The 5-Minute LinkedIn Profile Check

Position your personal brand for search, AI discovery, credibility and connections.

PHOTO	[ ] Yes [ ] Needs work
Do I look like myself today? Is the image professional, current and easy to recognize?	
HEADLINE	[ ] Yes [ ] Needs work
Does it say what I am known for - not only my title or firm name?	
ABOUT	[ ] Yes [ ] Needs work
Does it explain who I help, what I know and the kinds of problems I solve?	
EXPERIENCE	[ ] Yes [ ] Needs work
Does my current role describe my actual practice areas, industries and expertise?	
PROOF	[ ] Yes [ ] Needs work
Have I featured something that demonstrates expertise: an article, speaking engagement, guide, case insight or other useful resource?	

30-SECOND TEST

If someone who has never met you - or a search engine - looked at your profile, would they know what to hire or refer you for?

My one profile update this week: