

TrainerBase Profile Diagnostic

Name			ID	Reviewed on		
Element	Wt	Status	Action			Score
Sign up	0		No action necessary			
Last visit	1		Keep it up	Visit more	Visit	3
Visits / mth	3		Keep it up	Increase	Start	9
Position	1		Well done	Review	Improve	3
Disciplines	3		About right	Increase	Too many	9
Rank	1		Well done	Review	Improve	3
CV	3		Well done	Update	Add	9
Photo	1		Well done	Upgrade	Add	3
Profile grammar	3		Well done	Review	Change	9
VIP	3		Well done	Activate	Upgrade	9
Title	3		Well done	Review	Populate	9
Home	3		Well done	Increase	Populate	9
Pages	2		Well done	Increase	Populate	6
Links	2		Well done	Increase	Populate	6
Images	1		Well done	Increase	Populate	3
Format	2		Well done	Enhance	Start	6
SEO	2		Well done	Review	Populate	6
Resources	2		Well done	More	Add some	6
Programmes	2		Well done	Keep current	Add some	6
Courses	1		Well done	Keep current	Add some	3
Qualification	1		Well done	Keep current	Add some	3
Testimonials	3		Well done	Keep current	Add some	9
Keywords	3		Well done	Review	Add some	9
Gallery	2		Well done	Description	Add some	6
Clients	2		Well done	Keep current	Add some	6
Diary	1		Well done	Keep current	Add some	3
Sales pitches	1		Well done	More	Add	3
CPD	3		Well done	Keep current	Add some	9
Referrals	0		Well done	Review	Add some	0
Notes	<ul style="list-style-type: none"> A score of 100 and above showcases you and the Association and we will be able to put your profile forward where appropriate to purchasers looking to find new training providers. Keep up the good work. A score of between 50 and 99 is borderline and may not show you or the Association in such a good light. As such we may not be able to put your profile forward to purchasers looking to find new training providers. Review your profile and if you need assistance get in touch. A score of less than 49 does not showcase you sufficiently in comparison to other profiles. It is unlikely that we will be able to put your profile forward for review by purchasers looking to find new training providers. Consider the status of your profile urgently and if you need assistance or advice, get in touch. A score of less than 20 suggests a dormant profile which is of little use to you, the Association or a purchaser. Your profile will not be put forward for review and may be removed from the system. 					165

Element	
Sign up	This is the date you registered on the system.
Last visit	This is the last date you visited the site with your profile cookie active (the welcome indicated that it was you that was on the system).
Visits	This is the number of times you have visited the site.
Position	This is your position in the database.
Disciplines	This is the number of disciplines you have ticked.
Rank	This is your position in the search results based on you score divided by your disciplines
CV	A CV is a must. Most purchasers we talk to expect to see one.
Photo	If you are going to upload a photo, make sure it is a good one. Happy snappy from a Friday night out is not going to do you a lot of good.
Profile grammar	Can you spell your name correctly – Title Case, not ALL CAPS. Is your address correctly formatted?
VIP	Are you a Full member? Purchasers tell us that this is what they are expecting to see
Title	Use your name or your company; which every you want to promote.
Home	You must populate your home page before you activate your profile. A blank page is not good and does you and the Association a disservice.
Pages	Have you populated your pages with relevant text? This helps search engines and human visitors understand what you are about.
Links	Set up links to you own web site or other of your materials and ensure that you have links from those locations coming back (reciprocal).
Images	A picture paints a 1000 words; it also make a profile more appealing.
Format	Is your profile formatted for human visitors (looks appealing) or for search engines (is loaded with links and keywords). Both are valid but the latter can overwhelm the human visitor.
SEO	Populate your search engine options with text relevant to the page; it really does help
Resources	Visitors are looking for materials. Brand yours so that if they review it they know who contributed it (miss this and you miss a marketing opportunity).
Programmes	Surely all trainers run their own programmes for clients; add a few to showcase what you can do; it gives the purchaser a better indication of your capability.
Courses	Granted not all trainers run open courses, but you could add to here as a speculative marketing channel.
Qualification	More and more purchasers are looking for qualification and accreditation of courses. Do consider your options – perhaps an endorsed award with the ILM or such awarding body.
Testimonials	If you haven't got any testimonials then that would suggest that you have not had any positive feedback. This is the next best thing to a personal recommendation. Feel free to use comments from feedback forms; they are a testament to a particular course.
Keywords	Visitors are using the Search facility more to find resources and trainers. Utilise this facility to maximise your exposure
Gallery	Smiling happy faces or awards or other images of what you do provides visitors with a different angle on you and your capabilities. Do seek permission from the photographed.
Clients	If you haven't got any clients then a purchaser is less likely to use you in case this is your first job. Experience is the next best thing to a recommendation.
Diary	Not the most flexible of facilities on the site but putting up a few instances were you are available for a coffee or networking could help your exposure with other members.
Sales pitches	You have something to sell; your services. You can use this facility to your hearts content; it only costs 25 points for each posting.
CPD	If you don't keep up to date with L&D then you will be passed over for someone that does. Put your CPD up and purchasers will know that you are up to date.
Referrals	Granted this could be seen as increasing competitors but you do get rewarded with points and money (if the referral subscribes).

Edit Profile

1. Your Profile:

Turn your membership into a corporate membership

You currently have an Enhanced Subscription to TrainerBase, which means that all elements of the site will be available to you. You can:

- Add a year onto your Enhanced Subscription
- Purchase the Standard Subscription
- Select a style for your profile

In terms of your profile, you can:

- Activate/Deactivate your profile
- Edit pages of your profile
- Edit Search Engine Options
- Turn your membership into a corporate membership

2. Your Details:

- Edit your Details
- Edit company overview
- Change your Password
- Manage your Associated Disciplines
- Manage your Sector Skills
- Manage the levels at which you provide training
- Manage your CPD Record
- Manage your Diary
- Select a Differentiator
- See who has been viewing your profile
- See who has been viewing your Sample Resources
- View your Profile Position and purchase points.
- Change your Work Function.

3. Your Uploads:

- Manage your Sample Resources
- Manage your Clients List (Enhanced Subscription)
- Manage Your Gallery (Enhanced Subscription)
- Manage your Programmes (Enhanced Subscription)
- Upload your CV
- Remove the Photograph from your Profile
- Upload your Company's Logo (displayed on Open Courses)

4. Your Additions:

- Manage your Opportunities
- Manage your Courses (Enhanced Subscription)
- Add a Venue
- Manage the Qualifications you provide
- Post a Sales Pitch

5. Your E-Mail Options:

- HTML/Plain Text Emails - Click here to receive 'Plain Text' emails
- TrainerBase Update/Adverts - Click here to start receiving
- TrainerBase Course Alert - Click here to start receiving
- TrainerBase Tender Alert - Click here to start receiving
- TrainerBase Adverts/Offers Alert - Click here to stop receiving
- TrainerBase Automated Alerts - Click here to stop receiving

6. Your Credit:

- Your TrainerBase Account balance currently stands at £80.00.
- Earn extra credit today by:
 - Referring Friends
 - Selling your Resources in the Downloads section of TrainerBase