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# Filling in your WhatsApp Business profile: hours, address, website and short link

WhatsApp & APIs

| CODE | VERSION | COUNTRY · LANGUAGE |
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# Filling in your WhatsApp Business profile: hours, address, website and short link

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The profile is the business card the customer sees **before** writing to you. Filled in, it shows your name, what you do, where you are, when you answer and where to go next; empty, it looks like any number. You do it in the free **WhatsApp Business** app, and it takes under ten minutes. The same information feeds the away message and the short link.

## What to fill in, field by field

| Field | What to put | Why |
|---|---|---|
| **Business name** | The name customers know you by. | It is what shows in their chat list. |
| **Category** | The one closest to what you do. | Helps whoever looks understand the business at a glance. |
| **Description** | One or two sentences: what you sell and to whom. | Answers “what do you do?” without anyone having to ask. |
| **Address and map** | The service address, if you receive people. | Saves ten messages a week asking “where are you?”. |
| **Hours** | The real days and hours, not the hoped-for ones. | It is also the schedule the away message uses. |
| **E-mail and website** | The company e-mail and your website address. | Takes people to a place that is yours (**putting WhatsApp on your site**). |

## Doing it, step by step

1. Open the WhatsApp Business app and *Settings*. Pick your name at the top, or the *Business tools* and then *Profile* (the path varies with the version).
2. Fill in the fields in the table. Start with the hours and the website, which save the most questions.
3. Add a photo: the logo or, for a street shop, the front.
4. See the profile as a customer would: ask someone outside to open a chat with you and confirm what they see.

## The short link, and the ready-written message

The app creates a **short link** to your number (in the business tools, called *Short link*), to which you can attach a ready-written message. It is the link to put on social media, in an e-mail or in a signature, and it has its QR code to print: **a QR code that opens a chat with you**. If you prefer the direct address with the number, the format and the care it needs are in **what goes wrong with wa.me links**.

**The hours you promise must be the real ones.**
Someone writing within the hours expects an answer. If the profile says “8am to 6pm” and nobody reads the messages, your worst advertising is yourself. Write what you keep and let the away message handle the rest: **greeting, away and quick-reply messages**.

**Do not put in data you do not want public.**
Everything you fill in is visible to whoever opens your profile. Use the company e-mail and the service number, not the personal ones of whoever administers it.

**Publish the real number on your website.**
People who imitate company accounts copy the photo and the name. If customers know which is your number, the copy loses its force: **the risks of WhatsApp for business**.

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- The WhatsApp Business app: advantages, disadvantages and who it is for
- Greeting, away and quick-reply messages
- A QR code that opens a chat with you
- Putting WhatsApp on your site

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| OPENING HOURS | Monday to Friday - 08 AM to 04 PM<br>Saturday & Sunday - Closed |

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