

# LINKEDIN AUDIT CHECKLIST



## How to complete your audit.

Use this checklist to identify any areas that are lacking in your LinkedIn Presence.

- Read each question, if you answer Yes - tick the box.

## LinkedIn

- Are you operating your LinkedIn presence as an individual?
- Do you have a clearly identifiable and current professional profile image?
- Is your Summary and Headline completed using Keywords relevant to your role & industry?
- Do you have a custom URL for your LinkedIn public profile?
- Have you completed all sections of profile?
- Are your recent positions connected to the correct company page for the organisation?
- Are the skills you are being endorsed for relevant to your current role or target market?
- Have you added a customised background image?
- Are your contact details clearly visible?
- Does your profile include Volunteer positions, Awards & Organisations?

- Have you requested recommendations from relevant connections?
- Do you provide endorsements and recommendations for connections who are deserving?
- Do you personalize your connection requests?
- Have you established a strategy to grow your connections?
- Are you sharing valuable content at least twice a week?
- Do you leave valuable comments on posts of those you are connected to or follow?
- Have you joined relevant groups where you can network online?
- Does your email signature include your LinkedIn URL?
- Is the LinkedIn icon shown on your business cards?
- Do you review your profile analytics weekly?

## What Next

- Review the boxes that have not been ticked. These are the areas of improvement for your LinkedIn Profile.
- Contact Sam Spence to tick all the boxes and grow your LinkedIn reputation!