



LinkedIn profile review

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Why LinkedIn matters:

- | LinkedIn has 1.2 Billion members ie. 1 out of 8 people across the planet are present on LinkedIn
- | LinkedIn witnesses 1.5 billion monthly visits. Thus, if it were a store, it would witness almost 600 visitors every second (Semrush)
- | More than 20% of LinkedIn users are aged 35-54 years of age (Statista)
- | 53% of the LinkedIn users have a household income of more than \$100,000 or INR 85 lakh. (Pew Research)
- | More than 350 CEOs of Fortune 500 companies are active on LinkedIn



D C Shekhar

Managing Director Beta Tank Robotics Pvt Ltd & AlphaMERS Ltd

6040

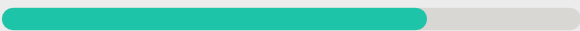
Your LinkedIn profile score

70%



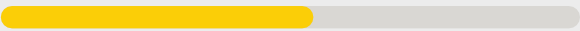
Profile Basics

70%



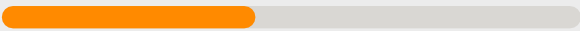
Content strategy

50%



Engagement score

45%



Post optimization

65%



Additional profile elements

Overall score

60%

Good

Overall score comprises of Profile optimization, Content & Engagement activity on LinkedIn

Our Recommendations

- Profile basics are good. However, cover image can be improved.
- In Additional Profile elements section, LinkedIn Recommendations are needed and the ‘About’ section can be presented in a better manner.
- Posts are highly technical in nature and repeated on the main timeline.
- Visuals can be made more appealing by adding icons, infographics etc. This has led to low engagement on individual posts.
- On many accolades-related posts, ‘Repost with thoughts’ should have been used instead of simple Repost.
- Call To Action such as “Consult me” are missing thereby, missing out on potential consulting opportunities.
- Participation in relevant discussions occurring in relevant brand pages is missing.

Want to improve your LinkedIn Influence?

Reach out to us

