

Tiktok Profile Optimization

TikTok has emerged as a popular platform for sharing short-form videos and reaching a younger demographic. Optimizing your TikTok profile can help you stand out and connect with potential clients in a creative and engaging way.

PROFILE CATEGORY

Different from Instagram's profile category, you're going to want to set up your TikTok account as a Creator/Personal Account. ("creator account" now goes by the name "personal account")

The biggest differences between the business accounts & creator/personal accounts are:

- Business accounts are able to DM anyone, whereas, with the creator/personal account, you are limited to your friends list.
- Business accounts have limited access to the library of sounds you can use in your content (more than half the trends on tiktok are based on the sound/audio used in the content & having a business account prevents you from participating in any of them)
- Having your TikTok profile as a creator/personal account is 100% the best account type because it has the most access to useful features & the least amount of limitations for any of the other account types.

Your account is set as a creator/personal account by default when you sign up for tiktok, but if you've set your account to a business account after signing up - no worries! Just follow the steps below to switch your account back to a creator/personal account:

Step 1. On your phone, open tiktok & go to your profile

Step 2. Click the "☰" menu symbol in the top right corner of your screen

Step 3. Tap "settings & privacy"

continue



Step 4. Tap "Account"

Step 5. Tap "switch to personal account"

NAMEFIELD & BIO

Similar to your instagram bio, you should be intentional with what you have set for your TikTok bio.

Use emojis and engaging language to make your bio more dynamic and visually appealing.

Include a clear call-to-action (CTA) prompting users to visit your website, book a tour, or follow your profile for more content.

TikTok has machine-based learning - so when you use keywords both in your name field and in your bio. This will help to signal to the TikTok algorithm what your content is going to be about. When people search the platform for a search term that they want to find more information on, your profile is more likely to populate within search results if these fields are optimized properly.

Note: Link in bio feature is only available after you've reached 1,000 followers. Until you've reached 1,000 followers, you can just type out your website in your bio section because it's still important to provide a place where people can find you(email, phone, or website), even though it won't be a clickable link until 1k+ followers.

For Example:

Profile Name field: Name | [Location] [Real Estate Agent or Realtor]

1. (what you do/where you're located) *include the words "real estate agent or realtor"*
 2. Significant achievements , What makes you stand out , OR Years of experience
 3. (Call to action)
-  link in bio - *if you are able*

continue



Name field:

Aaron Carpenter | Atlanta Real Estate Agent

Bio:

(example 1 - with link in bio)

1. Atlanta, GA real estate agent 🏠
2. \$XXXXXXX in sales 🤝
3. View my current listings 📌
[comm-social.com](#)

(example 2 - without link in bio)

1. Real estate agent in Atlanta, GA 📍
2. 10+ years & over \$__M in sales 🤝
3. Follow along my real estate journey! 🙌
4. 555-135-0921 ☎️ | [www.comm-social.com](#) 💻

**Again, the link won't be clickable until 1k+ followers, but it's still important that people can still see where they can find/get in contact with you!*

LINK IN BIO (link in bio feature available after 1k followers)

Utilize the link in your bio to direct users to your website, current listings, or a social proof article of some sort

Don't forget to add the in-bio IG link connection in your TikTok bio as well!

