



# WRITE A KILLER PROFILE

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So, you decided to list on Yocale. Well, it's time to dive into some of the nuts and bolts of how to write a great profile. Building your profile is the most important thing you can do for your listing on Yocale. Use these tips to get started.

## It's All in the Details

Would you book an appointment with someone who has no reviews, no picture, or little information in their profile? Of course not. Will people book with you if you don't have a completed profile? They won't either. It's common sense and seems so simple but not everyone will follow this tip to the letter. You need to complete your profile as soon as possible. Not only does it improve your presence online, it will also help new clients trust you.

Make your profile information substantial. Write more about yourself and what you do. And leave it to your clients to talk about their experience (more on that in a minute). A half-hearted attempt at describing yourself and your services will show everyone a half-hearted business. The right details could help set your profile apart from others.

## Must-Have Words

You've probably heard of keyword optimization for good Google search results. The same concept applies to your Yocale profile. While there's no need to stuff your profile with the same keywords over and over, you should make sure that relevant keywords are included in your overview, services and even the name of your company. For example, a company name that is purposely misspelled, like "Kool Kutz," might seem clever but it won't serve you when people search using a term like "hair cut". That's why it's so important for your profile to contain the right keywords—making it easier for people to find you in search results for Yocale and Google.

## Get New Patient and Client Reviews

Reviews are the backbone of any best-selling profile and you want all of your clients to leave you great reviews and 5-star ratings. But many people don't bother to leave reviews. And even if they do, some give you one-liners that aren't particularly meaningful like "I had a great visit". You don't want that. So how do you get your patients and clients to leave you a stellar review? Simple, ask for it. When you tell someone you enjoyed your visit with them—and, then, ask for the review—the natural reaction is for reciprocity. In Yocale, when you mark an appointment as complete, it automatically sends an email reminding them to give you a review. That is, while it's fresh in their mind and before they get swept back into a busy life.

## Get Your Longtime Patients and Clients To Review You

Of course if you have just recently created your profile, and you don't even have a single review yet, you will have a hard time getting people to leave reviews in the first place. In this case you should get your previous patients and clients to book on Yocale and review you. Getting the first couple of reviews can be the hardest part of the game. Just a few reviews work wonders and attract new patients and clients who will in turn give you more reviews.

## Use a Professional Photographer

So, maybe, you are a professional photographer and you take mind-blowing pictures? Well, even if you do, you should still consider using a professional photographer. Most people won't choose your business just because of the photo, but the main photo is still the most important image of you and the business—it's what they see first in the search results. When people book online, and are deciding between two spots in the area, and yours stands out that bit more, guess where they will book?

## Think Reputation with Every Move You Make

### Here's a few more useful things to do:

- Create your schedule and block out any dates and times even far into the future. An up-to-date calendar signals to people that you are actively managing your calendar. Always make sure your calendar is up to date and active.
- Respond to everyone. Responding to both requests and messages goes a long way. So do not get lazy with replies. Always reply even if it's just to acknowledge that you have received their message.
- Don't cancel on people. Once the booking is booked, go with it. Accept all bookings and don't cancel unless you absolutely must. It reflects on you negatively. Of course, if somebody has to cancel, let them do it.