

LinkedIn Authority Audit

Companion worksheet to "Why LinkedIn Articles Help AI Trust Your Website"

LinkedIn is not for reach. It is an identity layer: a credible third-party platform where the same named professional who publishes on your website maintains a consistent presence. The profile does most of the work, and every article points back to your site. Use this worksheet to audit yours.

1. Is your profile consistent?

The profile is the highest-value part. Check each one that is true right now.

- Name matches your website exactly**
Same spelling and format as the author name on your published content.
- Headline names your role and market**
Clearly a real estate professional in a specific area, not a vague title.
- Experience reflects real local history**
Enough detail to confirm your expertise is genuine and local.
- Profile links to your website**
Your site is reachable directly from the profile.
- You publish articles, not just posts**
Long-form pieces under your name, not only disappearing status updates.
- Every article links back to your site**
The full content lives on the domain you own and control.

Boxes you can check: _____ / 6. Anything unchecked weakens the cross-platform identity AI is trying to confirm.

2. Condense, do not copy

The best LinkedIn article is a shorter, first-person version of something already on your site, ending with a link to the full piece.

Which recent website piece will become your next LinkedIn article?

The one insight or data point you will highlight, and the link to the full version:

3. Your amplification habit

Tally these honestly. The numbers show whether LinkedIn is reinforcing your identity or sitting idle.

LinkedIn articles published in the last 90 days: _____

Of those, how many link back to your website: _____

How many use your exact website name: _____

Service pitches you should remove from articles: _____

4. Your commitments

Turn this into three concrete moves.

This week.

Review your profile for consistency: name, headline, and experience. This is the highest-value step. If you have never published a LinkedIn article, publish one: a two-paragraph summary of your latest market report with a link back.

This month.

Tie a LinkedIn article habit to your website publishing. For each market report or substantive post, publish a shorter LinkedIn version within a few days that ends with a link back.

Ongoing.

Treat LinkedIn as an identity and amplification layer, not a primary platform. Every article points back to your site, under the same name. Never pitch services in articles.
