

4 things employers wish they could say about your SEEK Profile

Your [SEEK Profile](#) could be the ticket to landing that dream job you've been hoping for, but not if you're lacking the essential information potential employers are looking for.

Thankfully, with just a few small updates you can significantly improve your competitive advantage and increase your chances of being found by the right employer.

We recently asked employers to rank the most important information they'd like to see in candidates' [SEEK Profile](#). Here's what they said:

1. **"Please include your current position."**

The survey found that the most important information for you to include in your [SEEK Profile](#) is your current position. This helps prospective employers understand what stage of your career you're at.

If you're looking for a new role in the same industry, the chances are a prospective employer will be familiar with your current employer and might even have an idea of what your role entails. This can give you a significant advantage over candidates working in other sectors.

2. **"I need to know your skills and experience."**

Employers want to know if you've got what it takes to fill a potential job opening they have in mind. In this section of your SEEK Profile, think as broadly as possible.

Use the *Skills* and *Education* sections to talk about everything from your technical skills like Excel or photoshop through to the less tangible transferable skills like leadership and problem-solving.

It's important to include skills and qualifications that are personal to you so that when you get approached by a potential employer, it's for a job that's right for you.

3. “How much money do you want?”

Many candidates are apprehensive about stating their salary expectations. Some feel that if they go too high they might price themselves out of potential job offer; on the other hand, if they go too low they might not earn what they think they're really worth.

If you have a particular role in mind, research the average salary for similar positions. Your salary expectation should be at the top end of this average. That way, you've got a little bit of room to negotiate. Moreover, it will send a message to prospective employers that this is what you think you're worth. You want prospective employers to know that you've got a highly valuable skillset – your salary should reflect that.

4. “If you want to hear from me, you've got to tell me”

Your SEEK Profile is an essential ingredient when it comes to finding your next role. It offers an easy way to simplify and manage your job search, it forms part of your application when you apply on SEEK and can also be set up so that potential employers can come to you with opportunities.

Once you've set up your profile and taken the time to edit it, make sure your *Profile Visibility* is set to *Standard*. This is easy to do. In the section that allows you to edit your profile, there's a drop-down box on the right-hand side of the page labeled *Profile Visibility*. Click on it and some options should drop down; select *Standard*. This setting allows employers find your profile and resumé and allows them to contact you with job opportunities.

Even if you're not looking for a role, you should always keep your SEEK Profile up to date. Make a note in your calendar to routinely check it and update it with any new information. This will save you a lot of time and stress when you do come to look for a new job – you'll be ready to go!

The other benefit of keeping your [SEEK Profile](#) up to date is that you might be approached by employers with job opportunities that haven't been advertised yet. Who knows, someone might just come along with the job you've been dreaming of. So, go on, what are you waiting for? [Update your profile today.](#)