

The Lawyer's LinkedIn Profile Audit Checklist

Your complete 50-point assessment for a referral-generating profile

Pamela Powered

pamelapowered.com

HOW TO USE

Check each item your profile currently has. Tally your score per section, then add up your total. For auto-scoring, use the interactive version at pamelapowered.com/checklist

Section 1: Profile Basics

10 Points

Profile Photo — 5 points

- Professional headshot (not a selfie or group photo)
- Recent photo (taken within last 2–3 years)
- Appropriate attire for your practice area
- Good lighting and clear facial visibility
- Friendly, approachable expression

Background Banner — 5 points

- Custom banner image (not the default blue)
- Professional and relevant to your practice
- High quality resolution (no pixelation)
- Includes your firm name or tagline (optional but powerful)
- Visually aligned with your professional brand

SECTION SCORE: (out of 10)

Section 2: Headline

5 Points

Your headline appears in every search result and connection request.

- Goes beyond just your job title
- Includes your specific legal expertise or niche
- Uses keywords that potential clients/referrers search for
- Communicates who you help or what problems you solve
- Under 220 characters but uses most of the available space

SECTION SCORE: (out of 5)

Section 3: About Section

10 Points

This is your elevator pitch. It should hook readers immediately.

Content Quality — 5 points

- Written in first person (uses "I" not "he/she")
- Opens with a compelling hook (not "I am a lawyer with X years...")
- Clearly states who you help and what problems you solve
- Includes specific practice areas and expertise
- Mentions notable results, recognitions, or credentials

Readability & Strategy — 5 points

- Broken into short paragraphs (not one dense block of text)
- Includes relevant keywords naturally (3–5 times)
- Has a clear call-to-action at the end
- Shows personality while maintaining professionalism
- Under 2,600 characters (the "see more" cutoff)

SECTION SCORE: (out of 10)

Section 4: Experience Section

8 Points

Each Position Listed Includes — 4 points

- Detailed description beyond just title and firm name
- Specific types of cases or matters you handle
- Notable accomplishments or results (where appropriate)
- Keywords related to your practice areas

Overall Experience Section — 4 points

- All relevant positions are included (no gaps)
- Descriptions are current and accurate
- Media/links to notable cases or articles (if applicable)
- Formatted consistently across all positions

SECTION SCORE: (out of 8)

Section 5: Skills & Endorsements

4 Points

Pro tip: LinkedIn allows up to 50 skills. Use them strategically.

- At least 10 skills listed
- Top 3 skills reflect your primary expertise
- Skills include searchable practice area keywords
- Endorsements from colleagues (at least 5+ per top skill)

SECTION SCORE: (out of 4)

Section 6: Recommendations

3 Points

- At least 3 recommendations visible on your profile
- Recommendations from diverse sources (clients, colleagues, opposing counsel)
- Recommendations are specific (mention results, skills, or expertise)

SECTION SCORE: (out of 3)

Section 7: Featured Section

5 Points

This section lets you showcase your best work at the top of your profile.

- Featured section is activated and visible

- Includes articles you've written or been featured in
- Includes presentations, case studies, or white papers
- Includes media mentions or awards
- Content is current (within last 1–2 years)

SECTION SCORE: (out of 5)

Section 8: Additional Sections

5 Points

Score 1 point per sub-category completed.

Licences & Certifications — 1 point

- Bar admissions listed with years
- Specialised certifications (if applicable)

Education — 1 point

- Law school and undergraduate institutions listed
- Relevant honours, activities, or leadership roles mentioned

Publications & Patents — 1 point

- Any published work is documented
- Linked to external sources when possible

Honours & Awards — 1 point

- Professional recognitions listed (Super Lawyers, Best Lawyers, etc.)
- Community or leadership awards included

Complete Profile — 1 point

- All relevant sections filled out

SECTION SCORE: (out of 5)

Bonus: Profile Optimisation

+5 Bonus Points

These advanced strategies separate good profiles from great ones.

- Custom LinkedIn URL (linkedin.com/in/yourname, not random numbers)
- Contact info section includes email and website
- Profile is set to "Public" for maximum visibility
- Actively posting or engaging on LinkedIn (at least monthly)
- 500+ connections (the "500+" designation signals authority)

SECTION SCORE: (out of 5)

Your Total Score

Profile Basics	/ 10
Headline	/ 5
About Section	/ 10
Experience	/ 8
Skills & Endorsements	/ 4
Recommendations	/ 3
Featured Section	/ 5
Additional Sections	/ 5
Bonus Optimisation	+ 5
TOTAL SCORE	/ 50 (+ 5 bonus)

What Your Score Means

40–50 Points: EXCELLENT	Your profile is working for you. Keep content fresh and gather recommendations.
30–39 Points: GOOD	A few tweaks will boost visibility significantly.
20–29 Points: NEEDS WORK	Major opportunities being missed. Prioritise headline and About section.
Below 20: CRITICAL	Your profile is costing you referrals. Rebuild the foundation now.

Need help optimising your profile?

With 38 years of legal marketing experience, I specialize in building LinkedIn profiles that generate referrals and client development.

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