

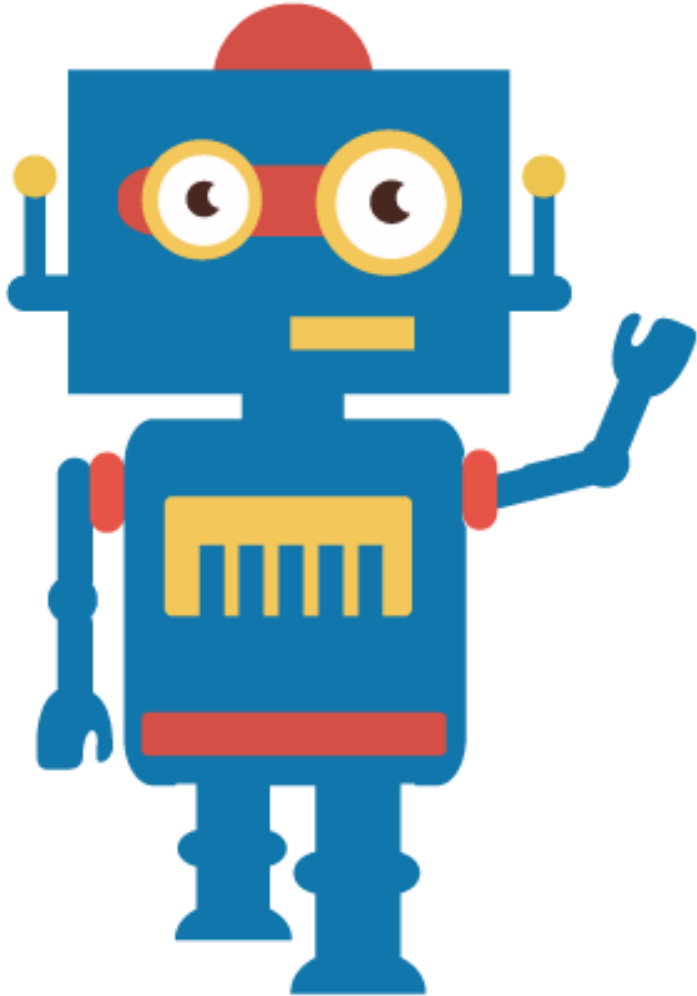


WebLink Local Configuration:

How to Market Your Members to the Public

#WLSummit

Meet the Presenters



✦ **Loren Spoklie**, *Onboarding Specialist*

• loren.spoklie@weblinkinternational.com

✦ **Beth Dice**, *Onboarding Specialist*

• beth.dice@weblinkinternational.com

Access WebLink Local Settings from Admin – Set Preference – WebLink Local Settings. Then choose the setting to edit.

Note: You will be given the option to choose to edit all the settings once you are in the configuration tool.

The screenshot shows the Admin menu in a web application. The menu is open, and the 'Set Preferences' option is selected. The 'Set Preferences' option has a sub-menu that is also open, showing the following options: Application Settings, Social Media Settings, Web Preferences, WebLink Local Settings, Website Design Settings, Event Settings, and Referral Report Settings. The 'WebLink Local Settings' option is highlighted, and its sub-menu is also open, showing the following options: Search Pages, Categories Pages, Results Pages, and Details Pages.

The background of the screenshot shows the 'Recently Viewed Profiles' section with the following table:

Profile Name	Profile ID	Ph
Zeus Industrial Products, Inc.	621	80
Winding River Campground	613	62
Xerox Digital Office Systems	615	80
White County Medical Center	612	50
Whit Davis Lumber Plus	611	50
YardLines, Inc.	616	(6
Zach's Bait Shop	2282	(7
Gary Williams	2366	
York County Chamber Of Commerce	618	(7
Yorktown Golf Course	619	(6
The Woods at Blue Heron Pines	576	80
Wesley's Computer Consulting	2367	31
WaWa	602	65

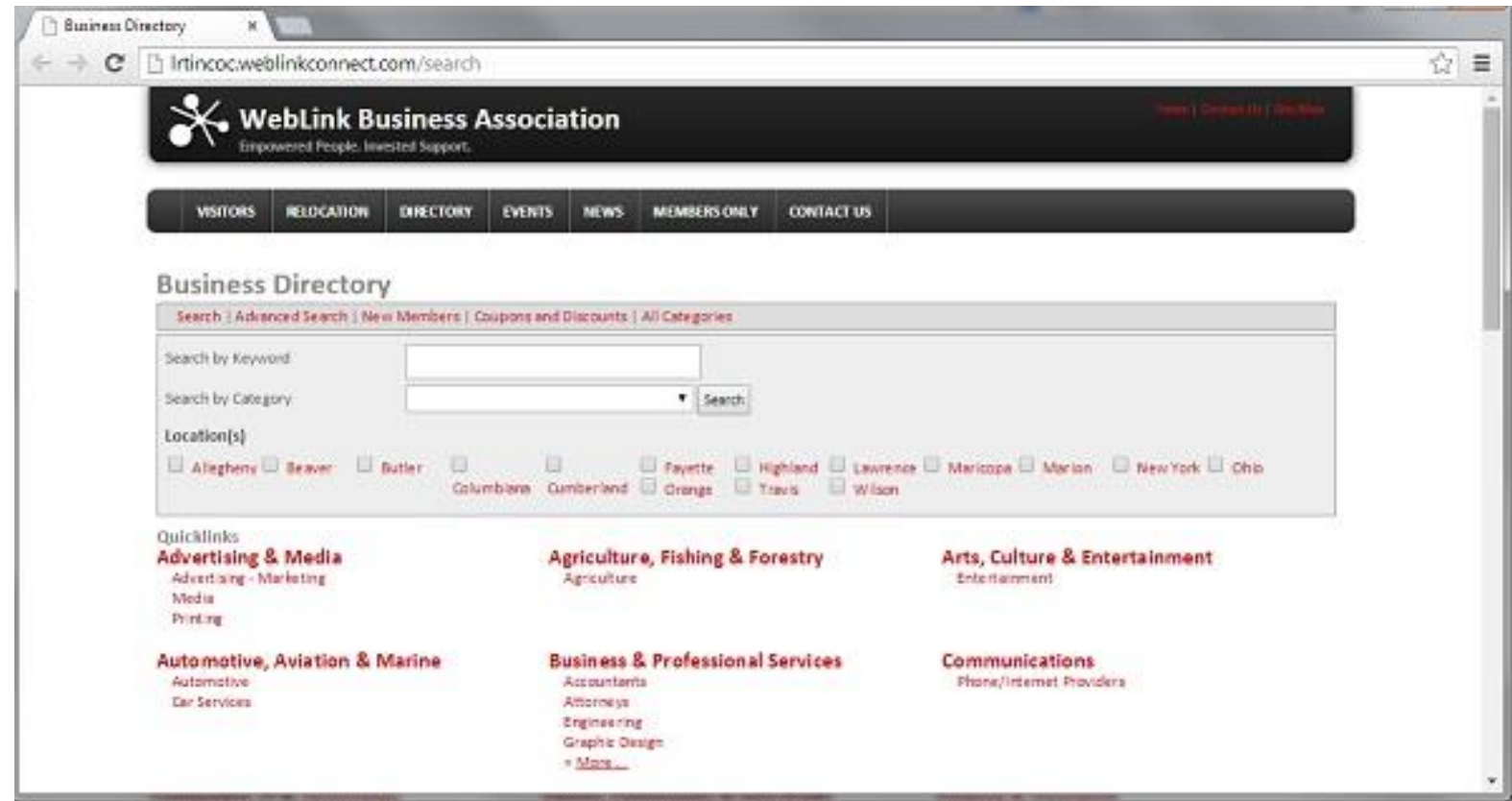
Search Page

✱ Set your navigation

✱ Add filters

✱ Choose how you want your QuickLinks to display

✱ Restrict your directory



Category Pages

✂️ Set your Standard Categories

✂️ Add keywords as necessary



Restaurants, Food & Beverages

[Search](#) | [Advanced Search](#) | [New Members](#) | [Coupons and Discounts](#) | [All Categories](#)

Bakery

Fresh-baked goods and local bakeries

Catering

Businesses to meet your party and banquet needs

Grocery

Fresh markets and grocery stores

Restaurants and Dining

Local eateries of all kinds

Local eateries of all kinds

Restaurants and Dining

Fresh markets and grocery stores

Grocery

Businesses to meet your party and banquet needs

Results Pages

✂️ Make use of your levels

✂️ Highlight with short descriptions

✂️ Add social media icons

Navigation: VISITORS | RELOCATION | DIRECTORY | EVENTS | NEWS | MEMBERS ONLY | CONTACT US

Bakery

Search | Advanced Search | New Members | Coupons and Discounts | All Categories

Sort alphabetically by...

Fresh-baked goods and local bakeries

- Jacque's Baked Goods**
123 Hot Street
Indianapolis, IN 46268
(555) 123-5689
[Learn More](#) | [Visit Site](#) | [Show on Map](#)
- Panem Bakery and Catering**
1012 District Avenue
Indianapolis, IN 46268
(528) 997-4567
[Learn More](#) | [Visit Site](#) | [Show on Map](#)
- Kretchmar's Bakery**
508 Main Street
Indianapolis, IN 46268
Betsy Baker
(724) 774-2901
[Learn More](#) | [Visit Site](#) | [Show on Map](#)
- Tasty Bakery**
123 Main Street
Indianapolis, IN 46268
(555) 555-5555
[Learn More](#) | [Visit Site](#) | [Show on Map](#)
- SGC Inc**
657 Main Street
Greenfield, OH 45128
5555555555
[Learn More](#) | [Visit Site](#) | [Show on Map](#)
- Shaffer's Market**
898 8th Ave.
Pittsburgh, PA 15025
Jacque Shaffer
(724) 336-4322
Member Since: 2006
[Learn More](#) | [Visit Site](#) | [Show on Map](#)

Map: United States with 3 red location pins. Map data ©2014 Google, INEGI. Terms of Use

Related Categories:
Apartments/Living
Bakery
Catering
Construction
Event Planners
Grocery
Information Technology
Retail

Details Pages

✿ Make this a mini website

✿ Encourage videos

✿ Use the HTML Editor to make high-profile members shine

The screenshot displays a web page for 'Lauren's Book Store'. At the top, a dark navigation bar contains links for VISITORS, RELOCATION, DIRECTORY, EVENTS, NEWS, MEMBERS ONLY, and CONTACT US. Below this is a search bar with options for Search, Advanced Search, New Members, Coupons and Discounts, and All Categories. The main content area is titled 'Lauren's Book Store' and includes the address 4343 Miles Way, Avon, IN 46123, contact information for Lauren Bashaw (480-436-8011), and a 'Visit Site' link. A red box highlights this information. To the right is a Google Map showing the store's location. Below the map is a 'Related Categories' section with 'Retail' listed. Further down, there is a 'Connect With Us' section with social media icons for Facebook, YouTube, and LinkedIn. A 'Coupons, Discounts, and Offers' section is also present. A 'Contacts' list includes names like Katie Atkins, Lauren Bashaw, David Brownley, Nathan Gordon, Mike Muller, Emma Parker, Lauren Shebuski, and Travis Tetreault. At the bottom, a 'Member Since: 2006' section is followed by a contact form with fields for 'Send a message to:' (with 'Lauren's Book Store' selected), 'Your Name:', 'Your Email:', 'Subject:' (with 'Referral from WebLink Business Association - 9/11/2014'), and 'Message:'.

Extra! Extra! Add Visual Interest and Useful Information!

✿ Affiliation Icons

- Show off amenities
- Special Designations
- Locally-Based companies

✿ Coupon Icons

- User different images to highlight different discount programs

The Naperville Inn 

55 S. Main St., Ste 103
Naperville, IL 60540
 (630) 555-1212

[Learn More](#) | [Visit Site](#) | [Show on Map](#)

Bonus Info – *Take the Time to Make it Better*

✿ **Categories**

- Spend some time adding keywords and other SEO enhancing extras to each category in the Admin section.
- Take advantage of Standard Categories to provide visitors with easy to use Quicklinks.

✿ **Listings**

- Push Investors and other important members to the top of their categories by controlling their listing order.
- Add Long and short descriptions to all listings to make them easier to find during directory searching.

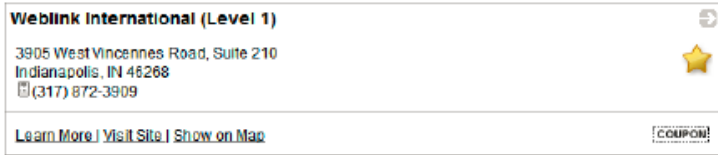


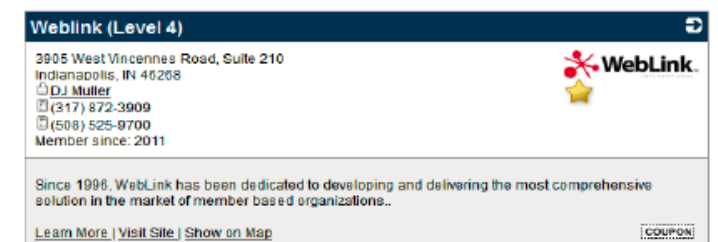
WebLink Support

✳️ How-to articles

✳️ Submit new tickets

✳️ Review open tickets

✳️ Post feature requests

	Example Listing	Features	Visual Changes
Level 1 (none)	 <p>WebLink International (Level 1) 3905 West Vincennes Road, Suite 210 Indianapolis, IN 46268 (317) 872-3909 Learn More Visit Site Show on Map [COUPON]</p>	<ul style="list-style-type: none"> Organization Name Primary Address Work Phone Affiliation Icons Coupons 	
Level 2	 <p>WebLink Connect (Level 2) 3905 West Vincennes Road, Suite 210 Indianapolis, IN 46268 (317) 872-3909 Learn More Visit Site Show on Map [COUPON]</p>	<ul style="list-style-type: none"> Organization Name Primary Address Work Phone Affiliation Icons Coupons 	<ul style="list-style-type: none"> Organization Name: highlight
Level 3	 <p>WebLink International, Inc. (Level 3) 3905 West Vincennes Road, Suite 210 Indianapolis, IN 46268 D.J. Muller (317) 872-3909 (508) 525-9700 Since 1996, WebLink has been dedicated to developing and delivering the most comprehensive solution in the market of member based organizations. Learn More Visit Site Show on Map [COUPON]</p>	<ul style="list-style-type: none"> Organization Name Primary Address Main Contact Work Phone Home/Toll Free Phone Affiliation Icons Short Business Description Coupons 	<ul style="list-style-type: none"> Organization Name: highlight, size increased
Level 4	 <p>WebLink (Level 4) 3905 West Vincennes Road, Suite 210 Indianapolis, IN 46268 D.J. Muller (317) 872-3909 (508) 525-9700 Member since: 2011 Since 1996, WebLink has been dedicated to developing and delivering the most comprehensive solution in the market of member based organizations. Learn More Visit Site Show on Map [COUPON]</p>	<ul style="list-style-type: none"> Organization Name Primary Address Main Contact Work Phone Home/Toll Free Phone Affiliation Icons Listing Logo Short Business Description 	<ul style="list-style-type: none"> Organization Name: highlight, size increased, color added Footer: highlight