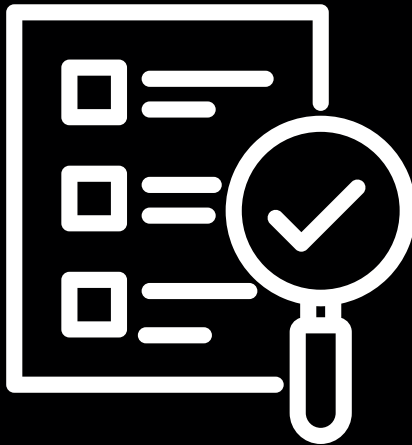


LinkedIn Personal Brand Audit Guide



Helping you build trust and
credibility on LinkedIn

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Why This Guide Matters

Before anyone follows you, connects with you, or considers working with you, they check your profile.

Your LinkedIn profile isn't just a résumé. It's your digital first impression, your personal landing page, and your reputation engine.

This guide will help you audit and upgrade your LinkedIn profile to reflect who you are, what you stand for, and why people should trust you.

Section 1: Profile Photo

Profile Photo Checklist:

- Clear, high-resolution headshot
- Friendly expression, good lighting, solid background
- You're the only person in the frame

Tip: A professional-looking profile image builds immediate trust.



Section 1: Cover Image

Banner Image Checklist:

- Customized with your tagline, brand theme, or visual identity
- High contrast and readable on mobile
- Reflects your niche or expertise

Tip: Use Canva to design a banner with your brand colors and a call-to-action (CTA).



Section 2: Headline

Your headline is prime real estate. It shows up in search, comments, and connection invites.

Ask Yourself:

- Does it clearly state what you do and who you help?
- Is it more than just your job title?

Formula:

I help [WHO] with [WHAT] so they can [RESULT]

Example:

I assist mid-career professionals in developing a reliable personal brand on LinkedIn to draw in more favorable prospects.

Section 3: About Section (Your Story)

This is where you build a human connection and show personality.

What to include:

1. Your mission and backstory
2. The problem you solve
3. Who you help and how
4. Proof of experience or transformation
5. A clear CTA (connect, message, download, etc.)

Tip: Write in first person. Use short paragraphs and a conversational tone. End with what action you want the reader to take.

Section 4: Featured Section

This is your highlight reel. What should people see first?

Include:

- Top-performing posts
- Client testimonials or case studies
- Newsletter, lead magnet, or free guide
- A link to your website or service page

Tip: Consider it to be your “pinned content.” Keep it updated with your most relevant work.

Section 5: Experience

This is not just about job history; it's about value and impact.

Checklist:

- Use storytelling instead of job descriptions
- Highlight key results, wins, and growth
- Talk about collaboration and include 1 key success story
- Include media: PDFs, links, videos, images

Tip: Add your brand or freelance identity here. You don't need a corporate role to demonstrate credibility.

Section 6: Skills & Endorsements

Review:

- Are your top 3 skills aligned with your niche?
- Have you reordered them for relevance?
- Have you been endorsed by people in your space?
- Keep updating skills every year to stay updated in your field.
- Remove all outdated skills from your profile.

Tip: Ask 3–5 peers or clients to endorse your top 3 skills that reflect your positioning.

Section 7: Recommendations

Social proof builds trust.

Checklist:

- At least 2–3 recent, relevant recommendations
- Reflect the work you want more of
- Written by credible peers or clients

Tip: Give before you ask. Offer to write a recommendation first and most people will reciprocate.

Section 8: Content Activity

Your profile is only half the story;
your content shows your thinking.

Audit:

- Are you posting at least 1–2 times a week?
- Do you have defined content buckets (e.g. expertise, story, value)?
- Are people engaging with your content?

Tip: Rotate between teaching (tips), storytelling (personal journey), and opinion (perspective).

Score Your Profile (0–10 Scale)

Area	Score (0–1)
Profile Photo	
Banner	
Headline	
About Section	
Featured Section	
Experience	
Skills & Endorsements	
Recommendations	
Content Activity	
Overall Trust Factor	

Got 7+? You're on track. It's time to boost your visibility.
Below 7? Prioritize 1–2 areas weekly and rebuild momentum.

You've Audited Your Profile. What's Next?

Building a personal brand on LinkedIn isn't a one-time task, it's a long-term habit.

If you've made it this far, you've already taken a big step many never do: You've stopped scrolling. You've started building.

But don't stop here.

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