



Step-by-step instructions on how to
setup and manage your public profile



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What's the public profile

For sales agents, being in the relevant set of decision-makers at an early stage is crucial to success. Today, more than 60% of these decision-makers research products and solutions on the Internet. To be found by them, you have to be visible. With a public profile, sales agents are present and findable on the Internet.

The public profile is a kind of “social website” for agents” consisting of a profile page and posts that are technically optimized for search engines.



How do you set up your public profile?

To set up your public profile, log in to your dashboard. On your dashboard, you will find the "Public Profile" menu item on the left.

You must create your profile page before you can create public posts.

In 4 steps you can maintain the following details:

- Your company information
- Your profile images (logo and banner)
- Your social media channels
- Legal notice and privacy policy

The screenshot shows a web interface for setting up a public profile. On the left is a dark sidebar with a menu containing: Dashboard, My data, Advertisement Search, Agent search, New Advertisement, My advertisements, Matching Agents, My orders, Support, **Public Profile**, and Public Posts. The main content area is titled 'Public Profile' and has a 'Profile status' dropdown set to 'Public'. It indicates 'Step 1 of 4' and 'Main information'. The 'Company name' field has a note: 'Your company name is shown under your banner image as the main headline of your profile'. The 'Profile headline' field has a note: 'The profile headline is displayed under your company name.'. The 'Short description' field has a note: 'The short description is relevant for search engines, but is otherwise not displayed in your profile.'. The 'Long description' field has a note: 'The long description is displayed to the left of your posts on the profile overview and in the "Info" tab.'. Below these are 'Profile images' sections. The 'Logo' section has a note: 'Your logo is your profile picture. Optimal image format: 300 x 300 px.' and a file upload area with buttons 'Datei auswählen' and 'keine ausgewählt'. The 'Banner image' section has a note: 'As the name suggests, the banner image is displayed in the banner of your profile. And as a background image in the post banner. Optimal image format: 1400 x 540 px.' and a similar file upload area. A red 'Next' button is at the bottom.



Step 1 of 4: Main Information

- **Company name**
Your company name is shown under your banner image as the main headline of your profile
- **Profile headline**
The profile headline is displayed under your company name.
- **Short description**
The short description is relevant for search engines, but is otherwise not displayed in your profile.
- **Long description**
The long description is displayed to the left of your posts on the profile overview and in the "Info" tab.
- **Profil images**
 - **Logo**
Your logo is your profile picture.
 - **Banner image**
As the name suggests, the banner image is displayed in the banner of your profile. And as a background image in the post banner.

Public Profile

Profile status
Public

Step 1 of 4
Main information

Company name*
Your company name is shown under your banner image as the main headline of your profile.

Profile headline
The profile headline is displayed under your company name.

Short description*
The short description is relevant for search engines, but is otherwise not displayed in your profile.

Long description*
The long description is displayed to the left of your posts on the profile overview and in the "Info" tab.

Profile images

Logo*
Your logo is your profile picture. Optimal image format: 300 x 300 px.

Banner image
As the name suggests, the banner image is displayed in the banner of your profile. And as a background image in the post banner. Optimal image format: 1400 x 540 px.

Next



Step 2 of 4: Contact information

Give your prospects the opportunity to contact you. You can enter your address, phone number, email address and website. Some of the fields are mandatory! Please note that the email address you provide during registration will only be used to administer your account. This email address may be different from your public profile.

- Contact person
- Street + Housenumber and additional address information
- ZIP Code and City
- Country
- Phone
- Email
- Website

The screenshot shows a web interface for a 'Public Profile'. On the left is a dark sidebar with a menu: Dashboard, My data, Advertisement Search, Agent search, New Advertisement, My advertisements, Matching Agents, My orders, Support, Public Profile (highlighted), and Public Posts. The top right of the page has 'English' and 'Log out'. The main content area is titled 'Public Profile' and shows 'Profile status' as 'Public'. Below this, it says 'Step 2 of 4' and 'Contact information'. The form includes fields for 'Contact person*', 'Street + Housenumber*' (with a sub-field for 'Additional address information'), 'ZIP Code*', 'City*', 'Country', 'Phone', 'Mail', and 'Website including "https://*"'. A note at the bottom states: 'All required Fields should be filled. Please make sure that Mail and Website are correctly formatted.' A red 'Next' button is at the bottom right.



Step 3 of 4: Social Media

If you are already active on other social media channels, you can enter them here. Please be sure to include the full URL (web address). Tip: If you are already active on other social media platforms, why not use your Public Profile to post in the future? Unlike other social networks, your Public Profile posts are openly displayed on the web. This gives you the opportunity to increase your visibility with search engine optimized copy.

We support the following social media:

- Facebook
- X (Twitter)
- Xing
- LinkedIn
- Instagram

The screenshot shows a web interface for setting up a 'Public Profile'. The sidebar on the left contains the following links: Dashboard, My data, Advertisement Search, Agent search, New Advertisement, My advertisements, Matching Agents, My orders, Support, Public Profile (highlighted), and Public Posts. The main content area is titled 'Public Profile' and shows 'Profile status' set to 'Public'. Below this, it indicates 'Step 3 of 4' and 'Social Media'. There are five input fields for social media links, each with a placeholder 'https://': Facebook, X (Twitter), Xing, LinkedIn, and Instagram. A red 'Next' button is at the bottom right of the form.



Step 4 of 4: Data privacy

■ Data Privacy

The **protection of personal data** during the collection, processing and use during a visit to your public profile is important. In general, we do not collect any personal data from your users. You only do so when a user contacts you and voluntarily provides you with information such as name, address, phone number, and e-mail address. You must describe how you handle your users' personal information in your privacy policy. If you already have a website with a privacy policy, you can link to it here.

- **Legal Notice:** Every business website must have a legal notice. This is required by law. The legal notice tells users who created the site and who is responsible for the content. Therefore, you must also maintain a legal notice in your public profile. We automatically compile the most important mandatory information from your profile information. You will need to add additional legal information and who is responsible for the content.

Click "Save Profile" to finish setting up your public profile..

The screenshot shows the 'Public Profile' setup interface. On the left is a dark sidebar with a navigation menu containing: Dashboard, My data, Advertisement Search, Agent search, New Advertisement, My advertisements, Matching Agents, My orders, Support, Public Profile (highlighted), and Public Posts. The main content area is titled 'Public Profile' and shows 'Step 4 of 4: Data privacy'. It includes a 'Profile status' dropdown set to 'Public'. Below this are two rows of input fields for 'Contact (Data protection officer)*' and 'Position (Data protection officer)*'. The next row has 'Street + House number (Data protection officer)*' and 'Additional address information (Data protection officer)'. This is followed by 'ZIP Code (Data protection officer)*' and 'City (Data protection officer)*'. There are two rich text editors: 'Add your data privacy text here*' and 'Add your legal notice here*', each with a toolbar and a text area. At the bottom right is a red 'Save Profile' button. The top right of the page has 'English' and 'Log out' links.



Visibility and Profile Preview

Visibility

Above the four steps for setting up your Public Profile, you will find the visibility setting. Here you can set the status of your Public Profile. You can make your Profile public or private as you wish.

Preview

You can preview your profile by clicking "Preview" at the top of the page.

The screenshot shows a web interface for setting up a 'Public Profile'. On the left is a dark sidebar with navigation links: Dashboard, My data, Search advertisements, Search agents, New Advertisements, My advertisements, Matching Agents, My contacts, Support, Public Profile (highlighted), and Public Posts. The main content area is titled 'Public Profile' and has a 'Preview' button at the top. Below this is a 'Current Profile status' dropdown menu set to 'Not public'. The main section is 'Step 1 of 4: Main Information'. It contains three text input fields: 'Company name*' (with a note: 'Your company name is shown under your banner image as the main headline of your profile'), 'Profile headline*' (with a note: 'The profile headline is displayed under your company name' and a placeholder 'This is a headline'), and 'Short description*' (with a note: 'The short description is relevant for search engines, but is otherwise not displayed in your profile' and a placeholder 'This is a short description'). At the bottom is a 'Long description' section (with a note: 'The long description is displayed in the left of your posts on the profile overview and in the "Info" tab') containing a rich text editor with various formatting icons.



How to create and edit posts?

Once you have finished setting up your public profile, you are ready to create posts. When you are logged in, you will find your posts on the left navigation bar below your public profile.

- Click "Add new post" to open the post creation screen.





Create a Post

- **Title:** Think about what a potential customer might search for on Google and use those keywords in your title. For search engines like Google, titles of 60 characters or less are ideal.
- **Short description:** The short description gives an overview of the content of the post. It is limited to 200 characters.
- **Post Content:** This is where you can go into more detail.
Tip: Think from the perspective of your target audience. What are they looking for? And structure your text attractively with an introduction and one or more main sections. The introduction should introduce the topic in two or three short sentences. Tip: The longer the content, the better. 800 to 1,000 words are considered optimal for search engine optimization. For better readability, you can use the bold and visual adjustment features for the text.
- **Post Image:** You can upload an image to accompany your post. Please note that you must have the rights to use the image. The optimal size for the post image is 1,200x600px and should not exceed 10MB.
- **External Link**
If you like, you can enter a link to another website here

Click on „Create Post“ to save your entry and publish your post.

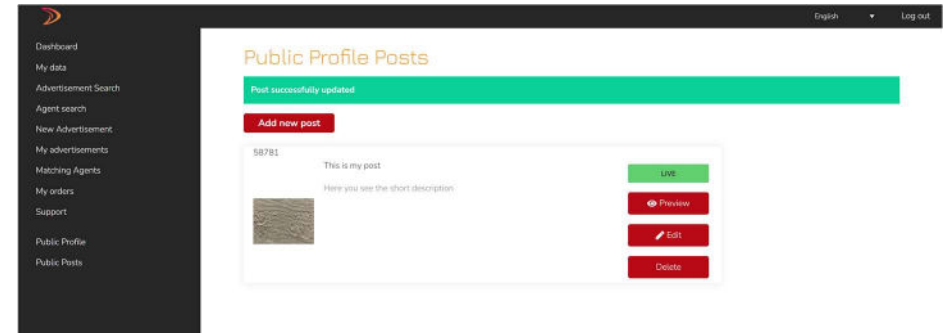
The screenshot shows a web application interface for creating a new post. On the left is a dark sidebar with a menu containing: Dashboard, My data, Advertisement Search, Agent search, New Advertisement, My advertisements, Matching Agents, My orders, Support, Public Profile, and Public Posts. The main content area is titled 'Create New Post' and contains several input fields: 'Title' (a single-line text box), 'Short description' (a multi-line text box with a note that it will be displayed on the profile page and is important for search engines), 'Post content' (a large multi-line text box with a rich text editor toolbar), 'Post image' (a file upload area with a note about the optimal size of 1200 x 600px and a maximum file size of 10MB), and 'External Link' (a single-line text box with a note that it can be used to link to another website). At the bottom right of the form is a red button labeled 'Create New Post'. The top right of the page shows 'English' and 'Log out'.



Edit a Post

Once your post has been published, it will appear in the list of your posts.

- You can edit it at any time using the "Edit" button.
- You can view your post in the "Preview" section. This is a preview of how other users will see your post.
- By clicking on „Delete“ you can delete your post.





Are there any unanswered questions?

- After logging in to your personal dashboard, you will find the tab „Support“ on the left-hand navigation bar.
- Enter the required information and your message/question in the contact form.
- The more complete and detailed you describe your request to us, the better we can help you.
- It may take a few working days to answer your questions. Thank you for your patience!