

**LinkedIn Profile & Company Page Self-  
Assessment *for* Business Owners, Professionals,  
Entrepreneurs, and Students**



*Developed by:*  
**Howard Fox**  
**Fox Coaching, Inc.**  
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## LinkedIn Profile & Company Page Self-Assessment

Profile Section	None or Developing	Good	Exceptional	Score
	1	2	3	1, 2, 3
1. Profile Banner Image	There is no Custom Banner Image.	The Banner Image is pulled from LinkedIn stock images, or if imported, is poor quality or not well formatted.	The Banner Image is good quality. It is representative of the profile owners' professional brand.	
<b>Notes</b>				
2. Profile Picture	No profile picture is displayed. If the image is displayed, it is a meme, selfie, depicts personal activity	The profile picture is acceptable, but it is dated, or it's taken in front of a dated or noisy background.	The profile picture looks professional (ex. composition & exposure). The background is not a distraction.	
<b>Notes</b>				
3. Name	Crowded with professional designations.		Lists 1-2 important professional designations if it improves the brand.	
<b>Notes</b>				

Profile Section	None or Developing	Good	Exceptional	Score
	1	2	3	1, 2, 3
4. Headline	The Headline is pulled directly from the profile owners' current role/title and employer.	The Headline is a combination of the profile owners' role and skills and expertise.	The Headline is a hybrid of role & call to action that answers: #1. What issues do you care about; #2. What problems do you solve; and 3. What opportunities do you create.	

**Notes**

Profile Section	None or Developing	Good	Exceptional	Score
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5. Activity	You are not active on LinkedIn; this includes timeline (i.e., status updates) and articles (i.e., LinkedIn Blog Posts).	You're occasionally active on LinkedIn; this includes timeline (i.e., status updates) and articles (i.e., LinkedIn Blog Posts).	You consistently do one or more of the following: <ul style="list-style-type: none"> <li>- Updates to your LinkedIn status</li> <li>- Frequently share content.</li> <li>- participates in discussions.</li> <li>- Like, comment, and share content of others.</li> <li>- Write LinkedIn Articles</li> </ul>	

**Notes**

6. Connections	Less than 200	Between 200 to 500	Over 500 connections	
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**Notes**

Profile Section	None or Developing	Good	Exceptional	Score
	1	2	3	1, 2, 3
7. Contact Info	No contact information is provided other than LinkedIn URL.	Includes a phone number and/or an email address.	Contains website URLs, phone number, and email address.	

**Notes**

8. Profile URL	The Profile URL provided by LinkedIn when the account was created.	The Profile URL is customized but does not reflect your personal brand.	The Profile URL fully customized (first & last name combination, or company name).	
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**Notes**

Profile Section	None or Developing	Good	Exceptional	Score
	1	2	3	1, 2, 3
9. About	The About section is not used, or if it is, it contains minimal information, or the information contains only company related content.	<p>The About section contains one or more of the following:</p> <ul style="list-style-type: none"> <li>- The information about the profile owner</li> <li>- The content is a series of long paragraphs.</li> <li>- Top skills &amp; expertise is an unformatted list.</li> </ul>	<p>The About section contains one or more of the following:</p> <ul style="list-style-type: none"> <li>- Introductory information about the profile owner.</li> <li>- The content is structured using a series of short paragraphs.</li> <li>- Formatting (ex. capital letters, symbols such as bullets &amp; hyphens are used to give an impression of a section.</li> <li>- Includes a call to action and an invitation to connect.</li> <li>- lists "Top Skills".</li> </ul>	

**Notes**

Profile Section	None or Developing 1	Good 2	Exceptional 3	Score 1, 2, 3
10. Experience	<p>You provide minimal information, such as:</p> <ul style="list-style-type: none"> <li>- Role</li> <li>- From and to date, and or</li> <li>- from to “present” date</li> <li>- No description of role</li> </ul>	<p>You provide a moderate amount information, such as:</p> <ul style="list-style-type: none"> <li>- Role</li> <li>- From and to date, and or</li> <li>- from to “present” date</li> <li>- A short job description that goes into more detail about roles and responsibility.</li> <li>- Lists one or more “Top Skills”.</li> </ul>	<p>You provide thorough Experience information, such as:</p> <ul style="list-style-type: none"> <li>- Role</li> <li>- From and to date, and or</li> <li>- from to “present” date</li> <li>- Formatted to include 1-2 sentence of detail about the role.</li> <li>- List important accomplishments within the role company</li> <li>- Use of capital letters and symbols to give the impression that there is a section break.</li> <li>- A brief overview of the company.</li> <li>- Lists the maximum number of “Top Skills”.</li> </ul>	
<b>Notes</b>				
11. Education	<p>The profile contains an Education section.</p>	<p>The profile contains an education section, but information provided is limited to the school, degree, and the dates of attending.</p> <p>Lists one or more “Top Skills”.</p>	<p>The profile contains an education section, including school(s) attended, the degree(s), dates of attended, and highlights about the education.</p> <ul style="list-style-type: none"> <li>- Lists the maximum number of “Top Skills”.</li> </ul>	
<b>Notes</b>				

Profile Section	None or Developing 1	Good 2	Exceptional 3	Score 1, 2, 3
12. Media & Files	Media and files are not included in the About, Experience, and Education Sections.	Media and files are used sparingly in the About, Experience, and Education Sections.	Media and files are used consistently in the About, Experience, and Education sections. Images include: <ul style="list-style-type: none"> <li>- photos</li> <li>- website links</li> <li>- document files</li> </ul>	
<b>Notes</b>				
13. Licenses & Certifications	No Licenses or certifications are listed		The profile lists pertinent certifications.	
<b>Notes</b>				
14. Projects	You do not list projects for current and previous job experience.	You list 1-2 projects for the current or most recent job experience and include one or more "Top Skills".	You list the following: <ul style="list-style-type: none"> <li>- Two or more projects for the current and previous job experiences.</li> <li>- The project goes into detail about the scope/challenge, actions taken, and what the results were.</li> <li>- Project team members are listed.</li> <li>- and include the maximum number of "Top Skills".</li> </ul>	
<b>Notes</b>				

Profile Section	None or Developing	Good	Exceptional	Score
	1	2	3	1, 2, 3
15. Volunteering	No volunteer experience listed.	The profile lists volunteer experience, but the detail is limited to the organization the dates active.	The profile lists volunteer experience, and includes the roles and responsibilities undertaken.	
<b>Notes</b>				
16. Featured Skills & Endorsements	You list one or more of the following: <ul style="list-style-type: none"> <li>- Section is not included; or</li> <li>- Only a handful of skills are listed.</li> </ul> Low value skills such word processing applications, communication skills etc.	You list one or more of the following: <ul style="list-style-type: none"> <li>- Skills are pertinent to profession.</li> <li>- Few endorsements have been identified.</li> </ul> endorsement number per skill is low (ex. Less than 50)	You list one or more of the following: <ul style="list-style-type: none"> <li>- Skills are pertinent to profession.</li> <li>- Endorsements are consistent for each skill.</li> <li>- endorsement number per skill is High (ex. Greater than 50)</li> </ul> The list of skills has been reordered by professional priority.	
<b>Notes</b>				
17. Recommendations	The profile does not list recommendations on the profile.	The profile lists 2-3 recommendations across multiple job experiences.	The profile lists 2-3, or more recommendations for each of the most recent job experiences	
<b>Notes</b>				

Profile Section	None or Developing	Good	Exceptional	Score
	1	2	3	1, 2, 3
18. Courses	No courses are listed.	The profile lists courses(s) across a handful of experiences.	The profile lists their multiple course(s), across multiple experiences	
<b>Notes</b>				
19. Publications	No publications are listed.	The profile lists publication(s) but does not include any detail about what the publication pertained to.	The profile lists their publication(s), and includes details about what the publication pertained to, including the listing of any co-authors.	
<b>Notes</b>				
20. Honors & Awards	No honors & awards are listed.	The profile lists honors & awards across a handful of experiences.	The profile lists honors & awards across multiple experiences	
<b>Notes</b>				
21. Organizations	No organizations are listed are listed.	The profile lists organization across a handful of experiences.	The profile lists organizations across multiple experiences and includes a detail about the organization's mission.	
<b>Notes</b>				



Profile Section	None or Developing 1	Good 2	Exceptional 3	Score 1, 2, 3
22. Interests	The profile does not list Top Voices, Companies, Groups, Newsletters, or Schools that are followed.	The profile lists a handful of Top Voices, Companies, Groups, Newsletters, or Schools that are followed, related to interests and profession development	The profile lists a multiple Top Voices, Companies, Groups, Newsletters, or Schools that are followed, related to interests and profession development.	
<b>Notes</b>				

<b>Total Score</b>	
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Profile Scoring	Comments	Suggested Next Steps
<b>Score = 59 &gt; 66</b>	your profile is exceptional	Some coaching and mentoring could make your profile extraordinary.
<b>Score = 48 &gt; 58</b>	your profile is effective	There are a handful of sections that could use some improvement. A little coaching and mentoring could make your profile exceptional.
<b>Score = Less than 47</b>	your profile is still developing	There is Work to be done. Coaching and mentoring could make your profile exceptional.

### Company Page Supplement

Profile Section	Developing		Exceptional	Score
	1		3	1, 3
1. Company Page	A LinkedIn Company Page has not been created, or if it has, it has not yet been linked to the experience section.		A LinkedIn Company Page exists and is linked to the Experience section of the business owner and staff.	
<b>Notes</b>				
2. Company Information Section	The Information section contains minimal information about the company's products and services.		The profile section contains detailed information about its origin, and products and services.	
<b>Notes</b>				
3. Logo	There is no logo, or if there is one, it is a stand-alone image purchased from a logo vendor and cannot be linked to an overall brand strategy.		The logo is aligned to the company's brand strategy.	
<b>Notes</b>				
4. Banner	There is no Banner, or if there is one, it is a stand-alone image that doesn't tie back to an overall brand strategy.		The banner image is aligned to the company's brand strategy.	
<b>Notes</b>				
5. Content Updates	No Updates have been posted, or if they are, the timing is not consistent.		The company consistently shares relevant content about what's happening within the company or within the industry.	
<b>Notes</b>				
<b>Total Score</b>				<input type="checkbox"/>

Profile Scoring	Comments	Suggested Next Steps
<b>Score = 12 &gt; 15</b>	Your LinkedIn Company page is exceptional	Some coaching and mentoring could make your LinkedIn Company page extraordinary and ensure that you are leveraging it as effectively as you can, including leveraging your staff as your Brand Ambassadors.
<b>Score = 4 &gt; 11</b>	You need help with your LinkedIn Company Page	Having a LinkedIn Company page is a start. Coaching and mentoring will aid you in understanding how to make your company page exceptional, including steps to leverage your staff as your Brand Ambassadors.

Thank you for taking this self-assessment. I hope you found it valuable, and it gives you the confidence to make your LinkedIn profile & Company page **ROCK SOLID!** Use this [link](#) to schedule your 30-minute strategy session with me, and let's talk about what options are available to you.

## YOUR SETTINGS & PRIVACY

### Settings & Privacy > Account Tab

- To help you protect your LinkedIn account, I recommend that you have a robust password and change it periodically.
- Turn on two-step verification.

### Settings & Privacy > Privacy Tab

- Edit your Public Profile, including your Profile URL.
- Download your data periodically.
- Do not sync your calendar and contacts.

**Note:** Go into each section and read the options. I recommend being as “open” as possible in what you allow visitors to see on your profile. However, your use of LinkedIn and your comfort with sharing information should inform just how open you are.

## RESOURCES

### Free High-Definition Pictures

- [www.canva.com](http://www.canva.com) – Use Canva's drag-and-drop feature and layouts to design, share and print business cards, logos, social graphics, presentations and more. Canva is also a great resource for reasonably priced images