

5 Steps to a Clean Link-in-Bio That Converts.

One page. Read in 3 minutes. Every step is doable today.

01 Lead with a face, not a logo.

A real, well-lit photo of you beats a logo every time. People click faces. If you're the brand, show the person behind it.

02 One sentence, not a resume.

Your bio has one job: who you are, who it's for, and what's next. *"Yoga for beginners in Brooklyn. Book below."* Cut the fluff.

03 One hero link, not a menu.

Three to five links, max. The one that's most important or earns you money goes first. Every extra link is another decision, and decisions kill clicks.

04 Add a way to pay you.

A link-in-bio without payment is a billboard. You can easily add a Buy, Book, or Tip button on the page. Make it as easy as possible for people to pay you.

05 Match your feed, then test.

Use colors and a vibe that fit you and your socials. Mismatch breaks trust. Then show it to a friend. If they can't tell what you do and what to click in five seconds, tighten it.