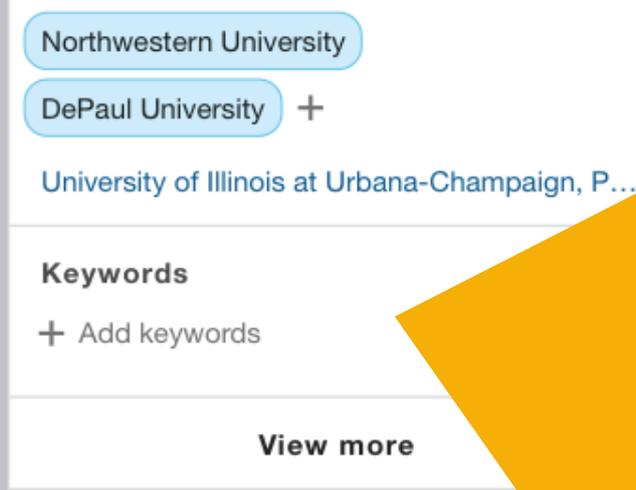
Brian Jackson ^{2nd} 
Project Manager, Business Analytics at L
Chicago, Illinois - Information Technology

Así como buscarte por
empresas, universidades
y sectores.



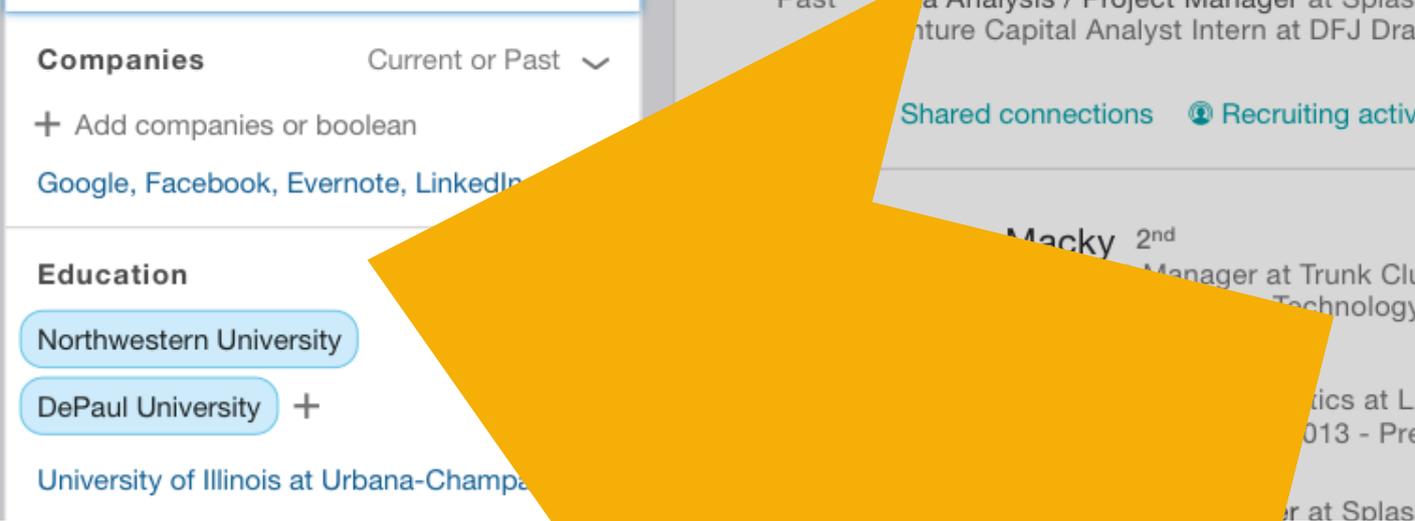
¿Y cómo me puede ser
útil esta información?





Si sabes que te buscan por **keywords**, asegúrate de investigar bien el mercado laboral e incluirlos **a lo largo de tu perfil** de LinkedIn.





Si sabes que te buscan por **universidades y empresas**, asegúrate de vincularlas a tu perfil.



✕ Edit experience

* Indicates required

Notify network

Turn on to notify your network of your profile changes (such as new jobs, work anniversaries). Updates can take 24 hours. Learn more about [sharing preferences](#).

Title*

Director de Finanzas

Employment type

Please select

Company or organization

 2CN Cursos - Empleabilidad y Desarrollo

Asegúrate de que aparezca el logo de la empresa o univ.



Skills

Business strategy

Analytics

Enter a skill...

Market entry (123)

Analysis (100)

Corporate development (176)

Management consulting (103)

Business strategy (89)

Data Analysis / Project Manager
Venture Capital Analyst Intern at

2 Shared connections  Comp

Victori
tion Tec

Business

Past Data Manager

Si sabes que te buscan por **habilidades** asegúrate de incluirlas a tu perfil, así..





Add skill

* Indicates required

Skill*

Skill (ex: Project Management)

Suggested based on your profile

Strategic Human Resources Leadership

Strategic Thinking

Training and Development (HR)

Presentation Skills

Social Media Communications

Lifestyle Coaching

Personnel Management

En la sección skills o habilidades, asegúrate de incluir aquellas relevantes que sepas que van a utilizar.



The image shows a screenshot of the LinkedIn search interface. On the left is a sidebar with various filter categories: Search history, Showing results for, Custom filters, Spotlights, Job titles (with 'Project Manager' selected), Locations (with 'San Francisco Bay Area' selected), Skills (with 'Project Management' selected), Companies, Schools, Year of graduation, Industries, Keywords, and Employment type. At the bottom of the sidebar, the 'Advanced search' button is highlighted with an orange border. The main area displays 'Candidate details' for a search of 'Project Manager' in the 'San Francisco Bay Area'. It shows a list of filters for different categories: Postal code / Zip code, Spoken languages, Profile languages, Recently joined LinkedIn, First names, Last names, Network relationships, Education & experience (Years of experience, Years in current company, Years in current position, Military veterans), Fields of study, Degrees, Seniority, Company (Current companies, Past companies, Company types), Company sizes, Company followers, Job functions, and Recruiting & candidate activity (Recruiting activity, Tags search, Projects search, Notes search, Reviews search, Reminders search, Hide previously viewed, All groups, My groups, Applicants, In ATS, Project statuses, Candidate sources). The search results are partially visible, showing a candidate named Eric Palonsky, CAPM.

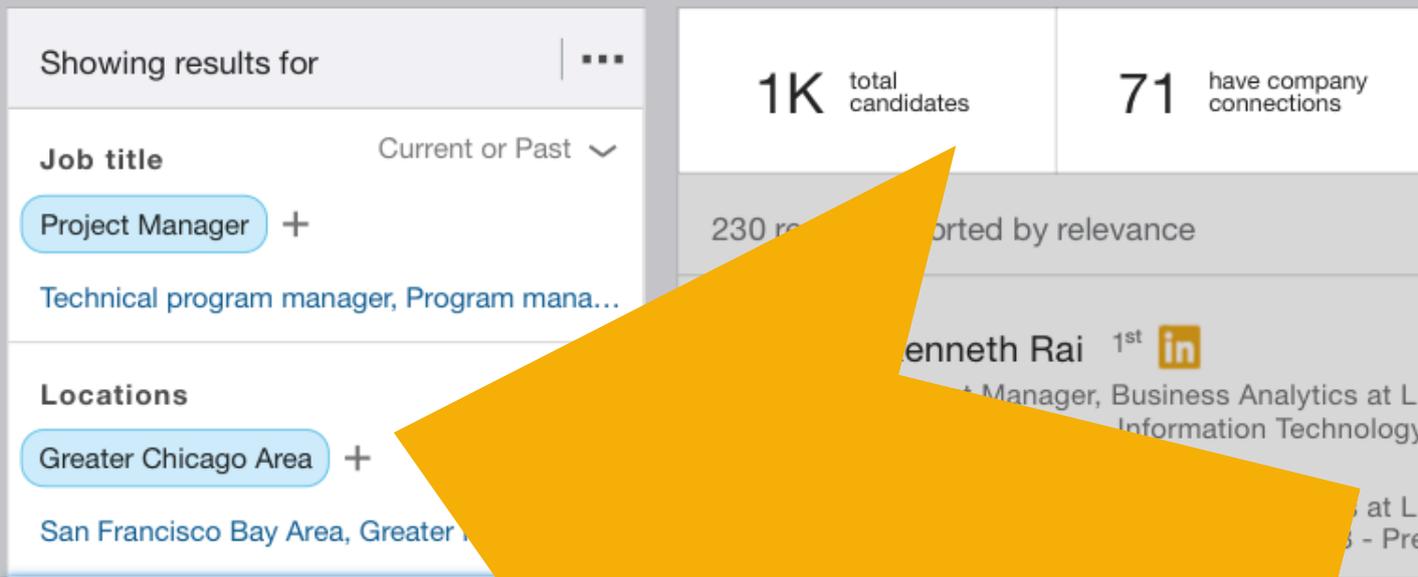
Además, hay filtros avanzados que suelen utilizar mucho.



Por ejemplo, si la empresa busca este perfil:

1. Gerente de Finanzas,
2. Del sector Retail,
3. Entre 3 a 5 años de experiencia en ese cargo,
4. Con habilidades como Liderazgo, Auditoria, Inglés B2, Forecasting, Budgeting, US GAAP, etc.
5. En Madrid





Primero pondré como cargo Gerente de Finanzas (y similares), en ubicación Madrid.



Skills

Business strategy

Analytics

Enter a skill...

Market entry (123)

Analysis (100)

Corporate development (176)

Management consulting (103)

Business strategy (89)

Data Analysis / Project Manager at Splas
Venture Capital Analyst Intern at DFJ Dra

Company follo

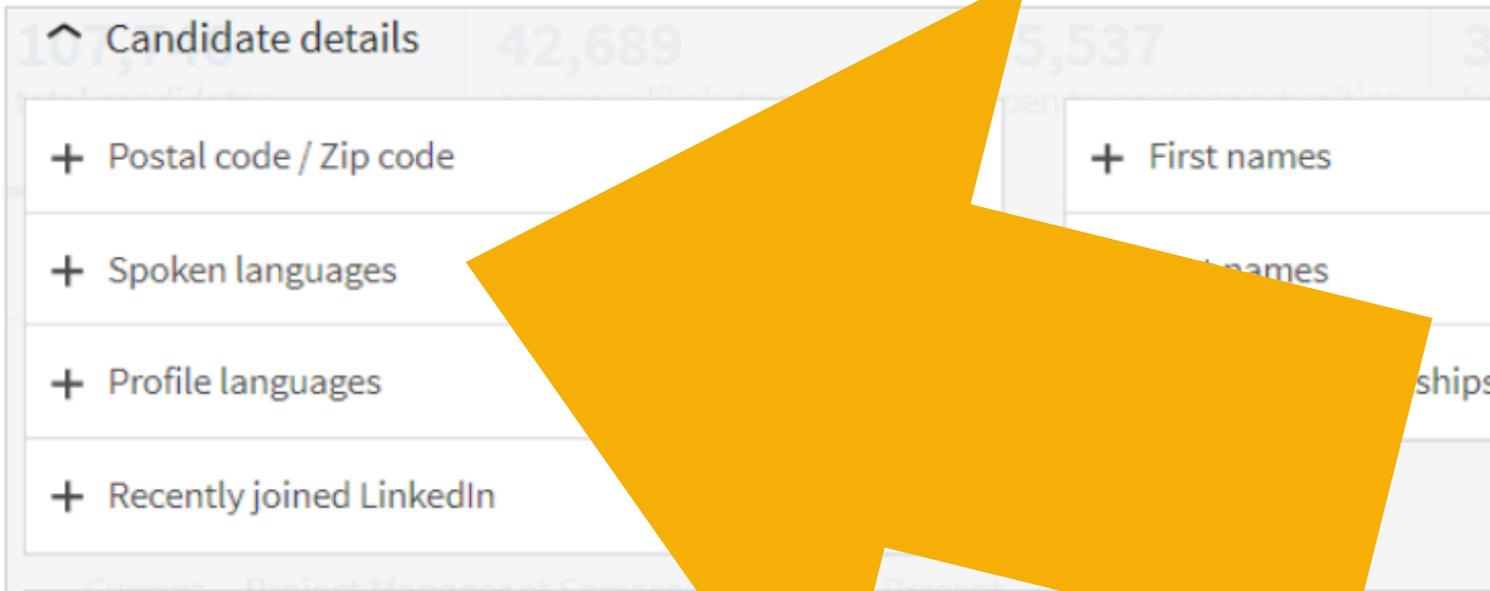
in Auto
Technology

ss Analyti

En habilidades pondré:

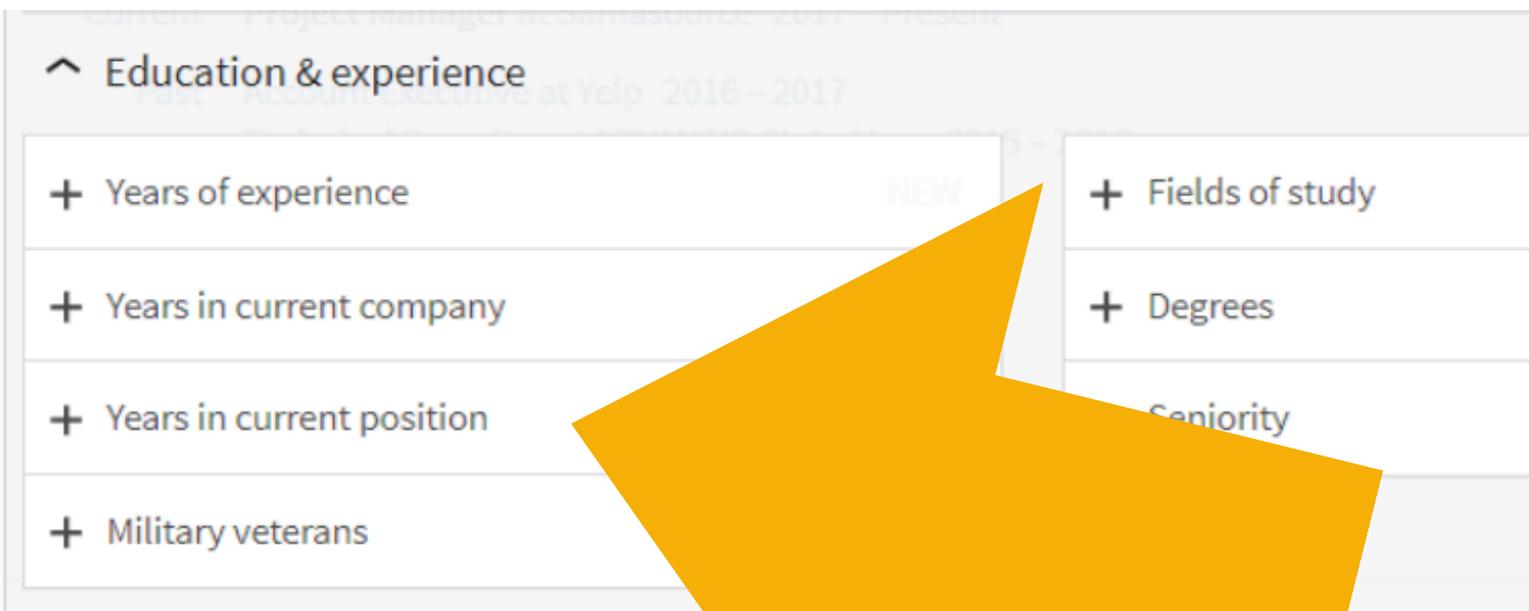
Liderazgo, Auditoria,
Inglés B2, Forecasting,
Budgeting, US GAAP, etc.





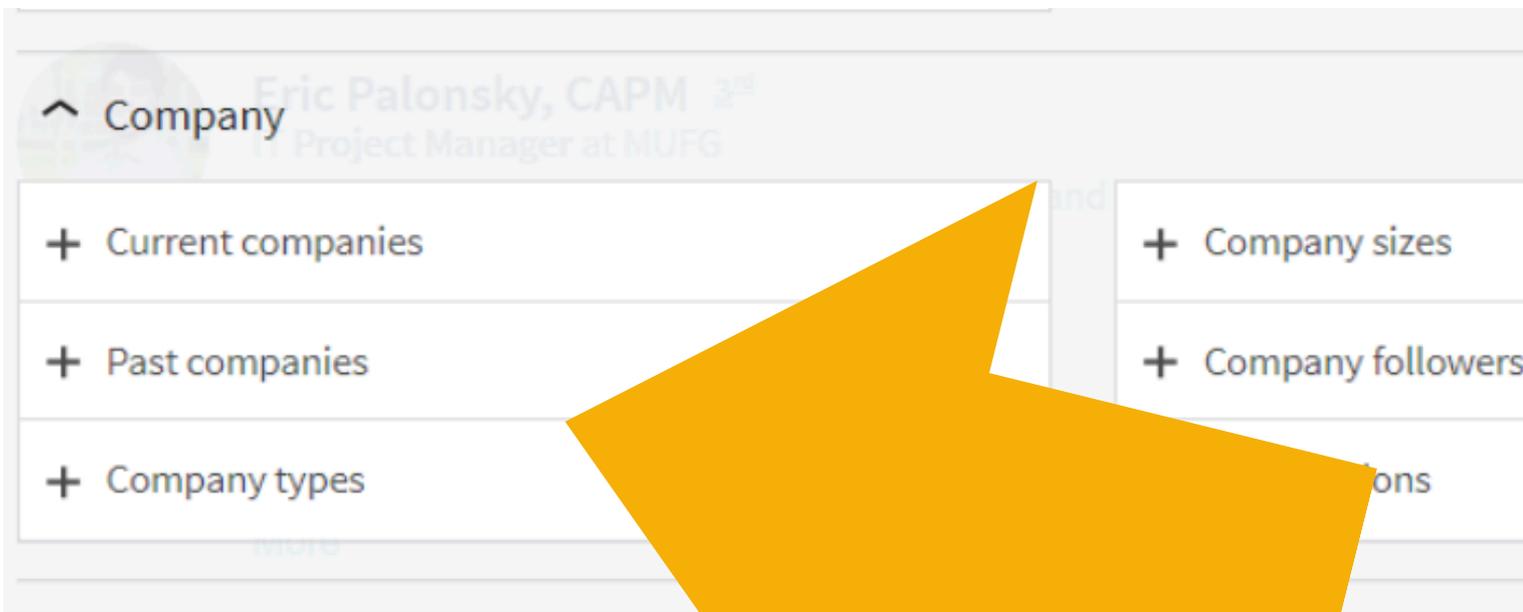
En filtros avanzados
pondría el nivel de
"Inglés"





Y en años de experiencia filtraría entre 3 a 7 años en **ese** cargo que busco.





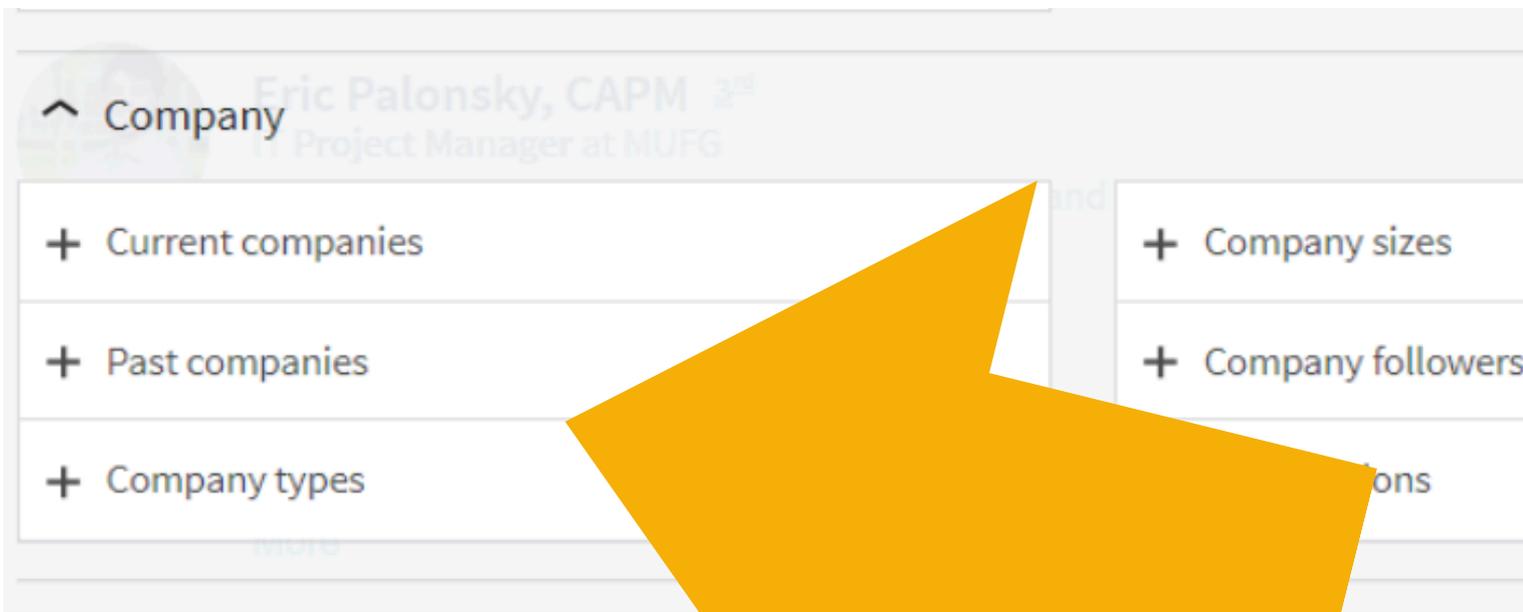
Y dependiendo de lo que busque la empresa o cliente, filtraría perfiles que **hayan trabajado** en determinadas empresas.



Espera...

¿Y esto podría
afectarme a mi?





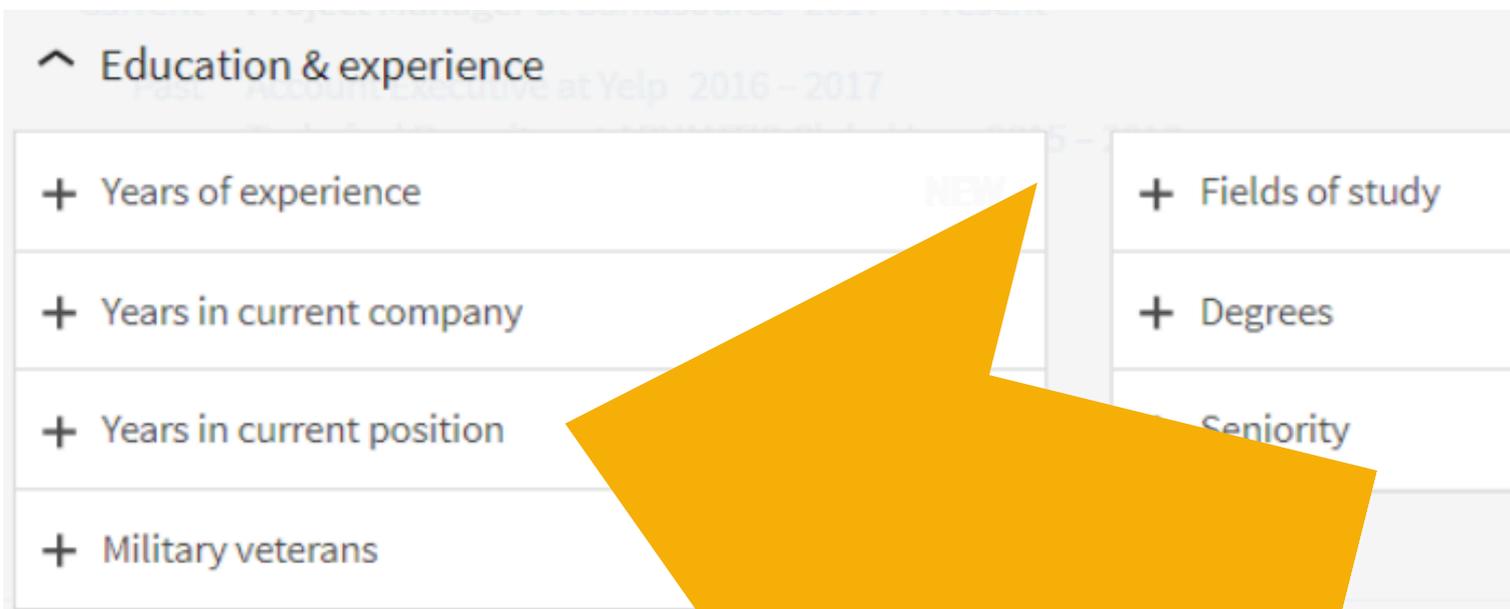
Sí, hay **muchos filtros** que podrían afectarte.

Tienen solución, pero hay que entenderlos muy bien.



Dame ejemplos...





Supongamos que tienes más de 7 años de experiencia **en ese cargo**, pero los reclutadores buscan entre 3 a 6, eso hará que automáticamente te descarten aunque tengas el perfil optimizado y palabras clave.





Eso es una locura



¿Y sabes formas para
que **no te descarten?**





¿Eres invisible en LinkedIn?
Accede al curso completo y
accede a guías, recursos y
las mejores técnicas para
emplearte >>