

## Open:FactSet Candidate Guidelines

### Suggestions for Web Page Copy

#### Company Page

- Note the character limits for each field.
- Avoid superlatives, e.g. words such as “broadest” or “deepest”. Please use alternatives such as “broad” and “deep”, or use adjectives such as “leading” or “one of the leading”.
- Firm types and target markets may be helpful but avoid mentioning specific client names or details.
- Logos should be min 500 pixels wide and less than 50kb with a transparent background. PNG is accepted, but SVG is preferred due to reduced load times and optimal display across all browsers and mobile apps.

#### Product Page

- Note character limits for each field.
- Please keep information on your product page relevant to your data feed product(s) only.
- Show don't tell - Use active vs. passive language so copy is more action-oriented and compelling. Start sentences with verbs such as “leverage”, “identify”, “gain”, “utilize”, etc.
- Focus on why the product/content *matters* - Avoid stating what the product is vs. what a client can do with it and the challenges it solves.
- Clarity – Don't assume knowledge on behalf of the reader. Avoid using technical descriptions and acronyms that can be confusing.
- Avoid superlatives, e.g. words such as “broadest” or “deepest”. Please use alternatives such as “broad” and “deep”, or use adjectives such as “leading” or “one of the leading”.
- Coverage Table
  - A coverage table is optional.
  - The table can have a maximum of 15 rows.
  - The table can have 2- 4 columns.
  - Example:

Region	Count	Type	Start Date
Africa	1,350	Entities	2000
Asia	21,650	Entities	2000
Europe	15,120	Entities	1997
Latin America	740	Entities	2000
Middle East	1,330	Entities	2000
North America	16,540	Entities	2000
Pacific	2,340	Entities	2000

- Links and Additional Research
  - Ensure all URLs you provide are publicly available.