



blueclay
MARKETING + VIDEO CREATIVES

LINKEDIN AUDIT CHECKLIST

Create a powerful LinkedIn profile in 6 steps

Congratulations! You're just six steps away from taking your basic, low performing profile page to one that helps you connect, convert and conquer on LinkedIn!

Blue Clay's strategic marketing and video specialists work with LinkedIn every day, helping individuals and organisations just like you create impressive professional connections through storytelling with purpose.

We know the power of LinkedIn and want you to experience this too! Use this easy 6-step LinkedIn Audit Checklist to make sure your profile is optimised and getting you noticed.



Make your background and profile pictures stand out



- The cover photo area sits across the top of your profile page and is prime real estate! Use this to amplify who you are with a logo, website address, branding or stylised corporate photo; or promote a campaign, e-book or event with simple details like where to get tickets (just keep it up to date!). A graphic designer can help you, or you can create images for free in programs like Canva.
- Your profile photo should be a professional headshot. Good lighting, a close-up of your smile, and smart casual or corporate attire (depending on your role and industry) is a must. Don't scroll through your phone and upload a shot from the wedding you attended last year! Nice makeup or a suit is one thing, LinkedIn etiquette is another.

Profile Image Size: 400 x 400 pixels

Background Image Size: 1584 x 396 pixels

Company Page Logo Size: 300 x 300 pixels

Company Page Cover Image: 1536 x 768 pixels



Get creative with your headline!



You don't have to stick with your title and company as your headline under your name. This is a great place to show off your key message or unique selling proposition quickly, so hit that 'edit' icon and try some of these attention-grabbing ideas...

- Create a memorable one-liner that encompasses your skillsets, personal traits and vision all in one snappy sentence.
- List single words that represent who you are with full stops or vertical lines to separate the words.
- Ask a question – if it's not rhetorical, you can put the answer in your profile copy to encourage the reader to spend more time on your profile.
- Be different – don't use the same buzzwords everyone else is using – 'innovative, hardworking and experienced' could be 'pioneering, meticulous and proficient' for a fresh spin on an old concept.



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Write a summary that leaves the reader compelled to connect



- Before saying what you do, tell the reader why you do it.
- Don't use a traditional job ad to describe your role, use your own words to explain what you do and who you help.
- Use appropriate anecdotes or stories to personalise your profile.
- Include your greatest accomplishments.
- Include case studies or testimonials.
- Structure it so it's easy to read on a desktop, laptop, tablet or phone – use short paragraphs and bullet points or sub-headings where suitable.



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List only relevant skills and career experience



You don't need to list every job you've had since university. Focus on the last 10 years, or the last four – five roles.

- Keep your skills in line with your current role and what you want to keep using in the next role. If you were a cashier a few years ago, but now you're a marketing manager, those cashier skills aren't going to do much for your career opportunities or connections.
- Your career experience should be relevant only to your recent and current roles, and what you want to work towards next. Keep this section updated by reviewing every quarter, as it's easy to forget key campaigns or milestones that can make a difference to the quality of your profile.



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Include a clear call to action (CTA)



You're on LinkedIn because you want someone to take action after they read your profile. Make sure at the end of your profile summary, you include a call to action (CTA) - this might include:

- Visit a web page
- Send a message
- Connect
- Watch a video
- Phone
- Buy an event ticket
- Join a webinar



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Optimise your page



There are a few technical tweaks you can make to help raise your profile in searches.

- LinkedIn offers a scale of completion to help ensure you're getting the most out of your profile. Follow their guide to complete all the steps.
- LinkedIn automatically creates your unique URL ID with a set of letters and numbers. You can edit this so that your name appears here instead. If it's a common name, consider adding your company or location after it.
- Write articles - while posts sit in your feed, articles are given a unique URL like a blog, so you can share the link and be found in search engines.
- Incorporate video to attract and engage readers.
- Ask for recommendations to help add credibility to your page.

Love the guide but still need some help? Our experienced copywriters and social media managers can craft the perfect LinkedIn profile for your business or networking goals.

Send an email to info@blueclay.com.au

We'll get your profile performing!