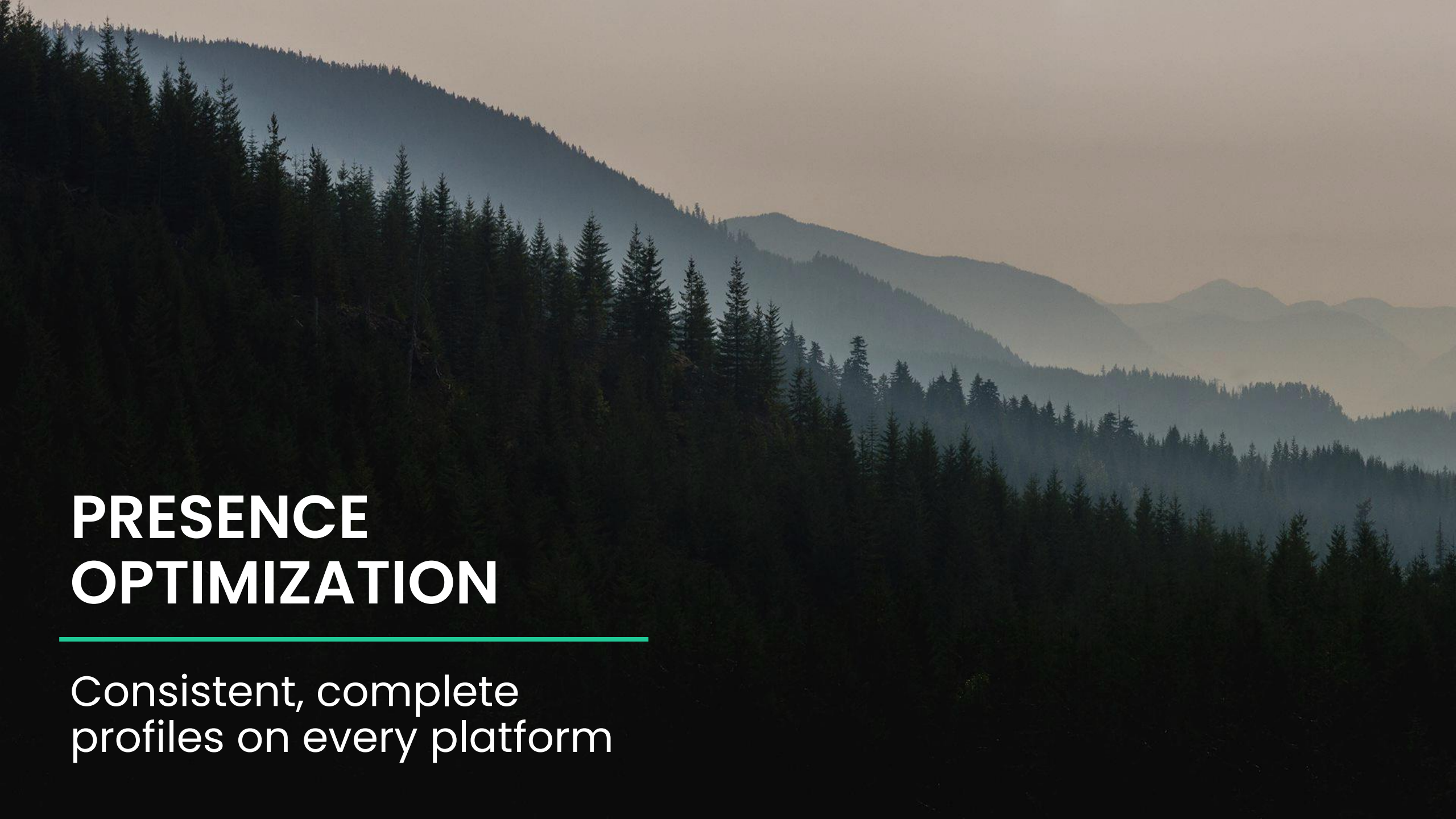


PRESENCE OPTIMIZATION

Consistent, complete profiles on every platform

OVERVIEW

Consistency is key 🚀

Completeness

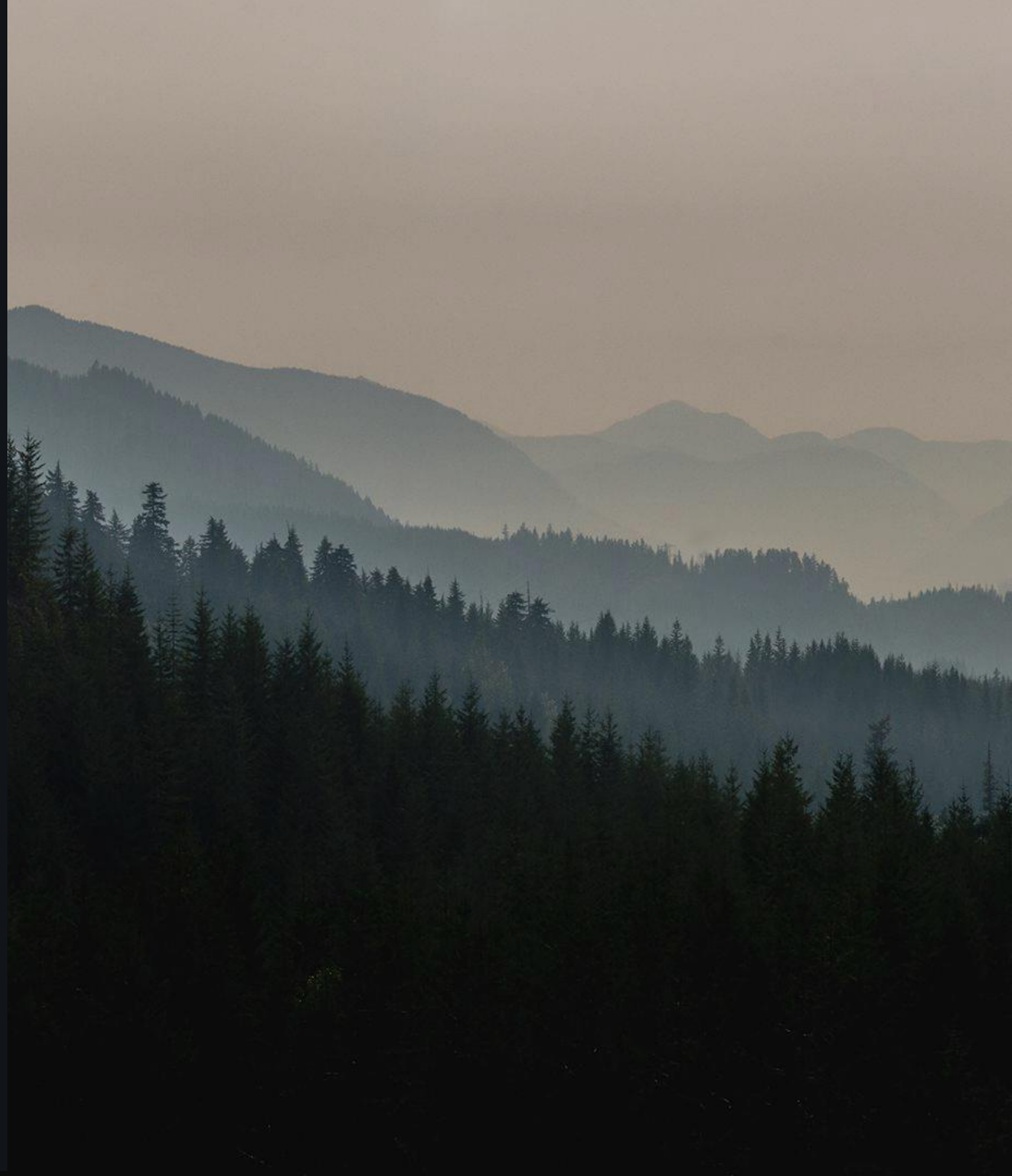
Picking the right username

Profile picture

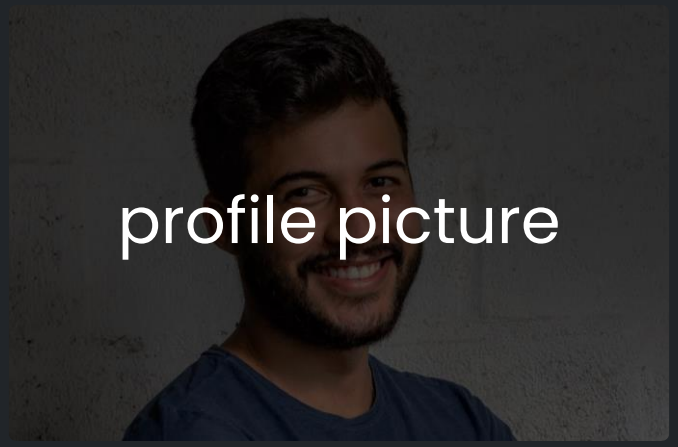
Cover photo

Bio

Call-to-action



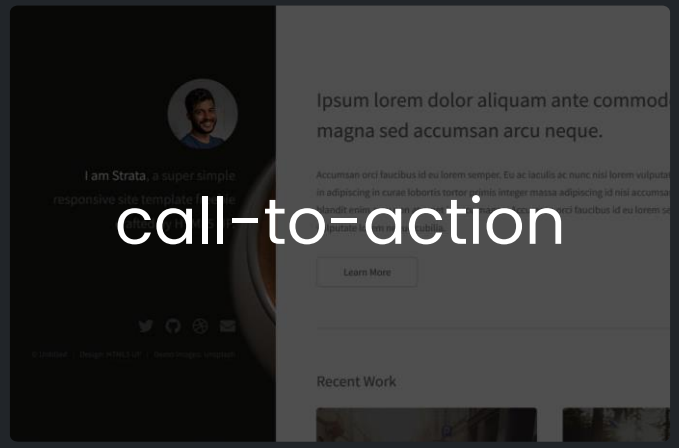
A Review



colors

username

bio



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Why is Consistency Important?

- Search engine optimization
- Brand recognition
- Brand recall
- Trust
- Better user experience

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How to Be Consistent

Consider the constraints of the least flexible platform first. Then adapt those constraints to the more accommodating platforms.

<15	. - _ !	#89172f	<160
Username character limit	Invalid characters	Outside color value range	Bio character limit

© Copyright David V. Kimball. All rights reserved.

Complete Your Profile

Fill out every field

Use recommended image sizes

Enable key features in settings

© Copyright David V. Kimball. All rights reserved.

USERNAME

Your unique identifier.

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Name:
Omar Donella

- Occupation: Copywriter
- Side projects: YouTube channel and live stream covering space-themed video games
- Interests: sci-fi, photography, coffee, his dog Momo

Potential options:

- OmarDonella
- OmarDone
- OmarExplores
- OrbitOmar

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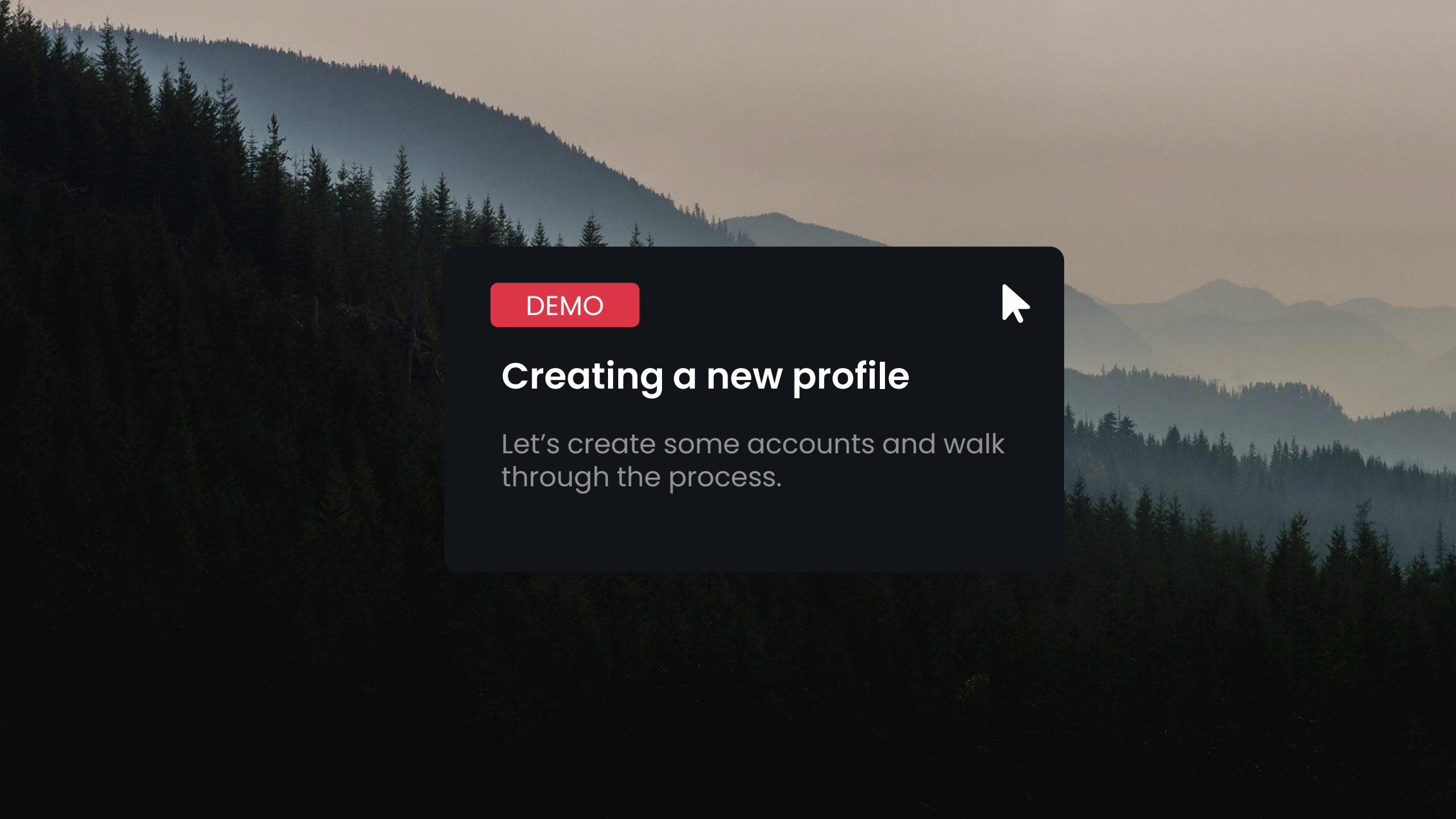

DEMO
Creating a new profile
Let’s create some accounts and walk through the process.

OVERVIEW

Consistency is key

Completeness

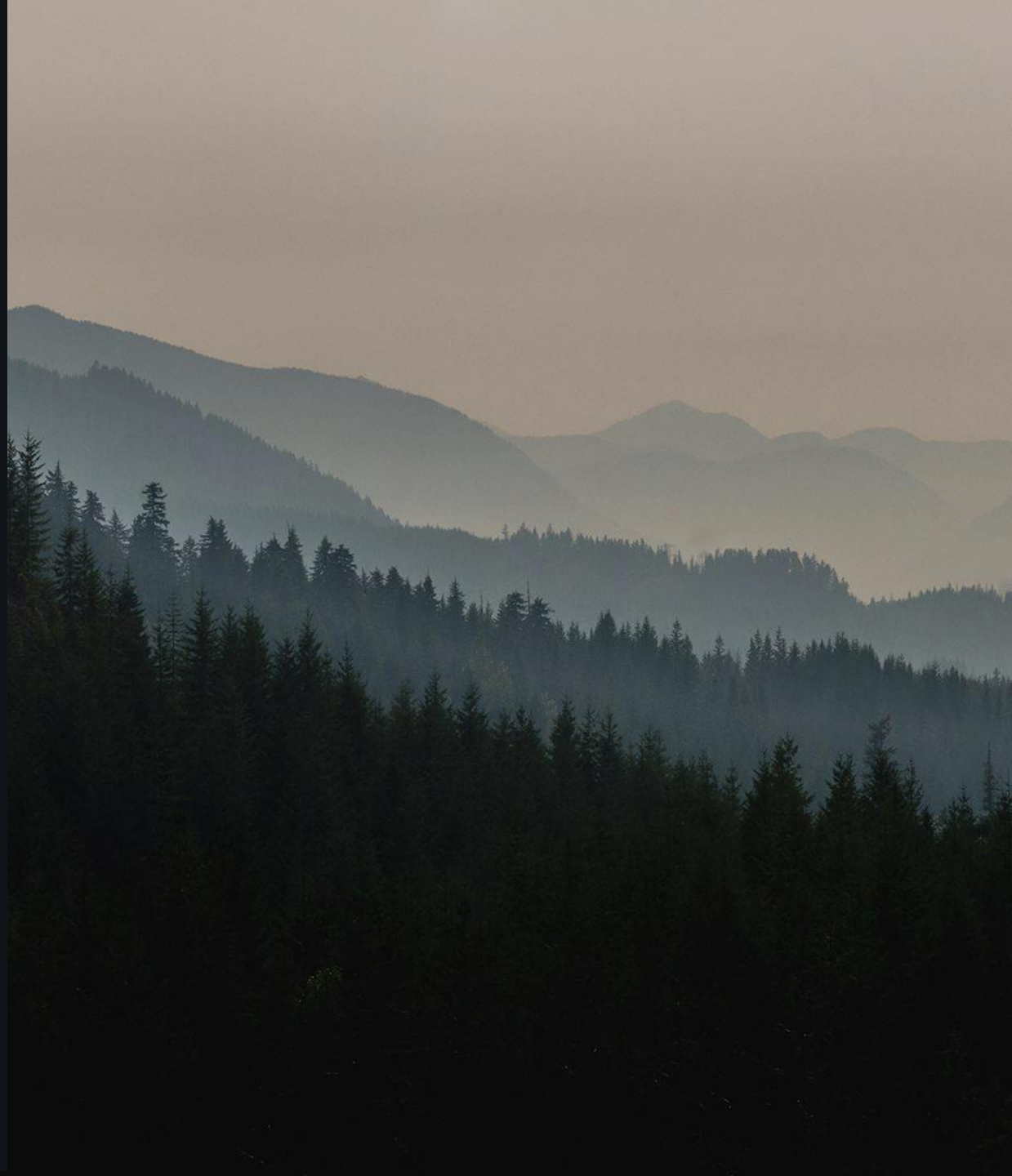
Picking the right username

Profile picture

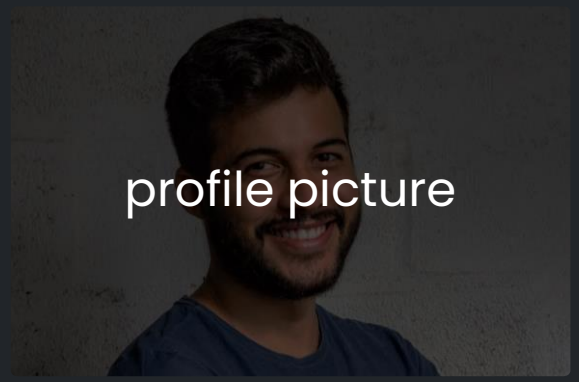
Cover photo

Bio

Call-to-action 🚀



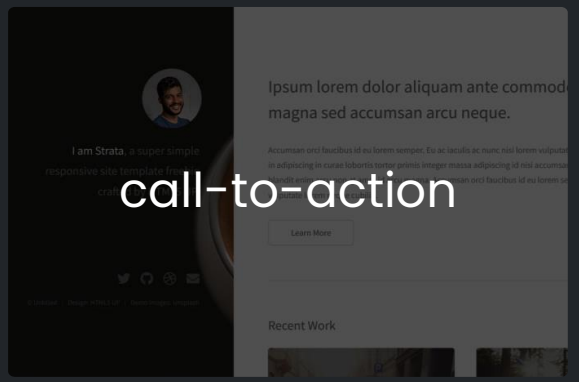
Save and Organize Additional Assets



colors

username

bio



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THANK YOU