



How to Write a Personal Bio for Your AHB Web Page

Adapted from an article by [Pete Kistler](#) Contributed by Sandy Hubbard

Your personal biography defines your first impression online. You have bios in many places from your social media profiles to your website, guest posts, directories, member sites, review sites, and more.

How you present yourself in your bio can make or break whether someone wants to take the next step and work with you.

Take time to plan a bio that tells your story and is a strong foundation of your personal brand.

1. Write a bio for all of your different profiles.

As you build your online presence, you're going to need different versions of your bio. They'll vary in length depending on where you place them. To start, don't feel like you have to fit your entire life story into one bio.

It's important to have multiple versions of your bio.

Your websites and profiles will have a better chance of ranking well in Google if each bio is unique. From a Search Engine Optimization (SEO) perspective, unique content helps your profiles and websites rank better in search results. Why? Because search engines like Google want to provide a broad range of information, not content that seems plagiarized (even if you just plagiarized yourself).

That's why it's important to switch up *exactly* how you write each bio, even though they'll follow a similar theme.

From a branding perspective, it's helpful to have different versions of your bio at the ready for different platforms. For example: your Twitter bio will be very short due to character limitations, but your LinkedIn bio (called your summary) can be longer. If you do public speaking, the "intro" blurb people use to introduce you shouldn't go on and on for too long. If you're a writer, your byline should communicate who you are in just a sentence. If you have a personal website, your bio should be thorough and comprehensive (500 words at a minimum).

And remember to consider the tone (your voice) on each platform. It should be targeted to each audience and context.

2. Introduce yourself... like a real person.

This is one of the most important pieces of understanding how to write a personal biography. Always start with your name.

When many people start learning how to write a bio, they skip this important part. People need to know who you are before they learn what you do. Remember that your most important details should go in the very first sentence.

What you consider to be "important details" can change depending on where you decide to publish this bio. When you have more space, share something personal about who you are. A passion, a core value, an outlook on life – something that speaks to you as a holistic person.

Of course, a personal bio should include essentials like your job title, industry and location. From a search results standpoint, you *want* your name to be associated with your location, job title and industry.

This way, people looking for you in a professional capacity can find you associated with those words immediately.

However, it's important to showcase yourself more fully so people can get a sense of who you are when they look you up online. Aim to describe yourself in a way that's professional... but also human.

Going *too* casual or stuffy can leave a bad impression professionally, and won't give you the best possible opportunity to stand out.

3. Watch your word count.

When you start writing, determining the length of your bio may seem like an afterthought – something that just happens once you stop typing. However, it is something that you need to think about before you start writing – and your ideal word count may shift depending on your primary focus.

From an SEO perspective, the more words you use in your personal bio, the better. If you are filling in the bio section of a profile, find out the word or character limit – that's how long your bio should be. If you are writing the bio on your personal website, the longer the better.

Plan to write 500 words – minimum. If you have 1,500 to 2,000 words in you, that's even better. As we have [mentioned before](#), search engines value lengthier content (when it is also well-written and original), so get to it! When learning how to write a bio about yourself that ranks well, this is one of the most important tips you can remember.

Consider organizing your personal bio into sections that you can add to later that will bring up your word count over time. Even from a branding perspective, word count is still important because you want to make sure you are sharing as much relevant information with the reader as possible. Don't short change the audience. Take your time and craft something that makes you proud and gives your audience an accurate take on who you are.

4. Write your biography in the third person.

This is one of the most common steps that people struggle with when learning how to write a bio. While it can feel strange to talk about yourself in the third person, there are very clear benefits:

From an SEO perspective, writing a bio in the third person allows you to include your full name throughout the bio. This lets search engines know that this lengthy, original, and well-written piece of content is about *you*. While making it clear that this awesome work is about you is important when it comes to search engine optimization, don't let speaking in third person become too much of a good thing.

Never overuse your name when writing a bio or include it in a way that seems unnatural. Instead, use your name when it is appropriate. By dropping your name too frequently, search engines may think that the article looks suspicious/spammy – or isn't written very well.

Speaking in the third person suggests that someone else is speaking about you. And since it's likely that others will use your various bios as a resource to describe you, writing in the third person makes it easier for others to talk about you using information straight from your personal bio.

Whether you have an upcoming speaking engagement that requires a bio blurb, or a colleague introduces you via email to someone you've wanted to work with for years, your third-person bio makes it easy for others to share information about you with people who you want in your corner.

5. Write a story, not a list.

When writing a personal bio, it can be easy to fall into the trap of rattling off accomplishments, but that's what a resume is for. Your bio should go above and beyond awards and get to the core of who you are and what you're about.

You can understand how to write a bio from a technical standpoint, but looking at it through this lens will be your guide going forward. Ask yourself questions like, “Who is your audience?”, or, “What are the main takeaways for your reader?”, and, “What events in your life best illustrate those main points?”. Turn your biography into a story that engages the reader. If you approach writing a bio like a story, you’re giving yourself the opportunity to differentiate yourself from others and truly connect with the reader.

Do you have a story that sparked your career, your passion, or your purpose?
Just think about your favorite stories. What is it that makes them memorable?
Which story elements improve the story?

6. Edit ruthlessly, analyze with free tools, and update constantly.

Your online bio is the authoritative source on YOU. That means it needs to reflect you in the best light possible. Therefore, it should be kept as up to date.

A lengthy, well-written, and regularly updated piece of content is like search engine gold. So when you complete your initial version of the longer personal bio that you will use on your website, know that you’re not finished.

As you gain experience or perhaps refine your professional focus include these changes in your various bios. Also, ask people you trust to review and give feedback on your most important bios.

Other tips:

- Read your bio aloud to yourself
- Use free editing tools like the [Hemingway app](#) or [Slickwrite](#).
- Add obvious milestones -- like a promotion, certification or a degree -- but also sprinkle in the smaller accomplishments to add interest and spice.
- Update your bio so it includes information about running your first 5k, taking a Tango lesson and only falling twice, adopting a rescue dog – anything that paints a clearer picture of who you are and what you value.

7. Link to your work.

Regardless of your profession, it’s likely that you have samples of your work that are pertinent to the audience reading about you. In addition to being an introduction to who you are and what you do, let your personal bio act as a marketing tool. Many people want to learn how to write a bio effectively, but they don’t spend enough time learning how to use it as promotion.

You can do this by including links to your product, company or service. Avoid doing this in a heavy-handed way, since nobody wants to read a direct sales pitch when they’re trying to learn about a human being. Mention the product, company or service in a way that helps you tell your own story in a natural way.

Examples and links should enhance and illustrate what you’re already describing about yourself. This shouldn’t be a distraction or take anything away from the main thrust of your personal narrative.

If you have a lot of work and accomplishments to choose from, be selective! Highlight work that’s impressive, relevant, tells your story, and makes you proud.

If you don’t currently have much to link to within your personal bio, don’t worry. Start by learning more about [personal branding](#). Make a note in your calendar, planner or journal that this is something to work on outside of creating your personal bio. But don’t let this fall by the wayside -- actively work on fixing this.

For inspiration, look to other professionals in your field who have well-developed online bios.

Writing a bio that performs well also means you need to do a little housekeeping from time to time. When you are regularly updating your bios, make sure to check that all of your links are not only

relevant, but that the actual links work. Broken links not only make for a frustrating user experience, but likely hurt your search results.

8. Don't forget to share your contact information.

Even if you have a contact page on your website, or perhaps widgets that link to your social media sites, make a point to include the BEST and most direct mode of connection at the end of your personal bio. It can be your email address, a link to your contact page, or a link to your LinkedIn account.

By including this type of information at the end of your bio, you're not only letting your audience know how you prefer that they get in touch with you, but, in directing them to another hub, they learn even more information about you. Give some thought about what you want your audience to do after they have just been introduced to you through your personal bio.

If you give your audience a real way to connect with you at the end of the bio, you're also sending the message that you're approachable and *want* to be accessible. This is particularly helpful if you end up going a little bit "accomplishment heavy" earlier on. The caveat, though, is that you should actually respond to people trying to connect with you in the way that you propose.

9. Managing your reputation.

An effective bio is incredibly important, but it's only part of your personal brand. We'd be remiss not to mention how important it is to clean up and improve your entire online presence; our [national study with Harris Interactive](#) shows just how much your digital footprint affects your earning potential. Luckily, helping people improve their entire online reputation is our bread and butter here at BrandYourself.

Before spending too much time learning how to write a bio about yourself, it's important to make sure employers, clients or investors can't find any "red flags" when they search your name online. Since providing tools and services is how we keep the lights on here, we're particularly excited about our tool's newest feature, which lets you scan your online presence for any potential risk factors.

Using machine learning and millions of data points, it automatically finds any webpages, social media posts or images that could put your career opportunities in jeopardy. Many people are surprised by what they find using our technology – what will it find about you?

It's important to take prompt, preventative action if you find inappropriate photos that someone has tagged you in or someone portraying you in a negative light. Search out any questionable content and have it removed before an employer, potential client or investor finds it. Once you've cleaned up your online footprint, we recommend [test driving the free version of our reputation management software](#).



Author **Pete Kistler** Pete Kistler is the co-founder and Head of Product at BrandYourself. He's in charge of product strategy and design.