

# LinkedIn Profile Audit

## SETTINGS

- Profile URL is customized
- Visibility is set to public
- Communications are set to public

## PROFILE

- Professional profile picture
- Background picture
- Tailored headline
- Industry is selected

## OPEN TO WORK

- Open to work is on
- 5 job titles selected
- Set to recruiters only

## SEO OPTIMIZATION

- Skills section has 50+ skills
- About section is complete
- Experience has key phrases

## WORK EXPERIENCE

- Each job has a description
- Only relevant work experience is listed
- Promotions are included

## EDUCATION AND CERTIFICATIONS

- College and above only
- Dates are not included
- Relevant certifications are included

## CONNECTIONS

- 500+ connections
- Has professional endorsements
- Has left professional endorsements

## PROFESSIONAL ENGAGEMENT

- Following ideal companies
- Following industry leaders
- Engaging with posts

< 10

Needs life support

10-20

Needs some work

20+

Almost there!