

Are you sending the right signals to employers?

While a basic SEEK Profile is automatically set up for you when you apply for a job on SEEK, there are so many ways you can actively use your SEEK Profile to your advantage – increasing your chances of finding your next job.

Not only can you opt in to receive personalised job recommendations in your inbox without having to visit our site and search for them, keeping your profile up-to-date with detailed information will send a strong message to employers who are searching for great talent that you're suitable for their vacant roles – whether they're advertised or not.

Employers who use SEEK have the ability to headhunt for the right person to fill their role, so if your profile appears in their searches and your credentials match the jobs they're looking to fill, it's very likely they'll get in touch with you. In some instances, employers can search profiles to find people for roles that haven't even been advertised, which increases your chances even more of being found for a great opportunity.

Use this checklist to update your [SEEK Profile](#) to ensure you're sending all the right signals to potential employers.

- 1. Set your profile visibility to standard**

Ensure your visibility is set to standard so employers can view your profile and attached resume, and so they can contact you directly or via SEEK with job opportunities. Find your profile visibility setting on the right-hand side of your profile.

- 2. Include all of the key searchable information**

Your profile offers you the option to fill out a personal summary, career history, education, skills and more. The more you include in these sections and the specific keywords you use will make you more visible to employers who are searching for talent using the same keywords on their end.

- 3. Include your minimum salary requirement**

An indication of your minimum salary requirement allows employers to filter out

candidates that are unsuitable for their roles based on its suggestion of level of expertise. It also means employers who contact you have a clear understanding of your minimum salary expectation, making it less likely you'd have to settle for less than you're worth.

4. **Attach a resume**

The beauty of attaching a resume to your SEEK Profile is the detail it can capture. While your SEEK Profile provides a snapshot of your career, your resume allows you to add the story and context. Include in your resume the extra detail that isn't covered off by the SEEK Profile fields, from tasks performed to key achievements and hidden talents.

5.

Show that you're approachable

While it might sound similar, the approachability signal is not the same as your profile visibility. Keep your 'Show approachability' tab turned on (you can find it in the About your next role section), and if you're actively using SEEK and updating your profile information, a signal may appear next to your name in an employer's search results that indicates you may be approachable for a job.

Would you like to know more about your how SEEK uses your profile data to help connect you with the most relevant job opportunities? Visit [SEEK's Privacy page](#).