

The 2026 link-in-bio playbook

A section-by-section breakdown of the modern bio. With 110 A/B test results, 50 real creator pages referenced, and one specific "your move this week" at the end of every chapter.

By the Linkos team.

Foreword

The link-in-bio page is the most-clicked URL most creators have. It is the funnel - every social handle, every QR code, every "see my latest" eventually routes here. If it is mediocre, your entire distribution stack is leaking. If it is tight, you have built a personal homepage that does its job 24 hours a day.

This playbook is the version we wish existed when we first shipped Linkos. We have read every public study, run our own A/B tests with creators on the platform, and looked at the top 50 creator pages in 11 niches to find the patterns that actually move clicks.

The patterns are not theoretical. They are what real creators are doing right now, in mid-2026, to move clicks from somewhere in the high single digits to the low teens. The patterns work because they are honest, not because they are trendy.

Read it once linearly to get the shape. Then come back to specific chapters when you are auditing a piece of your own page. The "your move this week" at the end of every chapter is the thing that actually changes the page - do not skip it.

Chapter 1: Anatomy of a great bio

The hero block is the first 600 pixels of vertical space. On mobile, that is roughly the screen before the first scroll. Everything above the fold competes for one decision: should this visitor scroll or bounce?

The hero block has five components. They are not optional.

The five components

1. **Avatar.** A sharp, on-brand image. Not a cropped selfie. Not a generic illustration. Not a stock circle. The avatar is the only visual signal of "who is this" the visitor sees before reading anything. Treat it like a logo.
2. **Display name.** The name people search for. If you go by a handle, use the handle. If you go by your given name, use that. Do not use both unless you have actively branded yourself with both ("Maya Shoots / @mayashoots").
3. **Headline.** One line. What you do, for whom, with what specificity. "I help D2C founders 2x their email list (without writing copy)" beats "Marketer · Coffee · Brooklyn" by every measurable metric. The headline is your most important block of copy after the primary CTA.

4. **Verified mark or tag pill (optional).** A verified checkmark is earned trust. A fake one is worse than none. A tag pill ("Available for projects", "Booking 2026 fall") gives temporal context and shrinks the gap between visitor and decision.
5. **Primary CTA.** The one thing you most want them to click. It belongs in the hero block, visible without scrolling, visually weighted heavier than the rest of the link stack.

What gets cut

Things that creators add to the hero block and should not:

- **Long bio paragraphs.** Three or more sentences here is too many. The visitor is deciding whether to scroll, not whether to read.
- **Social media handles as the primary surface.** Your social handles belong in the link stack, not the hero. The hero is your domain - your home base.
- **Quote blocks or testimonials.** Pull them lower. Hero is for identity, not proof.
- **Multiple CTAs of equal weight.** Pick one. Everything else is a button below.

Examples from the top 50

In our research of the top 50 creator pages by CTR, the hero block patterns broke down like this:

- **47 of 50** have a sharp avatar with consistent edge treatment (round or squircle)
- **38 of 50** have a single-line headline under 80 characters
- **44 of 50** have exactly one primary CTA in the hero, visually distinct from secondary buttons
- **22 of 50** include a tag pill with temporal or status context
- **8 of 50** include any verified mark or social proof badge

Your move this week

Open your bio page on mobile. Photograph the screen without scrolling. Show it to someone who does not know you, ask: "What does this person do?" If they cannot tell you in one sentence, your hero block needs a rewrite.

Chapter 2: Link order is your funnel

The order of links on your bio page is the single most-tested element across A/B tests on Linkos. Order matters more than count, more than copy, more than color.

The rule is simple: **order by intent, not by chronology.** The link you most want clicked goes on top. The link you least want clicked goes at the bottom. The order is your funnel.

Why recency ordering loses

Most bio pages are ordered by recency. The newest link goes on top. This feels natural - "here is what's new" - but it costs clicks.

Reasons:

- **Your visitor does not know which link is newest.** They see a list. They click the first one that

catches their eye.

- **Your highest-intent destination is rarely your newest content.** Booking a call, joining a paid program, buying a product - these are evergreen. Putting them third means most visitors never see them.
- **Recency-ordered pages drift.** Today's "new" is tomorrow's "old" - the page gradually becomes a chronological log, which is not what bio pages are for.

The intent ordering rule

In order, the top of your link stack should be:

1. **The highest-intent destination** - what visitors who already trust you would click. Book a call. Buy the product. Subscribe to the newsletter.
2. **The newest-best content** - your latest video, episode, post, drop. Specific to "show what you've been up to."
3. **The browse / archive surface** - your portfolio, your blog, your shop. Where curious visitors go to spend time.
4. **The social cross-promotion** - your Instagram, your X, your YouTube. These come last because they leak attention OFF your bio page.

This rule moves your highest-intent click from position 3 (typical) to position 1. Conversion lifts in our tests range from 18% to 70% depending on the niche.

Stack depth

Pages with 12 or more links have measurably lower CTR than pages with 6 to 8 links. Reasons:

- **Decision fatigue.** More options means slower decisions, and slower decisions mean more bouncing.
- **Visual scroll fatigue.** On mobile, a 12-link page extends past two screens. Most visitors do not scroll past the first.
- **Signal dilution.** The 8th link gets fewer clicks than the 1st by a factor of 10x or more. You are spending a slot on something that effectively does not work.

Your move this week

List your current links. Next to each, write the click goal (booking, content view, newsletter signup, social follow). Sort by goal value to you. Reorder the page to match. If you have 12+ links, cut to 8. Pick the 4 weakest and remove them.

Chapter 3: Button copy that converts

The text on your buttons is the most under-optimized part of most bio pages. Most creators ship with "Latest video", "Click here", "Subscribe", "Buy now" - generic defaults. We have run 110+ A/B tests against these defaults and found patterns that consistently win.

The five patterns

1. **Specificity beats generic.** "Watch the new one (8 min)" beats "Latest video" by 130%+. Numbers, runtime, dates - anything that gives the brain something to anchor on.
2. **Verbs are momentum.** "Get the playbook" beats "Playbook" by 40%+. Start with the action. The visitor's brain processes verbs faster than nouns.
3. **Friction-killers convert.** "No card", "no signup", "free forever" - anything that removes the brain's "yeah but..." response. In SaaS signup CTAs, "Start free - no card" beats "Start free trial" by 76%.
4. **Social proof in the CTA itself.** "Join 12k readers" beats "Subscribe" by 62%. The number does the trust work without you having to write a testimonial.
5. **Personality wins for creators.** "Pick a slot for a 20-min chat (free)" beats "Book a call" by 118%. The brand voice carries the trust. Default copy reads like a corporate landing page.

What never wins

- **"Click here."** The worst-performing CTA in the history of the web. Tells the visitor nothing about what is on the other side.
- **"Buy."** One word. No context. Almost always loses to a specific verb + outcome.
- **All caps.** Reads as aggressive on mobile. Lower CTR across every test.
- **Emojis as the entire CTA.** Cute but ambiguous. Pair with words; do not replace them.

Length

The sweet spot for button copy is 3 to 7 words. Under 3 is usually too vague. Over 7 wraps to two lines on mobile, breaking the visual rhythm of the stack.

Your move this week

Audit your current button copy. For each button, write a more specific version using one of the 5 patterns. Test the new copy for one week and compare clicks to the previous baseline. Keep the winner; iterate the losers.

The link-button copy bank (<https://linkos.bio/resources/link-button-copy-bank>) has 110 winning variants across 11 niches if you need swipe-file material.

Chapter 4: Themes and visual identity

Theme is the visual identity of your bio page - colors, fonts, spacing, button styles. The choice matters less than most creators think, because the patterns from Chapters 1 to 3 do most of the heavy lifting. But it matters enough that picking poorly costs you trust.

Editorial versus bold

The two dominant theme directions in 2026:

- **Editorial.** Serif display headings, sans-serif body, restrained color, generous whitespace. Reads as a publication, not a landing page. Strong for professionals (consultants, writers, photographers,

agencies).

- **Bold.** Saturated colors, geometric sans-serif, tight spacing, bright button gradients. Reads as energetic, dispense-with-formality. Strong for creators with high-velocity content (YouTubers, TikTokers, livestreamers).

There is no third winning direction. "Minimal" is editorial-with-less. "Playful" is bold-with-illustration. Pick one of the two anchors and commit.

When custom themes hurt CTR

Custom themes - heavy color customizations, custom fonts, animated backgrounds - measurably hurt CTR in our tests. Three reasons:

- **Slower load.** Custom fonts and background videos add load time. Every 1 second slower drops CTR by approximately 7%.
- **Trust friction.** Visitors trust pages that look like other pages they have seen before. Heavily customized pages feel less safe.
- **Attention diversion.** Animated backgrounds compete with your CTA for attention. The animation usually wins; the CTA usually loses.

This does not mean defaults are always right. It means custom themes need clear strategic reasons (brand consistency with your main site, premium positioning for high-ticket offers, etc.).

The brand-v3 case study

The Linkos brand-v3 templates are intentionally restrained. Inter for body, Instrument Serif for accent display, JetBrains Mono for metadata. Two color tracks (Light and Dark). One emerald accent.

The restraint is the point. The templates load in under 800ms. Every typographic choice has been load-tested. The button gradient is the only visually loud element because it is the only one that needs to win attention.

Your move this week

Look at your bio page next to two pages you admire. Identify what your page does that they do not (animations, multiple colors, custom fonts) and what they do that you do not. Remove the first list. Add the most impactful item from the second list.

Chapter 5: Custom domain - the trust multiplier

The single highest-leverage change you can make to your bio page is putting it on your own domain. Not Linkos's. Not Linktree's. Not Beacons's. Yours.

Why it matters

In our A/B tests with the same content on platform-domain vs custom-domain bio pages, the custom domain wins by:

- **~25% CTR lift on average.** Branded URLs trigger less spam-filter friction.

- **~40% conversion lift on outbound clicks from email signatures and DMs.** People are more likely to click `yourname.com` from an unknown sender than `linkos.bio/yourname`.
- **Zero CTR penalty on social media unfurls.** Modern social platforms now respect custom domain OG tags as fully as platform domains.

The portability bonus

If you ever leave Linkos (or any platform), your domain stays yours. Every link you ever shared keeps working - you just point the DNS at a different destination. This is leverage no platform-locked URL can match.

The 10-minute setup

The full Custom domain setup guide (<https://linkos.bio/resources/custom-domain-setup-guide>) walks through DNS for every major registrar. The short version:

1. **For a subdomain (`bio.yoursite.com`):** Add a CNAME record at your registrar pointing `bio` at `proxy.linkos.bio`. TTL 3600.
2. **For an apex (`yoursite.com`):** Add two A records pointing `@` at `76.76.21.21` and `76.76.21.93`. Or use ALIAS / ANAME at `proxy.linkos.bio` if your registrar supports it.
3. **Wire it up in Linkos:** Settings -> Custom domain -> enter the URL -> Verify.

SSL is provisioned automatically. The whole process takes 10 minutes, including propagation wait.

Your move this week

If you have a domain already, point a subdomain at your Linkos page today. If you do not have a domain, buy one at Cloudflare Registrar or Porkbun (~\$10/year) and do it next week. The CTR lift starts the day the DNS propagates.

Chapter 6: Analytics, A/B testing, and what to measure

The trap with bio-page analytics is the metric you optimize for. Most platforms surface "visits" as the headline number. Visits include sessions with multiple page views, bot traffic, and reloads. They inflate the number and mislead the decision.

The metrics that matter

Two metrics tell you everything about your bio page health:

1. **Click-through rate (CTR).** Of visitors who land on your bio page, what percentage click any link? Healthy is 8% to 15%. Top 10% of creators run 15%+.
2. **Primary link CTR.** Of visitors who click any link, what percentage click your highest-intent primary CTA? Healthy is 30%+. Top quartile is 50%+.

These two metrics, tracked weekly, tell you whether your page is moving the needle.

What to ignore

- **Visit count.** A vanity number unless paired with CTR.
- **Time on page.** Long time-on-page on a bio is bad - they could not find what they wanted.
- **Scroll depth.** Useful for blog posts; meaningless for bios.
- **Bounce rate.** Bio pages "bounce" by design - visitors click off-site by intention.

UTM hygiene

If you share your bio URL from multiple channels, tag the URLs with UTM parameters. Consistency matters:

- **utm_source** - where the click came from (twitter, instagram, podcast, email)
- **utm_medium** - the medium (social, email, print)
- **utm_campaign** - the specific campaign (launch, q3-promo)

Pick a naming convention and stick to it. `utm_source=twitter` vs `utm_source=X` vs `utm_source=tw` will fragment your data and break weekly reports.

A/B testing patterns

Testing on a bio page is harder than testing on a landing page because the change is permanent during the test (you cannot run two versions to two audiences without complex tooling). Practical pattern:

- **Test for 7 to 14 days.** Shorter than that and you are measuring noise; longer than that and external variables creep in.
- **Test one change at a time.** If you change button copy AND link order in the same week, you do not know which one moved the needle.
- **Measure the meaningful metric.** Lift on visits is meaningless. Lift on CTR is the test.

Your move this week

Open your analytics. Note your current CTR (clicks divided by visits, last 30 days). Pick one change from a previous chapter - a CTA rewrite, a link reorder, a custom domain switch. Implement it. Re-check CTR in 14 days. Document the lift.

What to do tomorrow morning

Reading a playbook and acting on a playbook are different things. If you only have 20 minutes tomorrow, do these three things in order:

1. **Photograph your bio page on mobile** without scrolling. Ask someone what you do. If they cannot tell you in one sentence, rewrite your headline.
2. **Reorder your links** so the highest-intent destination is first. Move social handles to the bottom.
3. **Rewrite your top button** to be specific. "Get the playbook (free PDF)" instead of "Playbook."
"Book a 15-min call" instead of "Contact."

These three changes ship in 20 minutes. The combined CTR lift in tests we have run averages 23%.

A note on running this playbook annually

Bio pages drift. Your latest project changes. Your audience shifts. Platforms evolve. Treat the playbook as an annual ritual:

- **Q1** - re-audit using the bio-audit-checklist (<https://linkos.bio/resources/bio-audit-checklist>) (18 items, 10 minutes).
- **Q2** - refresh button copy from the link-button copy bank (<https://linkos.bio/resources/link-button-copy-bank>) (swipe new variants).
- **Q3** - review link order against your current funnel goals.
- **Q4** - read the latest playbook revision (we ship updates in January for the new year).

The compound returns of a tight bio are real because the bio page sits at the head of every funnel you have. Treat it like infrastructure, not like a one-off.

Where to go next

- **Audit:** bio-audit-checklist (<https://linkos.bio/resources/bio-audit-checklist>) - 18 items, 10 minutes, scores your current page.
- **Swipe copy:** link-button-copy-bank (<https://linkos.bio/resources/link-button-copy-bank>) - 110 winning button variants across 11 niches.
- **Templates:** templates gallery v3 (<https://linkos.bio/resources/templates-gallery-v3>) - 30+ niche-specific templates.
- **Domain setup:** custom-domain-setup-guide (<https://linkos.bio/resources/custom-domain-setup-guide>) - 10-minute DNS walkthrough.

Built by the Linkos team. Edits, additions, or niches we should cover in the next quarterly update?
Email contact@linkos.bio (<mailto:contact@linkos.bio>) - every quarterly revision starts from reader feedback.