



Lamphills' Checklist to Tracking Your LinkedIn SSI Progress

If you're intentional about your SSI score, you'll track it till you get a good overall rating. Tracking is easy, all you have to do is to keep a close watch on it and take the necessary steps to improve your scores. It's also advisable to do this monthly. You can track your LinkedIn SSI score on monthly basis by:

- Recording your SSI score at the beginning of each month.
- Noting improvements in each of the four pillars:
 - **Professional Brand**
 - **Finding the Right People**
 - **Engaging with Insights**
 - **Building Relationships**
- Identify which activities contributed most to score improvements.
- Adjust your LinkedIn strategy based on these insights.
- Monitor the right metrics such as:
 - **Profile Views:** Track the increase in profile views.
 - **Connection Requests:** Monitor the number of new connections.
 - **Post Engagement:** Measure likes, comments, and shares on your posts.
 - **Message Responses:** Track responses to your direct messages.
 - **Endorsements & Recommendations:** Monitor the growth in endorsements and recommendations received.