



Understanding the true costs and limitations of a build it yourself approach to leveraging your expert content.



We know you have questions!

After talking to 100's of leading marketing, digital and IT teams we understand the question of DIY may come up. Some of the most common comments we hear are:

Can't I just build it for free on my website?

We have a CMS...can't it do all this already?

Why would I pay an annual subscription fee?

This document is a summary of the key tools, technology and processes included with your ExpertFile subscription. It highlights the complexities involved in effectively leveraging your expert content - helping you answer some of these questions.

Solution Checklist

When evaluating a DIY approach vs the ExpertFile platform we believe there are 3 critical areas to consider related to technology, process and people.

1 Planning, Design & Content Creation

Are you going to be supported from Day 1 with the project management, design and technical support to ensure your success, or is it going to become an ongoing burden for marketing and IT?

Included with ExpertFile

- ✓ **Research**
Structured tools and processes to help identify key interests and opportunities for content development.
- ✓ **Planning**
Expertise Marketing Framework Review • Information Architecture & Tech Stack Review • Best Practices Review for Various Client Use Cases • Goal Setting & KPI's
- ✓ **Content Optimization**
SEO Analysis - Technical Evaluation • Competitive Benchmarking Analysis (Key Topics)
- ✓ **Profile Creation/Onboarding**
Research and development of profiles with our profile writing team.
- ✓ **More than Just Profile Content**
Access to content options such as Spotlights and **NEW** ExpertAnswers content options to share your insights.
- ✓ **Dedicated Client Success Team**
Access to a team of content and technology professionals to guide your implementation to ensure you're getting the most out of your program.

2 Technology, Latest Features & Functionality

Are you building something that's flexible enough to get started quickly, but with powerful design capabilities, API and advanced enterprise-grade features that your IT team can unlock?

"We estimate \$2.5M and 1 year to implement our DIY solution"

3 Discoverability & Promotion

You've built something... how are you going to ensure your expertise is both discoverable and easily promotable to the audiences that matter to you most?

Included with ExpertFile

- ✓ **UX Design/Integration**
Demonstrated Interoperability with all the Major CMS Platforms
 - UX and CMS Integration Support
 - Design Lab - Templated Content Builder
 - Cut & Paste Embed Generator (non-technical)
 - WordPress Plug-in
 - Full REST API
- ✓ **Advanced Search & Filtering Functionality**
Integrated Elastic(TM) Search • Category Tags that allow for Custom Directories and Feature Content Sections
- ✓ **Technical Content Optimization**
SEO Best Practices Integration (Schema & Tagging) • Google Optimization for 'BERT' and 'EAT' (Expertise, Authority & Trust) Updates • SEO Analysis - Technical Evaluation • Competitive Benchmarking Analysis (Key Topics)
- ✓ **User Engagement Tools**
Multimedia integration - YouTube, Vimeo, Twitter, SlideShare • Social Media Integration & Sharing Features • Author Features (Book Integrations & Amazon Catalog Display)
- ✓ **AI Enabled Workflows**
AI Quarantine email inquiry feature and draft content creation
- ✓ **Analytics Dashboards & Reports**
Full capabilities to manage, track and report on all your activities.
- ✓ **Accessibility/Compliance**
Meets ODA and AODA Requirements • VPAT on File

Included with ExpertFile

- ✓ **Full-On Domain Visibility**
Fully customizable options for building out your expert content (people and insights) across multiple areas of your website.
- ✓ **Exclusive partnerships with Media Organizations**
Reach journalists and broadcasters through direct distribution to thousands of newsrooms around the world.
- ✓ **ExpertFile Search Engine on expertfile.com**
Easily discoverable expertise on leading online destination.
- ✓ **ExpertFile MobileApp**
Feature rich mobile app for iOS and Android users.
- ✓ **Google & AU Search Optimized (SEO)**
Content Optimization Generative AI

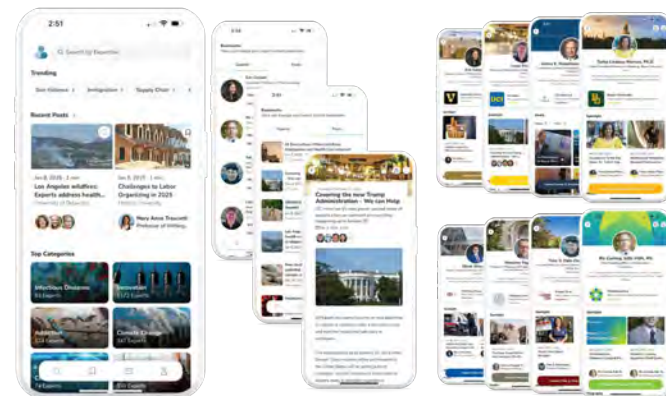
Ongoing ExpertFile Outreach

Forward Planning Services • Media and Conference Outreach Programs, Advertising, Event Sponsorships • Social Media Integration & Sharing Features

- ✓ **Advanced Inquiry & Lead Generation**
Inquiry Workflow - Guides users to provide key information • Privacy Protection - Special connect feature maintains email privacy for experts • **NEW** Advanced AI-enabled semantic filtering quarantines malicious email content
- ✓ **All Critical Technology/Feature Updates**
As a SaaS Solution you are always on the latest and most advanced version of the ExpertFile solutions

Security & System Continuity

- Built on an enterprise-grade technology Amazon AWS infrastructure for scalability and software reliability.
- User Identity and Access Management (IAM) - Single Sign-On (SSO) capabilities to provide users with the ability to log in just once - with just one set of credentials (username and password) to securely authenticate with multiple applications and websites. This means less lost passwords and a more secure environment.
- Secure Multi-User Access to help you share the responsibilities around managing your program and keeping your content fresh.



Contact us for more details of all the latest technology and professional services included with your annual subscription at success@expertfile.com