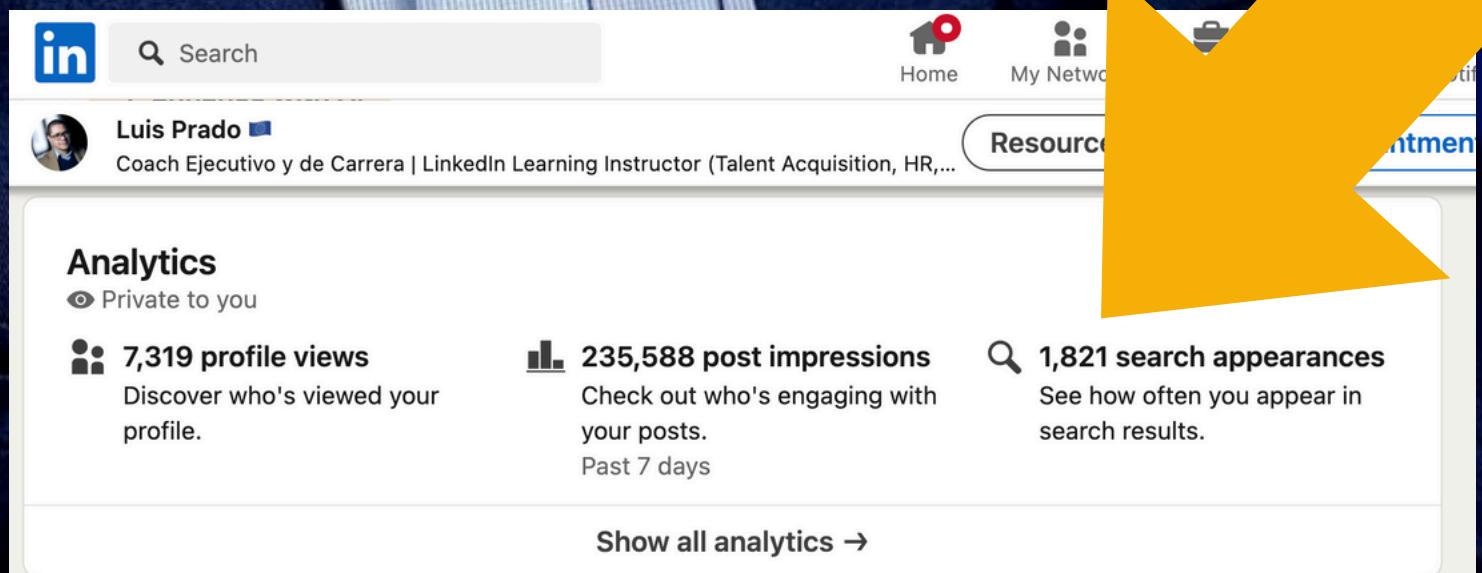




Cómo ser visible a empresas

EN LINKEDIN

Parte 2



in Search

Luis Prado Coach Ejecutivo y de Carrera | LinkedIn Learning Instructor (Talent Acquisition, HR,...)

Home My Network Resources

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.

Show all analytics →

Esto es lo que veremos:

1. Como ser visible en LinkedIn (parte 2)
2. Cómo filtrar reclutadores
3. Cómo mejorar el perfil
4. Cómo ser visible en varios idiomas
5. Cómo evitar casos que te restan visibilidad
6. Cómo contactar con reclutadores
7. Cómo hacer si quiero emplearme en varios cargos
8. Cómo ofrecer servicios y emplearme
9. Cómo hacer si quiero emplearme en otro país
10. Qué hacer si no trabajo actualmente
11. Lo que la gente sí lee de tu perfil



Vamos con la parte 1



in Search

Home My Network Jobs Messaging Notifications

Luis Prado Coach Ejecutivo y de Carrera | LinkedIn Learning Instructor (Talent Acquisition, HR,...)

Resources Book an appointment

Analytics

Private to you

7,319 profile views Discover who's viewed your profile.

235,588 impressions Check out who's interacting with your posts. Past 7 days

1,821 search appearances See how often you appear in search results.

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 profession ...see more

Executive Coaching • Career Development Coaching

Show all services →

Ya aprendiste a analizar tus Apariciones en búsqueda



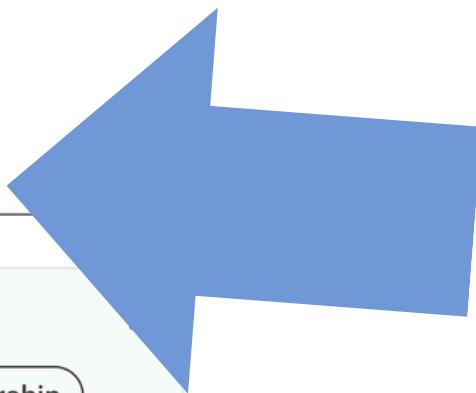
X

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

Retention Management

Executive Coaching

Employee Engagement

Save

**Sabes cómo te
buscan y como
incluir keywords**



X Edit intro

• Pronouns

Please select ▾

Let others know how to refer to you.

Learn more about [gender pronouns](#).

Headline*

Gerente Senior de Finanzas | Controller, Auditor
Financiero

**Y sabes cómo editar tu titular
y cargos para tener más
visibilidad en LinkedIn.**

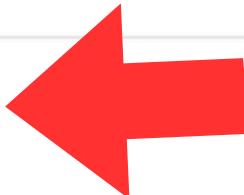


Job titles you were found for

Headhunter



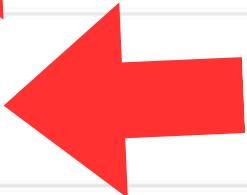
Headhunter + Career Specialist



Recruiter



Career Coach



Eso te ayudará a que te
encuentren para cargos
que te interesan



¿Y de qué se trata?



A LinkedIn dashboard showing activity statistics. At the top left, it says "165,286 All appearances" with a red "▼ 77% past 7 days" indicator. To its right, "1,821 Search appearances" with a green "• 0% past 7 days" indicator. Below these, a section titled "Where you appeared" shows a breakdown: "Post · 94%" (blue bar), "Comments · 4.3%" (dark blue bar), "Search · 1.1%" (dark grey bar), and "Network recommendations · < 1%" (light grey bar). A large yellow arrow points upwards from the bottom left towards the search statistics. On the far right, there's a sidebar with links like "About", "Privacy & Advertising", "Get the LinkedIn app", and "LinkedIn Live".

Category	Value
All appearances	165,286
Search appearances	1,821
Post	94%
Comments	4.3%
Search	1.1%
Network recommendations	< 1%

Where you appeared

Post · 94%

Comments · 4.3%

Search · 1.1%

Network recommendations · < 1%

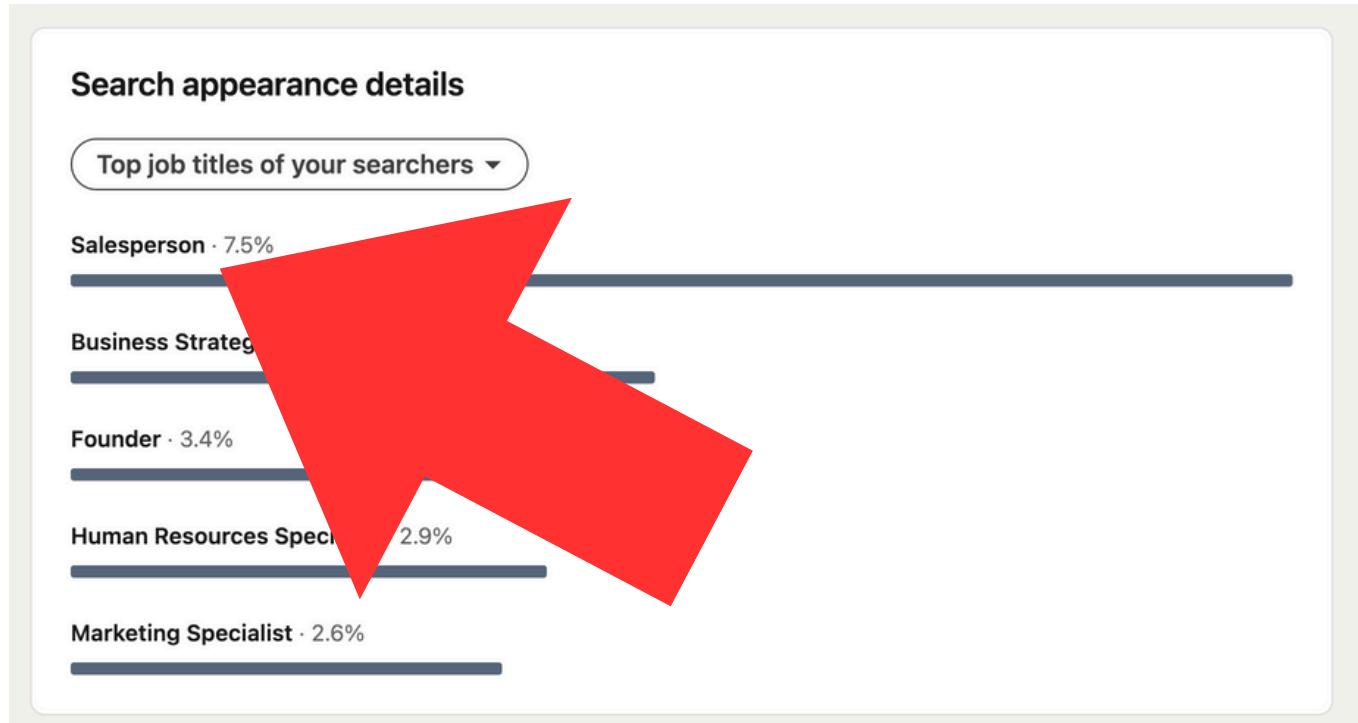
Search appearance details

Top companies your searchers work at ▾

- Profesional Independiente
- Tetra Pak
- AIEn USA

Si tienes **pocas** apariciones significa que eres invisible.





Primero mira quiénes te buscan en LinkedIn.





Search



Home



My Network



Jobs



Messaging



Notifications



Me

165,286

All appearances
▼77% past 7 days

1,821

Search appearances
● 0% past 7 days

Where you appeared

Post · 94%

Comments · 4.3%

Search · 1.1%

Network recommendations · < 1%

Search appearance details

Top companies your searchers work at ▾



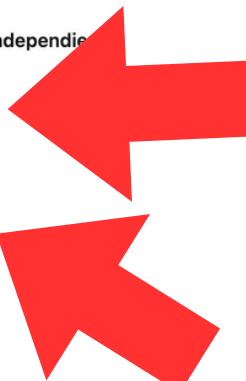
Profesional Independiente



Tetra Pak



AIE en USA



Y por último, analiza que empresas te buscan.



Este es el diagnóstico:

- 1. Si te buscan personas que no te interesa, significa que debes mejorar tu red de contactos.**
- 2. Lo mismo ocurre si eres visible a empresas que no son del sector de tu interés.**



Y si tienes poca visibilidad significa que tu perfil no está optimizado en palabras clave y tu red de contactos (tampoco) está bien definida.

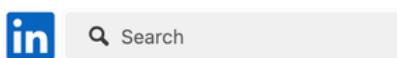


Para corregirlo haremos esto:

1. Vamos a analizar los sectores en donde “debes” ser visible:



Haz un listado de al menos 3 a 5 sectores en donde quieras trabajar y tener visibilidad:



Fashion Accessories Manufacturing

Financial Services

Fine Arts Schools

Fire Protection

Fisheries

Flight Training

Food and Beverage Manufacturing

Food and Beverage Retail

Food and Beverage Services

Footwear and Leather Goods Repair

Footwear Manufacturing

Forestry and Logging

Fossil Fuel Electric Power Generation

Freight and Package Transportation

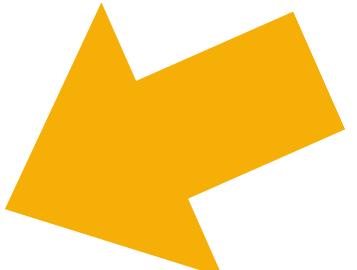
Fruit and Vegetable Preserves Manufacturing

Fundraising

Funds and Trusts

Furniture and Home Furnishings Manufacturing

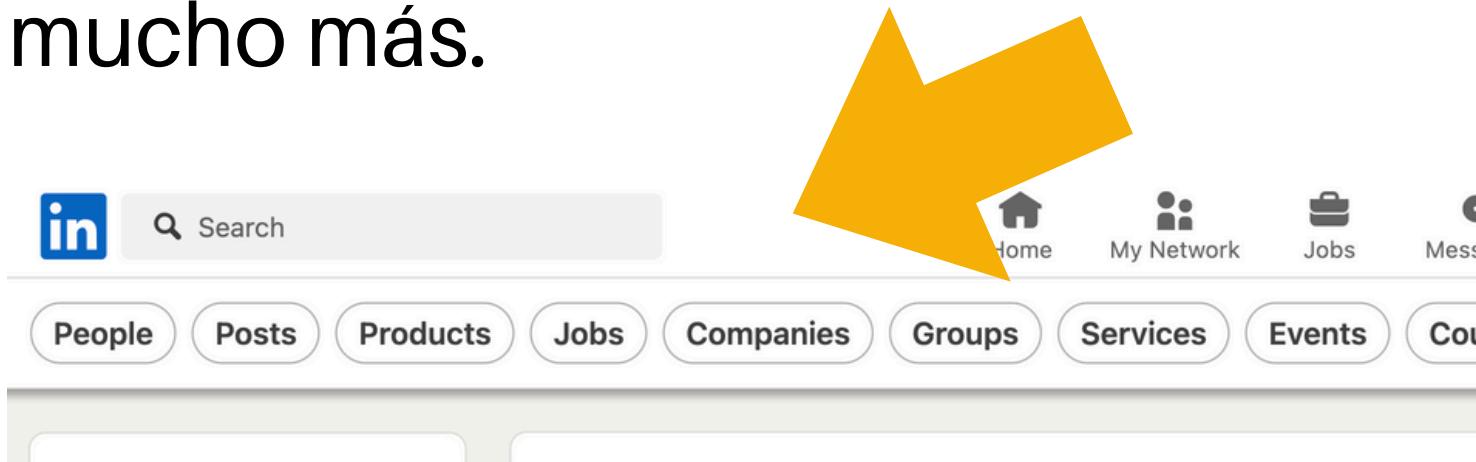
Gambling Facilities and Casinos



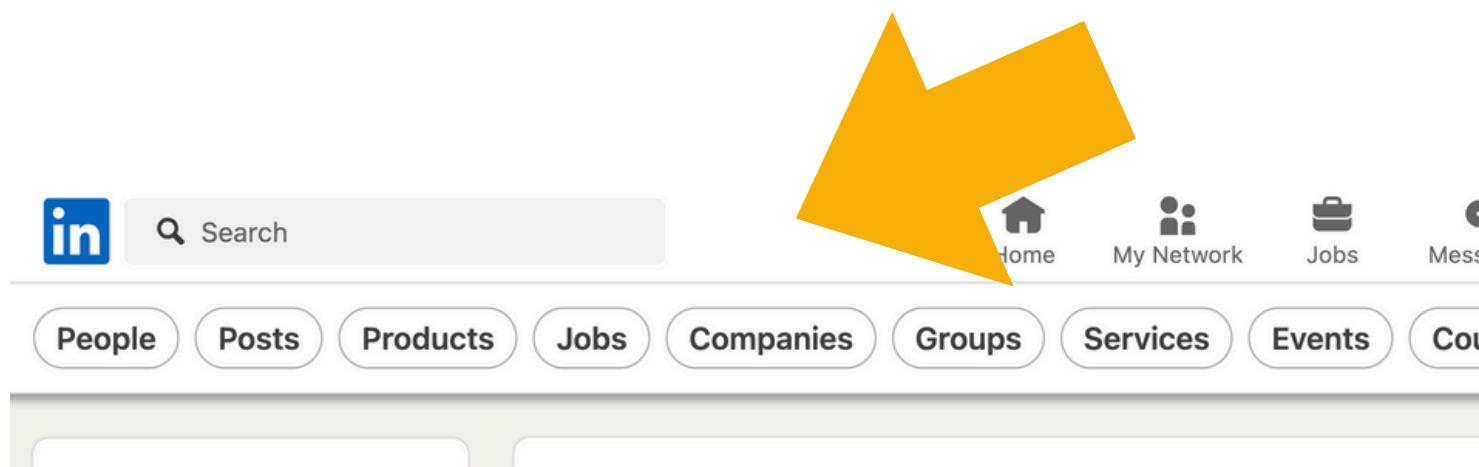
Luego ve al recuadro de búsqueda de LinkedIn



Eso nos llevará a las opciones ocultas de búsqueda. Aquí puedes buscar publicaciones, personas, empresas, trabajos y mucho más.



Y le daremos clic en “People”, o personas. Allí vamos a filtrar a los reclutadores y personas que nos ayudarán a ser visibles.



Un gran error está en solo conectar con todos los reclutadores, ya que hay demasiados. Imagina que tú te especializas en el sector retail y contactas con un reclutador del sector de energía. Lo más probable es que no esté buscando tu perfil.

Por eso perdemos mucho tiempo y esfuerzo, pero sin resultados en LinkedIn. Así que te enseñaré a solucionarlo con estos pasos...





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