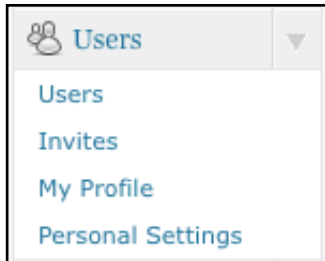


Lesson Three

~ User Profile ~



The next menu pane we will be looking at is the “Users” menu. The key thing to look at here is “My Profile”. This is sometimes overlooked by “newbies”. Filling out a profile properly goes a long way towards your site looking reputable and professional.

To access the profile page, just click “My Profile” underneath the “Users” heading. Go ahead and click that now and you will see the following page...

A screenshot of the 'My Public Profile' page. The page has a light gray background. At the top, there's a header with a profile icon and the text 'My Public Profile'. Below this, a line of text states: 'Information entered below will be displayed publicly on your profile and in Gravatar Hovercards. You may also edit your profile at gravatar.com.' Below this is a link: 'Were you looking for your API Key and other Personal Settings?'. There's a blue button labeled 'Update Profile'. The main section is titled 'Basic Details' and contains a sub-header: 'These basic details just help people find out who (and where) you are. You cannot change your username.' Below this are several input fields: 'Username' (with the value 'bloggingforbizness'), 'First name', 'Last name', 'Full name', 'Display name publicly as', and 'Location' (with the value 'Orangeville'). At the bottom, there's a text area labeled 'About you' containing the text: 'Blogging coach in the Orangeville, ON area who's specialty is showing business how to generate online leads and build their online brand.'

At the top of the Public Profile page you will see some basic information. The very first step should be to fill out all of this info. Fill out every field if possible. If you don't feel comfortable you can leave a field blank of course.

Contacts

Fill out any contact methods you would like to make available publicly.

Public Email

AIM

GTalk

ICQ

Live Messenger

Skype

Jabber

Yahoo!

Home Phone

Mobile Phone

Work Phone

[Update Profile](#)

Right underneath your basic details you will see a “Contacts” section. This section will allow you to inform people the best way to contact you.

Once again, fill out what you are comfortable with. Some people might feel nervous about including their phone numbers, but not doing so means you may miss out on potential leads. Weigh the pros and cons, and make a decision based on your own level of comfort.

If you are not comfortable giving a phone number, consider downloading and signing up for Skype. This program will offer you a way to allow customers to call you (through your computer and internet connection) and you won't have to give away your home phone number. You will need a mic to use the voice capabilities of Skype. This program offers a free version that will be good enough for your uses.

Fill out any of the sections you are comfortable with and then click “Update Profile”. This will save all the changes you have made thus far, but it isn't the end of the profile. There is a section underneath the “Update Profile” button that we will discuss next...

Photos

Upload as many photos as you'd like and they will appear on your profile. **Click an image to delete it from your profile.**

[Add photo through Gravatar...](#)

Links

You can add links to any website you like here and they will be included on your profile.

URL: Title: [Add Link](#)

Verified External Services

Verifying an external service helps people to confirm that you are in fact who you say you are. These will all be listed on your public profile.

Add External Service: Blogger [Verify through Gravatar...](#)

In this final section, there are really only 2 things we want to worry about. The Photos and the Links.

The photos are added by clicking on “Add Photo through Gravatar”. You can add as many photos as you want and they will show up on your profile. This is a good way to show things important in your life, more business shots or even photos of your staff.

Beneath that is the Links section and if you have another business website (or personal site for that matter) then you should certainly use this. Just type in your website URL, and then title the link whatever you would like. If you are into Search Engine Optimization you should use your keywords here. Then click “Add Link” to add your link. You can add more than one if you have a number of websites, or want to link to the websites of any products you offer. For example, a telecommunications company might want to link to the websites of the hardware they use.

Just make **sure** to link to your business site if you have one. Lastly, when done here be sure to click the blue “Update Profile” button one last time.

The user profile is a step many new people skip. Do not make that mistake, it will lend your site credibility, make you easier to contact and add a human element to your business blog.