

Five steps to the perfect corporate profile

A description of your company is necessary in today's digital world, with websites, SEO, mobile access, and social networks all adding to the list of platforms from which you can advertise your services.

A corporate profile is a paragraph about your company that you can rely on to perfectly introduce your company to people searching for services like yours.

However, it is not as easy as it seems: make your profile too bulky and people will lose interest; make it too short and it will seem that your company has no experience.

Here are five steps to creating the perfect corporate profile:

- Don't be too creative. Your profile should accurately describe what it is your company offers without forcing your potential customers to read between the lines.
- Ensure the information you provide is easy to understand for members of the public and people in your industry. This is a delicate balance to achieve but will benefit the company in the long run, especially when the time comes for those favoured 'Top 10' lists.
- Express your company's culture through details about the goal of the business or how people are being affected to animate your company.
- Try to avoid overloading your paragraph with flowery language and humour. Rather focus on the precise details of what your company does and can offer.
- Keep it up to date! Try to review your profile at least once every six months with the management and marketing teams to remove terms that are no longer trending, scrutinise outdated services, and update any inaccurate information. An outdated profile will only disappoint potential customers.

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