

# LinkedIn SEO Checklist for Coaches

## Optimize Your LinkedIn Presence & Get More Clients

As you know me, I am a generous person so I decided last minute to give you more than a one-pager checklist. This is a fill-in-the-blanks DIY Guide to Boost Your Visibility, Authority & Engagement on LinkedIn.



Here you have a small intro before we kick-start...

I am a certified ICF Coach, PCC trained with an ACC Credential and I also happen to also be a digital marketer with a faible for organic marketing and SEO.

I am a SEO & Organic Growth Strategist on a mission to create lasting impact through organic marketing, coaching, mentoring, and motherhood. I believe in the power of ethical, sustainable strategies to drive real change.

Connecting the dots especially in organic marketing is what I am great at. That's why I decided to start helping you with LinkedIn SEO as it is the perfect starting to point to build on your SEO Strategy.

My goal is to make implementing SEO fun, fast, easy and exciting for your coaching business.

# Why LinkedIn SEO Matters for Coaches

If you're a certified coach, chances are your ideal clients are searching for someone like you. But are they finding you and engaging with you?

LinkedIn is one of the most powerful platforms to attract clients organically. However, without the right strategy, your profile might not be so visible and lead generating.

**This interactive checklist and fill-in-the-blanks guide will help you:**

1. Show up in LinkedIn and Google search results
2. Build credibility and trust with potential clients
3. Convert profile views into engagement and discovery calls

## 1. Self-Assessment: Where Do You Stand?

Before optimizing, take a quick check:

- Is your LinkedIn profile 100% complete? (Profile photo, headline, about section, experience, skills)
- Are you using coaching-related keywords throughout your profile?
- Are you actively engaging (posting, commenting, connecting in DMs with personal notes)?
- Do you regularly update your profile as your coaching business evolves?

If you answered “no” to any of these, it's time for some LinkedIn SEO magic. Let's get started!

*Ps: If you prefer to have me review your LinkedIn SEO before you start optimizing so you can win even more time and spare energy, you can ask me for a LinkedIn SEO Consultation.*

## 2. Personal Brand Clarity is your first step

LinkedIn SEO isn't just about keywords. It's about clarity. If you don't know exactly who you are and who you help, your potential clients won't either.

### **Fill-in-the-Blanks Exercise:**

- I help [specific audience] achieve [specific transformation] through [your coaching method].
- My coaching is unique because [your differentiator].
- People work with me because [main reason clients choose you].

Example: "I help female executives (specific audience) step into leadership with confidence (transformation) through mindset and career coaching (your method)."

Now, integrate this message naturally into your Headline, About Section, and Content.

### **Bonus Tip:** SEO-Optimized Long-Tail Keywords for Coaches

Using long-tail keywords helps you rank in search results. Instead of just "coach," get specific. On LinkedIn the benefit of using long-tail keywords is not only to get found but it is to make your dream clients follow you.

### **Long-Tail Keywords *examples* for LinkedIn SEO:**

- Life coach for women in Belgium
- Executive coach for tech leaders in Switzerland
- Business coach for female founders in Germany
- Career coaching for mid-career professionals

### 3. Optimize Your LinkedIn Profile for Search

#### **Profile Picture & Banner**

- Use a high-quality, professional photo where you look approachable.
- Set alt text: “Certified Executive Coach helping leaders thrive.”
- Your banner should reflect your niche and
- include an SEO-optimized phrase (e.g., “Helping high-performers find clarity & confidence”).

#### **Headline (Your LinkedIn SEO Superpower!)**

Your headline should be specific, keyword-rich, and compelling:

✘ Avoid: “Coach | Speaker | Consultant” (Too vague)

✔ Use: “Career Coach | Helping Professionals Land 6-Figure Jobs | Mindset & Strategy Expert”

Fill-in-the-Blanks Template:

“I help [ideal clients] achieve [transformation] through [your expertise].”

#### **About Section (Branding + SEO + Storytelling = Clients)**

Your About Section should be client-focused, SEO-friendly, and engaging.

#### ***Structure to Follow***

Hook – What challenges do your clients face?

Your Story – Why do you coach? What makes you unique?

Your Solution – How do you help?

Call-to-Action – What should they do next?

## ***Example***

“Are you a corporate leader struggling with imposter syndrome? I know the feeling. I used to be there too. Now, as a certified executive coach, I help leaders build unshakable confidence through mindset and strategy coaching. My clients go from feeling stuck to securing promotions and stepping into leadership with ease.

Use keywords organically: Leadership Coaching, Executive Coaching, Career Coaching, Confidence Coaching, etc.

## **4. Use Content to Boost Visibility & Engagement**

Once your profile is optimized, your content strategy is what keeps you visible.

Make sure you have your brand identity, brand message figured out, as well as knowing what and how to add value to your ideal clients. Start with keyword research (ideal clients & competitors) and then test out your ideas on LinkedIn. Don't forget to use words that your dream clients are using during coaching calls, writing reviews and testimonials, writing posts & comments. You get the point, right?

## **5 types of posts**

### **1. Debunk the Myth/Theory Post**

Share a new perspective that helps your people see the world in a new way. This is often going to be contrarian and go against the industry norms.

### **2. Personal Post**

Share personal stories that resonate with your ideal clients. Mistakes you made, lessons you learned, obstacles you overcame. The experiences that shaped your worldview.

### 3. Education Post

Share a post that solves a common pain point for your ideal client. Make it specific and practical. You were like them and are still on your own journey of improvement. No one is perfect.

### 4. Social Proof

Share: case studies, client wins, testimonials. Don't just post a testimonial. Share the pain point your client faced, the result you helped them achieve, and how their life transformed because of it.

### 5. Call-to-action Post

Tell people exactly how they can work with you. Most people are timid to reach out or doubt if your solution is for them. Invite them to take an action by being very direct with it: "Send me a DM and let's talk."

## 5. Optimize Your Images & Videos for LinkedIn SEO

Post photos and videos of yourself instead of stock images (personal branding = trust).

Use alternative text to describe your images (e.g., "Executive coach leading a workshop on leadership").

Videos: Add captions with SEO keywords so they are searchable.

Use compelling captions instead of relying only on hashtags.

Example: Instead of just using #coaching, write:

“ Coaching helped me go from self-doubt to landing my dream leadership role. Here's what I learned... ”

This boosts searchability AND makes your content more engaging.

## **6. Engagement & Networking: Get Seen by the Right People**

SEO isn't just about keywords. It's about relationships. The more you interact, the more visible you become. In the world of SEO, we call it digital PR.

### **Action Plan**

- Comment on relevant posts daily (not just "Great post!" but thoughtful insights).
- Send personalized connection requests (mention something specific about them).
- Engage in LinkedIn communities where your ideal clients hang out.
- Use LinkedIn Polls & Questions to increase engagement.

### **Track, Test & Improve Your LinkedIn SEO**

SEO is a long-term strategy! Track your progress:

- Check LinkedIn profile views and search appearances regularly.
- Adjust your headline, about section, and content based on what's working.
- Stay consistent! The more active you are, the better LinkedIn ranks your profile.

## Next Steps: Move the Needle & Attract More Clients

You now have the exact steps to optimize your LinkedIn profile, boost your visibility, and turn profile views into real conversations. Now, it's time to take action:

- Start with the low-hanging fruits: fill in the blanks, tweak your LinkedIn profile, and implement quick wins that make an instant difference.
- Show up consistently, even small adjustments can move the needle on your visibility and credibility.

But SEO isn't just about keywords. It's about your content, personal brand, and your target audience of course.

That's where I come in, by asking you the right questions so you can fill the missing links and gaps.

How fast do you want to optimize your LinkedIn?

Book a LinkedIn SEO Consultation with me. I'll personally review your profile & content, give you tailored recommendations, and help you make your LinkedIn profile and LinkedIn presence top-of-mind of your ideal clients.



**Madeca** SEO  
Maria Alexandrakis de Castro  
info@madecaseo.com