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## Optimize Your Social Media & Blog Profiles 'About You' Sections

Many small businesses don't think of their online profiles in their Social Media presence to advertise them, and using their profiles as a marketing tool to be found and to help education your site's visitors as to who you are, what you do, and how you can help them.

### Setting up your profile so you can be ready to be found....

1. List 5 main keywords that your ideal clients would likely type into Google, or another Search Engine, to search for your products/services. For instance, if you are an attorneys, you might want to add keywords for "lawyers" and "attorneys"
2. Use those keywords in your title and about sections on Social Media – Not 'I am a mom' – unless you are a mompreneur. You have to **"stand-out" in the search results** by optimizing your **Professional and About** sections -
3. Describe your main target clients throughout your profile – Who is it your serve and help in finding solutions for?
4. 5 Biggest Problems that your target clients have which You Can Solve through Your Products/ Services
5. 5 Biggest Benefits They'll Get Once They've Used Your Products/ Services
6. 5-7 Points to Build Your Credibility – think Qualifications
7. List top 5 measurable results that your clients have achieved.

Throughout your profile you'll be describing your marketing message. If you have a tagline, add that in also. And, keep your profile fairly consistent throughout your online presence.

Ok – now you have your profile ready to attract your ideal clients through Search engines. The higher you rank in the keyword search results, the more "eyes" on your profile & the more connections you will get.