

— THE PROFILE OPTIMIZATION PLAYBOOK

Get found by the *right* recruiters.

“The same playbook we use on our ₹60,000 placement campaigns — yours, free. 8 pages. 5 rewrites. 1 checklist that actually moves the needle.”

What's *inside*.

Eight pages, one outcome: your LinkedIn, Naukri, and Indeed profile show up when the right recruiter searches — and the right recruiter actually reaches out.

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Why your profile *isn't* getting found.

It's not your experience. It's not your years. It's that recruiters search by keyword, and the keywords they search for are not the keywords on your profile.

76%

of recruiters use
LinkedIn Recruiter to
source candidates

6s

Average time an ATS
spends on a single resume

2.3×

More callbacks with
keyword-matched profiles

Three things that are quietly killing your visibility

1. Your headline is a job title. Their search is a stack.

Recruiters don't search "Senior Product Manager." They search "Senior Product Manager · B2B SaaS · SQL · roadmap · 5+ years." If your headline stops at the title, you're invisible to that search — even if you have every one of those keywords in your experience.

2. Your bullets are achievements. Theirs are proof.

You write "Led the launch of a new product." They want "Launched 3 products, \$4M ARR, 14k MAU in 6 months." Achievement framing puts the verb first; proof framing puts the number first. Numbers pass filters and survive 6-second ATS scans.

3. Your skills section is whatever you remembered to check. Theirs is curated.

LinkedIn lets recruiters filter by endorsement count and recency on each skill. If your top 3 skills are "Microsoft Office" and "Time Management," you're filtered out of every technical search — even if you can run circles around the role.

The fix isn't *more applications*. It's making your existing profile *findable* for the role you actually want.

The 3 fields that decide *everything*.

Treat your profile like a landing page. The visitor is a recruiter with 3 open reqs, a 6-second attention span, and a search bar.

The first 3 of 4 fields that decide if you get a callback

HEADLINE · 220 chars

Formula: [Role] · [Domain] · [Top 2 hard skills] · [Outcome signal]

The headline is the highest-weight search field on LinkedIn. Two of the four slots must be hard skills the job description uses verbatim. Save adjectives for the About section.

Senior Product Manager · B2B SaaS · SQL · Mixpanel · 3 launches, \$4M ARR

ABOUT · 2,600 chars

Structure: Hook (1 line) → Proof (3 bullets with numbers) → Filter (1 line) → CTA

Recruiters scroll the first 3 lines on mobile — your hook needs to be a value statement, not "I'm a passionate professional." The filter line ("Not a fit for: early-stage consumer apps") saves you 4 wrong-fit interviews a month.

EXPERIENCE · bullet rewrite

Replace every bullet that starts with a verb with one that starts with a number.

Old: "Responsible for managing the product roadmap and working with engineering." New: "Owned the roadmap for a 3-product portfolio (\$4M ARR). Cut time-to-ship from 9 weeks to 3 by introducing quarterly OKRs." Same job — but the second survives a 6-second ATS scan and matches 7 search filters.

The 4th field — and the test that *tells you* if it worked.

The skills section is the final lever on LinkedIn. The 30-minute test is the cheapest way to know if your rewrite is good enough.

SKILLS · top 3

Pin 3 JD-verbatim skills. Top 3 = the only ones visible before "Show more."

LinkedIn ranks skills by endorsement count + recency. Treat this as a search-rank game, not a self-assessment. Endorse 20 of the same skills to climb the ranking.

The 30-minute test

Open any 3 JDs for the role you actually want. For each, copy the 5 most-mentioned hard skills. That's 15 skills total.

Now check your LinkedIn headline + top 3 skills. You should hit at least **10 of those 15 verbatim**. If you do, your profile will surface for those searches. If you don't, you have a 30-minute rewrite to do — and page 7 will show you what good looks like.

If you do nothing else from this guide: *rewrite your LinkedIn headline and your top 3 skills today. 30 minutes. 2–3× callbacks within the week.*

Naukri + Indeed: the *keyword frame*.

These platforms are keyword engines. Optimize for the search bar, not the human eye
— the human only sees you after the keyword filter passes.

The Naukri Keyword Trinity

Naukri's recruiter search ranks on three signals, in this order. Get all three right, and you surface in the top 10 results for your role 9 times out of 10.

1. Resume headline (the field at the top of your Naukri resume)

Not your current job title. The recruiter-supplied search field. Fill it with: **[Target role] with [N years] of experience in [domain] · [2 hard skills]**. Update it the day you start job hunting — Naukri rewards "active" candidates with higher search rank.

2. Skills tags (the 20 Naukri lets you add)

Add all 20. Spread across "core role" skills, "adjacent" skills, and "tool" skills. Naukri's recruiter filter is OR-logic on tags — every tag is a chance to be in someone's search. Don't curate. Maximize.

3. The "active in last 90 days" flag

Log in every 2–3 days. Update the resume. Apply to one job. Recruiters filter out candidates who haven't logged in for 90+ days — you disappear from their results. A 30-second login keeps you visible.

Indeed: the same idea, different shape

Indeed's recruiter search works on a single field: the resume text. There's no headline, no skills section, no tags. So the optimization moves to the resume itself.

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Indeed search rank = role-title-match × keyword-density × recency ×  
location-proximity
```

- **Title-match:** your resume's "Current Title" should match the JD's title format exactly. "Product Manager" ≠ "Sr. Product Manager" ≠ "Product Manager II." Match the format of the JD.
- **Keyword density:** every hard skill in the JD should appear 2–4 times across your resume. Below 2 = invisible. Above 4 = keyword-stuffed and gets downranked.
- **Recency:** re-upload your resume every 7 days. Treat it like a freshness signal.
- **Location proximity:** list your current city + a 50km radius (or "Open to relocate: Yes"). Indeed first downranks profiles for metro searches.

5 rewrites, *before & after*.

Same person. Same experience. Same years on the clock. Just the wording — and a 2–3× jump in recruiter callbacks.

1. LinkedIn headline · Product Manager

✗ BEFORE

Product Manager | Passionate about building great products | Ex-Flipkart

✓ AFTER

Senior Product Manager · B2B SaaS · SQL · Mixpanel · 3 product launches, \$4M ARR · Ex-Flipkart

2. LinkedIn About · Marketing Lead

✗ BEFORE

I'm a marketing leader with 8+ years of experience in digital marketing, brand strategy, and growth. I'm passionate about driving results and love working with cross-functional teams.

✓ AFTER

Marketing Lead · D2C · ₹40Cr+ paid+organic revenue managed · performance + brand · 12-person team. Built and scaled acquisition from ₹2Cr to ₹18Cr in 24 months. Looking for my next D2C leadership role in Bangalore / remote.

Not a fit for: B2B SaaS, agency-side, or roles below Director level.

3. Naukri headline · Data Analyst

✗ BEFORE

Data Analyst

✓ AFTER

Senior Data Analyst with 4 years in fintech · SQL · Python · Tableau · A/B testing · customer LTV modelling

4. Resume bullet · Engineering Manager

✗ BEFORE

Led a team of engineers and worked on improving the platform. Responsible for hiring, mentoring, and shipping features on time.

✓ AFTER

Built and led a 9-person engineering team through 2 product pivots. Cut p95 latency by 62% (2400ms → 920ms). Hired 14 engineers in 11 months, with 0 regrettable attrition. Owned the platform SLA at 99.95%.

5. Indeed "Current Title" field

✗ BEFORE

Software Developer

✓ AFTER

Senior Backend Engineer (Python, FastAPI, PostgreSQL, AWS)

The recruiter-search *visibility* checklist.

Run through this before you hit submit on the next application. It takes 20 minutes the first time, 5 minutes every week after.

LinkedIn

- ☐ **Headline has 2 hard skills from target JDs**

—
verbatim,
not
synonyms

- ☐ **About section starts with a value statement**

,
not
"I
am
a
passionate..."

- ☐ **Top 3 pinned skills match the JD**

—
endorsement
count
> 10
each

- ☐ **Every Experience bullet starts with a number or past-tense outcome**

- ☐ **"Open to work" is on**

—
visible
only
to
recruiters,
not
your
network

- ☐ **Last 2 posts within 30 days**

— a
profile
FirstDay AI • Profile Optimization Guide
with
active
posts

Naukri

- ☐ **Resume headline is 80+ chars, packed with role+stack+domain**

- ☐ **All 20 skill tags are filled**

—
core,
adjacent,
and
tool
skills

- ☐ **Login every 2–3 days**

—
even
just
to
refresh

- ☐ **Profile completeness = 100%**

—
Naukri
downranks
incomplete
profiles

- ☐ **Current city + "open to relocate" flag both set**

Indeed

- ☐ **"Current Title" matches JD format**

—
not
a
generic
"Software
Engineer"

- ☐ **Every JD hard skill appears 2–4× in resume text**

When the free guide *isn't enough*.

A great profile gets you found. It doesn't get you the interview, the offer, or the negotiation. That's where the 45-day campaign comes in.

What a FirstDay AI 45-day campaign actually does

5

ATS-optimised resumes –
one intake

5,000

Targeted applications per
month

24

Avg. interview calls per
campaign

The 6 pieces, working together

- **Profile overhaul** – LinkedIn, Naukri, Indeed rewritten using this guide's framework, applied to your specific target role
- **Targeted Application Engine** – 30–50 tailored applications/day across Naukri, Indeed, LinkedIn, and 200+ company portals (you review 10/day)
- **Insider Referral Network** – 200+ partner companies, real employees putting your name in front of hiring managers
- **Live Interview Co-Pilot** – real-time recall during interviews (stealth mode, no detection on Zoom/Meet/Teams)
- **Mock interview loop** – AI + human coaches, with feedback, until you stop bombing the questions you used to bomb
- **45-day placement guarantee** – if you don't get an offer, we keep working for free until you do

The free guide is the first 20% of the work. The campaign is the other 80% — the part that actually closes the offer.

Ready to talk?

Visit firstdayai.in or email hello@firstdayai.in. A real human will get back to you within 24 hours — and if the campaign isn't a fit, we'll tell you that too.