

Ray Vellest

linkedin.com/in/rayvellest

NEARLY THERE **800**

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SUMMARY

Your profile scores 800 out of 1000, which puts it in the Nearly there band. The case is made, but something in the top half of the page is leaking. It is strongest on Headline, Activity and Photo, where nothing was lost. The biggest gaps are in About (-65), Featured (-40) and Experience (-40). In all, you lost 155 points on 5 checks. Fix them and your score would be 955. A further 45 points could not be checked, because LinkedIn does not share that part of a profile.

Banner **80/80**

- ✓ It is not the LinkedIn default 30/30
- ✓ It carries a legible line of text or a clear mark 25/25
- ✓ Nothing important sits under the photo or name overlay 15/15
- ✓ It is visually consistent with the photo 10/10

WHAT WORKS

The banner reads "Build authority. Attract clients. Stop guessing what to post. Start leading." in clear white type. The text sits centre-right, clear of the bottom-left area where the profile photo and name sit. Flat purple with clean sans-serif type sits fine beside the neutral grey studio portrait; neither looks dated or clashes.

Photo **90/90**

- ✓ A photo is present 25/25
- ✓ The face is clearly visible and in focus 25/25
- ✓ It reads as current and deliberate 20/20
- ✓ It survives being shown small 20/20

WHAT WORKS

Head-and-shoulders shot, face sharp and filling a large portion of the frame. Studio lighting on a plain grey backdrop, clearly a deliberate recent portrait. Plain grey background and large face mean it stays readable at thumbnail size.

Headline 150/150

- | | |
|--|-------|
| ✓ It is not the automatic "Job Title at Company" | 20/20 |
| ✓ It names who it is for | 30/30 |
| ✓ It states an outcome, not only a role | 40/40 |
| ✓ It contains terms a buyer would type into a search | 30/30 |
| ✓ It is readable | 30/30 |

WHAT WORKS

Your headline names the audience directly: "I help founders and solo operators". "turn LinkedIn into a growth channel" states a result rather than just a job title. It carries searchable terms a buyer would use: "LinkedIn", "content systems", "writing".

Links 15/50

- | | |
|---|-------------|
| ✓ The profile URL has been customised | 15/15 |
| — At least one website link is present | not checked |
| — A link goes somewhere the person controls | not checked |
| — Links are labelled rather than shown raw | not checked |

3 checks could not be run, because LinkedIn does not share that part of a profile.

About 85/150

- | | |
|---|-------|
| ✓ It exists and runs to more than three lines | 20/20 |
| ✓ It opens with a hook rather than a job history | 30/30 |
| ✗ It contains at least one specific, checkable result | -40 |
| ✗ It says who it is for | -25 |
| ✓ It ends with one clear next step | 25/25 |
| ✓ It is broken into readable blocks | 10/10 |

WHAT WORKS

You open with a question aimed at the reader: "Are you trying to build authority on LinkedIn, but it keeps coming down to the same three things?" It closes with a single instruction: "If you've got the thinking and want the output, reach out via DM."

WHAT TO FIX

There is no checkable result anywhere in the About — the only figures are about your own process ("30 minutes a week", "a weekly batch"), not client outcomes or named clients. The About only addresses an unnamed "you" who wants authority on LinkedIn; it never names founders, solo operators or any industry, unlike your headline.

Featured 80/120

- | | |
|---|-------|
| ✓ The section is present with at least one item | 30/30 |
| ✓ At least one item links somewhere the person controls | 30/30 |
| ✓ Items are written up, not left as raw links | 20/20 |
| ✗ At least one item is proof rather than content | -40 |

WHAT TO FIX

Both Featured items are links to your own sites ("Ledgen" at ledgen.io and "Work with Me" at rayvellest.com/services) — no case study, testimonial or result.

Activity 120/120

- | | |
|---|-------|
| ✓ Something was posted or commented in the last 14 days | 40/40 |
| ✓ There are at least three posts in the last 90 days | 30/30 |
| ✓ At least half of recent activity is original | 30/30 |
| ✓ Recent activity relates to what the person sells | 20/20 |

WHAT WORKS

Your recent posts are about LinkedIn posting consistency, profiles that undersell you, saved-post paralysis and guru advice — the same ground your service covers.

Experience 80/120

- | | |
|--|-------|
| ✓ The current role is present with company and dates | 20/20 |
| ✓ The current role has a description | 25/25 |
| ✗ The description states outcomes rather than duties | -40 |
| ✓ At least one number appears in the current role | 20/20 |
| ✓ The recent history reads as current | 15/15 |

WHAT TO FIX

The Ledgen description lists services and working model ("Write weekly post batches", "30 minutes/week input", "Async delivery") with no outcomes achieved.

Skills 50/60

- | | |
|--|-------------|
| ✓ At least five skills are listed | 15/15 |
| ✓ The first three match what the person actually sells | 25/25 |
| — At least one skill carries an endorsement | not checked |
| ✓ The top three contain no filler | 10/10 |

WHAT WORKS

Top three are Marketing Writing, Persuasive Writing and Social Media Writing — aligned with the LinkedIn writing service you sell. Marketing Writing, Persuasive Writing and Social Media Writing are all specific craft skills, not generic traits.

One check could not be run, because LinkedIn does not share that part of a profile.

Recommendations 50/60

- | | |
|---|-------|
| ✓ At least one has been received | 25/25 |
| ✓ At least three have been received | 15/15 |
| ✗ At least one is from the last two years | -10 |
| ✓ At least one names a specific result | 10/10 |

WHAT WORKS

Chris Murphy writes that you "assisted with me finding my perfect job title, slogan" and that afterwards "I feel a lot more clearer and have my goals down".

WHAT TO FIX

All are older than two years.

WHAT WE COULD NOT CHECK

45 points could not be confirmed, for the reason given against each part below. They are not counted against you as findings, but they are not awarded either, so your real score may be higher.