



Audit Your LinkedIn Presence

Are you trying to use LinkedIn as a channel to feature your expert insights and build relationships with like-minded practitioners? Use this form to perform an audit of your personal profile to understand if you are missing key opportunities or if your LinkedIn game is already on fire!

- Is your LinkedIn URL customized? (5%)
- Do you have "Creator Mode" turned on? (5%)
- Do you have a background banner & is your profile photo of your face? (5%)
- Does your tagline tell us who you are and how you help? (10%)
- Do you have standard hashtags you're using in each post for searchability? (10%)
- Have you posted your own content in the last 90 days? (15%)
- Have you engaged with other content in the last 90 days? (15%)
- Does your "About" section tell your audience about you instead of your company? (15%)
- Is your "Experience Section" a sizzle reel of your career achievements, not just a boilerplate for your company? (10%)
- Do you have any recommendations from your network in the last year? (10%)