



ExpertFile Goes Mobile with New HTML5 Release

New Version of Expert Marketing Software Fully Optimized for Mobile Devices

TORONTO January 17, 2014 — Today ExpertFile launched its new responsive design for [ExpertFile profiles](#). Now organization profiles, individual profiles and inquiries are all optimized for display on popular browsers and mobile platforms such as iOS, Android, and Windows. Using the power of HTML5, ExpertFile is now fully responsive and fits in your pocket.

“With the huge move to mobile devices, journalists, conference organizers and business contacts need the ability to access expert profiles on-the-go. At the same time, our customers also need to be able to share their expert profiles at any time to any device,” said Peter Evans, CEO of ExpertFile.

Some of the benefits of this new design:

- Allows for access across multiple devices using major mobile operating systems
- Easily send expert inquiries right from any mobile device.
- Media, event organizers, and business prospects can navigate even faster to expert content.
- Enhanced multimedia display makes videos, publications, slides and other media assets even more engaging for visitors.

A major goal of this new ExpertFile “responsive design” is to eliminate the distinction between standard websites and mobile websites, allowing one site to provide a continuous experience across multiple devices. For ExpertFile users, this also means improved Search Engine Optimization (SEO) due to better user experience and increased conversion rate opportunities from mobile users as the inquiry process is now streamlined.

Watch for more updates this year as ExpertFile further enhances the mobile experience for users. Organization and experts already on the platform are encouraged to take the time to [login](#) and experience the platform for themselves on multiple devices. To learn more or register your profile visit [ExpertFile](#).

About ExpertFile

[ExpertFile](#) is the world's first expert marketing platform built for organizations. With publishing, search optimization (SEO), lead generation and analytics features, coupled with a unique online marketplace, ExpertFile helps experts connect to business prospects, media and conferences. Clients include market leaders such as Cleveland Clinic, Perseus Books Group, Canadian Corporate Counsel Association, Lillibridge Healthcare, and Constant Contact.