

LINKEDIN PROFILE & VISIBILITY CHECKLIST

A practical audit for professionals and service-based businesses

Tick each statement that is already true. Leave the rest as your action list.



1. PROFILE FOUNDATION

Be easy to recognise

- ☐ My profile photo is clear, recent and professional.
- ☐ My banner reinforces my expertise, business or value.
- ☐ My headline explains who I help and what I help them achieve.
- ☐ My location, industry and contact details are current.

2. CREDIBILITY & CLARITY

Give people a reason to trust

- ☐ My About section is client-focused, clear and easy to scan.
- ☐ My Experience section explains outcomes, not only job titles.
- ☐ My Featured section shows useful work, services or proof.
- ☐ I have relevant skills, recommendations and achievements.

3. VISIBILITY HABITS

Stay useful and visible

- ☐ I post or share useful insight consistently.
- ☐ I comment thoughtfully on relevant posts each week.
- ☐ I connect with people strategically and personalise when useful.
- ☐ I respond to comments and messages professionally.

4. BUSINESS CONNECTION

Turn attention into action

- ☐ My profile clearly connects me to my business or practice.
- ☐ My website and LinkedIn information are accurate and consistent.
- ☐ My content addresses real questions my ideal clients ask.
- ☐ People can easily take a next step: visit, enquire or book.

YOUR QUICK SCORE

Total checked: ____ / 16

0-5

Build the basics

6-11

Strengthen consistency

12-16

Refine and maintain

MY NEXT PRIORITY

A useful profile is only the foundation.

Visibility grows when clear positioning is supported by relevant content, genuine engagement and an easy next step.

Need help strengthening your LinkedIn presence?

Basea Media helps professionals and service-based businesses build a credible, consistent online presence.

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