

Company Profile Checklist – Optimising your Profile



Profile Name	Description	Completed
Company Logo	The first visual of your company that a buyer sees when they do a search	☐
Company Website	Provide access to your branding, contact information, and portfolio— all of which helps buyers with their vetting process	☐
D-U-N-S number	Demonstrate compliance and global recognition and increase credibility & trust	☐
Company Description	Showcase expertise and differentiate your business	☐
Business Type	Enhance visibility and searchability and increase targeted lead opportunities	☐
Company Revenue	Show buyers your financial capability and growth potential	☐
Address	Provide verification of your business’s existence and increases credibility & trust	☐
Product & Service Categories	Help potential customers understand your offerings and increase your searchability	☐
Ship-to or Service Location	Show buyers if they are in your service range	☐
Industries Served	Increase targeted discovery by buyers and demonstrate areas of expertise	☐
Certifications	Build trust and credibility by demonstrating your commitment to quality standards, expertise in your field, adherence to industry best practices, etc.	☐
Sustainability Ratings and Assessments	Attract buyers also committed to sustainability	☐
Company Keywords	Increase searchability when a buyer search matches your keywords	☐
Contacts	Ensure the correct person at your company is receiving leads	☐
Configure Notifications	Get real time updates that enhance operational efficiency, foster collaboration, increase customer satisfaction, manage risks, and drive continuous improvement	☐