

IS YOUR EXPERTISE EASY TO SEE?

A Professional Visibility Checklist

Review your LinkedIn presence, website, content, and credibility in a few minutes.

LUMIN & LEXIS

Your Expertise. Made Visible.

HOW TO USE THIS CHECKLIST

Strong expertise can still be difficult to recognise online.

Use this checklist to review the signals a prospective client, employer, collaborator, or partner sees before speaking with you. Mark each item **YES**, **PARTLY**, or **NO** — then use the final score to identify what deserves attention first.

01

POSITIONING

Can someone understand what you do within a few seconds?

- ☐ My positioning clearly explains what I do.
- ☐ My audience can quickly understand who I help.
- ☐ My message focuses on useful expertise rather than generic claims.
- ☐ My LinkedIn profile and website describe my work consistently.
- ☐ I avoid vague phrases that could describe hundreds of professionals.
- ☐ My positioning gives people a reason to remember me.

Watch for: *“Helping businesses grow” or “results-driven leader” could appear on thousands of profiles — if a statement could belong to anyone, it is not doing positioning work.*

LINKEDIN PROFILE

Your profile is often the first background check. It should answer: who are you, what do you know, who is it useful to, why should someone trust you, and what should they do next?

- ☐ My profile photo feels current and professional.
- ☐ My banner supports my positioning rather than acting as decoration.
- ☐ My headline communicates more than my job title.
- ☐ My About section explains my expertise clearly.
- ☐ Featured content gives people useful proof.
- ☐ My experience section supports the story I want to tell.
- ☐ My profile contains a clear next step or contact path.

CONTENT & THOUGHT LEADERSHIP

Content should make a position visible over time — not chase trends.

- ☐ I publish ideas connected to my actual expertise.
- ☐ My content focuses on useful perspectives rather than motivational filler.
- ☐ I have 3–5 recurring themes or content pillars.
- ☐ My posts make complex ideas easier to understand.
- ☐ I use formats intentionally: text, carousels, articles, visuals.
- ☐ My visual presentation feels reasonably consistent.
- ☐ Someone reading several posts would understand what I want to be known for.
- ☐ I can repurpose strong ideas rather than constantly starting from zero.

Watch for: *Content may be too random if every post covers a different topic, most posts follow unrelated trends, or your visuals have no consistent system.*

WEBSITE & DIGITAL CREDIBILITY

A professional website should help visitors answer: what do you do, is this relevant to me, can I trust you, what proof exists, and what should I do next?

- ☐ My website clearly explains what I do.
- ☐ The homepage communicates who the service is for.
- ☐ Services are easy to understand.
- ☐ The site shows evidence of expertise.
- ☐ Work or case studies support credibility where relevant.
- ☐ Visitors can easily understand how to contact me.
- ☐ The website works well on mobile.
- ☐ The visual quality reflects the quality of the service.
- ☐ LinkedIn visitors can move naturally from my profile and content to my website.

PROOF & TRUST

Claims need evidence. Show, don't assert.

- ☐ I show real work where possible.
- ☐ Client work and self-initiated concepts are clearly distinguished.
- ☐ Testimonials are genuine and specific.
- ☐ Case studies explain more than final visuals.
- ☐ Claims are supported by evidence.
- ☐ My profile and website contain consistent professional details.
- ☐ Contact information is easy to find.
- ☐ I avoid unsupported phrases like “industry-leading”.

CONNECTED PRESENCE

LinkedIn and a website should reinforce each other — not operate as strangers.

- ☐ My LinkedIn and website positioning match.
- ☐ My visual identity feels related across channels.
- ☐ My strongest ideas can move between LinkedIn and my website.
- ☐ My website expands on credibility introduced through LinkedIn.
- ☐ Visitors can move easily between the two.
- ☐ My overall presence feels intentional rather than fragmented.

YOUR VISIBILITY SCORE

Score each item: **YES = 2** points, **PARTLY = 1**, **NO = 0**. Add up your total.

Strong foundation. Your expertise is generally clear and credible. Focus on consistency and refinement.

Some gaps. Your expertise is visible, but several signals are weakening the overall impression — start with your lowest-scoring section.

Needs attention. Your expertise may be stronger than your current digital presence communicates. Work through one section at a time.

START HERE

If positioning scored lowest, clarify your message first. If LinkedIn scored lowest, strengthen your profile and content system. If your website scored lowest, improve structure, credibility, and the path to contact. If proof scored lowest, build stronger case studies and testimonials. If connected presence scored lowest, align your LinkedIn and website messaging.

NEED HELP CLOSING THE GAPS?

Lumin & Lexis helps professionals and expertise-led businesses build stronger LinkedIn and website presence. Start at luminlexis.com — LinkedIn content, modern websites, and complete presence engagements.

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