

## LinkedIn Visibility Test: CIO Profile Ranking Experiment

I created a test LinkedIn profile for a fictional CIO named William Street to see what helps a profile show up in recruiter searches for CIO roles. The idea was to experiment with different keywords, job descriptions, and formatting to understand what gets noticed.

Profile: [William Street | LinkedIn](#)

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### Profile Visibility Rankings – William Street (Test CIO Profile)

#### Search Criteria:

- **CIO, ERP, Manufacturing, London** – Ranked 91 out of 260
- **CIO, ERP, within 100 miles of London** – Ranked 96 out of 1,200
- **CIO, ERP, United Kingdom** – Ranked 95 out of 1,900
- **CIO, UK** – Ranked 90 out of 9,000
- **CIO, Global** – Ranked 83 out of 190,000 (shown below)

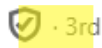
The screenshot shows a LinkedIn profile for William Street, a 1st-degree connection. The profile is for a Chief Information Officer (CIO) in the Manufacturing & Retail industry, specializing in ERP Transformation. The location is London, England, United Kingdom. The profile includes the following details:

- Experience:** Chief Information Officer at Modern Leader Podcast (2008 – Present), Chief Information Officer at Bonmarche (2014 – 2020), and CIO at Morrisons (2008 – 2017). A "Show all (5)" link is visible.
- Education:** University of Oxford, Master of Computer Applications - MCA.
- Skills Match:** Enterprise Resource Planning (ERP), Change Management, and IT Management. A "Show all (5)" link is visible.
- Interest:** Closer in your network and Active on LinkedIn.
- Activity:** 1 view.

At the top of the profile, there are search filters: "190K+ RESULTS" and "See search breakdown". On the right side, there are buttons for "Save to pipeline", "Hide", and a mail icon.

My test profile kept showing up around **page four** in each recruiter search. I tried adding more keywords and filling out every LinkedIn section as fully as possible, but I couldn't get it to surface on pages one to three. I kept tweaking the profile to improve visibility, but nothing seemed to work.

One thing I did notice: almost every profile ahead of mine had **500+ connections** and was **verified**. My test profile only had one connection (me) and wasn't verified — which clearly seemed to make a difference. For example:



Accomplished Leader | Expertise in Global  
Technology, Delivery, Infrastructure, and Operations  
Cloud-Focused Mindset | Strategic and Analytical  
Decision-Maker

Enru Logistics and Postal Optimization · University of Illinois  
Springfield · Mount Prospect, Illinois, United States · Manufacturing

500+

I'm confident that if the profile had a lot more connections and was verified, it would've shown up much earlier in the search results. That said, I'm still happy with how it ranked overall.

I'm happy with how the profile performed. Page four is a solid position, especially considering the profile only had one connection and wasn't verified. In reality, recruiters often look well beyond the first few pages—especially if they're actively hiring for a CIO role. Even for those passively browsing or building future pipelines, getting seen around page four means the profile is still in the mix. Whether they're shortlisting now or just connecting with CIOs for future roles, both scenarios are a win.

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### How I Achieved My Ranking

- Filled out every section of the profile fully
- Repeated key skills and sector terms (like *Manufacturing*, *Retail*, and *ERP*) throughout the profile
- Included my target role title, *Chief Information Officer*, multiple times for visibility
- Used clear, searchable job titles like *Chief Information Officer* and *CIO* in work history
- Posted twice and pinned both posts to the top of the profile
- Used ChatGPT to quickly draft strong role summaries and the “About Me” section
- Added a focused headline: **Chief Information Officer | Manufacturing & Retail | ERP Transformation**
- Added skills to my roles and profile using the ‘skills’ section

### Considerations

- I specifically targeted CIO roles in this test
- The job summaries might be a bit long- ChatGPT could've made them tighter and more concise
- I created “ideal” fake roles with tailored titles and descriptions, which gives more flexibility than a real-world profile might allow