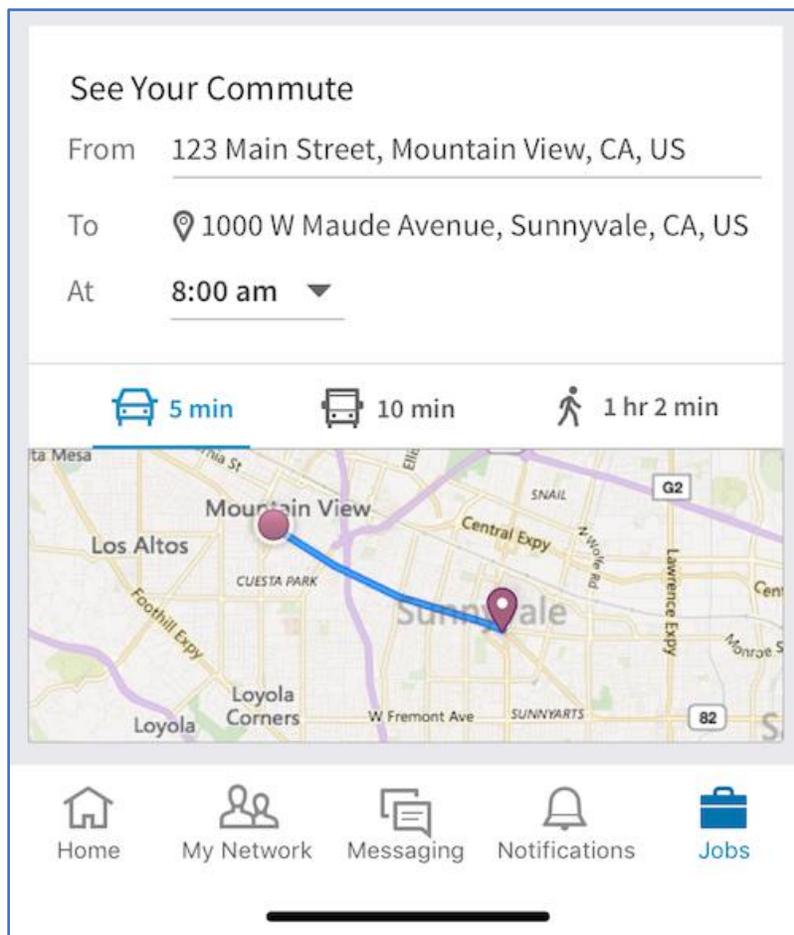


#21DayChallenge - Day 6

Smartly search with Industry and Location

Industry and Location are two key ingredients of any LinkedIn search. In fact, the most frequently used filters - like **location**, connection degree, and current companies - are displayed by default to help you narrow your search more effortlessly.

Including the city where you are based makes you stand out up to **23x** more in searches. And last year, a new feature, “Your Commute”, was introduced on mobile to help you understand your potential commute time, whether you’re walking, driving or taking public transportation, before you even apply for a job.



#ProTip: If you’re a home-based business, select the “Greater *city* Area” location option, i.e. “Greater Boston Area”. But in your **Contact Info** while you won’t include your full address for safety reasons, do list your exact city, state so that potential locally based clients can find you.

Industry

When recruiters conduct advanced searches for candidates on LinkedIn, they often filter results by industry. When creating or updating your profile, be sure to add the industry that best applies to your current occupation or the field you're trying to move into.

Note that the industry you choose doesn't display on your LinkedIn profile. **Industry** is a filter option available on the people and job search menus and also appears on your Social Selling Index dashboard found at www.Linkedin.com/Sales/SSI (where your industry ranking is found) .

Changing Industry and Location on Your Profile

You can change the industry or company information that's listed on your profile from the **Experience** section or [the introduction card on your profile](#).

Updating the industry information on your profile

To update the industry from the Settings & Privacy page:

1. Click the  **Me** icon at the top of your LinkedIn homepage.
2. Select **Settings & Privacy** from the dropdown.
3. Under the **Site preferences** section of the **Account** tab, click **Change** next to **Name, location, and industry**.
4. In the **Edit Intro** pop-up window, select an option from the **Industry** dropdown.
5. Click **Save**.

You can also update your **industry or location** from your profile:

1. Click the  **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. Click the  **Edit** icon in your introduction card.
4. Select an option from the **Industry** and/or **Location** dropdown.
5. Click **Save**.

View this [video](#) to learn more about your **industry options**.