smartwomen

8 Steps to an Effective Online Business Profile

1. Use a picture

Whilst many of us dislike having our photograph taken, there is no doubt that a professional portrait can be an essential part of an effective online profile.

If your online presence is a compliment to your real-world networking a picture then being recognised online will help you to be recognised face-to-face too.

Use a picture that reflects your personal brand; certainly avoid any that might be deemed 'questionable'.

And remember, online profiles that include a picture are attract more attention than those which don't.

2. Create an immediate impact

Start with a strong summary that encapsulates what you do. Grab attention with words that convey your excitement about your own business. Write in active terms throughout your profile.

3. Write your profile carefully

Your profile can fulfil a number of functions. Like any piece of marketing copy it should convey the benefits of buying from your business, rather than simply detailing the features of what you sell.

Make the most of whatever word allocation is available. Write tightly and avoid waffle and 'padding' to get the optimum amount of information and don't skimp on the kind of detail that makes your business distinctive.

An online profile might also work well in search engines. Use the same key search terms in your profile copy that you would on your web site.

4. Include distinctive information

Help visitors to your profile choose you with information that is distinctive to you and builds your credibility: client testimonials, results of customer satisfaction surveys, sector statistics, etc.

5. Link to your own web site(s)

Make the most of all opportunities to link to your own web site, your blog, or to sites that boost your professional credibility.

As well as dedicated fields for web links you might also be able to include additional links in your profile copy. Where you see this symbol…
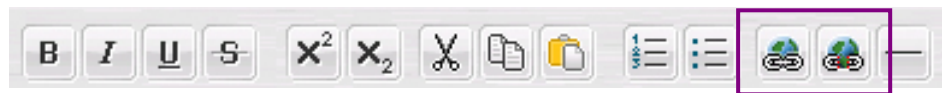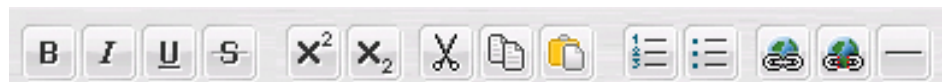
… you can highlight your text and insert (or remove) a hyperlink, your web address starting with http://

These web links into your own web site can help you improve its search engine ranking.

6. Use formatting for impact

If the site you are creating your profile your on allows you to, judicious use of formatting can highlight significant information.

Subheadings, well-spaced paragraphs, and bullet points can all make your text more readable.

7. Be sociable

On social networking sites, ensure you have a good number of contacts. You don't have to amass hundreds of contacts but you need to indicate that you know what networking is about.

Include some personal information on social networks to create a 'human touch'.

8. Keep it complete and up to date

Because your business may change, your market my change, and the world will certainly change. Being online is about being current and relevant. Make sure you know which of your profiles matter and make sure they are always accurate.

We hope you've found this publication useful.

If you'd like to host a copy on your website, the chances are we'd be delighted to agree. But please drop us a line to let us know what you'd like to do – info@womengetsmart.co.uk