

Fresh Eyes Reading

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Tips for getting your profile in great condition

Content

- Use key words (words used in search engines) that describe what you do and which will also be used for searching.
 - e.g. [for me] copyeditor, proofreader, content, writing, editing, blog
- Have the key words appear in the first sentence or two. Many sites, like LinkedIn, only show a line or two for people to view before they open your entire profile.
- Write in **active** voice, not **passive**: e.g.
 - A: I will edit and proofread your writing. (subject, verb, object)
 - P: Your writing will be edited and proofread by me. (object, very, subject).
- Don't be shy – sell yourself. It might be uncomfortable, but it may be the only item setting you apart from others.
- Proofread carefully. Have a professional in this area read it.

Sections of Your Profile

Be sure to fill out every section. Look through each box or form and supply as much information as possible.

- Include your website link, Facebook, LinkedIn, Twitter, and any other social media connections. People like to see that you are keeping up with modern modes of communication.
- If necessary, go to LinkedIn and Facebook and customize the URL so that it's easier for people to view your link, e.g., LinkedIn.com/yourname not LinkedIn.com/user/09-48572 (or whatever you have been assigned). It will be in Settings. Do this step prior to your profile so the link is ready.

Photos

Provide a clean, uncluttered picture with a blank or plain-color background. Choose a background color that complements what you are wearing. Smile—look friendly and approachable. Use a photo that faces the direction of the page.