

PREMIUM PROFILE USER GUIDE



INTRODUCTION

Gateway by ICN is Australia's largest business networking platform. In an increasingly competitive market, we give you access to a sophisticated business network that helps boost your business, with an immediate connection to billions of dollars' worth of project opportunities.

This guide is designed to help you create an engaging public profile to improve how your business is showcased in searches on Gateway by ICN.

Setting up your Premium Gateway by ICN profile takes around 20 minutes but you can save your progress and come back later to complete it or add additional information.

GETTING STARTED

It is important to note that whilst this guide provides you with information to complete your Premium profile, it is just as important to ensure that the all sections of your Gateway profile are as up-to-date as possible.

Our ICN consultants use this information when considering putting your business forward for projects and also when you lodge an expression of interest.

Here is a list of things to think about including before you start:

- **an introductory sentence** that will entice customers to click through from the search page
- **major customers and projects** that will impress potential customers
- **industries you work in** but also areas you are looking to expand into
- **a products and service list** that allows customers to know what you do at a glance
- **keywords** that your customers would use (including those you'd like to be found on)
- **additional information** that's important in your industry – quality, certifications, customer support, etc

PROFILE CHECKLIST

Field	Comments
Website profile details	
Organisation	The name of your organisation that is displayed to the public.
Organisation overview	Enter up to 150 words that sell the benefits of your products and/or services as well as the strengths of your organisation. 💡 The first 25 words appear as an introductory sentence next to your logo on the search page. Use a strong introduction that will entice customers to click through to your profile.
Products and/or services	This is a bullet point list of your main products and services. It shows customers what you do at a glance – for example, a list of 20 items will be overwhelming. 💡 With the online form, you don't have to insert a bullet, the system will do this automatically. You will need to start each dot point on a new line for this to happen.
Accreditations	List any recognised accreditations. For example, quality, safety, environmental, etc. 💡 List one per line.
Primary Location	
Primary	Use the drop-down menu to select an address. This is the main address that will appear on your profile. 💡 The address must exist on the company's main profile before it is available on the dropdown list

PROFILE CHECKLIST (CONT)

Field	Comments
Optional location	
Organisation location	If you'd like to show other locations on your profile, please select from the list.
Primary contact	
First name	Enter the first name of your primary contact for your organisation.
Surname	Enter the last name of your primary contact for your organisation.
Title	The title of your organisation primary contact, for example – Mr, Ms, Dr.
Job title	The position title of your organisation primary contact, for example –Project Manager.
Phone	The primary phone number for your organisation that you want to appear on your profile. 💡 You need to enter a country code, i.e 61 for Australia, followed by an area code (deleting '0') and then enter your phone number, for example – 61 2 6285 2033.
Mobile	The mobile phone number for your organisation that you want to appear on your profile. 💡 You need to enter a country code, i.e 61 for Australia, followed by an area code, i.e 4 for Australia and then enter the remaining digits of your mobile number.
Email	Your company's preferred email address to be displayed

PROFILE CHECKLIST (CONT)

Field	Comments
Organisation logo	
Logo	You can upload one logo image for your organisation which features on your profile page. Your logo also appears next to your introductory sentence in the search results page. 💡 Your logo must be in jpg, jpeg or png format with a maximum file size of 2MB. For best results, image size should be: 145 px wide by 145 px high
Organisation banner	
Banner	You can upload one banner image for your organisation that features at the top of your profile page. 💡 Your banner must be in jpg, jpeg, or png format with a maximum file size of 2MB. For best results, image size should be: 1440 px wide by 424 px high.
Organisation images	
Carousel Images	You can upload up to five images on your profile. These images should represent your company's products/services, equipment, worksites or promotional material. 💡 Images must be in jpg, jpeg or png format with a maximum file size of 2 MB. For best results, image size should be: 816 px wide by 459 px high

READY TO GET STARTED?



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