

TWITTER PROFILE OPTIMIZATION CHECKLIST

- Did you complete your profile 100%?
- Did you add a great profile photo?
- Did you add a visually appealing cover image?
- Did you add some posts (including 3 with images)?
- Do you change up your posts? i.e. videos, images, etc.
- Did you add your shortened URL using bitly.com?
- Did you add your Twitter page url to your email signature?
- Did you follow 10-15 accounts that align with your business?
- Did you pin 1 important Tweet to the top of the page?
- Did you create an easy and recognizable username?
- Did you research a hashtag you will use when you Tweet?