10-Step LinkedIn Audit

Recommended to revisit every 6 months

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☐ STEP 1. Cover image

1). Make sure to add one!
2). Photo should communicate what you are trying to portray when someone visits your page.
3). Add your personal or company branding.

☐ STEP 2. Profile picture

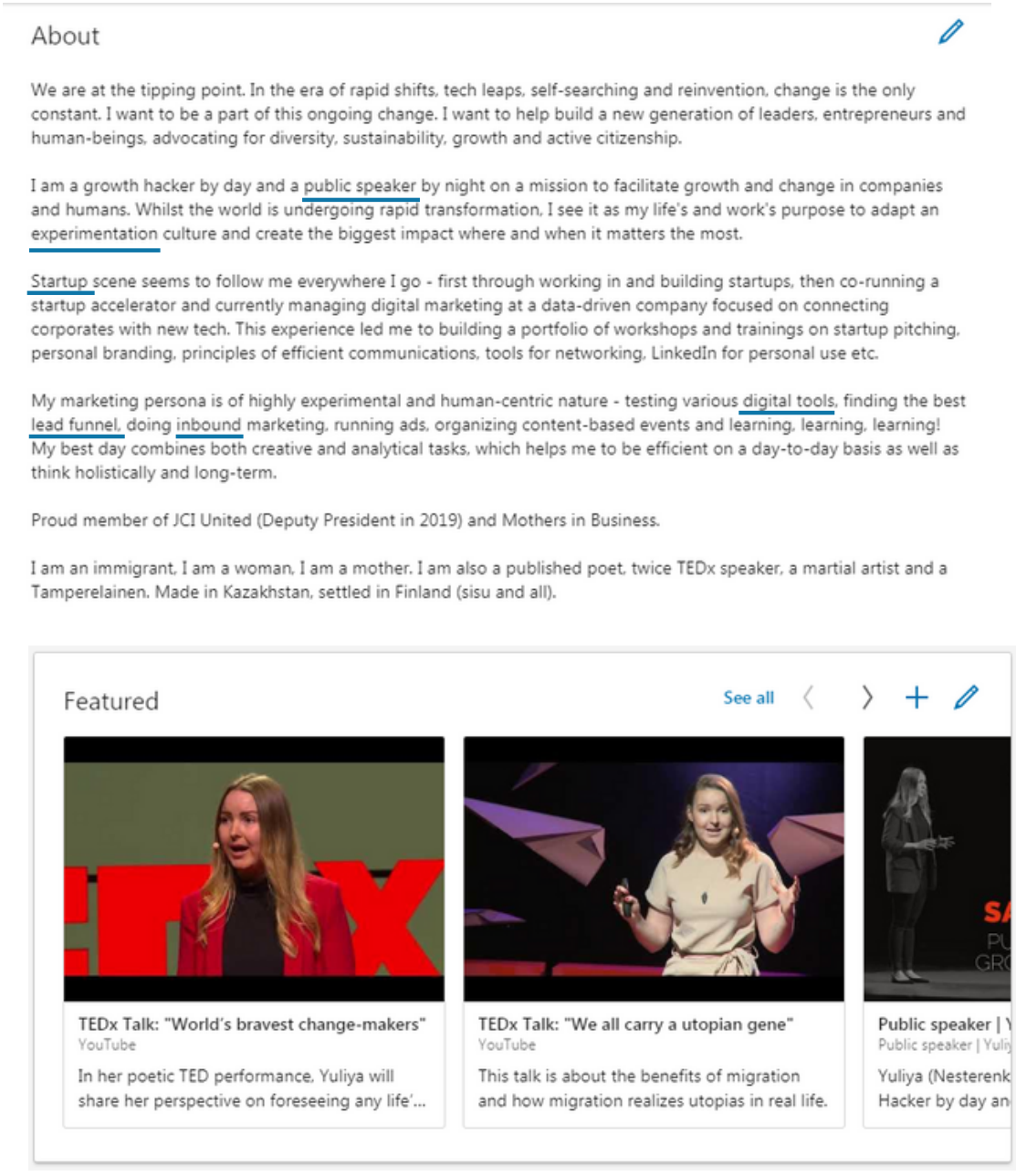
1). Your photo should take 50-60% of the frame.
2). Should be a current photo (no high-school pics).
3). Dress to the expectations of your desired audience.

☐ STEP 3. Headline

1). Use the 220 character limit.
2). Be create, not just the job title. For example: "Growth Hacker - we are hiring", “Looking to double the size of 10,000 businesses,” “Human-centric sales professional", “B2B service designer | MiB | Author for digital equality".

☐ STEP 4. Your bio

1). The character limit is 2,600 (if you can say it with less, do it).
2). Write in a narrative (story) format.
3). Remember your mission and value proposition.
4). Optimize for SEO (use and repeat keywords relevant to your industry, job search, expertise etc.)
5). End with a clear call to action.
6). Add attachments to support your summary.
7). Make sure your "Featured" section is up-to-date!



*fun example of the bio!

About

I shook hands with Obama after realizing I wasn't going to make it for President (I wasn't even close).

After our hand-shake, we made a little dance and decided it was time for a career switch.

The problem?

I couldn't answer the question: 'What do you want to become when you grow up?'

A question many parents (and their friends) love to ask.

It wasn't until I met Eric, my life took a U-turn.

Eric was a homeless person that stood out.

He was the first homeless person who dared to ask for food instead of money.

Two minutes later we entered the local Starbucks to have a chat about his journey of being homeless.

A chat that was supposed to take minutes, turned into hours.

A story I just had to share with the world.

The story got picked up by a local firm, landing Eric his first job after 3 years of unemployment.

That's the exact moment I experienced the power of Social Selling.

The power of leveraging your own story and expertise to sell your product or service.

The question is.

Will you be my next Eric?

Specialisation:

- B2B Growth Experimentation & go-to-market strategy
- Marketing automation & CRM's,
- Content Marketing & social selling,
- Side project marketing
- Paid acquisition
- Analytics set up

Deep Channel expertise : Linkedin - Facebook

Toolstack: Endless

Milestones ahead:

2019: Launch my own hard copy book about Linkedin Inbound Marketing (done)

2024: Launch my own software company with my co-founder.

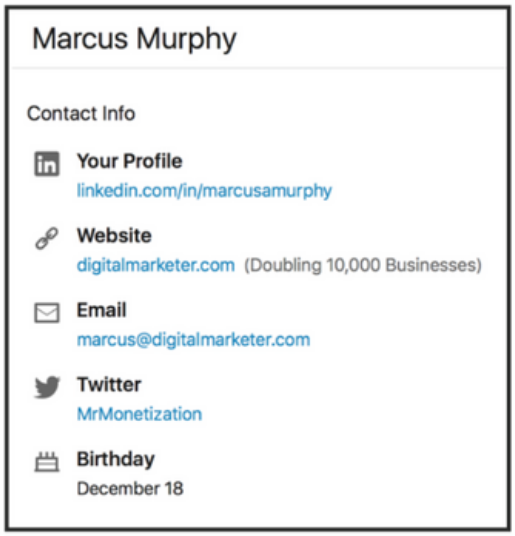
Ongoing: Make my mother and father proud.

Still here?

Why not read why I have a broccoli in my name right below? 🥦

☐ STEP 5. Contact info

1). Personalize your LinkedIn URL.
2). Add your personal/company website, SoMe links and "professional" email address.
3). Birthday (a great way to show up in all of your contacts notifications at least once a year).



☐ STEP 6. Work experience

1). Focus on the impact you achieve. Value over tasks.
2). Add media files and links.
3). Don't add every position (maybe skip McDonald's?!)

Digital Marketing & Partnerships
Catapult International · Full-time
Sep 2018 – Present · 1 yr 10 mos
Finland

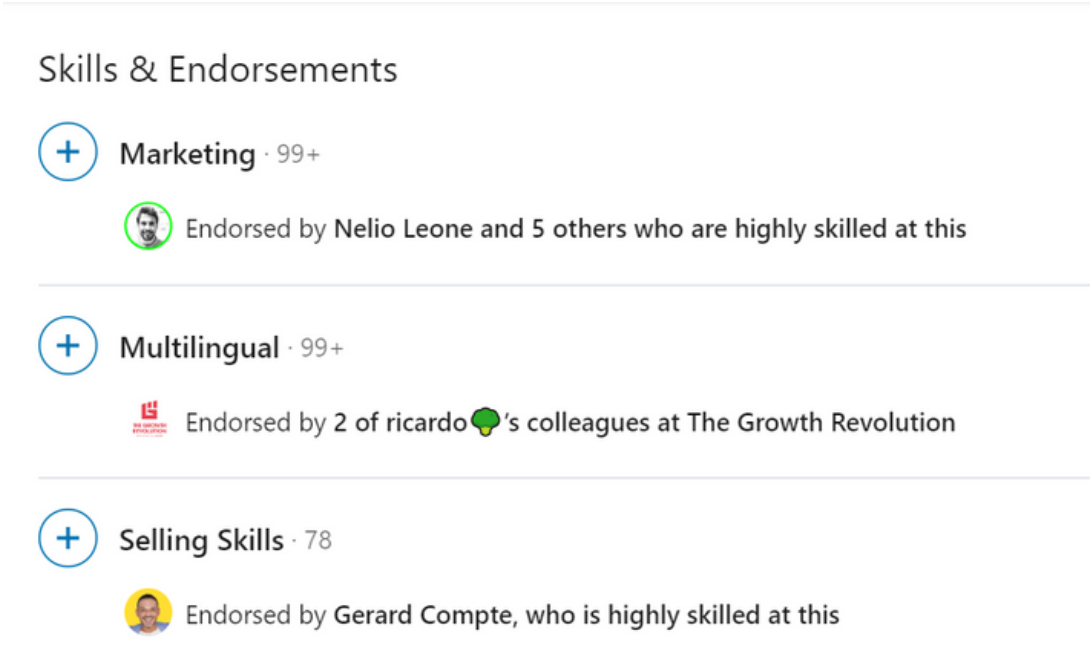
MY MISSION:
I joined the team of passionate entrepreneurs to help build a B2B lead generation funnel by adapting creative marketing tactics and digital tools. Through rapid experimentation with content creation, ads, cold emails, events, landing pages and other tools, we've added 200+ quality leads to the sales funnel in the first 6 months of testing. I've also been granted an opportunity to hire for various marketing positions and work alongside truly talented sales- and marketing professionals!

☐ STEP 7. Education

1). Keep this up-to-date (add also courses).
2). Link to college or university.
3). Attached your thesis or scientific publications.
4). Tap into your academic network.
5). Don't forget to include Licenses & certifications if you completed some professional courses.

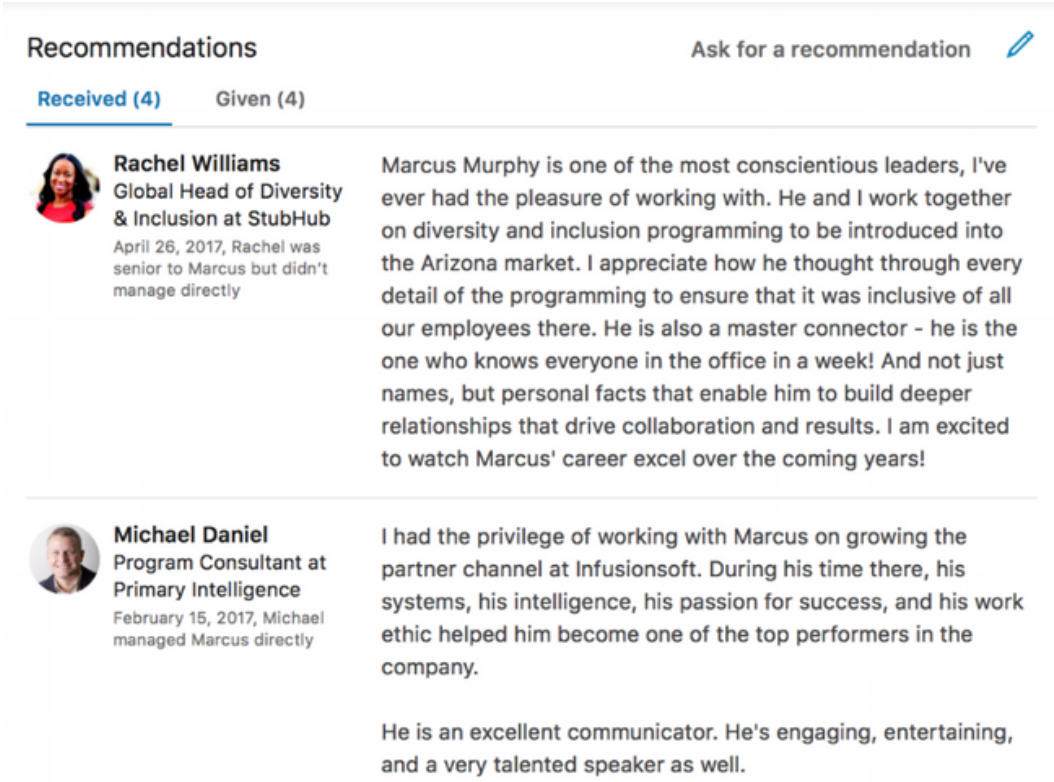
☐ STEP 8. Skills

1). Your top 3 skills are the ones you want people to endorse.
2). Give endorsements for skills and you shall receive endorsements back.
3). LinkedIn will automatically match you to potential job positions based on your skills (recruiter beta profile).



☐ STEP 9. Recommendations

1). Ask for recommendations.
2). Give recommendations.
3). Aim for at least 3 recommendations from authority figures (employers, peers, clients).
4). Try to get a diverse set of recommendations that highlight your various skills and qualities.



☐ STEP 10. The fuller, the better

1). Have volunteering experience? It's a huge benefit!
2). Any projects, publications or awards? Don't be humble!
3). Had a gap year travelling, searching for yourself, building a business, on maternity leave? - Show the diversity of your accumulated experiences!

Remember, there is no one magic formula to creating the most optimized LinkedIn profile.

YOU are the magic formula!

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