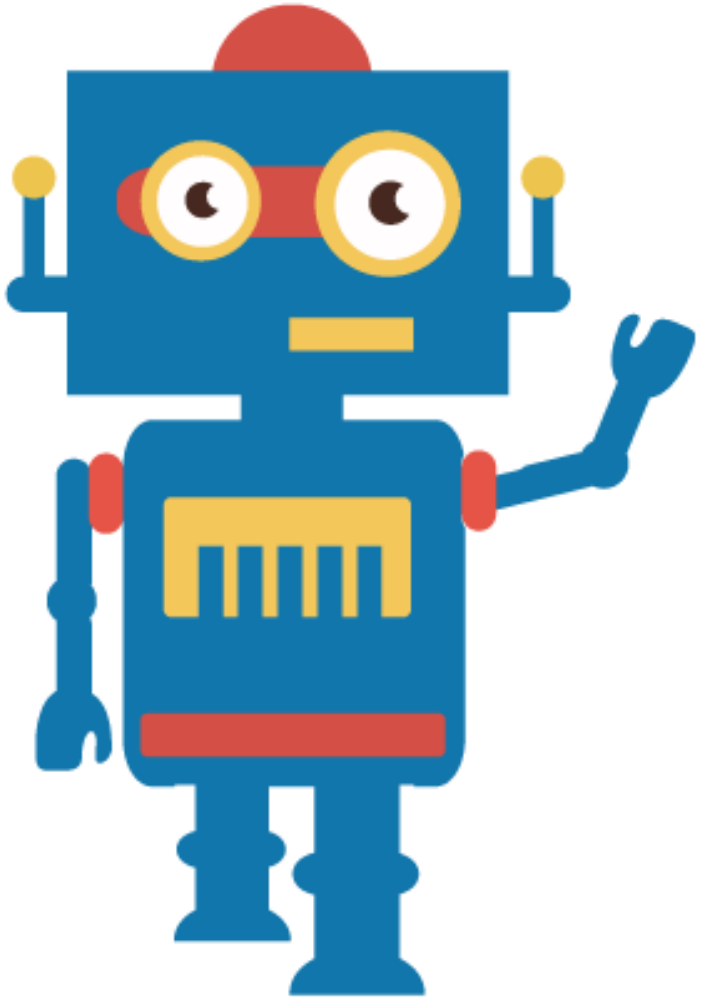
WebLink™ 2015 SUMMIT

WebLink Local Configuration:

How to Market Your Members to the Public

#WLSummit

Meet the Presenters



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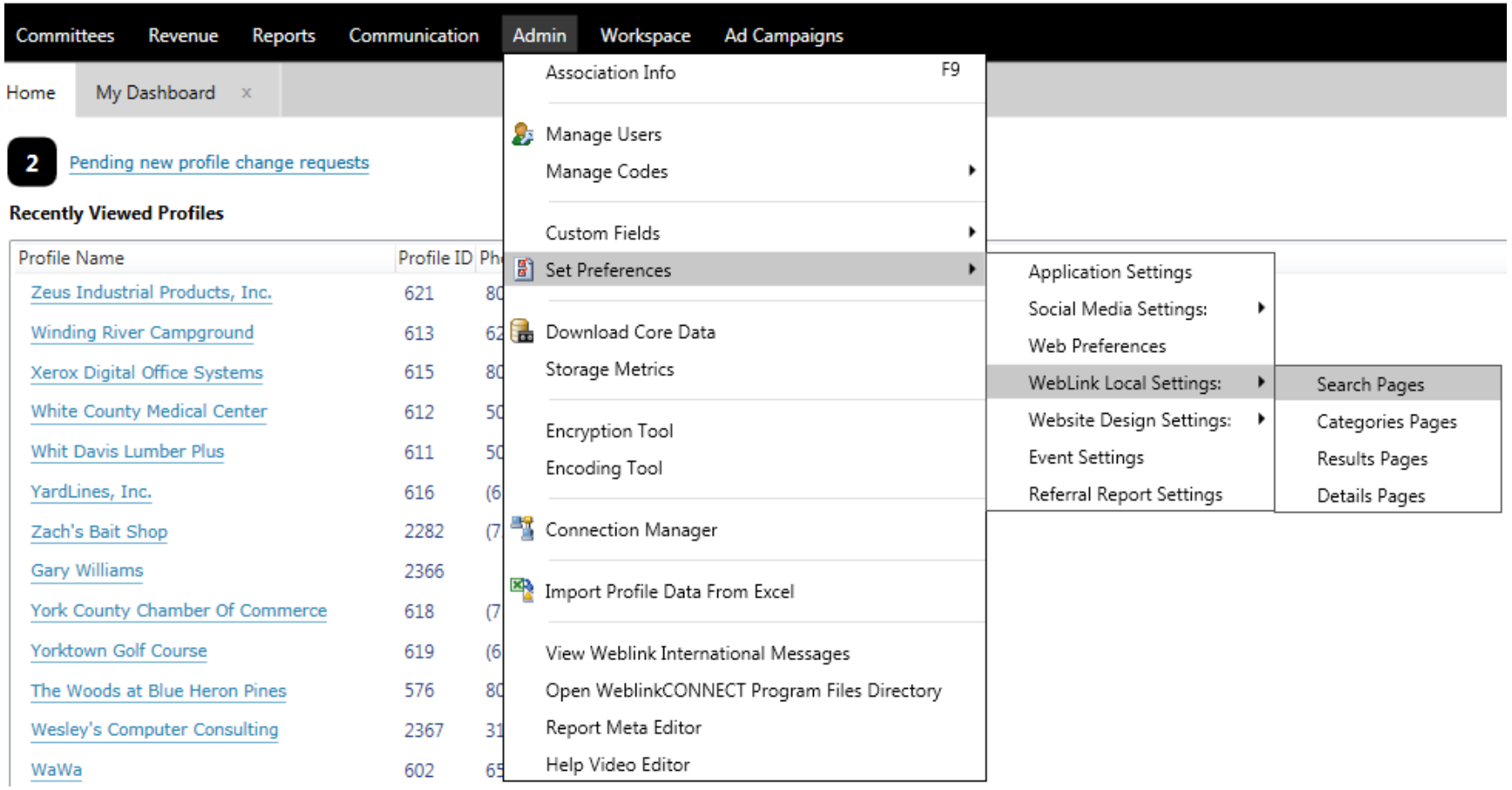
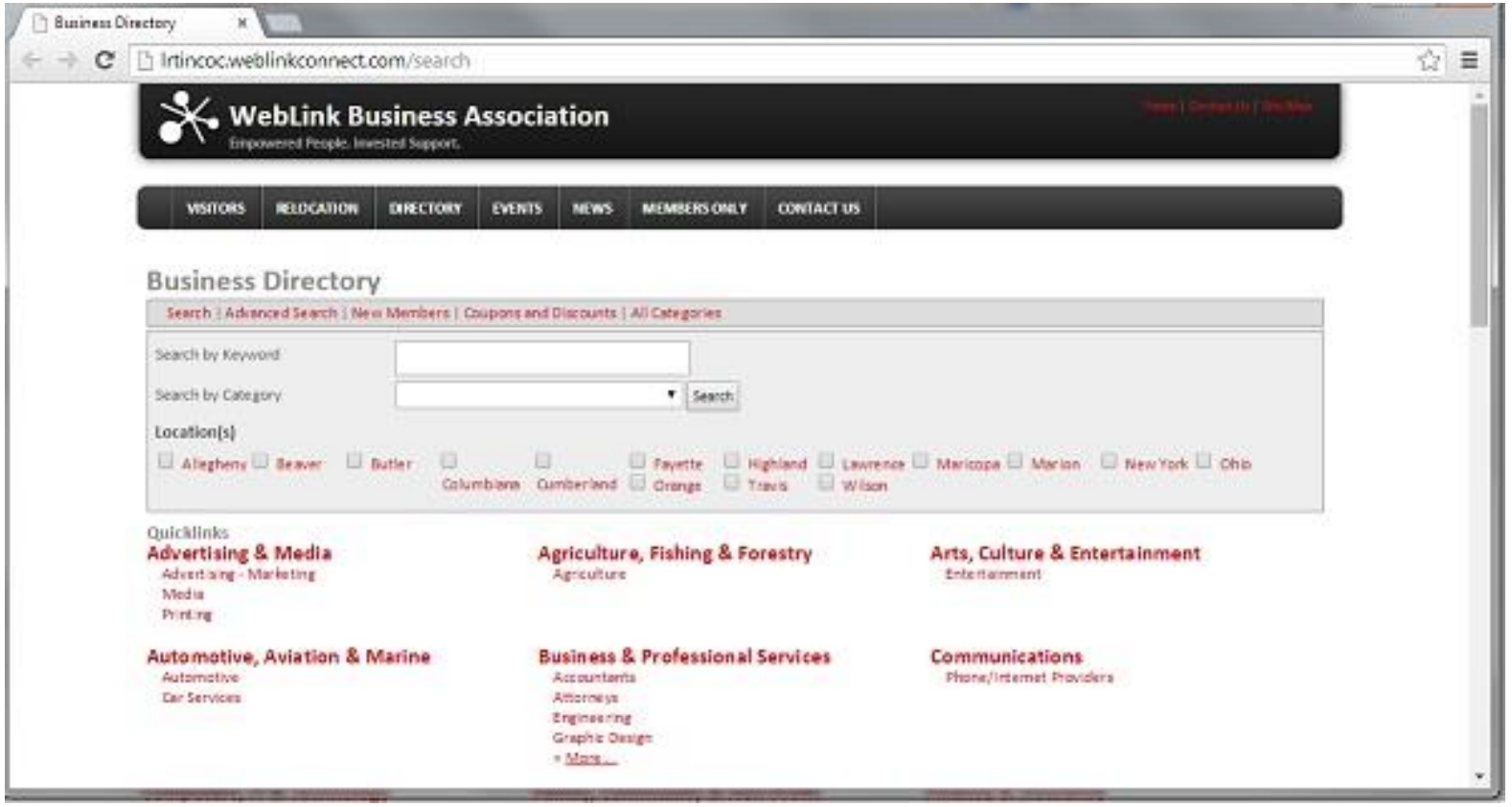
Access WebLink Local Settings from Admin – Set Preference – WebLink Local Settings. Then choose the setting to edit.

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



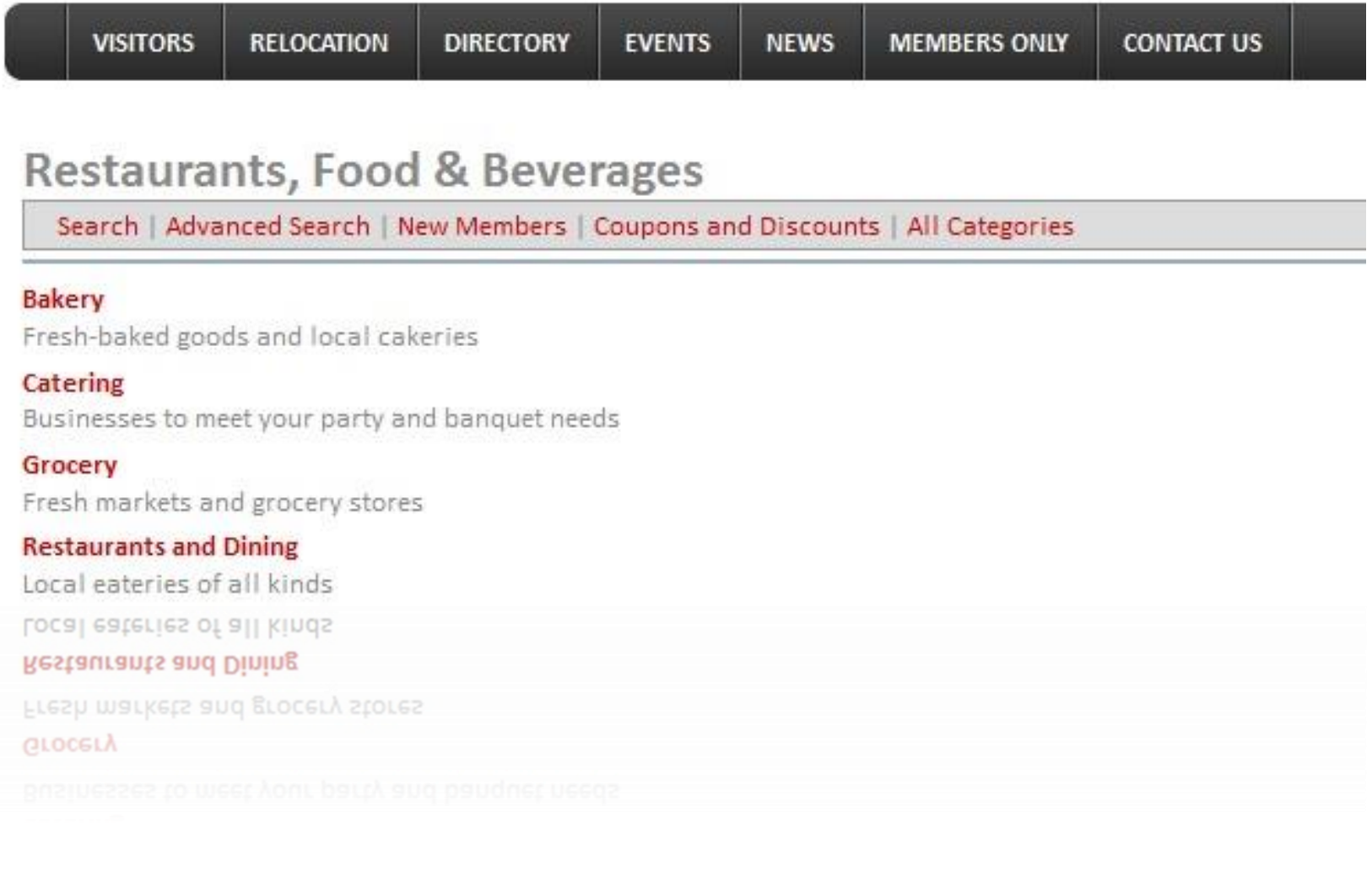
Search Page

- Set your navigation
- Add filters
- Choose how you want your QuickLinks to display
- Restrict your directory



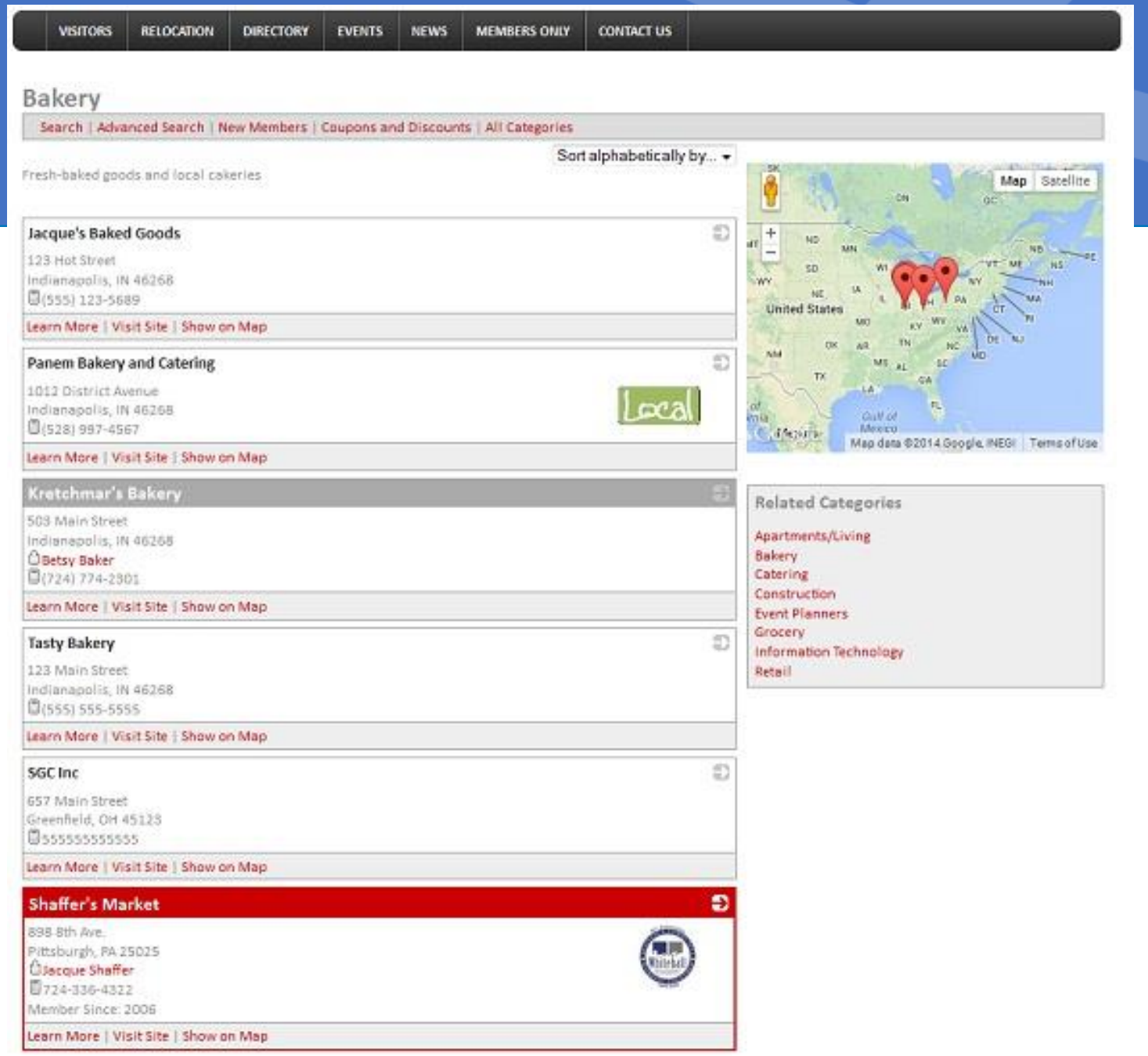
Category Pages

- Set your Standard Categories
- Add keywords as necessary



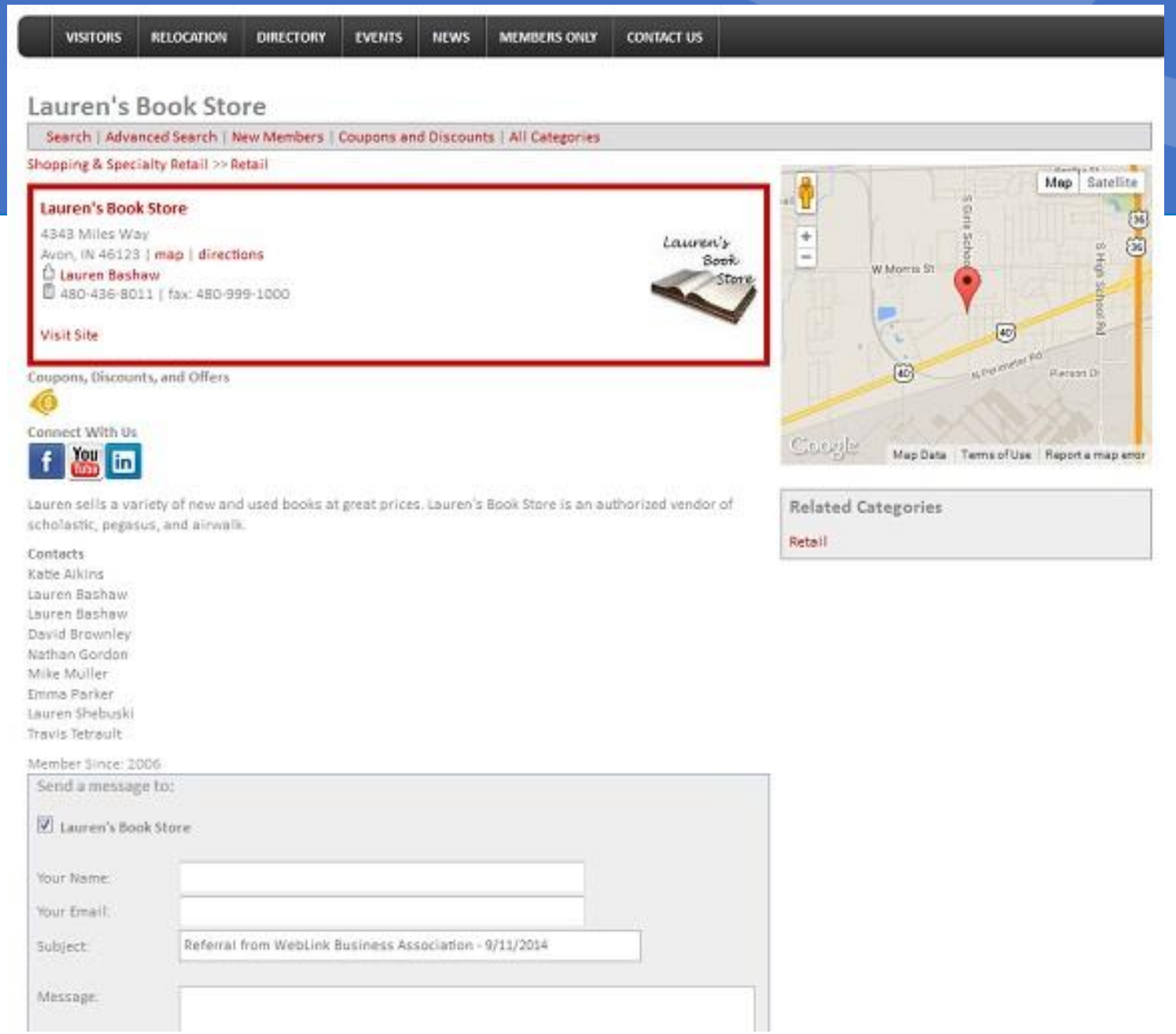
Results Pages

- Make use of your levels
- Highlight with short descriptions
- Add social media icons



Details Pages

- Make this a mini website
- Encourage videos
- Use the HTML Editor to make high-profile members shine



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

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

Categories

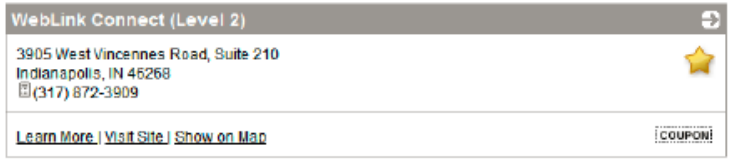
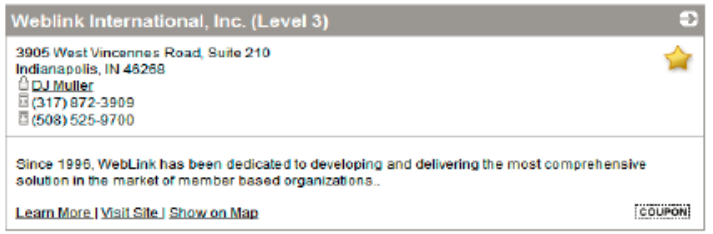
- Spend some time adding keywords and other SEO enhancing extras to each category in the Admin section.
- Take advantage of Standard Categories to provide visitors with easy to use Quicklinks.

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)		• Organization Name • Primary Address • Work Phone • Affiliation Icons • Coupons	
Level 2		• Organization Name • Primary Address • Work Phone • Affiliation Icons • Coupons	• Organization Name: highlight
Level 3		• Organization Name • Primary Address • Main Contact • Work Phone • Home/Toll Free Phone • Affiliation Icons • Short Business Description • Coupons	• Organization Name: highlight, size increased
Level 4		• Organization Name • Primary Address • Main Contact • Work Phone • Home/Toll Free Phone • Affiliation Icons • Listing Logo • Short Business Description	• Organization Name: highlight, size increased, color added • Footer: highlight