

SEE WHAT *LinkedIn* SEES.

See your link the way LinkedIn does

One command, one checklist and one refresh button for link previews that work.

Read your page *like a crawler*

```
$ curl -sA "facebookexternalhit/1.1" https://your.site/page | grep -oE '<meta property="og:[^>]*>'
```

- Previews are built from the tags in your raw HTML. If a tag is missing here, it is missing in the post.

The tags that *make* the card

1

og:title

The page's own title, not your site name on every page.

2

og:description

One sentence that says what the page is.

3

og:image

LinkedIn asks for at least 1200 x 627, a 1.91:1 ratio.

4

og:url

The canonical address, so shares count as one page.

Why your fix does not show up

48 hrs

How long LinkedIn asks you to allow for a preview to refresh on its own.

LinkedIn Help · Troubleshooting sharing URLs

Give every page *its own card*

CASE STUDY

Runnable Credit Limits

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Mine are drawn from the site's own type at build time, one per page. The build fails if a page is missing one.



Swipe →

Your link is the first screen *most* *people ever see.*

Force a refresh any time in LinkedIn Post Inspector.

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- 1 Follow for Note 09, every Monday and Thursday
 - 2 1:1 mentorship. 5 designers each April and October.
 - 3 Masterclasses for design schools and teams
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