



Optimizing Your Alignable Business Profile

Your Alignable profile is your digital storefront – and it's the first thing potential customers and referral partners see when they find you.

A complete profile helps Alignable 360™ match you with the right people in your network who can introduce you to your ideal customers. Your business name, products and services, and "About Us" section tell your story and make it easy for connections to understand exactly what you do, and who to refer to you. The more we know about your business, the better we can reveal hidden opportunities and connect you with high-value relationships that drive real growth.

Business & Personal Names

This makes you easy to find on Alignable and more trustworthy.

- Business name should be the Company Name - do not use a generic name such as “Broker” or “Real Estate Agent”
- Use your First and Last name

Business Information:

Your digital business card & contact information

- Add your business logo
- Accurate street address (if you do not have a physical location use the “hide location” option)
- Current phone number
- Accurate link to your website homepage

Visual Content & Profile Images:

People want to connect with people

- Profile Photo: Headshot - use your face, a high quality image.
- Banner Image: Showcase your business — this is where your branding lives.
- Logo: Should be completed above in business information
 - no logo - add another headshot

Optional Images if you are a service based business

- Gallery Images
 - 8-10 high-quality project photos
 - Before/after comparisons when relevant
 - Team photos to build trust



About Section:

Who you are, what you do, and how you can help

- Clear description of what you do (focus on benefits, not just features)
- Your unique value proposition in the first sentence
- Specific problems you solve for customers
- Years in business and relevant credentials
- Unsure what to write? Use the Elevator Pitch Function to get you started.

Products & Services

Details of what you offer

- Relevant details written in plain language (no industry jargon)
- Titles should match your website or menu offerings
- Use high quality branded or professional images if you have them
- Use “generate image” if you don’t have professional/branded images

Ideal Customers

- Text describing the problems you solve for your customers. State common industries or customers you typically help.
- Add Tags (8-12)
 - Be specific “Real Estate Agent” vs “Real Estate”
 - Use existing tags - these connect you to our live data Do not create or add your own tags - no one else on Alignable will have it

Ideal Businesses You Can Partner With

Businesses that share your audience but don’t compete with you

- Text describing how your services compliment others who share your customer base. Mention who your current partners are and you you are looking to meet.
- Add Tags (8-10)
 - Be specific “Real Estate Agent” vs “Real Estate”
 - Use **existing tags - these connect you to our live data Do not create or add your own tags - no one else on Alignable will have it**