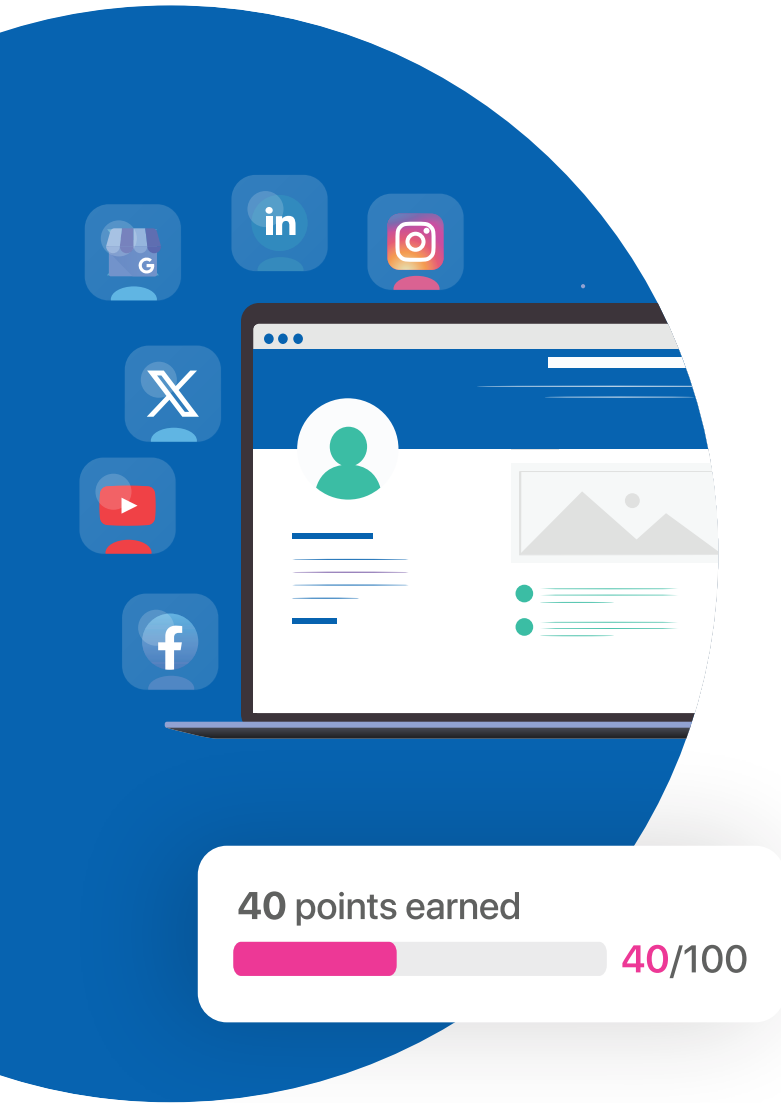
 **Connections**
—————

CONNECTIONS GUIDE

Business Social Media Accounts

This guide walks you through setting up essential online accounts to boost your digital presence and connect with your Experience.com profile.

experience.com



These platforms are ranked by what we most commonly see among top-performing professionals using Experience.com.

Note: *You don't need to create every account listed here to succeed with Experience.com. Choose the platforms most relevant to your business.*

Once your accounts are created, we recommend scheduling a Zoom session with your Experience.com Search Rank Expert to ensure your profiles are properly connected and optimized.

Experience.com Support Article on Connections

This guide contains instructions for setting up online accounts that will improve your online presence, optimize your workflow, and connect with your Experience.com account.

Remember that consistency of data across the web is critical.

For example, "Albuquerque Complete Real Estate" should not be written as "ALBQ Complete Real Estate" on a different page. Identical data across the web will improve your search ranking

[Read Article ▶](#)



Google Business Profile

Allows your business to appear in Google Search and Maps, manage your online presence, and interact with customers.

Experience.com Profile Benefit

Import and manage reviews from your Experience.com Account



Zillow Profile

Connect with potential home buyers and sellers, showcase listings, and build your reputation in the real estate market.

Experience.com Profile Benefit

Connect to your Zillow profile to import your reviews



Facebook Business Page

Connect with a large audience, share updates, run ads, and build a community around your business.

Experience.com Profile Benefit

Import and export reviews to posts in FB, has filtering capabilities to only post 5 star reviews and daily post count.



LendingTree Profile

Connect with potential borrowers and offer lending services.

Experience.com Profile Benefit

Add a link to display on your public profile



LinkedIn Company Page

Network with other professionals, build your brand's credibility, attract talent, and share industry insights.

Experience.com Profile Benefit

Connect to your LinkedIn account to auto-post reviews on your feed



Realtor.com Profile

Showcase listings, connect with home buyers and sellers, and enhance your online presence in the real estate market.

Experience.com Profile Benefit

Add a link to display on your public profile



X (formerly Twitter) Business Profile

Share quick updates, engage in real-time conversations, build brand awareness, and stay informed about industry trends.

Experience.com Profile Benefit

Connect to your X account to auto-post reviews on your feed



Yelp Business Page

Allow customers to find and review your business, enhancing your local visibility and reputation.

Experience.com Profile Benefit

Add a link to display on your public profile



Instagram Business Account

Visually showcase your products or services, connect with a younger audience, and build a strong brand identity through images and videos.

Experience.com Profile Benefit

Connect to your Instagram profile to display a link on your Experience.com page



YouTube Channel

Share video content to promote your business, educate your audience, showcase products/services, and build brand awareness.

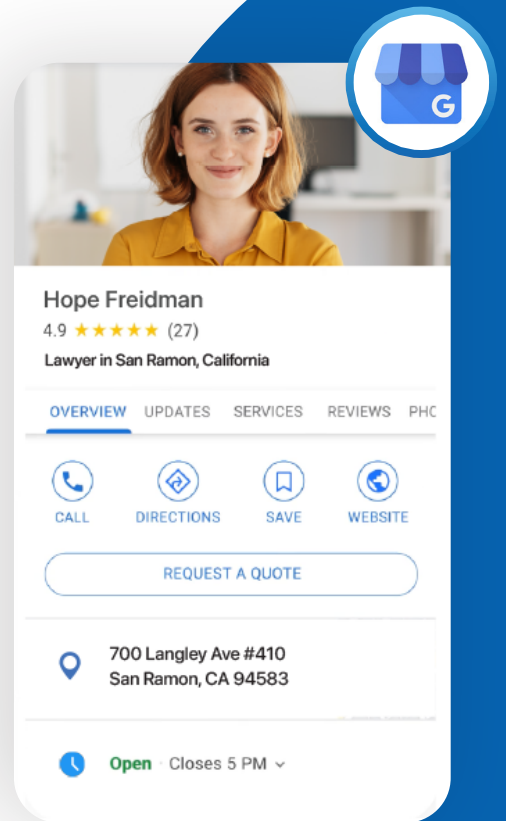
Experience.com Profile Benefit

Add your YouTube channel link to display on your public profile

Google Business Profile (GBP)

This step is VERY important and crucial to Google Presence and accessing many other features!

- ✓ Click on [Setup Link ▶](#)
- ✓ Sign in with your Google account (or create one if you don't have one).
- ✓ Search for your business name. If it exists, claim it. If not, add your business.
- ✓ Follow the prompts to enter your business name, category, address (if applicable), service area, contact information, website, and other relevant details.
- ✓ Verify your business through the methods provided by Google (usually a short video at your office)
- ✓ Once verified, optimize your profile by adding photos, services/products, business hours, a compelling description, and encouraging customer reviews.
- ✓ If you are working from a home office you can set up your page with **“service areas”** only and will not require a video to verify.




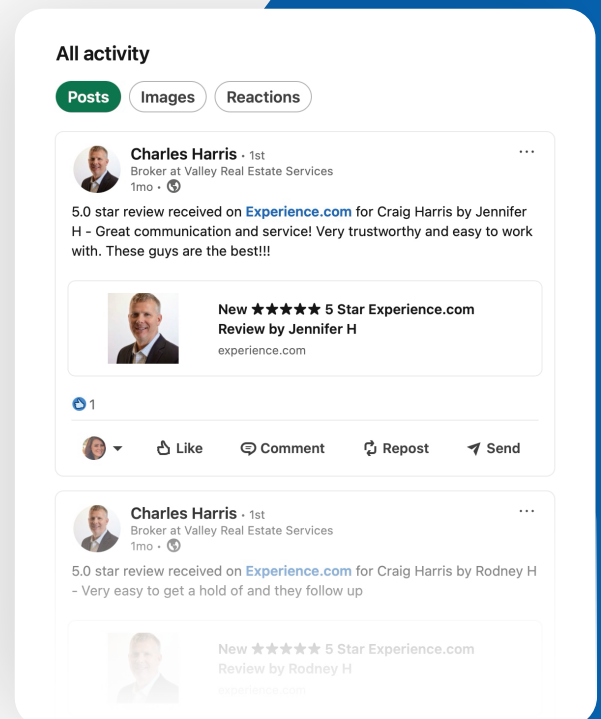
Facebook Business Page

- ✓ Click on [Setup Link ▶](#)
- ✓ Log in to your personal account
You will need a personal Facebook account to create and manage a Business Page.
- ✓ Choose a Page category that best describes your business.
- ✓ Enter your Page name (should be your business name) and category.
- ✓ Add a profile picture and cover photo that represent your brand.
- ✓ Fill out your Page's **"About"** section with detailed information about your business, contact details, website, and hours.
- ✓ Invite friends and family to like your Page and start creating engaging content.

A screenshot of a Facebook post from the 'Amber Ernst Team - NMLS #406037'. The post is 4 hours old and features a 5.0 star review from Brooke W on Experience.com. The review text reads: '5.0 star review received on Experience.com for Amber Ernst Team by Brooke W - Amber and her team and extremely kind, organized and knowledgeable! We appreciated their expertise and continual communication throughout the process. I highly recommend the Amber Ernst Team!'. Below the text is a photo of two women, Amber and Brooke. To the right of the photo is a link to 'PRO.EXPERIENCE.COM' with the text 'New ★★★★★ 5 Star Experience.com Review by Brooke W'. Below the link is a call to action: 'Click to see all 1572 reviews of Amber Ernst Team, Senior Loan Consultant | NMLS # 406037'. At the bottom of the post are three interaction buttons: 'Like', 'Comment', and 'Share'.

LinkedIn Company Page

- ✓ Click on 
- ✓ You will need a personal LinkedIn profile to create a Company Page. Log in to your personal account.
- ✓ Enter your Company name and choose a LinkedIn public URL.
- ✓ Verify your association with the company.
- ✓ Fill out your Company Page details, including your website, industry, company size, and a compelling description.
- ✓ Add a company logo and cover image.
- ✓ Start sharing updates, articles, and job postings relevant to your industry and business.



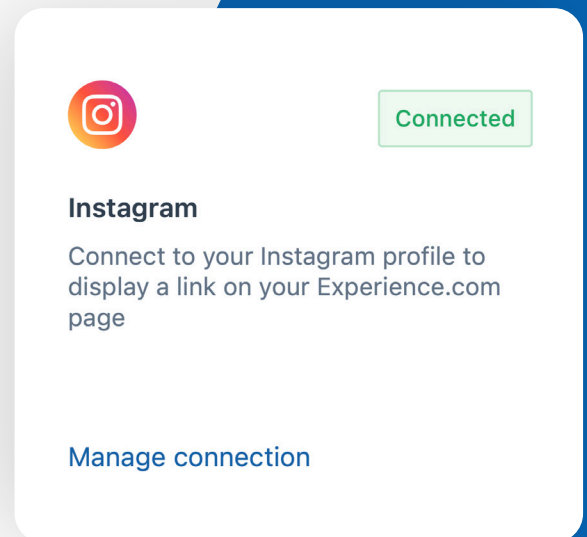
X (formerly Twitter) Business Profile

- ✓ Click on [Setup Link ▶](#)
- ✓ Enter your name, phone number or email address, and date of birth.
- ✓ Follow the prompts to create a username (your business name or a recognizable variation).
- ✓ Customize your profile with a profile picture, header image, and bio that clearly describes your business.
- ✓ Start following relevant accounts and sharing engaging content.



Instagram Business Account

- ✓ You will need to download the Instagram app on your mobile device:
[iOS - Apple App Store>](#)
[Android - Google Play Store>](#)
- ✓ Download and open the Instagram app.
- ✓ Sign up with your email address or Facebook account.
- ✓ Choose a username (your business name or a recognizable variation).
- ✓ Complete your profile by adding a profile picture, bio, website link, and contact information.
- ✓ **Convert to a Business Account:** Go to your profile settings, tap on "**Account**," and then select "**Switch to Professional Account**." Choose "**Business**" as your category.




Zillow Profile

(for Real Estate Professionals/Related Businesses)


- ✓ Click on [Setup Link ▶](#)
- ✓ Look for options like **"Join Zillow,"** **"Agent Hub,"** or **"Create a Profile."**
- ✓ Follow the prompts to create your professional profile, providing your name, contact information, brokerage (if applicable), service areas, and specialties.
- ✓ You may need to verify your real estate license.
- ✓ Optimize your profile with a professional headshot, bio, and information about your experience and expertise.



5.0 ★★★★★ 

 **Marisa W**
Evanston, IL Posted on April 29th, 2025 12:27 AM


I can't say enough good things about Beth and her team- this was my first time purchasing a condo and everyone was so responsive, kind, and incredibly professional and helpful. It was a wonderful experience! Since I was a first time buyer I had a lot of questions, but Beth and the team always responded to emails quickly (within a day, usually sooner), and Beth in particular was always available to talk through the trickier aspects of the mortgage process. I felt so supported and respected from start to finish, I would absolutely recommend Beth and her team to any buyer! Not only was the customer service extraordinary, but I am very happy with the product- great rates and an easy process overall. I truly believe that if you work with Beth you will not be disappointed! I would work with her and the team again in a heartbeat.

 0/3   [Reply At Source](#)

LendingTree Profile (for Financial/Lending Professionals)

- ✓ Click on [Setup Link ▶](#)
- ✓ Identify the section relevant to your business (e.g., **"Become a Lender,"** **"Partner with Us"**).
- ✓ Follow the registration process, providing details about your company, services offered, and licensing information.
- ✓ You may need to go through a verification process.



Connected

Lending Tree

Add a link to display on your public profile


[Manage connection](#)

Realtor.com Profile

(for Real Estate Professionals)

- ✓ Click on [Setup Link ▶](#)
- ✓ Look for options like **"Get Started,"** **"Join Now,"** or "Create Your Profile."
- ✓ Follow the prompts to create your professional profile, providing your name, contact information, brokerage, service areas, and specialties.
- ✓ You will likely need to verify your real estate license.
- ✓ Optimize your profile with a professional headshot, bio, and information about your experience and expertise.



Connected

Realtor


Add a link to display on your public profile

[Manage connection](#)

Yelp Business Page

- ✓ Click on [Setup Link ▶](#)
- ✓ Search for your business name. If it's already listed, claim it. If not, add your business.
- ✓ Follow the prompts to enter your business name, address, phone number, website, category, hours, and other relevant details.
- ✓ Add photos of your business, products, or services.
- ✓ Monitor your reviews and respond to them professionally.



Connected

Yelp


Add a link to display on your public profile

[Manage connection](#)

YouTube Channel

- ✓ Click on [Setup Link ▶](#)
- ✓ Sign in with your Google account.
- ✓ Choose whether to use your name or a custom name for your channel (it's recommended to use your business name).
- ✓ Customize your channel with a profile picture (channel icon) and banner art (channel art).
- ✓ Upload engaging video content relevant to your business and audience.
- ✓ Optimize your video titles, descriptions, and tags for searchability.



Connected

YouTube

Add your YouTube channel link to display on your public profile

[Manage connection](#)



Setting up and connecting these accounts is one of the most powerful steps you can take to improve your visibility, credibility, and search ranking.

Once you've connected with the platforms that fit your business, schedule a Zoom session with your Search Rank Expert to ensure everything is connected, optimized, and working to your advantage.

Let's make sure you're showing up exactly where your customers are looking.

experience.com