

# LinkedIn Profile Grader

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The Path to Your All-Star LinkedIn Profile

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*Are you maximizing your LinkedIn profile's true potential?*



# LINKEDIN PROFILE GRADER INTRODUCTION

Your LinkedIn profile is more than just an online resume - it's a powerful personal branding tool that can open doors to new opportunities, connections, and career growth.

But are you truly leveraging its full potential? Many professionals overlook the nuances and features that can elevate their LinkedIn presence from ordinary to extraordinary. Introducing the **LinkedIn Profile Grader**, a comprehensive assessment designed to evaluate the depth, optimization, and effectiveness of your profile across multiple dimensions.

With insightful scoring and tangible recommendations, this tool empowers you to identify strengths, uncover hidden opportunities, and ultimately position yourself as an authority in your industry. Unlock the key to a standout LinkedIn brand that attracts opportunities and propels your professional success.

# WHY SHOULD IS USE THIS TOOL?

Here are some compelling reasons why LinkedIn users should utilize the LinkedIn Profile Grader:

- **Gain Valuable Insights**

The grader provides an in-depth analysis of your current LinkedIn profile, highlighting areas of strength and opportunities for improvement across various metrics. This objective evaluation offers valuable insights that may be difficult to identify on your own.

- **Optimize for Discoverability**

An optimized LinkedIn profile increases your visibility and discoverability to potential employers, clients, or business partners. The grader ensures you're leveraging all the right elements to appear in relevant searches and stand out.

- **Leverage the Full Power of LinkedIn**

Many users only scratch the surface of LinkedIn's capabilities. The grader evaluates your utilization of key features like publishing, groups, recommendations, etc. to ensure you're tapping into the platform's full potential.

- **Establish a Powerful Professional Brand**

Your LinkedIn profile is a direct representation of your brand. The grader assists in crafting a compelling, cohesive brand message that positions you as an industry expert and thought leader.

# WHY SHOULD I USE THIS TOOL?

- **Stay Competitive**

In today's crowded job market and business landscape, a polished LinkedIn presence can be the edge that sets you apart from competitors. The grader keeps you ahead of the curve.

- **Unlock New Opportunities**

An all-star, fully optimized profile opens doors to exciting new career trajectories, clients, partnerships, and other prospects you may have previously missed out on.

By evaluating your profile through the lens of the LinkedIn Profile Grader, you gain the insights needed to elevate your personal brand's impact and truly capitalize on the immense potential LinkedIn offers.

## INSTRUCTIONS

Fill out each section accurately and honestly.

Add up the points for each section.

Compare your score to the Grading Card.

# LINKEDIN PROFILE GRADER (PART 1)

## Profile Completeness (20 points total)

- Profile photo uploaded (2 pts)
- Background/cover image uploaded (2 pts)
- Headline updated from default (2 pts)
- Summary section filled out (4 pts)
- Work experience entries (2 pts for every entry, max 6 pts)
- Education entries (2 pts for every entry, max 4 pts)

**TOTAL**

## Profile Optimization (30 points total)

- Skills listed with endorsements  
(5 pts for every 5 skills, max 15 pts)
- Recommendations given and received  
(3 pts for every 2, max 9 pts)
- Accomplishments/Honors listed  
(2 pts for every 2, max 6 pts)

**TOTAL**

# LINKEDIN PROFILE GRADER (PART 2)

## Social Selling Index (SSI) (20 points total)

[Click Here to check your SSI](#)

You must be [logged in](#) to your [LinkedIn account](#) to view your SSI scorecard

- Established your professional brand.

A score of 20-25 (5 pts):

- Finding the right people.

A score of 20-25 (5 pts):

- Engage with insights.

A score of 20-25 (5 pts):

- Build relationships.

A score of 20-25 (5 pts):

**TOTAL**

## Feature Utilization (15 points total)

- Followed relevant companies/influencers

(2 pts for every 5, max 4 pts)

- Joined LinkedIn Groups

(2 pts for every 2 groups, max 4 pts)

- Published Articles/Posts (1 pt for every article/post, max 7 pts)

**TOTAL**

# LINKEDIN PROFILE GRADER (PART 3)

## Network & Activity (15 points total)

- Connections made (3 pts for 100+ connections, 6 pts for 500+)
  - Profile views in last 90 days (3 pts for 100+ views, 6 pts for 500+)
  - Interactions (likes, comments, shares) in last 90 days (3 pts for 25+ interactions, 6 pts for 100+)
- TOTAL**

## Grading Card

**0-25 points** = Basic LinkedIn Presence

**26-50 points** = Getting Started

**51-70 points** = Intermediate

**71-85 points** = Advanced

**86-100 points** = All-Star, Optimized for Social Selling

## NEXT STEPS

Your LinkedIn presence is a virtual storefront for your brand. But if your profile is lacking, you could be missing out on career opportunities, valuable connections, brand visibility, lead generation, and business growth.

*Ready to turn your LinkedIn profile into a magnet for success?*

Take the next step towards unlocking its full potential by accessing our **Step-By-Step Guidance** to elevate your LinkedIn game to the next level.

Don't just check the boxes – master the art of LinkedIn optimization and propel your career or business to new heights.

*Click the button below now!*

**GET INSTANT ACCESS**