



Tips for Updating Your WIC Directory Profile

The best tip is to complete as many of the fields as possible. The more you fill in, the more robust your profile.

Beyond that, here are some hints for controlling the formatting of your profile, as well as ensuring you show up in directory searches on the topics related to your business and expertise. **The area of expertise field drives when you appear in searches within the WIC directory.**

1. **Company website URL:** Make sure to include the “http://” in front of your URL, otherwise the link won’t work, e.g., <http://www.womeninconsulting.org> not www.womeninconsulting.org.
2. **Profile photo:** For best results, use a square image. Uploaded images will automatically be resized to 120px by 120px with a smaller, companion thumbnail of 64px by 64px. You can upload a JPG, PNG, or a GIF file. JPG or PNG is good for larger, more complex images with many colors, while text and graphics with larger, single tone areas work best in the GIF format.
3. **Areas of Expertise:** The areas found in this list help drive when you’ll appear in a search for a particular expertise. So, select as many as are appropriate for your business. To do so:
 - Click the first one in the list that you want to choose
 - Hold down the control key each time you want to click another choice, and continuing doing so until you’re done selecting all relevant topics
4. **Company Description, Area of Expertise, and Typical Clients text boxes:** These text boxes allow you to include up to a 500-word description. Unless you use some basic HTML tags, the copy within each text box will appear as one paragraph. Here are some basic tags for formatting the copy within these text boxes:
 - `<P>`Text here will be one paragraph`</P>`
 - `
` will enter a line break wherever you place this tag
 - ``Text here will be bold``
 - `<I>`Text here will be italicized`</I>`
 - `<U>`Text here will be underlined`</U>`
 - ``This starts an indented bulleted list, no text necessary on this line
 - ``Text here appears as a bullet in the list; put each line of text that should be a separate bullet in the list within one of these tag sets``



- ``This ends the indented bulleted list, no text necessary on this line
- ``This starts an indented numbered list, no text necessary on this line
 - ``Text here appears as a numbered bullet in the list; put each line of text that should be a numbered bullet in the list within one of these tag sets``
- ``This ends the indented numbered list, no text necessary on this line
- `<H1>`Text here will appear as a second-level head—larger font and WIC gold.`</H2>`
- `<H2>`Text here will appear as a second-level head—larger font and WIC blue.`</H2>`
- All links will automatically appear as WIC red.
- Please do not use any other color codes within your profile, as it will cause the page to break and your profile will not appear and will not update properly.

It takes only a few minutes to add the tags to your copy to ensure it displays nicely on the page. Please [contact us](#), if you have any questions or need any help with your profile.

