

LinkedIn Profile Scan + Scorecard

More LinkedIn tips? Nope! Simple clarity - that's what you'll get here!

This guide takes less than 10 minutes and helps you see your profile the way a stranger does, not the way you hope they do.

No fixing yet. No overthinking. Just honest insight.



Part 1: The 10-Second LinkedIn Profile Test

If someone scans your profile, do they get it (and you)?

Instructions:

Open your LinkedIn profile. Set a 10-second timer. Scroll like you're seeing it for the first time. Then answer the questions below.

Circle **Yes / No / Not Sure**.

1. From your headline alone, is it clear who you help and how?
Yes / No / Not Sure
2. Do the first 3 lines of your About section speak to a specific audience or problem?
Yes / No / Not Sure
3. Does your banner image add clarity to what you do (not just decoration)?
Yes / No / Not Sure
4. Is it obvious what someone should do next (connect, click, learn more)?
Yes / No / Not Sure
5. Does your profile feel focused instead of like a long list of accomplishments?
Yes / No / Not Sure

Your Quick Read

4–5 Yes: Your profile is helping — but it's likely under-leveraged

2–3 Yes: Your expertise is there, but your message is getting lost

0–1 Yes: Your profile is probably hurting more than helping

No judgment. Just information.

Part 2: LinkedIn Profile Scorecard

How strong is your profile, really?

Rate each section on a scale of 1 to 5

1 = Needs Work | 5 = Strong

Clarity

How easy is it to understand what you do?

1 2 3 4 5

- Who you help is clear
 - The problem you solve is obvious
 - Your message makes sense at a glance
-

Credibility

How trustworthy does your profile feel?

1 2 3 4 5

- Your profile looks professional and current
 - Your experience shows impact, not just titles
 - You feel credible in your space
-

Positioning

How well does your profile speak to the right people?

1 2 3 4 5

- Your profile speaks to your audience, not just about you
 - Your language feels intentional and relevant
 - Your profile feels focused
-

Engagement Readiness

How likely is someone to take action?

1 2 3 4 5

- Your profile feels approachable
 - There's a clear next step
 - Your profile encourages connection or conversation
-

Total Score: ____ / 20

What Your Score Means

16–20: Your profile is helping — now it's time to optimize

11–15: Solid expertise, unclear messaging

6–10: Your experience is strong, but your profile is holding you back

5 or below: Your profile is actively costing you visibility and opportunity

Again — this isn't about judgment. *It's about knowing what to fix.*

One Question That Changes Everything

If the right person landed on my LinkedIn profile today, would they instantly understand why working with me makes sense?

If the answer isn't a confident yes, that's not a failure. *It's a starting point.*

How to Start Improving Your LinkedIn Profile Today

You don't need to overhaul your entire profile right now. Small, intentional changes can make LinkedIn work better for you immediately.

Here are **five simple improvements** you can make today based on what this guide revealed.

1. Simplify Your Headline

If your headline feels crowded, remove one thing.

Focus on:

- Who you help
- The problem you help solve

Clarity beats clever every time.

2. Rewrite Just the First Three Lines of Your About Section

You don't need to rewrite your whole About section yet.

Start here:

- Speak directly to your audience
- Name a challenge they recognize
- Let them know they're in the right place

Those first few lines decide whether someone keeps reading.

3. Make Your Banner Do Some Work

Your banner should add clarity, not decoration.

A simple improvement:

- One clear statement about what you do
- Or a short phrase that reinforces who you help

If it doesn't support your message, it's just background noise.

4. Add One Clear Next Step

Look at your profile and ask:

"What should someone do next?"

Then make it obvious:

- Connect
- Visit your website
- Learn more

People are more likely to act when the next step is clear.

5. Improve Your Profile Photo

Your profile photo sets the tone before anyone reads a single word. You don't need a professional photo shoot to improve it. Start with these basics:

Focus on:

- Framing shoulders and above so your face is clear at small sizes
- Using soft, natural light that feels warm and approachable
- Choosing a simple background that doesn't compete with you
- Dressing how clients experience you
- Using a recent photo that looks like you today

A clear, confident photo builds trust instantly and makes the rest of your profile work harder for you.

One Final Thought

LinkedIn doesn't reward perfection.

It rewards clarity and consistency.

If you make even one of these changes, your profile will feel more focused, more human, and more effective.

And when you're ready to go deeper, you'll already have a strong foundation in place.

