BrandYourself Instructions

BrandYourself is an easy to use Search Engine Optimization (SEO) tool designed to increase visibility and enhance a student’s positive online image while at the same time decreasing the visibility of any unimportant or negative information.

Utilization of SEO’s is not simple and can be costly without a tool such as BrandYourself which has both a free and paid version.

The following instructions are taken from the BrandYourself website and should give you a good starting point.

1. Navigate to https://brandyourself.com/
2. Click on one of the 4 options
3. How BrandYourself Works

**How BrandYourself Works**

1. Submit any profiles/links you want on your first page of Google
   *If you have none, we’ll show you how to create new ones*

2. Follow our Boost Steps to help them rank higher in Google

3. Get alerted when your boosted links rise (takes 2-6 weeks)

4. **Click** a profile/link that you want people to find. We’ll follow the LinkedIn profile.

5. **Allow** automatic population of your profile from LinkedIn or enter manually.
6. **Click** Boost

![BOOST POINTS](image1)

7. **Click** one of the On-Page Boost Step selections

![LinkedIn Profile](image2)

8. After completing the suggestion, **Click** Verify This Step
Your score has been raised by 45 points

<table>
<thead>
<tr>
<th>ON-PAGE BOOST STEPS</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>✅ Set Your Name</td>
<td>+45</td>
</tr>
<tr>
<td>✅ Add Your Name to Your LinkedIn URL</td>
<td>+45</td>
</tr>
<tr>
<td>✗ Link to Your BrandYourself Profile</td>
<td>+30</td>
</tr>
<tr>
<td>✗ Update Your Headline</td>
<td>+15</td>
</tr>
<tr>
<td>✗ Update Your Profile Summary</td>
<td>+15</td>
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9. **Click** on each LinkedIn item to see what can be done to boost the search score.

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10. When complete, click **next step** to update another item. The free product allows a total of 3 links; a Premium member can submit unlimited links, check with BrandYourself for rates.
11. Use the suggested links of Facebook or Twitter to continue, or continue to #12 for medium Quality links, or #13 for specific links. The free product only allows for 3 links.
12. Continue with the Medium Quality links

13. Enter any specific links you want included
14. Review report card

Use your Report Card to track your progress as you improve your results and find out who's Googling you.

**Search Score:** B+

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<th>Raised Positive Profiles/Links</th>
<th>Buried Negative Profiles/Links</th>
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<tbody>
<tr>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Positions</td>
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**Your Search Results**

Looks like you're pretty well represented on your first page -- but you've still got room for improvement! Use our tools to fill your first page with more positive results.

**To Boost Positive Links Above Unwanted Ones:**

1. Submit the profiles or links you *want* people to find when they Google you.

   *If you're not sure where to start, check out our list of recommended profiles. If you don't have any, we'll show you how to create some.*

2. Follow our Boost Steps to make those links more search engine friendly and rank higher for your name.

   *Every Boost Step helps your profiles and links rank higher in Google.*

3. Repeat! The more links you submit and boost, the higher they'll *all* rank.
BrandYourself Tutorials:

- Tutorial: Submit a High Quality Profile
- Tutorial: Earn 200 Boost Points
- Tutorial: Find Out Who’s Googling You
- Tutorial: Get the Most Out of Your BrandYourself Profile
- How to Submit Your Facebook Page to BrandYourself
- Tutorial: Get the Most Out of Your BrandYourself Profile Next