



2020 LinkedIn Audit

How to Maximize Your LinkedIn Profile



Your LinkedIn Profile

Why You Should Audit Your LinkedIn Profile

It can be easy to just let your LinkedIn profile sit there, getting old and stagnant. After all, you're just using it to put your professional information out there, right?

But if you're working at a B2B company, you could be missing out on some major networking opportunities through LinkedIn. In fact, LinkedIn can help you meet new contacts, learn about new business partnerships, share what's new with your business, and introduce offers to potential customers. Through LinkedIn, you can share your blog posts, create exclusive content, and generate leads.

That's why conducting a yearly LinkedIn audit and updating your profile is so important, and we've created this checklist to help.

Profile Photo



Professional



High resolution



Clean background



- ✓ Your face should make up 70-80% of the frame
- ✓ You should be facing forward, making “eye contact”
- ✓ Keep it consistent with your other social media platforms

Cover Photo



Professional



Branded



1584 x 396 px

You can use your cover photo to showcase photos of your team at work, share a current project, promote a campaign, feature a call to action, push viewers to a link (like your website), highlight company awards, or even share testimonials about your business.

Recommendations

- ✓ Recommend your colleagues and coworkers. By writing them a recommendation, your profile will be listed on theirs
- ✓ You can also request recommendations from current and past coworkers and colleagues, as well as current and past customers or clients of yours

Custom URL

Personalizing your URL is helpful for SEO and can make it easier for prospects and customers to find you:



Click the Me icon at the top of your LinkedIn homepage



Click View profile



On your profile page, click Edit public profile & URL on the right



Under Edit URL, click the Edit icon next to your public profile URL



Type your new custom URL in the text box



Click Save

Link Your Company

- ✓ Allows viewers to click and view your company
- ✓ Includes a logo

Engaging Headline

- ✓ Include keywords
- ✓ Instead of just listing your job title, mention how you benefit your company/customers

Job Descriptions

- ✓ Use bullets in your job descriptions to help keep them organized and easy to read
- ✓ Include responsibilities: list your top 2-3 for entry and mid-level positions, 5-6 for executive
- ✓ List any notable accomplishments
- ✓ Attach relevant documents/project pieces
- ✓ Only list your most recent jobs which contributed to your career path. (i.e. if you're an executive marketer, don't list your grocery job from when you were 16)

Education

Only include college and relevant continuing education or courses

Skills

List your skills so the most relevant ones appear first



Public Profile Settings

- ✓ Make important business information visible to public
- ✓ Don't hide your profile picture

Summary

- ✓ Tell people who you are and what you do best
- ✓ Write in first-person
- ✓ Stay between 450-650 characters

Contact Info

- ✓ Professional email address
- ✓ Website
- ✓ Personal/company social media accounts

Weekly Activities

**REGULARLY ENGAGE
WITH POSTS**

POST ARTICLES
Demonstrate your industry
expertise

ATTACH WORK SAMPLES

JOIN LINKEDIN GROUPS