

## Employee Bio Snippets and Pages

Biographical information for your team members is helpful for establishing the personal connection between your practice and your potential clients, and ensuring it is a good fit.

**Goal:** Describe the background, expertise, and professionalism of your team. Clients and customers want to be helped by people they like and trust, and this content is where you can help make that happen.

**Criteria:** A short bio snippet of content will be used for team list pages, booking forms, and perhaps author sections at the bottom of articles. Aim for ~ 1 paragraph for the short bios. Full page bios will be where potential clients will go to learn more about their providers, and you should aim for a minimum of ~ 2-3 paragraphs for those pages.

### Team Member #1

Short Bio content snippet. (~1 paragraph)

Longer Bio page. (~2-3 paragraphs)

### Team Member #2

Short Bio content snippet. (~1 paragraph)

Longer Bio page. (~2-3 paragraphs)