How to Build the Perfect Twitter Profile

Following
- Follow people who comple-ment your personal brand and goals
- Follow people who RT and mention you

Favorites
- Favorite tweets weekly to keep this area relevant
- Use this area to build a short testimonial list from favorites that mention you

Lists
- You can include someone in your list who you don't follow to see their tweets

Pictures
- Tweet relevant pictures to complement your profile
- Tweet at least 6 pictures to get the most use from this gallery

Location
- Enter the largest and closest area or city
- Use the location that will show up when others geo-search

Link
- Place your website, blog or LinkedIn profile here
- To create a cleaner link listing, do not enter "http://www." when entering your URL

Picture
- Include professional-like photo with a close-up of your smiling face sans pets, boats, QR codes and significant others
- Include the same photo from your LinkedIn profile for consistency, ensuring you are looking left or directly into the camera

Name & Handle
- Keep your handle as close as possible to your name so you can use it as a 'signature'
- Consider two accounts - personal and business - to address your personal and business goals

Bio
- Use 160 characters to create a humanizing description of yourself
- Treat your bio as SEO copy using relevant keywords

Profile Layout

- TWEETS
- FOLLOWING
- FOLLOWERS
- FAVORITES
- LISTS (25 char.)

Picture
(160kb, 128 x 128px)

NAME

@TWITTER_HANDLE

TWITTER BIO (160 char.)

LOCATION   LINK

TWEETS