

FREE DOWNLOAD

5 Things Killing Your Online Presence (And How to Fix Them)

A practical, step-by-step guide for Nigerian entrepreneurs, job seekers, and creators who want to stop being invisible online.

- 01 Your Google Business Profile is missing or incomplete
- 02 Your LinkedIn profile says nothing useful to anyone
- 03 Your Instagram bio is confusing the people it should attract
- 04 Your CV is getting rejected before a human reads it
- 05 You have no website or blog to send people to

When growth counts, choose OptiRise.

Introduction

If you are reading this, you probably already know something is not working. Your business is real. Your skills are real. But when people go online to look for what you offer, they are not finding you — or they find you and leave because nothing looks professional enough to trust.

In Nigeria today, your online presence is often the first thing a potential client, employer, or customer encounters. Before they call you. Before they visit your shop. Before they accept your proposal. They Google you. They check your LinkedIn. They scroll your Instagram. And in about three seconds, they have already decided whether you are worth their time or their money.

The good news is that the five problems in this guide are all fixable. Some you can work on yourself today. Others are worth getting professional help with — and that is exactly what OptiRise is here for.

HOW TO USE THIS GUIDE

Each tip explains the problem, walks you through a step-by-step fix with real Nigerian examples, includes pro tips, and tells you what OptiRise charges to handle it professionally.

Read through once, then go back and tackle whichever problem is most urgent for your situation right now.

At the end of every tip, you will see what OptiRise charges to handle that specific thing for you. Use this guide to fix what you can on your own and reach out when you want the rest done right.

TIP 01 OF 05

Your Google Business Profile is Missing or Incomplete

Think of the last time you needed a plumber, a caterer, or somewhere new to eat in your city. What did you do? You Googled it. You chose from whatever appeared at the top of that page. If a business was not there, it simply did not exist for you in that moment.

That is what is happening to your business right now. *People are searching for exactly what you offer, and you are not showing up.*

76% of local searchers visit a business within 24 hours of finding it on Google.

Step-by-step fix

1 Go to business.google.com and sign in

Open business.google.com in your browser and sign in with your Gmail account. If you do not have one, create it first. Use a personal account you will always have access to — not a work or client email.

PRO TIP

Do not use an employer's or client's Gmail account. Use your own personal account so you remain in control permanently.

2 Enter your business name exactly as customers know it

Type your name precisely as clients recognise it. Do not add extra keywords into the business name field. Google suspends profiles that do this.

EXAMPLE

Correct: Adaeze Tailoring Studio

Wrong: Adaeze Best Cheap Tailor Lagos Fast Delivery

3

Choose the most accurate business category

Your primary category determines which searches you appear in. Choose the most specific option that genuinely matches your business. You can add secondary categories later from your profile dashboard.

EXAMPLE

Freelance designer → Graphic Designer

Food business → Caterer, Bakery, or Restaurant

HR consultant → Human Resources Consultant

4

Fill in all your contact details accurately

Add your phone number, your website or Linktree link, your business hours, and your address or service area. If you operate from home and prefer not to display your address publicly, select 'I deliver goods and services to customers' and hide your physical address.

PRO TIP

Your listed phone number must be reachable. Potential clients call directly from the profile without looking elsewhere.

5

Write a complete business description with natural keywords

You have 750 characters. Use them well. Describe what you do, who you serve, and what makes you worth choosing. Include the words and phrases your customers would actually type into Google — written naturally, not forced.

EXAMPLE

We are a Lagos-based tailoring studio specialising in custom Ankara outfits, bridal wear, and corporate attire. We serve clients across Lagos Island and Mainland with a 7-day turnaround on most standard orders.

6

Upload at least five real photos

Profiles with photos receive 42 percent more requests for directions and 35 percent more clicks to their website than those without. Upload your logo, a cover photo, pictures of your workspace or products, and a photo of yourself or your team if possible.

PRO TIP

Use genuine photos taken on a decent phone. Authentic images build trust far faster than polished stock photography.

7

Complete the verification process without delay

Google will ask you to verify your business by postcard, phone call, or short video. Complete this step immediately. Unverified profiles do not appear in Google Maps results. The process can take several days, so start it the same day you create your profile.

OptiRise handles this for you.

Google Business Profile Setup

From ₦12,000 · DM @opti.rise_consult

TIP 02 OF 05

Your LinkedIn Profile Says Nothing Useful

Picture yourself at a networking event in Lagos. Someone asks what you do. You say: 'I am a professional with experience in various industries seeking new opportunities.' You would lose them in five seconds. That is exactly what most Nigerian LinkedIn profiles communicate.

LinkedIn is not a CV archive. *It is a living professional profile that should tell your story, communicate your value, and make the right people want to contact you. Most profiles in Nigeria fail at all three.*

40× more opportunities for users with complete LinkedIn profiles — LinkedIn's own research confirms this.

Step-by-step fix

1 Rewrite your headline using the value formula

Your headline appears directly under your name. LinkedIn defaults it to your job title. That is not enough. Use this structure: What you do + Who you help + One result or value. You have 220 characters to work with.

EXAMPLE

Before: Content Writer | Freelancer

*After: SEO Content Writer helping Nigerian brands rank on Google
and convert more readers into paying clients*

2 Write your About section in first person

Most About sections are either completely blank or read like a stiff formal bio written by someone else. Write yours in first person, the way you explain your work to someone you have just met. Start with who you help, describe what you do and why it matters, mention one real result or achievement, and end with a specific call to action.

EXAMPLE

I help early-stage Nigerian startups build websites that convert visitors into clients. In the last two years, I have delivered over 30 sites across Lagos, Abuja, and Port Harcourt. If your current site looks like 2012, let us talk.

PRO TIP

Write the way you actually speak. Formal third-person language makes you sound identical to everyone else on the platform.

3 Update every experience entry to show results, not duties

Do not simply list what your job was. Describe what you achieved in each role. Use numbers wherever you honestly can — they make vague claims specific and memorable.

EXAMPLE

Before: Managed the company's social media accounts.
After: Managed Instagram and Twitter for a Lagos fashion brand, growing followers from 2,000 to 14,000 in 8 months.

4 Upload a professional photo and a custom cover image

Profiles with a photo receive 21 times more views than those without. Use a clear, recent headshot with good lighting — not a cropped party photo. Your cover image is the most underused space on LinkedIn. Add your tagline, your services, or your business name.

PRO TIP

Your background cover image is the first thing people see when they visit your profile. Do not leave it blank or on the default blue gradient.

5

Add relevant skills and request at least three endorsements

List the skills you genuinely want to be hired or engaged for. Then reach out to three trusted contacts — former colleagues, clients, or classmates — and ask them to endorse those specific skills. Endorsements improve your visibility in recruiter searches.

6

Request at least two written recommendations

A written recommendation from someone who has actually worked with you carries far more weight than any self-description. Message past clients, managers, or collaborators directly and ask for a short, specific recommendation about a particular project or skill.

EXAMPLE

Message: Hi [Name], I am updating my LinkedIn and would really appreciate a short recommendation about our work on [project]. It would mean a great deal.

OptiRise handles this for you.

LinkedIn Profile Revamp (Basic or Comprehensive)

From ₦7,000 · DM @opti.rise_consult

Your Instagram Bio is Confusing People

You have exactly 150 characters in your Instagram bio. In that space, a complete stranger who lands on your page needs to understand who you are, who you help, and what they should do next. Most Nigerian creators and business owners waste this space on vague labels, irrelevant quotes, or rows of emojis that communicate nothing at all.

The people you most want to attract *are making a decision about your page in under two seconds*. If your bio does not immediately signal that you are for them, they leave without giving you a second look.

2 seconds is all it takes for a visitor to decide whether your page is worth following or leaving.

Step-by-step fix

1 Rewrite line one to be specific, not vague

Your first line must answer one question: what do I do and who is it for? Avoid the words 'passionate', 'creative enthusiast', and 'lover of'. Use this simple format: [What you do] for [who you serve].

EXAMPLE

Before: Creative entrepreneur | Passionate about beauty

After: Affordable makeup artistry for Lagos brides & corporate events

2 Add a credibility signal on line two

Give the visitor one good reason to trust you immediately. A number, a location, a result, or a quick proof point all work well here.

EXAMPLE

200+ clients served | Lagos & Abuja

Featured in Pulse Nigeria | 3-day delivery nationwide

Certified nutritionist | 5 years in practice

3

End with one specific call to action

Tell people exactly what to do next. DM you. Click the link. Send a WhatsApp message. Choose one action — not three. The more specific your call to action, the better it converts.

EXAMPLE

DM 'BRIDE' to get a free quote

Tap link below to book your session

WhatsApp +234... to place an order today

PRO TIP

'DM BRIDE' consistently outperforms 'DM me' because it signals you have a process and tells people exactly what to say.

4

Design branded story highlight covers

Your highlights are the first visual element visitors see below your bio. Default grey circles with no design look unfinished and unprofessional. Create consistent covers in your brand colours and use clear, action-oriented labels.

EXAMPLE

SERVICES | REVIEWS | ABOUT | BOOK NOW | FAQ | PORTFOLIO

PRO TIP

'CLIENTS SAY' converts better than 'Testimonials'. 'BOOK NOW' outperforms 'Contact'. Name your highlights the way your clients already think.

5

Switch to a business or creator account

A professional account gives you a visible contact button, access to your profile analytics, and the ability to run paid promotions when you are ready. It is completely free. Go to Settings, then Account, then Switch to Professional Account.

OptiRise handles this for you.

Instagram Page Revamp (Basic or Complete with 12 custom highlight covers) - DM @opti.rise_consult

TIP 04 OF 05

Your CV is Getting Rejected Before Anyone Reads It

You spent hours writing your CV. You formatted it carefully, listed all your experience, and sent it off. Then nothing. No response. Not even a rejection email. This happens to thousands of Nigerian job seekers every week, and most have no idea why.

The reason is ATS — Applicant Tracking Systems. Most companies, including many Nigerian firms and almost all international employers, use software to filter CVs automatically before any human reviews them. *If your CV does not pass the software's criteria, it is deleted before a recruiter ever opens it.*

75% of CVs are rejected by ATS software before a human recruiter ever sees them. (Jobscan Research, 2023)

Step-by-step fix

1 Use a clean, single-column format

Two-column layouts, tables, text boxes, and graphic-heavy designs look impressive to human eyes but confuse ATS software entirely. The system reads your CV as plain text from top to bottom. If your layout disrupts that linear flow, your information gets scrambled or skipped.

EXAMPLE

Use: Single column, standard headings (Experience, Education, Skills)

Avoid: Tables, columns, text boxes, headers or footers, decorative icons

2 Mirror the exact language in the job description

ATS software scans your CV for keywords that match the job posting precisely. If the job description says 'stakeholder engagement' and your CV says 'managing relationships with stakeholders', the system may not register it as a match at all.

EXAMPLE

Job says: 'project management' → Your CV must also say: 'project management'

Job says: 'B2B sales' → Your CV must say: 'B2B sales', not simply 'sales'

PRO TIP

Do not copy and paste the entire job description into your CV. Use the key phrases naturally within your own experience sentences.

3 Start every bullet point with a strong action verb

Begin each achievement with a verb in the past tense for previous roles and the present tense for your current one. This makes your contributions immediately clear to both the ATS software and the recruiter who eventually reads it.

EXAMPLE

Before: Responsible for managing the social media team.

After: Led a 3-person social media team, increasing engagement by 47% and doubling monthly reach within six months.

4 Quantify your achievements with real numbers

Numbers transform vague claims into specific, credible evidence. If you grew something, by how much? If you managed a team, how large was it? If you saved time or money, by how much? An honest estimate is always more powerful than a general statement.

EXAMPLE

Before: Helped grow the company's client base.

After: Contributed to a 35% increase in new client acquisition over 6 months by improving the sales team's follow-up process.

5

Save and submit as a .docx file or a text-based PDF

Some ATS systems process PDFs inconsistently depending on how the file was created. A Word document (.docx) is the safest default unless the application explicitly requests a PDF. If you do use PDF, ensure it was exported directly from Word — not scanned and not created in Canva.

PRO TIP

Canva CVs look polished but are almost entirely unreadable by ATS software. Build your CV in Microsoft Word or Google Docs instead.

6

Tailor your CV for every application

One generic CV sent to fifty employers will consistently underperform compared to five carefully tailored CVs sent to the right roles. You do not need to rewrite it from scratch each time — adjust your professional summary, your skills section, and two or three bullet points to match the specific role and employer.

PRO TIP

Keep a comprehensive master CV with everything included. Create tailored versions from it by removing what is not relevant for each application.

OptiRise handles this for you.

CV Writing and Professional Optimisation (Basic or Full Bundle ~~from £18,000~~) **DM @opti.rise_consult**

TIP 05 OF 05

You Have No Website or Blog to Send People To

Social media is rented land. Instagram can restrict your account without warning. WhatsApp status disappears after 24 hours. TikTok could be banned tomorrow. But a website that you own, with content that you control, belongs to you permanently. It is the one place online where you set the rules, tell your complete story, and convert visitors into paying clients.

Think of your website as your permanent online office. *Your Instagram is the shop window. Your LinkedIn is the business card. Your website is where the real conversation happens — where serious clients and employers go to decide whether to actually hire or buy.*

81% of consumers research a brand online before making a purchase. (GE Capital Retail Bank Study)

Step-by-step fix

1 At minimum, set up a well-branded Linktree today

A Linktree is a single page that organises all your important links — your WhatsApp, Instagram, portfolio, booking page, or payment button — in one easy-to-share location. It takes ten minutes to create, costs nothing, and immediately gives every platform you are on a single destination to direct people to.

EXAMPLE

linktr.ee/yourname → WhatsApp | Instagram | Portfolio | Book a Session

PRO TIP

OptiRise designs and brands your Linktree professionally so it looks like a natural extension of your business, not a generic link page.

2 Set up a blog on WordPress or Blogger

A blog does two powerful things simultaneously: it demonstrates your expertise and it brings potential clients to you through Google search. One well-written, focused article published each week about your industry will begin appearing in search results within three to six months. The effect compounds steadily over time.

EXAMPLE

A Lagos nutritionist writes: '7 Nigerian foods that help with weight loss'

→ People in Lagos Google this topic → they find her article

→ they trust her expertise → they book a paid consultation.

PRO TIP

Write the way you explain things to a client on WhatsApp. Clear, specific, and practical. Then clean it up slightly before publishing.

3 Build a proper portfolio or business website

A portfolio site showcases your previous work with context and results. A business website presents your services, your pricing, your client testimonials, and makes it effortless for someone to contact or hire you. Once it is live, every other platform you use should be pointing people back to it as the final destination.

EXAMPLE

Freelancer: yourname.com with a portfolio gallery and direct contact form

Business: businessname.com with services, about page, client reviews, and booking

4 Link all your platforms to each other

Your Instagram bio should link to your website. Your website should link to your Instagram and LinkedIn. Your Google Business Profile should link to your website. Your LinkedIn should display your website URL prominently. This network of connections builds credibility with both human visitors and Google's ranking algorithm.

PRO TIP

Google treats links pointing to your site as a signal of credibility. The more your own platforms reference each other, the stronger your overall search visibility becomes.

5

Optimise every page for basic SEO from day one

Good SEO at the basic level is straightforward. Write a clear, descriptive page title that includes what you do and where. Add a short meta description for every page. Use the actual words and phrases your ideal clients would type into Google. Make sure your site loads quickly on a mobile phone.

EXAMPLE

Good title: 'Affordable Makeup Artist in Lagos | Zainab Beauty Studio'

Not just: 'Home' or 'Welcome to my website'

PRO TIP

If your site takes more than 3 seconds to load on mobile, 53% of visitors will leave before it finishes loading. Speed is not optional.

OptiRise handles this for you.

Blog Setup (₦7,000) · Portfolio Website (from ₦15,000) · Linktree Setup (₦5,000) · DM @opti.rise_consult

Your Action Checklist

Tick each item as you complete it. Work through one area at a time. Start with the change that will have the biggest immediate impact for your specific situation right now.

GOOGLE BUSINESS PROFILE

- Created Google Business Profile at business.google.com
- Selected the correct and most specific business category
- Written a complete business description (at least 400 characters)
- Added accurate phone number, website or Linktree, and hours
- Uploaded at least 5 real photos of your business or product
- Started and completed the Google verification process

LINKEDIN PROFILE

- Rewritten headline using the who-you-help formula
- Written About section in first person with a clear call to action
- Updated all experience entries with results and real numbers
- Uploaded a recent, professional profile photo
- Designed and uploaded a custom cover image
- Added relevant skills and requested at least 3 endorsements
- Requested at least 2 written recommendations from real contacts

INSTAGRAM PAGE

- Rewritten bio line 1 to state who you help and what you do
- Added a credibility signal or proof point on line 2
- Added one specific call to action on line 3
- Designed and uploaded branded highlight covers
- Named highlights with action-oriented language
- Switched to a business or creator account
- Updated the link in bio to your website or Linktree

CV

- Converted to clean single-column format with no tables or text boxes
- Added keywords from target job descriptions naturally
- Rewritten all bullet points starting with strong action verbs
- Quantified at least 5 achievements using real numbers
- Saved a clean .docx version ready for applications
- Created a master CV and at least 2 tailored versions

WEBSITE AND ONLINE HOME

- Set up and branded a Linktree with all key links
- Set up a blog or portfolio site on WordPress, Blogger, or similar
- Linked all platforms to each other consistently
- Written descriptive, keyword-rich page titles for all main pages
- Tested that the site loads within 3 seconds on a mobile phone

You now know what to fix.

The question is: how much time do you have?

Everything in this guide can be done yourself. It takes time, patience, and a willingness to learn tools you may not be familiar with. That is a completely valid approach, especially if you are just starting out.

But if you are running a business, managing a career, and trying to show up consistently online at the same time, most people genuinely do not have the bandwidth to do all five things properly — and doing them poorly is often worse than not doing them at all.

OptiRise exists for exactly that situation. We handle your Google Business Profile, LinkedIn, Instagram, CV, website, and content — professionally, affordably, and without the frustration of managing multiple freelancers who do not communicate with each other.

SERVICE	PRICE	SERVICE	PRICE
Google Business Profile	₦12,000	Blog Website Setup	₦7,000
Portfolio Website	from ₦15,000	Linktree Setup	₦5,000
CV Writing (Basic)	₦8,000	CV + LinkedIn Bundle	₦15,000
LinkedIn Revamp (Basic)	₦7,000	LinkedIn (Comprehensive)	₦12,000
Instagram Revamp (Basic)	₦4,000	Instagram (Complete)	₦15,000

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