

Why most LinkedIn profiles get ignored

What 298 profiles reveal about the gap between effort and conviction — and the three fixes that move the needle most.

298 PROFILES SCORED • MAY-JUNE 2026 • FRAMEWORK INSPIRED BY JASMIN ALIĆ

The one-breath summary

We scored 298 LinkedIn profiles on **conviction** — how convincingly a profile *and* that person's last 30 days of posts tell one coherent story. Even among an audience that actively cares about LinkedIn, the basics are broken:

91%

bury their headline

86%

have no clear call to action

1 in 3

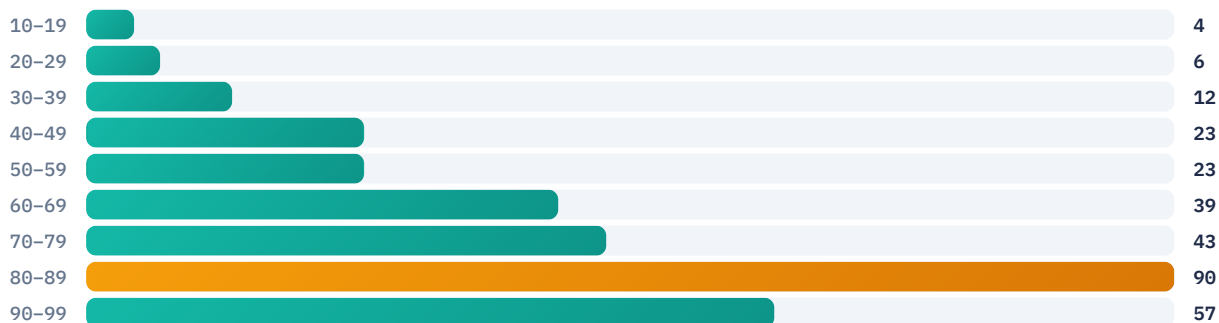
has a strong banner

74%

profile ↔ posts aligned

The problem isn't effort. It's conviction — saying one clear thing, and pointing somewhere.

The distribution



72.3

MEAN SCORE

78

MEDIAN

50%

SCORE 80+

15%

SCORE UNDER 50

Left-skewed, peaking at 80-89 (the engaged-audience effect) — but a hard bottom 15% who need real work.

Sample is opt-in & community-weighted — read directionally.

Where people are strong vs. weak

DIMENSION	% OF MAX	READ
Alignment — profile → posts tell one story	79%	strongest stays in one lane
Specificity — concrete, not generic	78%	solid
Consistency — sustainable cadence	72%	decent
Voice — sounds human, not a brand	67%	weak interchangeable copy
Completeness — the profile is finished	59%	weakest empty sections, no offer

The pattern: people are **on-topic** but **under-built and under-voiced**. They know what they're about — they just haven't turned it into a finished, distinctive, action-driving profile.

The three mistakes almost everyone makes

The average profile triggered **2.7 distinct gaps**. Three dominate.

91%	The headline buries the lead	
	LinkedIn shows only your first ~45 characters in the feed, in comments, in DMs, and in search — before anyone lands on your profile. Nine in ten open with a generic title and bury the hook behind it. You lose attention you never even see.	
86%	No clear call to action	
	A profile exists to funnel attention to an offer. 86% point nowhere — no “apply,” no “book,” no “follow me for X.” People build a résumé and forget the door.	
33%	The banner is doing nothing	
	Visitors look at the banner first and spend ~half their visit on it — yet only one in three is strong.	
	A / B — strong	33%
	C — mediocre	30%
	D / F — failing	25%
	No banner at all	11%

Runner-up gaps: About section empty/weak/bloated (**50%**) · inconsistent cadence (**27%**) · topic drift (**24%**).

What people get right

It's not all red — and the bright spot shows why this is fixable. Alignment is the standout:		
74%	14%	4%
avg overlap between claims & posts	badly misaligned (<50%)	outright profile≠posts contradiction
This audience has topical discipline . The raw material for conviction is there — it's the packaging (headline, CTA, banner) that leaks it away.		

The most interesting finding

Your best content isn't in your positioning.

We compared the themes people *post about* vs. the themes they *claim* in their profile. The two halves are selling different people.

POSTED ABOUT • NEVER CLAIMED

Personal stories 20

AI impact 13

Work-life balance 7

Entrepreneurship 7

Personal growth 6

CLAIMED • NEVER POSTED

Project management

PR

Financial services

Copywriting

SaaS

People lead their **profile** with safe corporate competencies — and their **posts** with the human, story-driven content that actually performs. The fastest win for most isn't writing more; it's **pulling the authentic themes they already post about up into their headline and About.**

What to do about it

1 Rewrite your headline so the hook lands in the first 45 characters. Lead with the outcome, not the title.

2 Add one call to action — to your About and your Featured section. Give people one next step.

3 Fix the banner: who you help → one proof point → a next step. The cheapest 7 seconds you'll ever buy.

4 Pull your real themes into your positioning. If you post about it and it works, claim it.

5 Finish the profile. Specific and complete beats polished and empty.

None of these require posting more. They require **deciding what you stand for** and saying it clearly — which is the whole game.

See your own number — score your profile free at upprofiler.com

Built on the frameworks taught by Jasmin Alić inside the [Link Up community](#).

METHODOLOGY • n=298 distinct profiles • scored late May-early June 2026 • opt-in, community-weighted sample (not representative of all LinkedIn) • AI-assisted conviction rubric (5 weighted dimensions + separate banner vision pass) • gap labels model-generated, clustered by theme • © Vertial Holdings Pty Ltd