ExpertFile Profile: Core Content Requirements

You must include the following elements of content to your expert profiles before they can be published. These elements power ExpertFile's search functions, and provide a minimum level of information on your experts. Once published, you can continue to add additional content elements like video, publications, social media links/integrations, testimonials and much more.

Key Areas

1. Headshot (Minimum of 200 x 200 Pixels)

Good quality photos of your experts create a professional first impression.

Tips:
- Use consistent looking photos for all experts where possible
- Light coloured or white backgrounds optimal
- Avoid action or full body image – shoulders and above preferred
- Ensure photos are good quality/ not pixelated

2. Headline (Maximum 140 Characters)

A good headline provides a hook that entices the reader to learn more about each expert.

Tips:
- Write attention grabbing one-liner that speaks to their expert focus
- Mention a significant career milestone if appropriate
- Include division or area within your organization if appropriate

3. Biography (Maximum 2,500 Characters)

Provide a summary of each expert that's part retrospective and part based on current activities.

Tips:
- Include basic biographical information including a brief summary of professional achievements and education
- Include involvement with current organization
- Describe current research/ business ventures and activities

4. Industry Expertise (Choose from predefined list on the next page)

These core areas are primarily used as a high level classification of expertise.

Tips:
- Select broad area of expertise from list of Industry Expertise
- Recommended minimum of 3 industry expertise
- Only choose Industry Expertise that apply to your credentials

5. Topic Tags

Highlight the key areas in your industry that you have expertise - driving discoverability in search.

Tips:
- One or two word tags preferred
- Recommended minimum of 5 Topic Tags
- Maintain a mix of terms aimed at professional and general audiences

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List of Industry Expertise

Mark applicable industry expertise with a √.

Note* Industry tags are used primarily for general classification of an expert but specific topics and other content drive discoverability in search.

Accounting
Advanced Medical Equipment
Advertising/Marketing
Aerospace
Agriculture and Farming
Air Freight/Courier Services
Airlines/Aviation
Airport Services
Alternative Dispute Resolution
Alternative Medicine
Animation
Apparel/Accessories
Architecture and Planning
Arts and Crafts
Audio Visual
Automotive
Banking
Beverages - Alcoholic
Beverages - Non-Alcoholic
Biotechnology
Boating
Business Services
Business Supplies/Equipment
Capital Markets
Ceramics and Glass
Chemicals
Childcare
Civil Engineering
Cleantech
Computer Gaming
Computer Hardware
Computer Networking
Computer Software
Computer/Network Security

Construction - Commercial
Construction - Residential
Consumer Electronics
Consumer Goods
Consumer Services
Corporate Leadership
Corporate Training
Corrections
Cosmetics and Beauty
Dairy
Defense
Design
Direct Marketing
Education/Learning
Elder Care
Electrical Engineering
Electrical/Electronic Manufacturing
Employment Services
Energy
Entertainment
Environmental Services
Events Services
Executive Search
Financial Services
Fine Art
Fire Protection
Fishery and Aquaculture
Fitness
Floriculture and Horticulture
Food and Beverages
Food Distribution
Food Processing
Food Production
Footwear
Forestry/Forest Products
Fund-Raising
Funeral Services
Furniture
Gambling and Casinos
Glass, Ceramics and Concrete
Government Administration
Government Relations
Graphic Design
Hardware (not computer)
Health and Wellness

Health Care - Facilities
Health Care - Providers
Health Care - Services
Heavy Machinery
Highways / Railtracks
Home Furnishing
Hospitality
Hotels and Resorts
Household Products
Housing
Human Resources
Import and Export
Industrial Automation
Information Services
Information Technology and Services
Insurance
International Affairs
International Trade and Development
Internet
Investment Banking
Investment Management
IT Services/Consulting
Jewelry
Judiciary
Laboratory Services
Landscaping
Law Enforcement
Legal Services
Legislative Office
Leisure / Recreation
Library and Information Management
Lighting
Logistics and Supply Chain
Machinery
Management Consulting
Manufacturing
Maritime
Market Research
Mechanical/Industrial Engineering
Media - Broadcast
Media - Online
Media - Print
Media Production
Medical Devices

Medical Equipment / Supplies / Distribution
Medical/Dental Practice
Mental Health Care
Metalworking and Coatings Technology
Military
Mining and Metals
Motion Pictures and Film
Museums and Institutions
Music
Nanotechnology
Non-Paper Containers / Packaging
Non-Profit/Charitable
Nuclear
Office Equipment
Oil and Gas
Outsourcing/Offshoring
Package/Freight Delivery
Paint
Paper and Forest Products
Performing Arts
Pharmaceuticals
Philanthropy
Photography
Plant Engineering and Operations
Plastics
Political Organization
Precious Metals / Minerals

Print Media
Printing
Professional Training and Coaching
Program Development
Public Policy
Public Relations and Communications
Public Safety
Publishing
Railroad Manufacture
Railroads
Real Estate Dev/Ops
Real Estate Services
Recording
Recruiting
Religious Institutions
Renewables and Environmental Research
Restaurant/Food Service
Retail
Safety
Sanitation and Waste Management
Security
Semiconductors
Shipbuilding
Shipping (Marine)
Social Media
Social Services

Specialty Retailers
Sport - Amateur
Sport - Professional
Sporting Goods
Staffing and Recruiting
Steel
Supermarkets Food Retail and Distribution
Talent Management
Telecommunications
Textiles/Leather Goods
Think Tanks
Tires / Rubber Products
Tobacco
Toys / Games
Toys and Hobbies
Training and Development
Translation/Localization
Transportation/Trucking/Railroad
Travel and Tourism
Trucking
Utilities
VC and Private Equity
Veterinary
Warehousing
Wholesale
Wireless
Women
Woodworking
Writing and Editing

Questions?

Please contact your ExpertFile Success Specialist or email success@expertfile.com