

- Say who you are and why you're the right person to write about this topic.
- Talk about your experience and what you know.
- Add links to companies you've worked with or even hobby projects you've done with others.
- Add links to your social media profiles.

Every link to a person, company, or group connects you with them – and that's great, especially if they're known in the field.

Important: The more detailed your author page is – your skills, background, and experience – the more people and ad networks trust you.

That's one of the best things you can do to prevent a suspension or ban from anything. It's also very helpful for Pinterest (because they crawl your site and it helps your accounts get authority too).

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Build your author page like a resume.

Show your skills and experience:

- Where have you worked?
  - How long have you been in this field?
  - When did you start getting into this topic? Any related hobbies?
  - What skills do you have?
  - Who have you worked with or for?
  - Done any courses or seminars?
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**Other things to include:**

- Use your real full name, if you can. Or stick with the same pseudonym everywhere (across socials like LinkedIn, Instagram, X, etc.).
- Add a business email to contact you.
- Don't just upload one picture – use a few. Helps people see you're real.