

TURN PROFILE VISITS INTO ACTION

Link in Bio Page Checklist

Give people one clear, fast path from your social profile to your business.

How to use this

- 1** Review your current page on a phone.
- 2** Fix the unchecked items in order.
- 3** Check clicks once a month and adjust.

MESSAGE AND ACTION**Make the choice easy**

- ☐ **Clear headline that says what you do and where**
Why: visitors should understand your offer in seconds.
- ☐ **One main action at the top**
Why: the first choice gets the most attention.
- ☐ **Three to five links max**
Why: fewer choices make decisions easier.
- ☐ **Booking or contact link first**
Why: ready customers should not need to hunt.
- ☐ **Proof such as reviews or results**
Why: proof gives new visitors a reason to trust you.
- ☐ **A real photo**
Why: people connect with a person, place or real work.

EXPERIENCE AND TRACKING**Make every tap count**

- ☐ **Fast mobile load**
Why: a slow page loses people before they see it.
- ☐ **Tap targets big enough**
Why: every link should be easy to hit with a thumb.
- ☐ **Matching brand colors**
Why: a familiar look reassures visitors.
- ☐ **Links to your own website**
Why: your site gives you more control and context.
- ☐ **UTM tags on every link**
Why: tags show which profile sends useful visits.
- ☐ **Monthly review of clicks**
Why: click patterns show what to keep or change.

PLAN BEFORE YOU BUILD

My page

HEADLINE: WHAT I DO AND WHERE

MAIN ACTION

Link order

Order	Link label	Destination	Visitor action
1			
2			
3			
4			
5			

Proof I will show

Photo I will use

Monthly click review

Month	Total clicks	Top link	What I will change



First Page gives you a bio link and a real website on your own domain.
firstpage.co