

LinkedIn Profile Checklist

FOR SALES, HR & BUSINESS LEADERS

There's incredible latent opportunity for your business if your employees are using LinkedIn effectively, intentionally and consistently.

See for yourself if they're contributing to your company's success via their LinkedIn profiles and activity.

AS YOU VISIT THE LINKEDIN PROFILE OF EACH MEMBER OF YOUR TEAM,
AUDIT THEM ON EACH OF THE ITEMS BELOW.

LinkedIn Profile Sections

Comments

01	Profile Photo HIGH-QUALITY, BUSINESS-APPROPRIATE & CURRENT	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
02	Background Banner ATTRACTIVE, RELEVANT AND OPTIONALLY BRANDED	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
03	Profile Headline CUSTOMIZED, INTERESTING & COMPELLING	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
04	Contact Info CONTAINS WORK EMAIL AND COMPANY WEBSITE	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
05	Featured Section Active AT LEAST 2 ITEMS INCLUDING COMPANY WEBSITE LINK	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
06	About Section WRITTEN IN THE 1ST PERSON AND IS INFORMATIVE AND SPECIFIC	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
07	Experience Section CORRECT COMPANY LOGO VISIBLE AND INCLUDES A DETAILED JOB DESCRIPTION	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
08	Skills RELEVANT SKILLS IN THE RIGHT ORDER WITH ENDORSEMENTS	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
09	Recommendations AT LEAST 2 RECOMMENDATIONS RECEIVED NO OLDER THAN 6 MONTHS	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
10	Public Profile URL CUSTOMIZED AND UNIQUE	YES <input type="checkbox"/>	NO <input type="checkbox"/>	

LinkedIn Activity & Participation

Comments

01	Posts Activity AT LEAST 1 ORIGINAL POST PER WEEK	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
02	Commenting Activity AT LEAST 10 COMMENTS PER WEEK ON OTHER PEOPLE'S POSTS	YES <input type="checkbox"/>	NO <input type="checkbox"/>	



BONUS RESOURCES OVERLEAF



**NICHOLAS KRUL
DIGITAL**

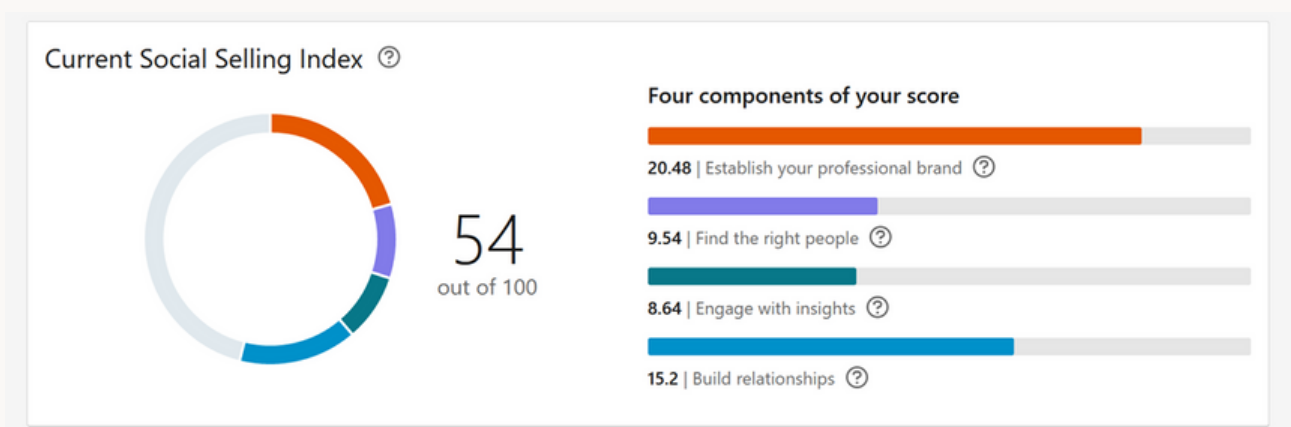
LinkedIn metrics that show short-term progress

BUSINESS RESULTS DON'T ALWAYS COME INSTANTLY FROM LINKEDIN, BUT YOU CAN TRACK YOUR PROGRESS BY MONITORING THESE LEADING INDICATORS

LINKEDIN SSI SCORE

01 <https://linkedin.com/sales/ssi/>

No matter what the score is when you start, aim to grow it steadily by 1-2 points per week. Once the score is over 70, you know you've mastered LinkedIn.



LINKEDIN PROFILE ANALYTICS

02 **Profile views**

Seeing more people visit your profile tells you whether or not your activity is driving people into your profile. We want more of the RIGHT people seeing us, and visiting our profiles to learn about us and our companies.

03 **Post impressions**

What's the point of posting on LinkedIn if nobody's seeing the posts? Monitor this metric to make sure you're reaching more of the right people and adding value to them.

04 **Follower count**

You're in control of who joins your connected network. Aim to grow your network all the time and never, ever stop. Be selective and add people who are relevant, and where there's the opportunity to have a mutually beneficial relationship.

To get the most benefit from your people's LinkedIn activity, they should be encouraged, guided and coached to align their activity with your company's overall business strategy.

I hope you found this guide helpful.

To discuss some ideas you can implement immediately, and or to find out more about my LinkedIn training & coaching services, simply email nicholas@nicholaskrul.com.

