

Premium profile

User guide

Introduction

ICN Gateway is Australia's largest business networking platform. In an increasingly competitive market, ICN Gateway gives 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 a company profile that increases the number of times your company profile returns in public searches on ICN Gateway.

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 rest of your ICN Gateway profile is as up to date as possible. This information is used by our ICN consultants when considering putting your company forward for projects, and is also used when you lodge an expression of interest.

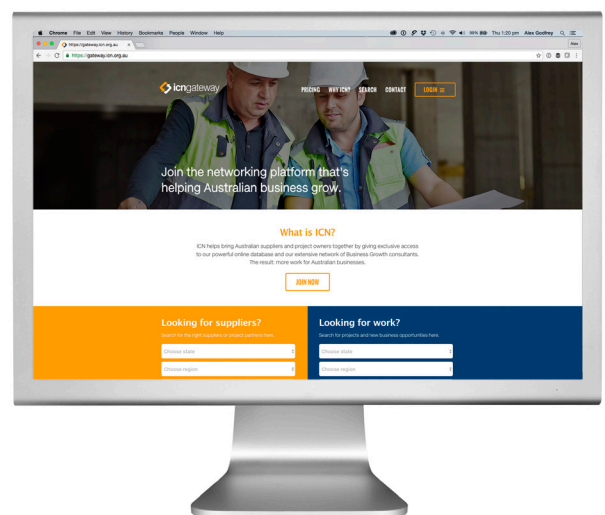
Creating your ICN Gateway Premium profile will take about 20 minutes. You can always save your details and come back later to complete it.

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

- major customers and projects that will impress readers, keywords that your customers would use (including keywords you'd like to be found on)
- an introductory sentence that will entice customers to click through from the search page
- industries you work in but also areas you might like to expand into
- other information that's important to your industry – quality, certifications, customer support, etc.
- a products and service list that allows customers to know what you do at a glance – for example, a list of 20 items will be overwhelming.

If you need any help completing your Premium profile please call us on 02 6285 2033.

To get started login to your profile at gateway.icn.org.au and select Premium under 'My Public Profile' in the left navigation panel.



Profile checklist

Field	Comments	Required
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 strengths of your organisation. ✓ Tip: 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. ✓ Tip: 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 internationally-recognised accreditations. For example, quality, safety, environmental, etc. ✓ Tip: 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. ✓ Tip: The address must exist on the company's main profile before it is available on the dropdown list.	✓
Optional location		
Organisation location	If you would like to display additional office locations on your profile.	
Primary contact		
Primary contact	Use the drop down menu to select your primary contact. This is the contact that will be linked to your Premium profile. Note – this is not shown to the public. ✓ Tip: The contact must exist on your company's main profile before it is available on the dropdown list.	
Contact	Use the drop down menu to select a contact name or enter a new contact. ✓ Tip: If you select an existing contact you can choose to have the next fields automatically filled by selecting the 'click here' button.	
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.	

Primary contact (continued)		
Phone number	<p>The primary phone number for your organisation that you want to appear on your profile.</p> <p>✓ Tip: 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.</p>	
Mobile number	<p>The mobile phone number for your organisation that you want to appear on your profile.</p> <p>✓ Tip: 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 your remaining digits of your mobile number.</p>	
Email	<p>The organisation's email address, for example – sales@example.com.au</p>	✓
Organisation logo		
Logo	<p>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.</p> <p>✓ Tip: Your logo must be in jpg, jpeg or png format and be at least medium resolution with a maximum file size of 16.0MB.</p>	
Organisation images		
Images	<p>You can upload up to five images on your profile. These images should represent your company's products/services, equipment, worksites or promotional material.</p> <p>✓ Tip: Images must be in jpg, jpeg or png format and be at least medium resolution with a maximum file size of 16.0MB.</p>	

