Step by step guide to the public profile on the IUCAB B2B platform

- What is the difference between the normal entry on the platform and the public profile?

- How does the public profile work?

- How can I create and maintain my public profile?

What is the difference between the normal entry on the platform and the public profile?

Simply explained... With the entry on the platform you will find new representatives, if you have activated the push mail service. With a public profile, which is a kind of individual website of your own, you can present your agency, your products and services to prospective customers and existing customers.

How does the public profile work?

Today, more than 60% of decision-makers search the Internet for products and solutions. You should therefore position yourself as suitable business partners at a very early stage. To be found, however, you must be visible on the Internet. With a public profile you can achieve this!

Your public profile ist like a social media profile with various posts especially optimized for commercial agents … and search engines.

The individual profiles are technically optimized so that search engines perceive them as part of a huge information network and can therefore rank them higher than individual, independent websites.

Your own web presence also benefits from it as you can link it to your public profile. The same applies to other social media profiles (Xing, LinkedIn, Facebook, Twitter...).

Before you start creating your public profile, check the settings in your free entry:

- ■ Is your personal data still correct?
- ■ Is your qualification still up to date?
- ■ Is the push mail service activated?

With an up-to-date entry on the platform, you will receive representation offers **already 5 days before they are published online.**

Important: When qualifying, do not only think in terms of your existing industries and customer groups, but also in terms of areas that complement your existing product range or your existing target groups.

And even if you are not currently looking for a new representative, the push mail service offers you a good overview of the market. So tick the box today and stay up-to-date!

How can I create and maintain my public profile?

Log in to the platform with your access data. On the left side of the navigation you will see the menu item PUBLIC PROFILE. You can maintain the following information here:

- Profile information
- Social media profiles
- Legal & privacy information

Your profile information
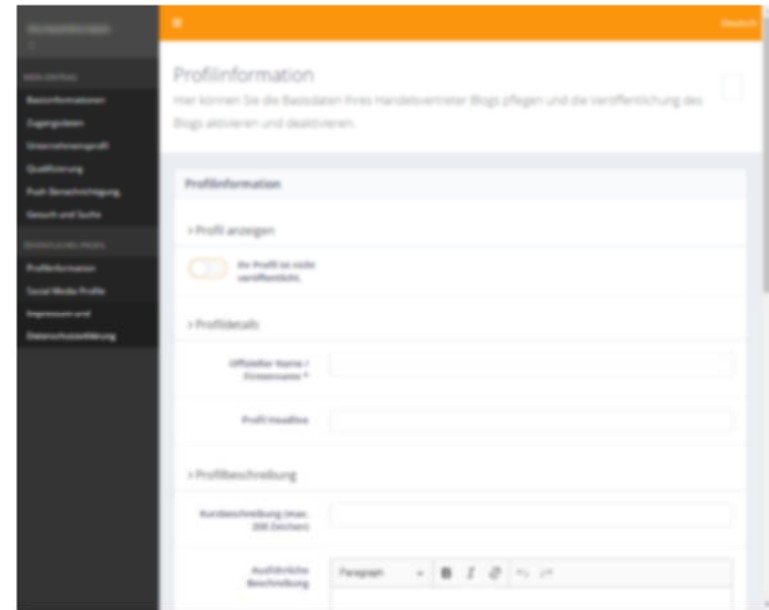
You maintain the most important data of your public profile in the profile information:

- Display of the public profile
- Officially registered company name
- Headline of your profile (visible to all)
- Short description
- Detailed description
- Contact details

Display of your profile

You can decide whether your public profile will be published on the web or not.

Profile details

Please enter your **official, registered (company) name** at profile name. The profile name is only visible in the imprint of your profile. It will also be embedded in the meta information (as copyright) which is important for search engines.

For the **profile headline**, it is best to choose the short version of your official company name and a brief description of your business. Think about what a potential prospective customer could search for on Google (combination of 2 to max 3 keywords). Use them in your profile headline (e.g. pumps for industrial applications – Sam Sample). Your profile headline is visible to everyone on your profile page and is displayed at the top of the page. It is also displayed first in the <title> element, which is important for search engines... For Google & Co, a title with a maximum of 60 characters is optimal.

Profile description
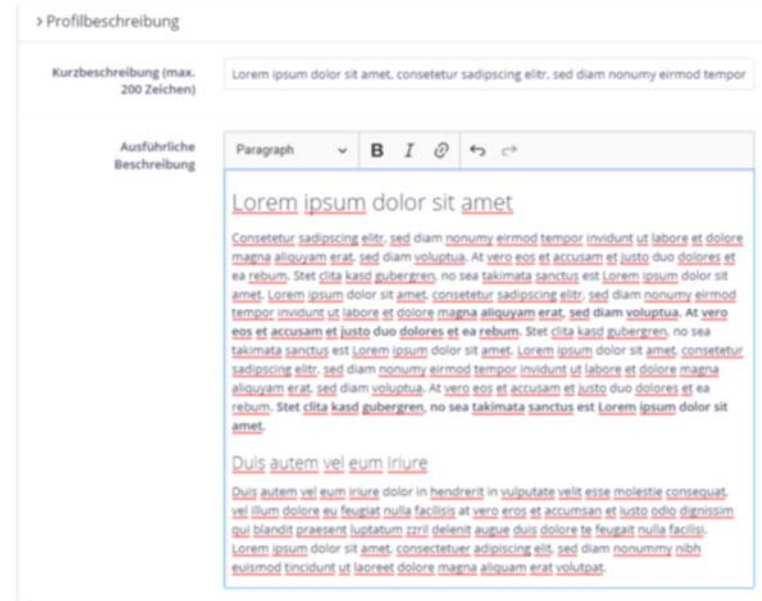
The **short description** gives a brief overview of your company or work. It should serve as information for the user to explain briefly what you can offer. One or two sentences are sufficient for the short description (maximum number of characters: 200). Write who you are, who your target audience is and in what way your work stands out. The short description is also stored in the metadata which is important for search engines (as a description). Google and Co. use this information for the evaluation (relevance) of your page and for the listing in the search results.

In the **detailed description** you can and should go into detail and describe your company, your products and services. Use the description to make it easier for search engines like Google to find you. Always think from your target group´s point of view... What is interesting to a potential customer? What could s/he be looking for at Google & Co?

In the profile headline, you have already identified the keyword combination that is most important to you and with which you want to be found. Use these keywords and synonyms in your description as well. The longer the text, the better. It should be at least 300 characters. Structure the text with headings and bold parts to make the text reader-friendly.

Contact information

Give users the opportunity to contact you. In the **contact information** you can enter a telephone number, a fax number, an e-mail address and your website.

Please note: The e-mail address you provided for your registration is used only to manage your profile and to keep you informed about news/changes. This address may differ from the address in the public profile.
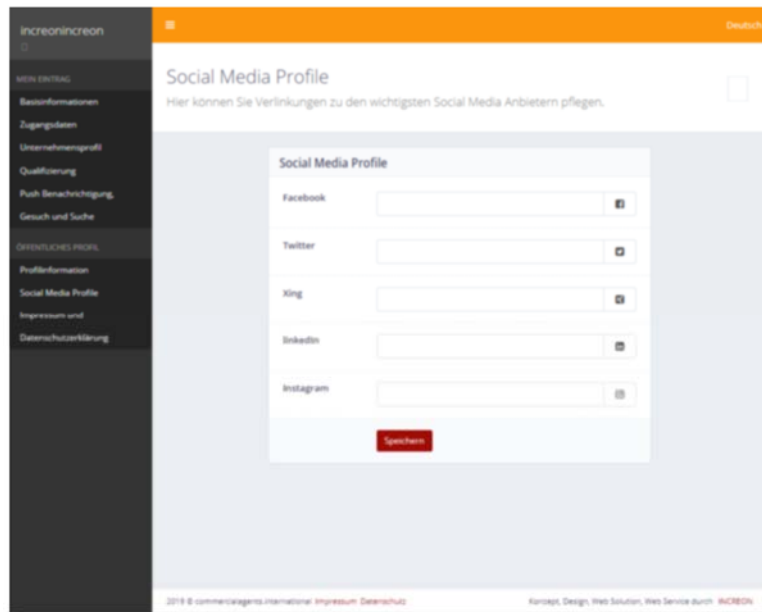
Address information

In the area of **address information**, you can maintain the address you want to be displayed in your public profile.

Your social media profiles

Are you already active on Xing, LinkedIn, Facebook, Twitter, etc.? Then you can link your **social media profiles** on your public profile and thus extend your network in those channels.

Note

Do you also post on your social media channels regularly? From now on you can post via your public profile. In contrast to many other social networks, your posts will be displayed openly on the web in the public profile. In addition, you can optimize the posts for search engines and thus increase your visibility in search combinations relevant to you!

Legal & privacy information

Legal information
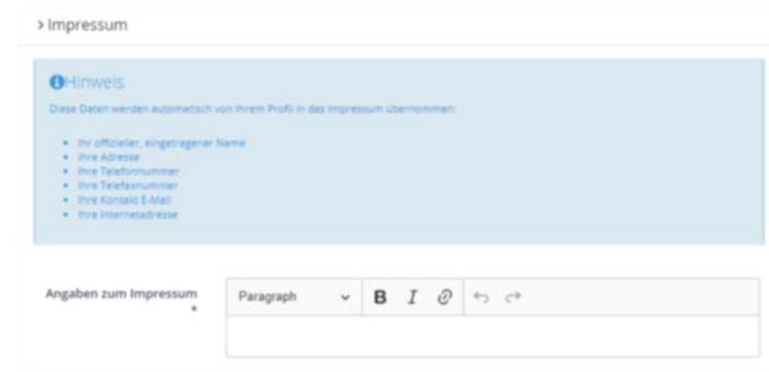
Every website (in Europe) must have a **legal information**. This is required by law. The legal information tells users who created the website and who is responsible for its content. You must therefore also maintain an legal information in your public profile. We automatically compile the most important and mandatory information from your profile information. You must add further legal information and the person responsible for the content.

IUCAB B2B platform

Data privacy statement

The protection of personal data during collection, processing and usage during a visit to your public profile is important. Basically ... We do not collect any personal data of your users. You only do this if a user contacts you and voluntarily provides you with data such as name, address, telephone number and e-mail address.

How you handle this personal data must be described in the **data privacy statement**.

If you already have your own website with a data privacy statement, you can link it here. Alternatively, you can enter all the necessary information directly in your profile.