

# Land that first impression

Your Search profile is a shareable, customizable page that brings together all of your social accounts, posts, and links into one place. Learn how to make a best-in-class profile that helps you stand out.

**Profile photo**  
Update your profile photo.

**Name**  
Update your profile name to what you're most known for across your community.

**Background image**  
Choose a background image that visually defines your brand.

**Bio**  
Tell your audience who you are and what you do.

**Social and website**  
Connect all of your accounts to demonstrate the full scale of your community.

**Pinned posts**  
Select your "highlight reel" that best defines your brand and values.

**Links**  
Add links to your website, storefront, subscription sign-up and more.

**Profile Content:**  
Profile photo: Jack's Dining Room (5.5M total followers)  
Background image: Jack's Dining Room storefront  
Bio: Jack's Dining Room, co-founded by Liam Henning and Jack Goldberg, is a prominent global food and travel platform with millions of followers across YouTube, Inst...  
Social and website: TikTok (2.4M followers), Instagram (2.5M followers), YouTube (941k followers)  
About: Jack's Dining Room, co-founded by Liam Henning and Jack Goldberg, is a prominent global food and travel platform with millions of followers across YouTube, Inst...  
Pinned posts: 3 videos (TikTok, Instagram, YouTube)  
Links: My website (yeschef.supply), Shop (yeschef.supply/pages/reserve)  
Latest posts: 2 posts (Instagram, YouTube)

## Why should I edit my Search profile?

1

You can improve the visibility of you and your social accounts on Search.

2

You can build credibility with an official Google presence.

3

You get one centralized destination to share with fans, brands, and partners.

## Join our Discord community

[Connect](#) with other creators and stay up-to-date on the latest