RODNEY DOHERTY

The 10-Minute LinkedIn Profile Fix

How to Optimise Your Profile for Visibility, Credibility and Leads

A practical checklist for B2B professionals who want to be found in LinkedIn search and position themselves as trusted experts.

LinkedIn is the world's largest professional search engine.

If your profile is not optimised, potential clients may never find you.

This guide will help you fix that in 10 minutes.



SECTION 01

Why Most LinkedIn Profiles Fail

Most professionals treat LinkedIn like a CV. That approach fails because LinkedIn is designed for search, discovery and conversation.

Common Mistakes

- Using job titles instead of searchable keywords
- Generic banner images that communicate no value
- Profiles focused on roles rather than client outcomes
- No social proof or credibility signals
- No clear call to action for visitors

The Result

People visit the profile but do not know why they should connect or start a conversation. Opportunities are lost silently.

SECTION 02

The 4 Elements of a High-Performing LinkedIn Profile

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Use this framework to improve your visibility and authority.

1

Keywords

LinkedIn uses keywords to rank search results. Include expertise, industry and problem-based keywords in your Headline, About section and Experience section.

2

Positioning

Your profile must answer three questions instantly: Who do you help? What problem do you solve? What result do you deliver?

3

Social Proof

Visitors need credibility signals. Include client recommendations, case studies, speaking engagements and media appearances.

4

Call to Action

Every profile should make it easy to start a conversation. Book a call, visit your website, or invite them to connect.

SECTION 03

The 10-Minute Profile Optimisation Checklist

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1

Step 1

Optimise Your Headline

Include keywords: your expertise, the audience you help, and the problem you solve.

Example: "Helping B2B companies generate leads using LinkedIn | LinkedIn Training"

2

Step 2

Use Your Banner Strategically

Communicate a key pain point or social proof.

Use your brand colours with clear, direct messaging.

Example: "Helping B2B companies build brand awareness on LinkedIn"

3

Step 3

Improve Your About Section

Explain who you help, the problems you solve, and the outcomes you deliver.

Weave in relevant industry keywords naturally.

4

Step 4

Add Credibility Signals

Strengthen your profile with client testimonials, featured content, case studies and measurable results.

5

Step 5

Include a Clear Contact Method

Add your website link, contact details, and a warm invitation to connect.

SECTION 04

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Turn Your LinkedIn Profile Into a Lead Generation Asset

A well-optimised profile increases:

- Profile views and search appearances
- Connection requests from ideal clients
- Inbound conversations and enquiries
- Business opportunities and referrals

Small improvements can make a significant difference.

Ready to improve your LinkedIn visibility?

Explore Rodney Doherty's LinkedIn training programmes and start attracting the right clients.

www.rodneydoherty.co.uk

Connect on LinkedIn to start a conversation.

BONUS RESOURCE

30 LinkedIn Post Ideas for B2B Thought Leaders

Available when you connect with Rodney on LinkedIn.

Connect today and receive your free resource.