

Why Your Brand Needs a LinkedIn Audit

Why Your Brand Needs a LinkedIn Audit

A LinkedIn audit is a systematic review of your company page, employee profiles, content strategy, and engagement patterns. Think of it as a health check for your professional presence.

What Gets Reviewed

- **Company page completeness**, logo, banner, about section, products, locations
- **Employee advocacy readiness**, how many team members have updated profiles and connect to the company
- **Content performance**, which posts drive clicks, comments, and shares
- **Audience quality**, are followers actually your target buyers or just random connections
- **Search visibility**, does your page appear when prospects search your keywords
- **Competitor benchmarking**, how you stack up on follower growth, engagement rate, posting frequency

Five Concrete Benefits

1. **Stops wasted effort**, You learn which content formats actually reach decision-makers instead of guessing
2. **Fixes credibility gaps**, Incomplete profiles and outdated info make buyers hesitate; an audit catches these
3. **Unlocks employee reach**, When 30% of your team shares company posts, you typically see 2-3x organic reach
4. **Improves ad efficiency**, Better organic performance lowers cost-per-click on sponsored content
5. **Creates a measurable baseline**, You get numbers to track quarter-over-quarter instead of vibes

Typical Audit Output

- Scorecard with red/yellow/green ratings across 15-20 checkpoints

- Prioritized fix list ranked by impact and effort
- Content calendar template aligned to buyer journey stages
- Employee advocacy playbook with copy-paste templates
- 90-day roadmap with owners and success metrics

How Often

Quarterly for active B2B brands. Twice yearly for smaller teams. Always before a product launch, funding announcement, or hiring push.

Run a lightweight self-audit this week

check your company page on mobile, search your top three keywords, and ask three customers if they'd share your last post. The gaps you find are your starting list.