

Design Expertise Statement Worksheet

Introduction

Your design expertise statement is a foundational element for building online authority and trust with both potential clients and search engines. This statement should clearly communicate your unique perspective, specialized knowledge, and professional credibility. A well-crafted expertise statement helps search engines understand your E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) signals.

This worksheet will guide you through developing a compelling expertise statement that can be used on your About page, portfolio introductions, and client communications.

Part 1: Your Design Foundation

Core Design Education & Training

List your formal education, significant continuing education, or specialized training that shapes your approach to design.

- 1. _____
- 2. _____
- 3. _____

Years of Experience

Note both overall years in design and years in specific specializations.

Overall experience in interior design: _____ years

Specialized experience in: _____ for _____ years

Specialized experience in: _____ for _____ years

Professional Credentials

List relevant certifications, memberships, and affiliations that establish your professional standing.

- 1. _____
- 2. _____
- 3. _____

Part 2: Your Design Perspective

Design Philosophy Questions

Answer these questions to articulate your unique design approach.

What fundamental problem or challenge do you solve for clients?

What principle or value do you never compromise on in your design work?

How do you want clients to feel when they experience your completed spaces?

What misconception about interior design do you most often correct with clients?

Your Unique Difference

Complete these statements to define what makes your approach distinctive.

"Unlike many designers, I always..."

"My clients often tell me they appreciate how I..."

"I approach design challenges by..."

Part 3: Your Design Authority Markers

Evidence of Expertise

List concrete examples that demonstrate your expertise and experience.

Have you been featured in publications, blogs, or media? List them:

1.

2.

3.

Have you received awards or recognition for your work? List them:

1.

2.

Do you have specialized knowledge in specific materials, techniques, or styles? Describe:

Client Trust Indicators

What evidence demonstrates that clients trust your expertise?

Describe a challenging project where your expertise was crucial to the successful outcome:

Do you have notable client testimonials that speak specifically to your expertise? Summarize:

Part 4: Your Expertise Statement Draft

Now, using the elements from Parts 1-3, draft your expertise statement following this structure:

Professional Introduction (1-2 sentences)

Who you are professionally and what you're known for.

Expertise Validation (2-3 sentences)

Your credentials, experience, and evidence of authority.

Design Approach (2-3 sentences)

Your unique approach or philosophy that differentiates you.

Client Benefit (1-2 sentences)

How your expertise specifically benefits your clients.

Part 5: E-E-A-T Enhancement

These elements help search engines recognize you as an authoritative source in interior design. Check which ones you currently include on your website, and note where you have opportunities to improve:

Experience Signals

- ☐ Detailed professional timeline showing career progression
- ☐ Specific number of projects completed in different categories
- ☐ Case studies showing how experience informed design decisions
- ☐ Before/after examples demonstrating transformation skills
- ☐ Client stories highlighting long-term relationships

Expertise Signals

- ☐ Formal credentials prominently displayed
- ☐ Educational background with specific institutions
- ☐ Specialized training or certifications with dates
- ☐ Teaching or mentoring experiences
- ☐ Specialized knowledge areas with supporting evidence

Authoritativeness Signals

- ☐ Press mentions or features with links/logos
- ☐ Speaking engagements at industry events
- ☐ Publications or contributions to design resources
- ☐ Industry recognition or awards with dates
- ☐ Affiliations with respected design organizations

Trustworthiness Signals

- ☐ Transparent business information (address, registration)
- ☐ Clear privacy policy and terms of service
- ☐ Verifiable client testimonials with full names when possible
- ☐ Ethics statements or sustainable design commitments
- ☐ Professional guarantees or quality assurances

Final Expertise Statement

Using your draft sections above and incorporating E-E-A-T elements, write your complete expertise statement below (200-300 words):

[illegible]

Implementing Your Expertise Statement

Your expertise statement should be prominently featured on:

- Your About page (in full)
- Your homepage (condensed version)
- Your portfolio introduction
- Your professional profiles (LinkedIn, Houzz, etc.)
- Client proposals and materials

Remember to update this statement annually as your expertise and recognition grow. Each update strengthens your E-E-A-T signals for both clients and search engines.