

A practical guide for small business owners

The 15-minute profile checkup

Help a new visitor understand who you serve, what you do and how to take the next step.

- 1 Check ten essentials across your social profiles.
- 2 Write a buyer-friendly bio with useful proof.
- 3 Choose three fixes and test the path to your website.

15-minute checkup + a simple seven-day follow-through

Created by Serena Coleman

Solutions, not sales. Conversations, not pitches.

Explore Aspire



More free resources

01 / Check

Would a new visitor know what to do?

Check each statement you can honestly answer yes to. Start with the profile most likely to bring a buyer to your website.

☐ 1. Who you help

The audience is named in the bio, intro or first line of your About section.

☐ 6. The person behind it

Your photo or brand imagery is current and recognizable across channels.

☐ 2. What you do

A buyer can name your core service without having to translate jargon.

☐ 7. Buyer questions

Recent posts answer real questions as well as explaining your services.

☐ 3. Where you serve

Your location or service area is accurate and easy to find.

☐ 8. A consistent promise

Your service and message agree with what visitors see on your website.

☐ 4. What to do next

One clear next step leads to a working link, message or contact option.

☐ 9. Honest claims

Claims are accurate and you have permission for any client material you share.

☐ 5. Useful proof

A relevant review, work example, result or credential is easy to see.

☐ 10. The mobile experience

Key text is legible on a phone and links open the page you intended.

Your total

/ 10

A planning tool, not a platform ranking. Prioritize any missing audience, service or next step first.

02 / Say it simply

A bio is a decision shortcut.

Use the words a buyer would use when looking for help. Lead with the service and audience, then support the promise.

A useful structure

I help [audience] with [service] so they can [realistic outcome].

Based in [location], serving [area].

[One clear next step].

Personal profile / illustrative example

I help small business owners turn customer questions into useful social content. Founder of a marketing studio serving clients nationwide. View my work and ask about support through the link below.

Business profile / illustrative example

We help Phoenix homeowners understand plumbing problems and choose practical repair options. Explore our services and request an appointment through our website.

Before you save

Read it aloud. Remove vague promises. Make sure the linked page actually delivers the next step you describe.

03 / Draft

Write the message a buyer needs.

Use this worksheet to draft your profile. Keep promises specific, honest and within your control.

1. Who do you help? Be specific.

2. What service would that person search for?

3. What practical outcome can you help them work toward?

4. What can you show that supports the promise?

5. What single action should a visitor take next?

6. Combine the answers into your new bio.

Type in the fields in a PDF reader, or print and write. Save a copy when finished.

04 / Test

Follow the path from profile to inquiry.

Open your profile on a phone. Complete the same steps a new visitor would take before contacting you.

1. Arrive

Ask a trusted person: Who is this for? What could you hire me for? If the answers differ from your intent, revise the intro.

2. Decide

Review your proof and three recent posts. Do they help someone understand your work, your approach and what to expect?

3. Act

Tap the main link and check the contact path. The page should match the promise, load properly and make the next step easy to find.

Choose your three fixes

Make each fix small enough to complete. Add an owner and a due date.

Fix	Owner / due date

Type in the fields in a PDF reader, or print and write. Save a copy when finished.

05 / Follow through

Make the next seven days useful.

Improve the essentials first. Then look for signs that people understand your offer and take the next step.

Day 1	Write the audience, service and one next step.
Day 2	Update your bio and check the profile on a phone.
Day 3	Add one honest example, review or useful piece of proof.
Day 4	Check the website link and contact path from start to finish.
Day 7	Repeat the visitor test and record what still needs work.

Watch for the right next step

Record comparable periods if the data is available. Small counts are directional, and a seven-day change does not prove cause.

Signal	Before / dates	After / dates
Profile visits, if available		
Clicks on the website link, if available		
Inquiries that match your service		

Help people recognize your business.

For support with your profile, brand message or content, start a conversation with Aspire.

Let's talk