USING YOUR NEW ONLINE BENEFITS & OPPORTUNITIES

WAYNE COUNTY CHAMBER OF COMMERCE

Thousands of people visit the Chamber website's Online Business Directory each year looking for an area business. As a member, you have a listing in the online directory. Make sure your information is complete, accurate and searchable. To drive consumers to your listing, or directly to your website, complete your on-line information. Take a few minutes to update your information to take advantage of your online potential!

ACCESSING YOUR ONLINE BENEFITS

- Go to chamberlogin.com.
- Enter in your username and password.
- Always remember to click "Save" when you make any changes.

MEMBER INFORMATION

BUSINESS INFORMATION

- This is the information the chamber has for your business.
- If something is incorrect or missing, simply enter updates and click "Save"
- No emails or phone calls are needed to inform the Chamber of your changes.

BUSINESS CATEGORIES

- This shows where your business will be listed in the Chamber's Online Directory
- Notice that each specific Category has a general Quick link category assigned
- Your business is listed under each of these assignments
- Please contact the Chamber if you are listed in an incorrect category

EMPLOYEES AND REPS

- Keep the Chamber current on staff changes; If people are hired or leave, all you have to do is change it here to keep the Chamber up-to-date
- The Rep marked as primary will be considered the main contact for your business
- For each Rep, you can also choose whether or not to display their name (title, email, phone,fax) in the your Online Member Information Page
- Check Display on the Member Webpage check box and any other info you would like displayed for them and click "Save"

LOGIN/PASSWORD

- Change the login and/or password you were issued initially to something more memorable;click save

WEBPAGE INFORMATION

- **Webpage Info:** Update your business description,hours of operation, and general location information
- **Map Pin Info:** Make sure that the map is pinpointing your business
- **Photos & Logos** can be added
- **Keywords:** Additionalwords that help identify your business when consumers search for your business
- **Links:** Instructions and tools to help you connect your Chamber listing to your existing website and/or gives options if you don't currently have your own website
    - This section tells you how to buy a domain name for your business if needed, how to send people directly to your Online Chamber Listing from your own website, and provides the toolsto generate the URL that may be copied into your own website for a link back to your Online Chamber Listing
- **View Homepage:** View what visitors will see when they visit your Online Chamber Listing. Click save throughout the Webpage Info section to display the results immediately in the Chamber's Business Directory

ADVERTISING

HOT DEALS

- Post ads, coupons, and specials on the Chamber's website
- Anything you want to print or post, can be considered a Hot Deal. Hot Deals don't have to be discounts or specials; consider them free, extra exposure. Do you do free estimates? Are you giving a seminar or special event?
- Click "Add a Hot Deal" and fill in the template.
- The expiration date is what will show/print on the 'coupon', not when the ad runs which is selected at the bottom
    - Toward the bottom you select the dates you want it to appear on the Chamber's website.
    - Benefits from selecting your own dates:
      You don't have to worry about having to delete an ad when it is over
      You can proactively put a number of them out in queue ready to appear when you want them
- If you want to supply more information and you already have a webpage with thisinformation, you can change the Website Address in the Hot Deal to go directly to the desired website
- Click "Submit" (It will go to the Chamber for approval,plan on 24-48 hours)
- The Chamber will post your Hot Deal for you.

JOB POSTINGS

- Post job postings on the Chamber's website
- Click add a Job Posting
- Fill in the template, making sure to select the dates you want it to run at the bottom
- If you list jobs on YOUR website, you can create a general posting and change the Website Address to go directly to that page on your website
- This is also handy if you have an online application process or form

- Click "Submit" (It will go to the Chamber for approval,plan on 24-48 hours)
- The Chamber will post your Job Posting for you

CALENDAR

- The Chamber and Community Calendar
- You are able to see Chamber events, click on them for more detail, RSVP right online if asked and in some cases, even prepay by credit card for the event
- The Chamber needs your help keeping the Community Calendar current
- Are you involved in an organization with an upcoming event - Relay for Life, Red Cross Blood Drives?
- Click "Add an Event", fill in the information and submit it to the chamber as a suggested event for the Community Calendar

MEASURE THE TRAFFIC WITH REPORTS

- **Hot Deal Hits**: For any Hot Deals, you are able to see how many people clicked to see the details of each of your Hot Deals daily
- **Job Posting Hits**: For any job postings, you are able to see how many people clicked to see the details of your posting daily
- **Profile**: View all information in your Member record and choose to print if desired. Some members need this for compliance, for corporate records, or for their files

ADD ADDITIONAL INFORMATION, BULLETED DESCRIPTIONS, AND ADDITIONAL KEYWORDS

Information displayed in the Web Descriptions / Text Context area will be displayed on the Member Information Page. On the home page click the word text and the webpage info will appear. To update the below info click on webpage info and scroll down to update each and make sure to click save.

- **Description**: Up to 1,600 characters of description may be typed; will be displayed on the Member Info page
- **Results Summary**: Up to 200 characters of description may be typed; will be displayed in the Business Directory search results
- **Hours of Operation**: Up to 100 characters describing hours of operation may be typed; will be displayed on the Member Info page
- **Driving Directions**: Up to 200 characters giving driving directions may be typed; will be displayed on the Member Info page
- **Bulleted Description**: Up to 5 descriptive words or phrases may be typed with a maximum of 120 characters each; will be displayed on the Member Information
- **Keywords**: Unlimited amount of keywords may be typed with a maximum of 30 characters each; keywords are additional words that a consumer may use when searching the web site business directory.

- **Add a Map Image:** Click on the Map Pin Info, update info. Scroll down to map on webpage and if selecting Uploaded Image, then click Add Image in the Action column. Type the path and filename of the desired graphic file or click Browse to locate and click Open when desired graphic is located. Click Upload Image. Click Close Window. If selecting Google Maps or MapQuest, complete the address fields and then click Save.
- **Add a Logo or Image:** On the Photos & Logos tab, click Add Image in the Action column of the Image Type that you wish to add in the Web Photos & Images area. Type the path and filename of the desired graphic file or click Browse to locate and click Open when desired graphic is located. Click Upload Image. (Images must be .jpg or .gif) Click Close Window. Click save
- **Add a YouTube Video:** On the Photos & Logos tab, scroll down, type the URL of the desired video link, click save

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Please contact us if you need additional assistance. We want to ensure that you are taking full advantage of the great online perks for your business. Give us a call at 919-734-2241 or go to waynecountychamber.com.