# Why LinkedIn Is Not Getting You Jobs in Denmark

*(And what to change)*

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**Thursday 23 July | 19:00 to 21:00 CET | Online**

# Tonight

Two working blocks, one break, and time for your questions.

- Why your LinkedIn is not landing
- What changed, the short version
- Everything points one direction
- Visuals: banner and photo
- The headline

**WORK BLOCK 1**

**BREAK**

- The About section and its hook
- Experience, volunteer, skills, recommendations

**WORK BLOCK 2**

- Your questions
- What happens next

# 1 Why it is not landing

# Three reasons your profile is invisible

None of them are about how good you are at your job.

1

### Your profile describes your past, not your target

It reads as a record of where you have been. A recruiter is scanning for evidence you can do the job that is open now.

2

### Nothing on it points in a single direction

Headline says one thing, About says another, Experience says a third. The reader cannot tell what you are for.

3

### You are invisible between applications

You exist on LinkedIn only when you apply. The people who get approached are visible in the weeks in between.

# What changed, the short version

### LinkedIn now reads meaning, not keywords

In March 2026 LinkedIn rebuilt feed ranking on large language models. The system reads what a post is actually about, even when you use different words than the reader would.

### Your profile feeds the ranking

Your industry, experience, skills and location are direct inputs. Your profile is not separate from your visibility. It is part of the machinery.

### Strangers can now find you

LinkedIn deliberately shows people content from outside their network, and resurfaces good posts for months. A hiring manager who has never heard of you can land on your name.

*Source: LinkedIn Engineering, 'Engineering the next generation of LinkedIn's feed', March 2026.*

LinkedIn names three ranking signals:

# Relevance

# Expertise

# Engagement

This is LinkedIn's own language for how it decides who gets seen.

Being visibly good at one thing is important. It helps the system find you.

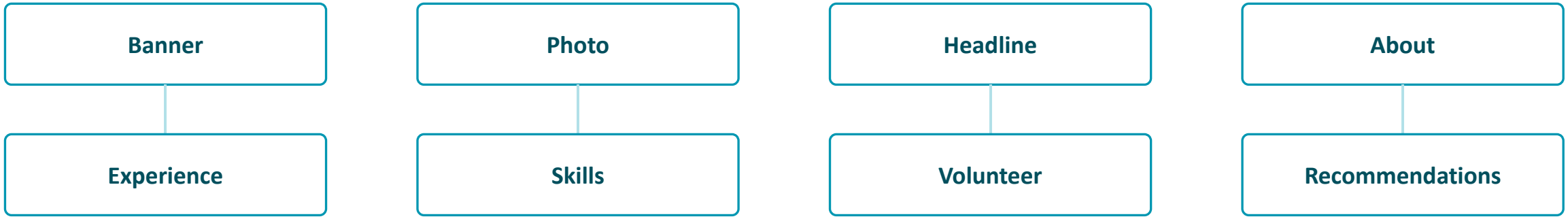
*Source: LinkedIn's product team, via Buffer.*

# 2 Everything points one direction

# Pick the job, then build backwards

Every field on your profile should be answering the same question.

**If a hiring manager reads only your headline, your photo and your first two lines, what job should they assume you want?**




**ONE JOB. ONE ANSWER. EIGHT PLACES SAYING IT.**

# What Danish recruiters actually look at
## (when they enter your profile)

**70%**

of large private Danish companies recruit via LinkedIn

**58%**

of Danish companies review candidate LinkedIn profiles

**The takeaway**

Your Experience section is doing more work than you think.

### What they look at, in order

| | |
|---|---|
| Previous employments | **73%** |
| Shared connections | **34%** |
| Your summary / About | **29%** |
| Your activity | **23%** |
| References | **21%** |
| Your photo | **9%** |

*Source: WorkInDenmark, citing Ballisager's Rekrutteringsanalyse (2021). Figures are five years old and should be read as direction of travel.*

# 3 Visuals

# Your banner is the most wasted space on LinkedIn

Most people leave the default blue. It is a free billboard at the top of your profile.

## What a working banner does

- States what you do, in plain words, at a size readable on a phone
- Names the market you are targeting, for example Denmark or the Nordics
- Uses one or two colours, not a stock photo of a city skyline
- Leaves the bottom left clear, because your profile photo covers it

### Banner text that works

**Supply chain planning for Nordic distribution**

**UX research for regulated products**

**Onboarding that keeps international hires**

*Canva has free LinkedIn banner templates at the right size, 1584 x 396 pixels.*

# Your photo

## Do this

Face fills roughly 60% of the frame

You are looking at the camera

Plain or softly blurred background

Daylight, ideally from a window

Dressed as you would for the interview

## Not this

Cropped out of a wedding photo

Sunglasses, hat, or a group shot

Taken from far away or from below

Heavy filters or a virtual background

Ten years and one career out of date

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# The headline

220 characters that decide whether anyone reads the rest.

# The formula

Your headline travels with you into every search result, comment and message.

### What you want to do

The role title a
recruiter would search for

### Where you do it

Your domain, industry
or market

### One piece of proof

A number, a scale,
a specific result

**Supply Chain Planner | Nordic and EU distribution | Cut delivery lead times 22% at a 400-person manufacturer**

Add additional search terms if you have more space for it. LinkedIn is a search engine.

# Three more, for three different people

None of them say 'passionate', 'results-driven' or 'seeking opportunities'.

### UX Researcher

Fintech and regulated products | 40+ studies shipped, from discovery to usability testing

### HR Business Partner moving into the Danish market

Onboarding and retention | Built the onboarding programme for a 12-country team

### Data Analyst

Retail and e-commerce | Built the reporting that 60 store managers use every Monday

# Calibrating for a Danish reader

The same claim, received two completely different ways.

## Reads as bragging

*Top-performing supply chain leader driving world-class transformation and delivering exceptional results*

A Danish hiring manager quietly discounts this. There is nothing to check, so it reads as noise.

## Reads as fact

*Cut delivery lead times 22% at a 400-person manufacturer*

Specific, checkable, and you can talk about it for ten minutes in an interview. It lands.

***Concrete numbers travel. Adjectives do not.***

WORK BLOCK 1

# Your turn

1. Rewrite your headline using the three-part formula
2. Write down one number from your work you could put in it
3. If you have time, note what your banner should say

**10 minutes**

Drop your headline in the chat.

# The formula

Your headline travels with you into every search result, comment and message.

### What you want to do

The role title a
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### One piece of proof

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Add additional search terms if you have more space for it. LinkedIn is a search engine.

# Break

**10 minutes**

Stand up. Get water.

5

# The About section

Where you stop being a job title and become a person worth meeting.

# Only the first two lines are visible

Everything after 'see more' is read by people you caught the interest of.Remember who your reader is!

About

I moved to Denmark with a strong CV and got 40 rejections before I understood what Danish employers were actually reading.

...see more

THIS IS ALL MOST PEOPLE EVER SEE

**2**

lines to earn the click

# The opening line

Nobody has ever clicked 'see more' out of politeness.

**Does not work**

*"Results-oriented professional with 8+ years of experience and a passion for excellence."*

## Three that do

*"I moved to Denmark with a strong CV and got 40 rejections before I understood what Danish employers were actually reading."*

*"Most warehouses lose money in the same three places. I find them."*

*"I have spent six years making regulated software feel simple. Turns out the constraint is the interesting part."*

# What goes underneath

Hook, proof, then one clear invitation. Short paragraphs, first person, plain English.

1

### Hook (2 lines)

A tension, a problem you solve, or a number. Never a self-description.

2

### Proof

What you actually do, and one or two things you have delivered. Include the words a recruiter would search for, written as normal sentences.

3

### Invitation (1 line)

Tell them what to do next. 'If you are hiring for X in Denmark, message me here.' Most people leave this off entirely.

**Write it in first person. 'Diana is a consultant who...' reads like an obituary.**

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# The rest of your profile

Experience, volunteer work, skills and recommendations. Where most profiles quietly fall apart.

# Experience: the section they actually read

73% of Danish recruiters look at previous employments first.

## What most people write

Responsible for supply chain operations

Managed stakeholder relationships

Worked with cross-functional teams

Handled reporting and analysis

*This is a job description. Anyone in that role could have written it.*

## What gets you called

Cut delivery lead times 22% across 14 Nordic sites

Rebuilt the forecasting model 60 store managers use

Brought supplier disputes down from 30 to 4 a year

Onboarded 12 new suppliers without a stock-out

*Three or four lines per role. Each one a thing that changed because you were there.*

**No numbers? Use scale: how many people, how many countries, how big a budget, how often.**

# Volunteer work is not a filler section

For someone new to Denmark it is often the strongest evidence on the whole profile.

1

### It proves you are already here, and already in

Danish employers worry about whether an international hire will stay and integrate. Volunteering with a Danish organisation answers that before they ask.

2

### It shows current, local, verifiable activity

If you have a gap in employment, volunteer work fills it with something, you are upskilling and keeping yourself active and close to the market.

3

### Write it like a job, not a hobby

Same rules as Experience. What you did, at what scale, and what changed. 'Coordinated 30 volunteers across 4 events' is a real line.

# Skills and endorsements

The section people either ignore completely or stuff with fifty entries. Both are wrong.

1. Pin the three that match the job you decided on. Those three show at the top.
2. Cut anything pointing at a career you are leaving. Every stray skill blurs the picture.
3. Use the words that appear in the job ads you apply to, not your internal job titles.
4. Ask three people to endorse the three that matter. Do not chase volume.

**A worked example**

### Target: Supply Chain Planner

- **Demand Planning**
- **S&OP**
- **SAP**

*Pinned to the top. Everything else sits below and does no harm.*

# Recommendations: ask properly and you will get one

References are 21% of what a Danish recruiter looks at, they are important.

The usual ask:  "Hi, would you mind writing me a LinkedIn recommendation?"

*You have handed someone a blank page and a homework assignment. That is why they never reply.*

**Ask like this instead**

*"I am targeting supply chain planning roles in Denmark. Would you write a few lines about the lead time project we did together, specifically how I handled the supplier negotiations? Happy to draft something you can edit."*

**Name the role you want, name the specific project, offer to draft it. Three sentences, and your hit rate goes up enormously.**

WORK BLOCK 2

# Your turn again

First, everyone writes their About hook. Two lines.

Then pick whichever of these is weakest on your profile:

### Experience

Rewrite one role as things that changed

### Volunteer

Add it, and write it like a job

### Recommendations

Draft the ask, and send it tonight

**15 minutes**

Hooks in the chat.

# If you want to do this properly, with me

Tonight you fixed your profile. This is a great start.

## The Job Search Reset

A five-day intensive, 24 to 28 August 2026, fully online.

- Rebuild your search from target role to outreach, not just your documents
- Live sessions with me, not a course you watch alone
- Built for internationals, including those applying to Denmark from abroad

**Early bird closes Saturday 8 August**

# Your checklist for this week

In this order. Do not try to do all of it tonight.

- [ ] **Decide the one job you are building for**
  5 minutes
- [ ] **Rewrite your headline**
  20 minutes
- [ ] **Replace your banner**
  20 minutes
- [ ] **Rewrite your About hook and first paragraph**
  45 minutes
- [ ] **Rewrite your most recent role in Experience**
  45 minutes
- [ ] **Add or rewrite your volunteer work**
  20 minutes
- [ ] **Pin your three skills**
  5 minutes
- [ ] **Send two recommendation requests**
  15 minutes

***Updating your profile is itself a signal. LinkedIn flags recently updated profiles to recruiters.***

One last thing

# How was tonight?

Two minutes, and it genuinely shapes what I build next.

Scan the code, or use the link in the chat.



*Stay to the end, it takes two minutes and I read every single one.*

# Your questions

Put them in the chat, or come off mute.

# Thank you for tonight

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