expertfile ™

Grade Your Expert Center

Leading organizations are investing in new ways to showcase expert content, as well as their subject matter experts and thought leaders. While creating credible and engaging content is important, companies and institutions are also looking for ways to make their experts and content more approachable and accessible. One of the best ways to do this is to create an Expert Center.

Whether your expert center covers the organization as a whole or an individual department, certain best-practices are key to making it a success. Answer these easy questions to determine how your expert center compares with benchmarks and identify important areas for improvement.

Yes	No	Does Your Expert Center Feature Multimedia?
		Detailed biographies and overviews of specialities and expertise?
		Full multimedia & social media integration?
		Amazon™ author information and book covers?
		Content and multimedia optimized for search engines such as Google?
Yes	**No**	**Does Your Expert Center Have Third-Party Collaboration?**
		Third-party collaboration and agent functionality for managing content & inquiries.
		API integration that makes data fully portable?
Yes	**No**	**Does Your Expert Center Facilitate Real-time Inquiries?**
		Integrated inquiry forms for each profile?
		Real-time email alerts to multiple parties when an inquiry is submitted?
		Maintain privacy by not sharing direct contact information for experts?
Yes	**No**	**Does Your Expert Center Have a Mobile-responsive Design?**
		Mobile-responsive design to work with any web-enabled device?

Yes	No	Does Your Expert Center Have Integrated Search?
		Integrated directory with the ability to search by topics and keywords, and name.
Yes	No	Does Your Expert Center Provide Analytics for Measurement?
		Analytics information to see which content is performing best and which experts are getting the most engagement?

Now it is time to grade your expert center. The best-practices listed above can make a huge difference between a basic directory and a true expert center that meets the needs of prospects, media and conference organizers and more. If you do not have these things, you are missing out on some of the most important content for your college or university: expert content, published from the perspective of your people.

Done well, expert marketing can increase the authority and visibility of subject matter experts and thought leaders, as well as the entire organization. To learn more about trends in expert marketing visit blog.expertfile.com.

Visit expertfile.com for more information.

About ExpertFile

ExpertFile is the world's first expert marketing platform built for organizations. Our publishing, search optimization (SEO), lead generation and analytics features, coupled with our global network, helps experts connect to business prospects, media and conferences. Our clients include market leaders such as University of Texas, ADP, University of North Carolina Chapel Hill, Pearson Education, University Health Network and Canadian Diabetes Association.