

TURN YOUR PROFILE INTO A USEFUL LANDING PAGE

Social Profile Cleanup Checklist

People check your social profile before contacting, referring, or sharing you. Use this to make the profile explain what you do and where to go next.

Bio says the job

The profile should explain what you do fast.

Pinned post matters

Pin the thing that helps a stranger understand you.

Links should work

Dead links quietly kill momentum.

Rewrite the Profile Basics

Make the profile useful for a stranger who landed there from a comment, referral, or shared post.

WHO YOU HELP

WHAT OUTCOME YOU CREATE

WHERE YOU WORK

BEST NEXT STEP

NEW BIO

Profile Checklist

Do these before you start posting more content.

- Banner or cover image matches the business and current offer.
- Profile photo or logo is clear.
- CTA link goes to the best next step.
- Pinned or featured post explains the business, offer, or proof.
- Outdated offers and dead links are removed.
- Recent posts do not contradict what you sell now.

Plan the First Pinned Post

A pinned post should help someone understand you fast.

HOOK

WHO THIS IS FOR

WHAT YOU DO

PROOF

HOW TO START