

LINKEDIN

OPTIMISATION TIPS

For Supply Chain and Procurement Professionals

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ABOUT THIS GUIDE

LinkedIn's algorithm, recruiter tools and AI job-matching have evolved substantially since 2020. This updated guide covers everything supply chain and procurement professionals need to rank well in recruiter searches, attract inbound opportunities and present themselves compellingly to hiring managers in 2026.

8x

More profile views with a professional photo

40%

More opportunities for All-Star profiles

500+

Connection threshold for full search visibility

220 chr

Headline characters — use every one

SECTION 01 — PROFILE FUNDAMENTALS

01 Professional Headline — Your Search Ranking Foundation

Your headline appears in every search result, connection request and comment you make. LinkedIn's algorithm heavily indexes this field. Don't just use your job title — use all 220 characters. Include your function, sector, key differentiators and important system keywords. Always spell out abbreviations: 'Sales and Operations Planning (S&OP;)' not just 'S&OP;' — the algorithm doesn't always equate them.

EXAMPLE HEADLINE

Supply Chain Director | End-to-End Transformation | FMCG & Retail ANZ | SAP IBP & Kinaxis | Sales and Operations Planning (S&OP;) | Demand Planning Leadership

02 About / Summary — Most Keyword-Rich Section

The About section is the most heavily weighted field in LinkedIn's search algorithm. Structure it in 300-500 words across 3-5 paragraphs: (1) who you are and what you do, (2) industries and company types worked with, (3) technical capabilities and systems, (4) biggest quantified achievements, (5) what you're seeking next. Use bullet points to break up density and improve scannability.

KEYWORD STRATEGY

Research 3-5 JDs for your ideal next role. Extract the most frequently used terms — S&OP;, IBP, demand planning, category management, SAP APO, Kinaxis, Power BI — and weave these naturally throughout your About section. LinkedIn weights keyword frequency and placement. The more specific, the better your search ranking.

03 Listing Career Experience — Scope Sells

Each role should mirror your resume: company context, title, key responsibilities and at least one quantified achievement. Focus detail on the last 10 years. For supply chain roles, include scope metrics: SKUs managed, fleet size, warehouse sqm, spend under management, team headcount, number of supplier relationships managed.

BEFORE ✗	AFTER ✓
Responsible for demand planning	Demand planning for 1,400 active SKUs across 3 DC network using SAP APO
Managed procurement	Category management across \$22M indirect spend covering fleet, facilities and professional services
Led the supply chain team	Led 12-person end-to-end SC team across planning, procurement and logistics in \$200M FMCG business

SECTION 02 — VISIBILITY & SEARCH RANKING

04 AI Job Matching & Open to Work

LinkedIn now uses AI-driven matching to surface roles to candidates and candidates to recruiters. Profile completeness and keyword density directly affect match quality. Set 'Open to Work' to 'Recruiters Only' — invisible to employers but signals availability to headhunters. Complete Job Preferences in full: desired titles, locations, work types (on-site/hybrid/remote), industries and company sizes.

05 Skills & Endorsements — Recruiter Filter Currency

LinkedIn Recruiter filters candidates by skills. Having the right skills listed and endorsed significantly increases your appearance in filtered searches. Add all 50 skills. Pin your top 3 strategically — function-first (Supply Chain Management, Demand Planning, S&OP;, Procurement) then key systems (SAP, Kinaxis, Power BI). Request endorsements from colleagues who can genuinely speak to your depth.

06 Currently Between Roles? Still List a Current Position

Many recruiters filter by 'Current Job Title'. If you've left a role and have no current position listed, you won't appear in searches using this filter. Create a current position with your desired title and a brief description stating you are actively seeking your next opportunity. This is standard practice and well understood.

SECTION 03 — CREDIBILITY & GROWTH

07 Recommendations — Your Social Proof

Written recommendations are visible to everyone and carry significant credibility. Aim for 3-5 across different perspectives: a peer, a direct report, a manager, a client or cross-functional stakeholder. Brief the person on what to highlight — a recommendation citing specific projects and measurable outcomes is worth ten times a generic character reference. Quality beats quantity.

08 Profile Completeness — All-Star Status

All-Star status unlocks significantly higher visibility in search results. You need: professional photo, custom banner, all work history completed, education listed, 5+ skills added, and at least one recommendation. Set a clean custom URL: linkedin.com/in/firstnamelastname — and add it to your resume.

PHOTO MATTERS

Profiles with professional photos receive up to 8x more views. Well-lit, plain background, recent, professional attire. No holiday photos, no cropped group shots, no decade-old images. First impressions on LinkedIn are visual.

09 Content & Thought Leadership

The LinkedIn algorithm rewards active profiles — even meaningful comments on others' posts increases your visibility and search ranking. One or two quality posts per month — a market observation, a supply chain trend, a career reflection — is far more effective than daily noise. Your content tells the story of how you think and what kind of professional you are.

10 LinkedIn Premium — Worth It While Searching

Career Premium provides InMail credits, salary insights, applicant intelligence and LinkedIn Learning. For active job seekers a 3-month subscription is generally worthwhile. In 2026, Premium also includes AI-powered resume tailoring suggestions and interview preparation tools for specific employers — genuinely useful additions to an active job search.

QUICK OPTIMISATION CHECKLIST

- ✓ Headline uses full 220 characters with keywords and spelled-out abbreviations
- ✓ About section 300-500 words with strategic keywords woven throughout
- ✓ All roles include scope metrics and at least one quantified achievement
- ✓ Current position listed — even if between roles, create an active entry
- ✓ 50 skills added, top 3 pinned to function and most relevant systems
- ✓ 3+ recommendations from peers, managers and stakeholders

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- ✓ Professional photo and custom banner image uploaded
 - ✓ Custom URL set (linkedin.com/in/yourname) and added to resume
 - ✓ Open to Work set to Recruiters Only if actively searching
 - ✓ Job Preferences section completed in full
 - ✓ Posting or engaging with content at least twice per month