

Bio Audit Checklist

18 things to fix on a link-in-bio page. 10-minute scorecard.

Most link-in-bio pages are 70% there. This scorecard finds the 18 fixes that take them to 100%.

How to use it: Open your live page. Score yourself 0-18. Anything below 14 is a fix-tonight situation. Below 10 means restart from the 2026 playbook.

Pro tip: Run this on three creators in your niche. The patterns jump out - usually the same 4-5 fixes everyone is missing.

Section 1: First impression (6 items)

The first 3 seconds. Visitors decide here whether to scroll.

- **Avatar is sharp and on-brand.** Not a cropped selfie, not a stock circle.
- **Display name is the name people search for.** Handle and real name both render if needed.
- **Headline says what you do, not who you are.** "I help X do Y" beats "Designer. Coffee. Brooklyn."
- **Pronouns or tag pill present if relevant.** Small signal, big inclusivity dividend.
- **Verified mark only if you have earned it.** A fake checkmark is worse than no checkmark.
- **Hero block visible without scrolling.** Name, headline, avatar, primary CTA all above the fold.

Section 2: Link stack (6 items)

The actual product. Most pages have too many links and bury the important one.

- **Top link is your ONE most important destination.** Newsletter, latest, paid offer - never "social."
- **Links are ordered by intent, not recency.** What do you want them to click first?
- **Button copy is specific.** "Watch the new one (8 min)" beats "Latest video."
- **At most 8 link buttons total.** Pages with 12 or more have measurably lower CTR.
- **Icons are consistent.** Pick a style (solid, outlined, or branded) and stick with it.
- **Featured cards used for high-intent destinations.** Pricing, booking, paid product get visual weight.

Section 3: Trust (6 items)

The signals that decide whether they click the link OR go check your Instagram first.

- **Social proof visible.** Follower counts on connected platforms, press mentions, or a testimonial pull-quote.
- **Footer has your name plus year.** "Copyright 2026 YourName" is enough.
- **No broken links.** Every URL resolves to a 200, no 404s.
- **No third-party platform branding in the URL.** A custom domain (yours.com) beats the platform

domain on trust.

- **Privacy plus terms reachable.** If you sell anything, this is non-negotiable.
- **Page loads in under 2 seconds on mobile.** Every 1 second slower drops CTR by approximately 7%.

Scoring

Score	Verdict
18 / 18	Flagship-level page. Use it as a template for your next.
14 to 17	Solid. The remaining items are 30-minute fixes.
10 to 13	Needs work. Pull the obvious wins first (Section 1).
Under 10	Restart from the 2026 link-in-bio playbook. The structure is not there yet.

What to do next

Open the matching tool for each fix that needs it:

- **Avatar or icons** - ship in Linkos with the avatar style picker.
- **Link button copy** - grab the 110 winning variants in the link-button copy bank at linkos.bio/resources/link-button-copy-bank.
- **Page speed** - check it with the Linkos Link Preview Tester at linkos.bio/tools/link-preview.
- **Custom domain** - follow the setup guide at linkos.bio/resources/custom-domain-setup-guide.

A note on running this monthly

The bio audit is not a one-time check. Repeat monthly. Pages drift. Links go stale. Featured destinations change. Booking flows update.

If you only do this once a year, three of your 18 items will silently break and you will not notice. If you do it monthly, you catch each one in the week it breaks.

Built by the Linkos team. Send feedback or new audit ideas to contact at linkos.bio - every working creator we know runs a version of this list, and the patterns improve when we hear what worked for you.