



# LINKEDIN

## Page Optimization Checklist

### 1 ♦ GET THE BASICS RIGHT

A strong logo, a strategic cover image, a clear call to action, and a consistent brand voice create your foundation.

### 2 ♦ LEAD WITH CLARITY

Clearly state what you do, who you help, and the outcomes you deliver using language your audience searches.

### 3 ♦ ALIGN YOUR SERVICES

Focus on priority offerings and ensure they match your website and overall positioning.

### 4 ♦ SHOWCASE PROOF

Feature case studies, results, and high-performing content that demonstrate real value.

### 5 ♦ CREATE VALUABLE CONTENT

Post consistently with a focus on thought leadership, insights, and education—not promotion.

### 6 ♦ ACTIVATE YOUR TEAM

Ensure employees are connected, engaged, and resharing content with their own perspective.

### 7 ♦ ENGAGE YOUR AUDIENCE

Respond to comments and interact regularly with clients, partners, and prospects.

### 8 ♦ OPTIMIZE OVER TIME

Track performance, focus on what works, and refine your approach.

### 9 ♦ DRIVE ACTION

Use clear calls to action and ensure every piece of content leads somewhere meaningful.

### 10 ♦ BUILD CREDIBILITY

Highlight awards, real work, and measurable results to reinforce trust.

