



Improve your Online Dating profile by not making these common mistakes

By Aran Lackey – Uniform Dating

~~Member profile case study~~

A member recently contacted us worried that there was a problem with her profile, as she was not receiving many responses.

After looking through her profile there were a number of points that we worked through with her.

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1) Make your profile more appealing

Firstly her profile was very bland and although it mentioned all the things a good profile required, it was written in a very plain way, almost list-like that did not engage the member who was reading the profile.

- Make your profile stand out from the crowd! Read other profiles to scope out the competition. Notice how often they use the word 'I'. These people are focusing on themselves, instead of the reader. Try to engage your reader. Ask them questions when talking about your hobbies and interests. For example: instead of writing, 'I love to go to the beach for a swim', write this, 'Do you enjoy going to the beach for a walk and a swim?' It's a subtle difference, but it works! Instead of, 'I like to cook,' write, 'Do you like your partner to cook, whilst having a glass of wine together?' Get the idea? So why not edit your profile and delete as many I's as you can.
- Don't demand in your profile 'I want my partner to be ...' and 'I don't want, I hate' etc. This is negative, which makes you come across as someone who does not like other people to be themselves, and is only interested in someone who will do and act as they are told.
- Remember your profile should describe you and what you are looking for, but in a way that engages the member checking out your profile, enticing them to send you a message and maybe start the relationship you are longing for.
- A common mistake: Negativity not Positivity. Don't be negative in your profile. Many daters feel down when things don't go too well. They ask 'Why am I single?' meaning 'What's wrong with me?' A better idea would be to ask 'How do I need to portray myself to find the partner who is right for me?' or, 'What's the best way for me to find an ideal partner?' Be positive in your search and you will find what you are looking for. Remember everyone has baggage; it's how you carry it that counts. Your baggage is not as big as you think when you are in a relationship with someone who truly cares for you.
- Keep it fresh: update your profile often. Include new things you have done of interest or places you have been. You will come across as an active person with an interesting life and this will entice other members to want to get to know you.
- REMEMBER!! BE PROACTIVE. Don't wait for your dream date to appear. Seize the day by updating your profile regularly. Let other members know you are out there.

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2) Upload a photo to supercharge your profile

Her photo was of a very poor quality, didn't show her looking her best and didn't give a good representation of her as a person.

- Your main photo should be a good quality shot of yourself showing you looking good and clearly showing you looking how you would look if you were meeting a date for the first time. You wouldn't go to a bar in your tracksuit would you?
- Your photo 2 should show you in your day-to-day appearance, maybe participating in one of the hobbies or activities of interest mentioned in your profile.
- Your photo 3 can be either of the above or anything within the site's terms and conditions.
- Avoid photos that have been cut to show only you but include a mysterious arm or hand, as many other members will be thinking who does the mystery arm belong to?
- Also avoid photos containing members of the opposite sex as members looking at your photos won't know who that person is and may be suspicious.
- Photos with blacked out faces on them are messy and also seem as if you are hiding something. Even if it is a uniformed colleague who you do not wish to identify on the site, get another photo with only you in it.
- Did you know that if you update your main photo, your details are showcased in the Photo Gallery? This is a good way of making your profile more prominent as members will see it when they visit this section. So the more frequently you update your main picture the more exposure your profile will have. You can view members that have recently updated their photos by clicking on the 'Photo Gallery' tab in the search menu.
- To be featured in the weekly newsletter all you need to do is upload a photo of yourself and you will be entered into our monthly competition. We will randomly choose two members' photos every month to be featured in our newsletter. A free month's full membership will be given to the members chosen.
- **Remember Photos Count!** Women are 8 times more likely to view a profile with photos. Men are 10 times more likely to view a profile with photos.

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Suggestions for your photo

- If you do not have a good current photo you should ask a friend with a good quality digital camera to help you by taking some photos for your profile.
- If you do not have access to a digital camera you can always send your photos to us and we will scan them and upload them to your profile. Send your photo along with a s.a.e. Include a covering letter with your registered email address and profile id number. We will only be able to return photos if they are sent with the s.a.e. Our postal address can be found on the contact page.
- Reputable online dating sites have moderators who check each photo to make sure it meets the sites level of acceptability. Photographs too explicit will not be accepted, also if the photo is too blurry and of a very poor quality, it will be rejected, and so on.
- Other reasons for a photograph to be rejected include the following: photographs in which another person, an item of clothing, or a pet obscures your face; group photos where the moderator would not be able to decide which person is you; photographs of nudity, or see-through material that shows too much of intimate areas; photos that the moderator feels are too suggestive or lewd; a photograph including a copyrighted image; a photograph including a person under the age of 18; photographs that are too blurry.

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3) Manipulate your search criteria

Her search criteria were extremely tight limiting her chances of success.

- The system matches your search criteria to members who fit the description you have entered. Also your profile is referenced against theirs to make sure that yours fits theirs. This means that the more stringent you are with your requirements, the lower the number of matches that will be returned.
- To increase the likelihood of finding a match, increase one of the parameters in your search criteria and you will find a larger number of people to be a possible match. Through analysis of search results we have found members would receive a much larger number of possible matches if they increase their age search range by as little as 5 years.
- Remember if you were out at a bar and you saw someone you fancied, you wouldn't check all the criteria available on a dating site before chatting to them. You may find that they aren't your perfect match on paper - but remember, love isn't something that you can quantify with boundaries. Remember the old saying 'opposites attract'.

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• 4) Be active not static

Our case study member was very shy at messaging other members, and therefore didn't receive many messages in return.

- If you think someone looks nice and you may go and speak to him or her if you were out and about, then send him or her a message. Their profile is only a snap shot. If you fancy the look of them, message them.

There are two types of online dating members - active and static

- Static members tend to create their profile and then wait for another member to contact them. A static member's chance of success varies according to the interest generated by their profile. This depends in turn on how well their profile is constructed. Profiles containing no photos and little detail attract less attention than those belonging to members who have taken the time and effort to include a well-written profile and a selection of photos.
- Active members not only build a profile containing a well-written description and a selection of photos, but also look for new partners and send messages to members that appeal to them. Active members are by far the most successful, as they are constantly creating new opportunities to meet their perfect partner by contacting other members.
- Would you go on a date wearing old jeans and a t-shirt and then not speak to your date? (static members), or would you wear your best outfit and make conversation? (active members).
- REMEMBER!! BE PROACTIVE. Send messages, Add photos and update your profile regularly. Let other members know you are out there.

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5) Use the site to your advantage

Ways to use the site functions to your advantage

- When you log into your profile your own account home page is displayed with information relevant to your account and its activity.
- On your account homepage you are able to view various pieces of information that can help you find your perfect partner.
- At the top of your homepage you can see the profiles you have viewed in the last three months and also the members that have viewed your profile in the last three months. This can be used to your advantage because these members are obviously interested in you. If you think that they are a possible match send them a message, they may just be too shy to start the ball rolling.
- You can also access your favourites from your homepage and see who has added you as a favourite. As mentioned before, they are obviously interested in you and even more so due to the fact that they have added you as a favourite, which means that they have made it possible for them to view your profile without searching. So send members who have added you as a favourite a message.
- On the bottom of the left-hand navigation of your account homepage you will find the new members function. This is where you can view new accounts created in the last 7, 14 or 30 days. This allows you to see members as they are signing up and contact them before other members notice them on their search results. You never know, your attentiveness may pay off and lead to meeting the match of your dreams.
- Just above the new members tab is the photo gallery option. Much like the new members function, this allows you to view members who have uploaded a new photo within the last 3, 7 or 14 days. This shows that the members uploading photos are highly active on the site and take good care of their profiles by keeping their photos updated. Referring to the comments in section 4 these are truly active members who keep their profile up-to-date and regularly check their messages.

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6) Conclusion

After running through her profile and suggesting many of the changes above, I decided to create a document that would allow her to correct the problems she had faced so she would receive more contacts.

I sent her a basic version of the document you have just read and within the first few days after making a few profile changes she had contacts flooding in!

Make your profile more engaging, with a good selection of photos and questions for the reader to send you answers to.

You'll be amazed by the difference it makes to the number of views/messages you receive. Be proactive not reactive and update your profile now to make it irresistible!

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