

SEEK Profile Optimization Guide

Make employers come to you

Profile Setup & Visibility

- Upload a professional profile photo (optional but recommended)
- Set profile to 'Actively looking' or 'Open to offers'
- Enable email and SMS job alerts for target roles
- Complete your profile to 100% (SEEK shows completion percentage)
- Keep your profile public so employers can find you
- Update your 'last active' status regularly (log in weekly)

Career Objective (Your Headline)

- Write a clear, specific job title you're seeking
- Include 1-2 key skills or qualifications
- Use keywords employers search for
- Keep it concise (under 100 characters)
- Example: 'Experienced Electrician | Licensed & EWP Certified | Commercial & Residential'

Career Summary

- Write a 3-5 sentence summary of your professional background
- Highlight years of experience and key industries
- Include 2-3 major achievements or specializations
- Use industry keywords naturally throughout
- Show what makes you valuable to employers
- Keep it professional but personable
- Proofread carefully—no typos or grammar errors

Work History

- List all relevant jobs from the last 10-15 years

- Include accurate dates (month/year to month/year)
- Write 3-5 bullet points per role highlighting achievements
- Start bullet points with action verbs (Managed, Led, Delivered, Increased)
- Include quantifiable results where possible
- Match your resume (consistency matters to employers)
- Explain any employment gaps briefly and honestly
- Use keywords specific to your industry/trade

Skills & Keywords

- List 10-15 relevant skills for your industry
- Include both technical skills (e.g., tools, software) and soft skills
- Use exact terms employers search (check job ads for common keywords)
- Add trade licenses, certifications, and tickets
- Update skills regularly as you gain new qualifications
- Don't stuff keywords—be honest about your abilities

Education & Certifications

- Add your highest level of education (degree, diploma, certificate)
- Include institution name and completion year
- List all relevant trade licenses and tickets
- Add professional certifications (White Card, First Aid, etc.)
- Include ongoing training or courses
- Keep certifications current (update expiry dates)

Job Preferences & Settings

- Set your desired salary range (realistic for your experience)
- Select work type preferences (full-time, part-time, contract, casual)
- Choose location preferences and travel distance
- Indicate availability to start (immediately, 2 weeks, 1 month)

- Set work rights/visa status accurately
- Enable 'Let employers contact me directly'
- Update preferences when your situation changes

Staying Active & Visible

- Log in to SEEK at least 2-3 times per week
- Apply for jobs regularly to show you're active
- Update your profile every few weeks (even minor changes)
- Refresh your 'last active' status
- Save job searches and review new listings daily
- Respond promptly to employer messages
- Follow companies you're interested in

Pro Tips for Maximum Visibility

- ✓ Employers search SEEK by keywords—use them throughout your profile
- ✓ Profiles with photos get more views (use a professional headshot)
- ✓ Complete profiles appear higher in employer searches
- ✓ Active profiles (recently updated/logged in) rank better
- ✓ Match your profile to the jobs you want (not just your history)
- ✓ Keep information honest—employers verify details
- ✓ Check SEEK's employer searches to see who's viewing your profile