

LinkedIn Profile Audit

Score your LinkedIn profile, spot content gaps,
and find exactly what is costing you clients.

by **Muneeba Mehmood**

leadwithmuneeba.com

How to Use This Audit

I designed this audit to be brutally honest and genuinely useful. There are no trick questions and no fluff. Every section maps directly to something real that affects whether LinkedIn works for you or not.

Work through each section, score yourself honestly, and total up your points at the end. The goal is not a perfect score. The goal is to know exactly where your gaps are so you can fix them in the right order.

This audit is self-scored. You know your profile better than anyone. Be honest with yourself and you will get real value from it.

Scoring Legend

0 = Not done at all

1 = Partially done, room to improve

2 = Done well, working for you

Audit Sections at a Glance

Audit Section	Max Score	Your Score
Section 1: First Impression	10	
Section 2: About Section	10	
Section 3: Featured Section	10	
Section 4: Experience and Skills	10	
Section 5: Content Strategy	10	
Section 6: Engagement and Activity	10	
Total	60	

Your Profile Score Card

Fill this in as you work through each section. Your total score tells you exactly where to focus first.

Section	Max Score	Your Score
First Impression	10	
About Section	10	
Featured Section	10	
Experience and Skills	10	
Content Strategy	10	
Engagement and Activity	10	
TOTAL	60	

Work through each section in order. Score yourself honestly. Come back to this page to fill in your totals when you are done.

Section 1: First Impression Audit

What people see in the first 3 seconds.

Your photo, banner, and headline decide whether someone stays or leaves.

	Checklist Item	Score
<input type="checkbox"/>	My profile photo is clear, professional, and recent	0 1 2
<input type="checkbox"/>	My photo background is clean and not distracting	0 1 2
<input type="checkbox"/>	My banner image reflects my brand or area of expertise	0 1 2
<input type="checkbox"/>	My banner includes my name, tagline, or website	0 1 2
<input type="checkbox"/>	My headline goes beyond my job title	0 1 2
<input type="checkbox"/>	My headline speaks directly to my ideal client	0 1 2
<input type="checkbox"/>	My headline clearly states what I do and who I help	0 1 2
<input type="checkbox"/>	My name is searchable and spelled correctly in my profile	0 1 2

Your headline is not your job title. It is your first pitch. If it does not tell your ideal client what you do for them in one line, it is costing you visibility.

Section Total: ____ / 10

Section 2: About Section Audit

Does your About section make the right people stop reading?

Most About sections read like a resume. Yours should read like a conversation.

	Checklist Item	Score
<input type="checkbox"/>	My About section starts with a compelling hook, not my name or job title	0 1 2
<input type="checkbox"/>	I include a short personal story or relatable moment early on	0 1 2
<input type="checkbox"/>	My offer and who I help are clearly stated in plain language	0 1 2
<input type="checkbox"/>	I use words and phrases my ideal client would actually use	0 1 2
<input type="checkbox"/>	I address a specific pain point my audience recognises	0 1 2
<input type="checkbox"/>	My tone is conversational and human, not corporate or stiff	0 1 2
<input type="checkbox"/>	I end with a clear, specific call to action	0 1 2
<input type="checkbox"/>	My contact details or a link are easy to find	0 1 2

The 4-Part About Section Formula:

1. Hook: Start with something that makes the right person stop scrolling.
2. Story: Share a moment that shows why you do this work.
3. What you do: Be specific. Name your client, name the outcome.
4. CTA: Tell them exactly what to do next and why.

Section Total: ____ / 10

Section 3: Featured Section Audit

Your featured section is prime real estate. Are you using it?

This is the one section most people leave empty or waste on an old post.

	Checklist Item	Score
<input type="checkbox"/>	I have an active, visible Featured section on my profile	0 1 2
<input type="checkbox"/>	My Featured section contains at least one lead magnet or free resource	0 1 2
<input type="checkbox"/>	I include a link to my services page or website	0 1 2
<input type="checkbox"/>	At least one featured item demonstrates a client result or social proof	0 1 2
<input type="checkbox"/>	My featured items are visually consistent with my overall brand	0 1 2
<input type="checkbox"/>	I review and update my Featured section at least once a quarter	0 1 2

The best featured sections have one lead magnet, one client result, and one service page. That is it. Simple wins.

Section Total: ____ / 10

Section 4: Experience and Skills Audit

Does your experience section show outcomes or just job titles?

Clients do not care what your role was called. They care what you actually delivered.

Checklist Item	Score
My most recent role description focuses on outcomes, not tasks	0 1 2
I include at least one quantifiable result per key role	0 1 2
My listed skills are relevant to my current niche or offer	0 1 2
I have endorsements for my top three to five skills	0 1 2
My job titles are searchable and use keywords clients look for	0 1 2
My experience section tells a clear and coherent career story	0 1 2
Outdated or irrelevant roles are removed or kept minimal	0 1 2
My education and certifications are current and relevant	0 1 2

Before	After
Managed social media accounts and created content for brand campaigns.	Grew LinkedIn engagement by 340% in 6 months, generating 12 inbound leads per month for a B2B SaaS brand.

Rewrite at least one role this week using this structure: Action verb + what you did + the result it created.

Section Total: ____ / 10

Section 5: Content Strategy Audit

Is your content building authority or just filling a feed?

Posting is not enough. What you post and how often decides whether LinkedIn works for you.

	Checklist Item	Score
<input type="checkbox"/>	I post at least 3 times per week, consistently	0 1 2
<input type="checkbox"/>	My content is focused on a clear niche or topic area	0 1 2
<input type="checkbox"/>	I vary my content types across the week	0 1 2
<input type="checkbox"/>	My posts have clear, strong hooks in the first line	0 1 2
<input type="checkbox"/>	I include a personal story or perspective at least weekly	0 1 2
<input type="checkbox"/>	My content has a clear point of view, not just generic advice	0 1 2
<input type="checkbox"/>	I use visuals, cheat sheets, or graphics in my posts	0 1 2
<input type="checkbox"/>	Each post ends with a question or a call to action	0 1 2

The profiles that generate inbound leads post with intention, not just consistency. Every post should do one job: build trust, demonstrate expertise, or invite a conversation.

Section Total: ____ / 10

Content Gaps Finder

What is missing from your content mix?

Most people post one type of content on repeat without realising it. This section shows you what you are missing.

Content Type	Last Time You Posted This
Personal Story	
Client Result or Testimonial	
Educational Post	
Cheat Sheet or Visual Post	
Engagement Question	
Behind the Scenes	
Opinion or Perspective	
Outreach or Offer Post	

If any row has been blank for more than 2 weeks, that is a content gap costing you reach and trust.

Section 6: Engagement and Activity Audit

LinkedIn rewards the people who show up. Are you one of them?

Posting alone is not enough. How you engage with others determines how far your content travels.

	Checklist Item	Score
<input type="checkbox"/>	I respond to every comment on my posts within 24 hours	0 1 2
<input type="checkbox"/>	I leave meaningful, specific comments on others' posts daily	0 1 2
<input type="checkbox"/>	I send personalised connection requests with a note	0 1 2
<input type="checkbox"/>	I regularly engage with content from my ideal clients	0 1 2
<input type="checkbox"/>	I check and respond to DMs within 48 hours	0 1 2
<input type="checkbox"/>	I visit the profiles of people I want to connect with	0 1 2
<input type="checkbox"/>	I publicly celebrate others' wins and milestones	0 1 2
<input type="checkbox"/>	My overall engagement reflects and reinforces my personal brand	0 1 2

Commenting on 5 posts from your ideal clients every day is worth more than posting twice a week with no engagement. Visibility is built in the comments.

Section Total: ____ / 10

What Your Score Means

Add up your section scores and find your range below.

Score	Level	What It Means
0 to 20	Invisible	Your profile is not working for you yet. Start with your headline and About section today.
21 to 35	In Progress	You have the basics but clear gaps are costing you clients. Focus on Featured section and content consistency.
36 to 50	Building Authority	Strong foundation with real room to convert better. Tighten your messaging and sharpen your CTA.
51 to 60	Demand Generator	Your profile is working hard. Double down on content quality and outreach to compound your results.

No matter where you scored, the next page shows you exactly what to fix first.

What to Fix First Based on Your Score

Use this table as your action plan. Work from the lowest-scoring sections first.

Profile Section	Your Score	Priority Action
Headline		Rewrite to speak directly to your ideal client. One sentence, clear outcome.
About Section		Add a strong hook in the first line and end with a clear, specific CTA.
Featured Section		Add your lead magnet link, a client result, and your services page.
Experience		Rewrite at least one role description to lead with a result, not a task.
Content Strategy		Identify your biggest gap from page 9 and post that format this week.
Engagement		Commit to 5 meaningful comments on ideal client posts every day for 2 weeks.

Fix your headline and About section first. These two sections alone can double your inbound opportunities.

The 28 Green Flags Checklist

How many of these can you check off?

These are the real signals of a strong personal brand on LinkedIn. Not follower count. Not viral posts. These.

Green Flag		Green Flag	
<input type="checkbox"/>	My profile photo is clear and professional	<input type="checkbox"/>	I include visuals or cheat sheets regularly
<input type="checkbox"/>	My banner reflects my brand or niche	<input type="checkbox"/>	My content has a consistent point of view
<input type="checkbox"/>	My headline speaks to my ideal client	<input type="checkbox"/>	I respond to every comment on my posts
<input type="checkbox"/>	My About section starts with a strong hook	<input type="checkbox"/>	I engage on others' posts daily
<input type="checkbox"/>	My About section has a clear CTA	<input type="checkbox"/>	I send personalised connection requests
<input type="checkbox"/>	I have an active Featured section	<input type="checkbox"/>	I follow up meaningfully in DMs
<input type="checkbox"/>	My Featured section has a lead magnet	<input type="checkbox"/>	My profile shows up in search results
<input type="checkbox"/>	My experience section shows outcomes	<input type="checkbox"/>	I have received inbound enquiries via LinkedIn
<input type="checkbox"/>	My skills are niche-relevant	<input type="checkbox"/>	My content reflects what I sell or offer
<input type="checkbox"/>	I have endorsements for key skills	<input type="checkbox"/>	I have at least one client result post live
<input type="checkbox"/>	I post at least 3 times per week	<input type="checkbox"/>	I have an engagement question post this month
<input type="checkbox"/>	My posts have clear, compelling hooks	<input type="checkbox"/>	My profile URL is customised
<input type="checkbox"/>	I vary my content types weekly	<input type="checkbox"/>	My contact info is up to date
<input type="checkbox"/>	I share personal stories and perspectives	<input type="checkbox"/>	I review my analytics at least monthly

I checked off ___ out of: ____ / 28

Every unchecked box is an opportunity.

Your profile is either working for you or against you.

If your audit revealed gaps you are not sure how to fix,
that is exactly what I help with.

I have been optimising LinkedIn profiles for founders and coaches
for over 3 years. Let me show you what is possible.

LinkedIn Profile Optimisation

Full audit, rewrite, and keyword strategy included.

LinkedIn Content and Design

Cheat sheets, carousels, and branded visual content.

Done-for-You Content

Monthly posts written in your voice, scheduled and delivered.

LinkedIn Strategy Consulting

A personalised roadmap for your niche and goals.

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DM me on LinkedIn or visit the site.
I respond to every personalised message.