



# WebLink Local Standard Setup

**WebLink International**

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## WebLink Local Standard Setup

Search Engine Optimization (SEO) is the #1 way to help your users and visitors find your website. WebLink's goal is to help your users consistently find you and your member businesses through search engines. WebLink's technology drives more traffic to chamber websites, and in turn, to their members.

WebLink Local leverages the shared marketing power of chamber members to drive quantifiable results for your chamber and your members - all without adding more work for your staff. Additionally, member listings are generated to include the business category and member name for improved SEO value. For example, if Comfort Inn is assigned to the Hotel category, their listing url would be [www.anytownchamber.com/Hotel/Comfort-Inn](http://www.anytownchamber.com/Hotel/Comfort-Inn).

This document will provide you information on how WebLink Local functions and what is included in your standard setup. Your Project Manager will guide you through the setups to make sure your directory is fully functional.

WebLink University offers a course on WebLink Local. Course [403a Directory Management with WebLink Local](#) will teach you how to manage listings on your online business directory. You will learn how to create listings for new members, enhance those listings for greater recognition online, override information that members don't want displayed on the internet, and even learn how to post videos and logos to enhanced listings. In addition, you'll be shown the Referral Reports you have available to easily show your members the value they are getting from your online directory.

To view an interactive directory, visit <http://weblinkwebdesign1incoc.weblinkconnect.com/search>.

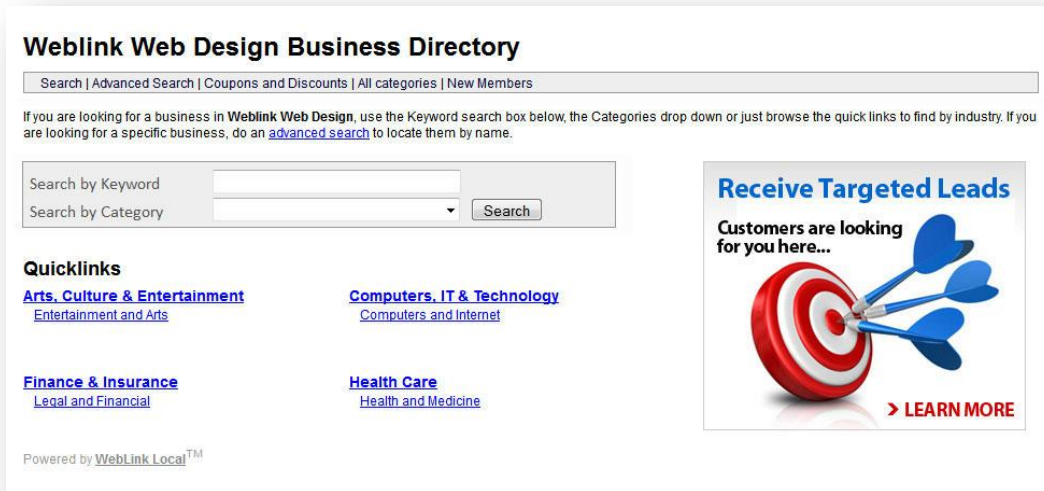
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## Search Page

WebLink Local offers several ways to find your member listings from the main search page (see figure 1). Each search option is explained below, along with any configurable items.

Figure 1. Main Search Page



The Quicklinks are designed to group categories into specific industry standards, also referred to as Standard Categories (see figure 2). Your categories are assigned automatically to standard categories during the implementation. The top three most popular categories based on page visits for each Standard Category are displayed and updated every 24 hours.

Figure 2. Standard Categories / Quicklinks



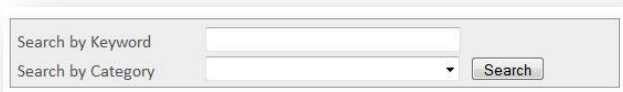
The **Search by Keyword** field searches for that keyword in the organization name, the business description, and any other keywords associated with the listing only (see figure 3). If someone searches for Hotels, it will only return those results where Hotel is in the organization name, business description, or keyword. It will not

return any hotel category listings where the criteria do not match. To see all hotel listings, the **Search By Category** dropdown should be used instead. To improve the search results, see the *Best Practices* section, starting on page 16.

Visitors can select **Advanced Search**, which is detailed later in this document. If a visitor selects **New Members**, a list of new members will be displayed. If a visitor selects **Coupons and Discounts**, a list of active coupons will be listed.

The **Search by Category** dropdown will list all categories that have an active listing assigned to them (see figure 3). By selecting a category from the dropdown, the visitor will be taken to the Listings Results page showing all listings in the selected category. Additionally, the visitor can select **Show all categories**, which is detailed later in this document.

Figure 3. Search by Keyword/Category



The screenshot shows a search interface with two input fields. The first is labeled 'Search by Keyword' and is a text input field. The second is labeled 'Search by Category' and is a dropdown menu. To the right of these fields is a 'Search' button.

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

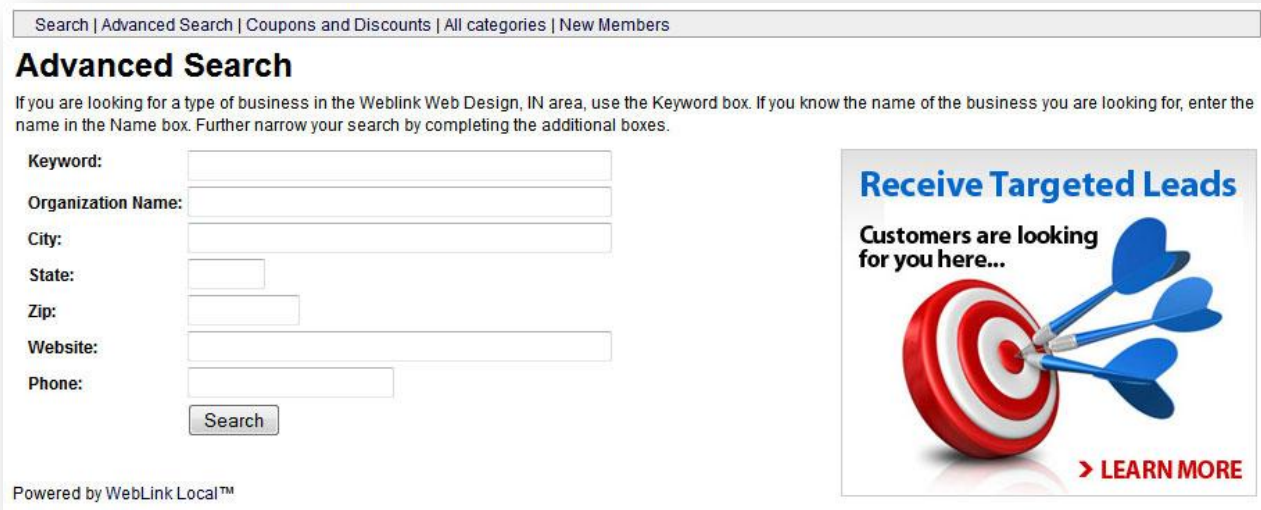
## Configurable Options on the Search Page

1. Your categories are assigned automatically to a standard category during the implementation process. You have the ability to override this at any time. To make changes, go to *Admin->Manage Codes->Member Codes->Category Codes* from WebLink Connect. If you are currently going through a database conversion project, this should only be done after the database is live. This will eliminate any possibility of any changes being overwritten during the final conversion.
2. The **New Members** link displays all members whose member since date is within a specified date range. This is configurable within WebLink Connect by going to *Admin->Set Preferences->Web Preferences*. Select the Web Defaults tab and update the Days A Member is New. This link can also be removed from the search page if not needed.
3. The **Coupons and Discounts** can be configured to display specified coupon types. To make changes, go to *Admin->Manage Codes->Coupon Codes->Coupon Types* within WebLink Connect. This link can also be removed from the search page if not needed.
4. Other available links for the WebLink Local navigation bar include: **Request Services**, **Members Only**, or client-defined custom links.
5. The Quicklinks and category font size and color are configurable.

## Advanced Search Page

From the main search page, select “Advanced Search” to further narrow results. Similar to the Search Page, visitors can search by specific keywords, in addition to the Organizational Name, City, State, Zip, Website URL, and Phone (see figure 4).

Figure 4. Advanced Search



The screenshot shows the 'Advanced Search' page. At the top, there is a navigation bar with links: Search | Advanced Search | Coupons and Discounts | All categories | New Members. Below this is the title 'Advanced Search' and a brief instruction: 'If you are looking for a type of business in the Weblink Web Design, IN area, use the Keyword box. If you know the name of the business you are looking for, enter the name in the Name box. Further narrow your search by completing the additional boxes.' The search form includes fields for: Keyword, Organization Name, City, State, Zip, Website, and Phone. A 'Search' button is located below the Phone field. To the right of the form is a promotional banner titled 'Receive Targeted Leads' with the text 'Customers are looking for you here...' and an image of a target with three blue darts hitting the bullseye. A red arrow points to a 'LEARN MORE' link. At the bottom left of the page, it says 'Powered by Weblink Local™'.

### Configurable options on the Advanced Search page

1. The different search fields can be removed (see figure 4). For example, if you'd like the Website search box removed, that can be done. No additional search fields can be added.

## All Categories Page

From the main search page, select “Show All Categories”. This page lists all categories that have an active listing assigned to them in your database (see figure 5). By clicking a category link here, the visitor will be taken to listings related to the selected category.

Figure 5. All Categories Page




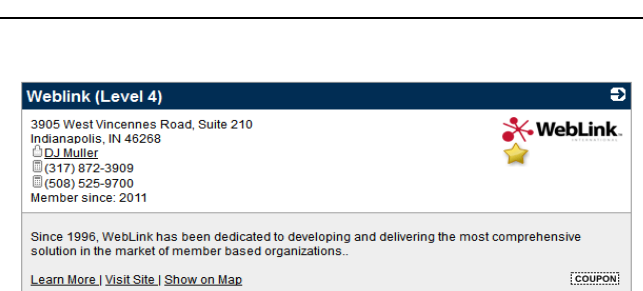
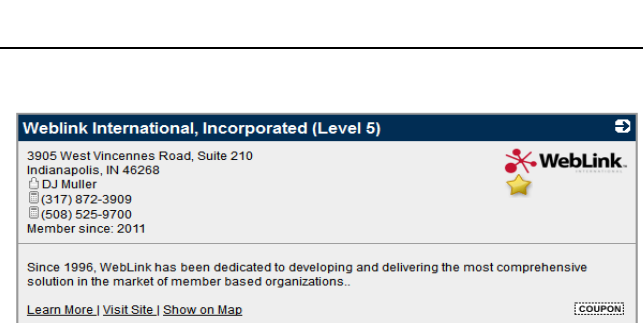


### Configurable options on the All Categories page

1. The category font size and color is configurable.
2. Adding a category description improves the search engine optimization (SEO) value of the directory. The category description can be added from the Descr field located under *Admin->Manage Codes->Member Codes->Category Codes* in the Categories grid.

## Listing Results

The Listing Results page is returned when you perform a search or select a category link. WebLink Local offers five unique listing levels (level 1 – level 5). Each level builds off the previous, adding additional features and visual changes.

	Example Listing	Features	Visual Changes
<b>Level 1 (none)</b>		<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Work Phone</li> <li>• Affiliation Icons</li> <li>• Coupons</li> </ul>	
<b>Level 2</b>		<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Work Phone</li> <li>• Affiliation Icons</li> <li>• Coupons</li> </ul>	<ul style="list-style-type: none"> <li>• Organization Name: highlight</li> </ul>
<b>Level 3</b>		<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Main Contact</li> <li>• Work Phone</li> <li>• Home/Toll Free Phone</li> <li>• Affiliation Icons</li> <li>• Short Business Description</li> <li>• Coupons</li> </ul>	<ul style="list-style-type: none"> <li>• Organization Name: highlight, size increased</li> </ul>
<b>Level 4</b>		<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Main Contact</li> <li>• Work Phone</li> <li>• Home/Toll Free Phone</li> <li>• Affiliation Icons</li> <li>• Listing Logo</li> <li>• Short Business Description</li> <li>• Member Since Date</li> <li>• Coupons</li> </ul>	<ul style="list-style-type: none"> <li>• Organization Name: highlight, size increased, color added</li> <li>• Footer: highlight</li> </ul>
<b>Level 5</b>		<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Main Contact</li> <li>• Work Phone</li> <li>• Home/Toll Free Phone</li> <li>• Affiliation Icons</li> <li>• Listing Logo</li> <li>• Short Business Description</li> <li>• Member Since Date</li> <li>• Coupons</li> </ul>	<ul style="list-style-type: none"> <li>• Organization Name: bold, size increased, color added</li> <li>• Container Box: highlight, thicker border</li> <li>• Footer: highlight</li> </ul>



## Configurable options on the Listing Results page

1. The affiliation icons are configurable for each affiliation from within WebLink Connect. For more information on adding Affiliation icons, [click here](#).

Different features can be added or removed in each listing level (e.g., you could remove the main contact from listing level 4). The available options are listed below. In this way, the listing levels can be customized to your needs by changing the features and visual items in each level.

### Listing Result features

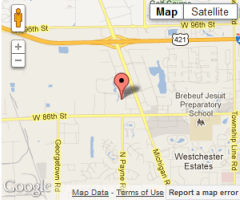
- Organization Name
- Primary Address
- Work Phone
- Affiliation Icons
- Coupons
- “Learn More” Link
- Main Contact
- Home/Toll Free Phone
- Short Business Description
- “Visit Site” Link
- “Show on Map” Link
- Member Since Date

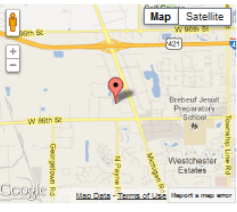
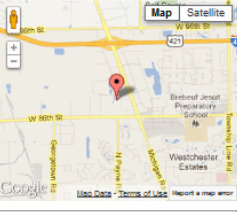

### Listing Result visual changes

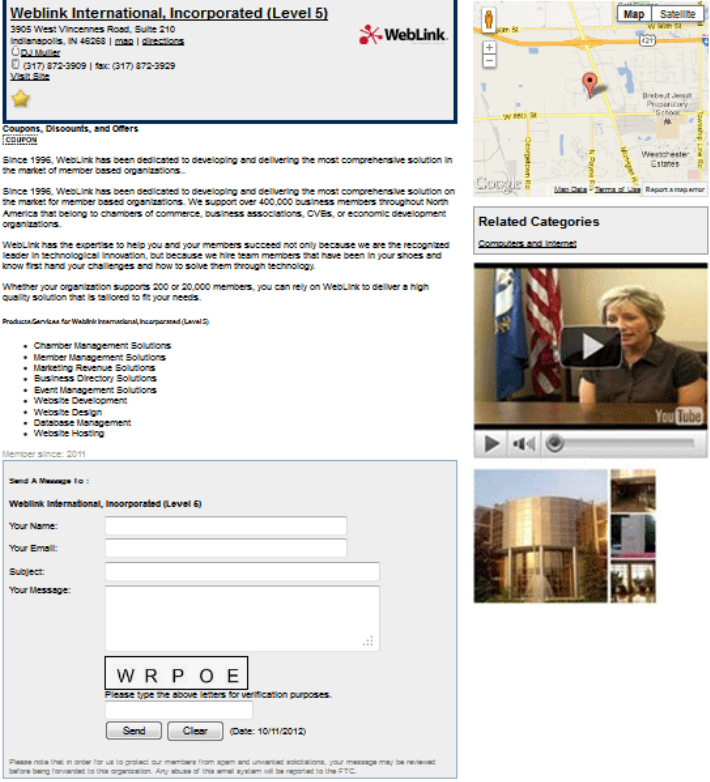
- Organization Name: size and color
- Container Box: border and background color

## Individual Listing

When a member's listing is selected from the Listing Results page, the visitor is taken to the Individual Listing page. Similar to the listing levels, there are also five unique individual listing results. The Individual Listings build off each previous listing, adding additional features and visual changes.

	Example Listing	Features	Visual Changes
Level 1 (none)	<p><b>WebLink International (Level 1)</b>            3905 West Vincennes Road, Suite 210            Indianapolis, IN 46269   <a href="#">map</a>   <a href="#">directions</a>            (317) 872-3909   fax: (317) 872-3929  <a href="#">Visit Site</a></p> <p>★  <b>Coupons, Discounts, and Offers</b>  <a href="#">COUPON</a></p> <p>Send A Message To:  <b>WebLink International (Level 1)</b>            Your Name: <input type="text"/>            Your Email: <input type="text"/>            Subject: <input type="text"/>            Your Message: <input type="text"/></p> <p>T E W U R            Please type the above letters for verification purposes.</p> <p><input type="button" value="Send"/> <input type="button" value="Clear"/> (Date: 10/11/2012)</p> <p><small>Please note that in order for us to protect our members from spam and unwanted solicitations, your message may be reviewed before being forwarded to this organization. Any abuse of this email system will be reported to the FTC.</small></p> <p>Powered by <a href="#">WebLink Local™</a></p>	<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Work Phone</li> <li>• Fax Number</li> <li>• Coupons</li> <li>• Website URL Link</li> <li>• Map Link</li> <li>• Directions Link</li> <li>• Affiliation Icons</li> <li>• Related Categories</li> </ul>	
Level 2	<p><b>WebLink Connect (Level 2)</b>            3905 West Vincennes Road, Suite 210            Indianapolis, IN 46269   <a href="#">map</a>   <a href="#">directions</a>            (317) 872-3909   fax: (317) 872-3929  <a href="#">Visit Site</a></p> <p>★  <b>Coupons, Discounts, and Offers</b>  <a href="#">COUPON</a></p> <p>Send A Message To:  <b>WebLink Connect (Level 2)</b>            Your Name: <input type="text"/>            Your Email: <input type="text"/>            Subject: <input type="text"/>            Your Message: <input type="text"/></p> <p>W E P O T            Please type the above letters for verification purposes.</p> <p><input type="button" value="Send"/> <input type="button" value="Clear"/> (Date: 10/11/2012)</p> <p><small>Please note that in order for us to protect our members from spam and unwanted solicitations, your message may be reviewed before being forwarded to this organization. Any abuse of this email system will be reported to the FTC.</small></p> <p>Powered by <a href="#">WebLink Local™</a></p>  <p><b>Related Categories</b>  <a href="#">Computers and Internet</a>  <a href="#">Internet Services</a></p>	<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Work Phone</li> <li>• Fax Number</li> <li>• Coupons</li> <li>• Website URL Link</li> <li>• Map Link</li> <li>• Directions Link</li> <li>• Affiliation Icons</li> <li>• Related Categories</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Map</li> </ul>

<p><b>Level 3</b></p>	<div data-bbox="215 199 672 321"> <p><b>WebLink International, Inc. (Level 3)</b>          3905 West Vincennes Road, Suite 210          Indianapolis, IN 46269   <a href="#">map</a>   <a href="#">directions</a>          DJ Muller          (317) 872-3909   home: (508) 525-9700   fax: (317) 872-3929  <a href="#">Visit Site</a></p> </div> <div data-bbox="215 325 672 514"> <p><b>Coupons, Discounts, and Offers</b>  <a href="#">[COUPON]</a></p> <p>Since 1996, WebLink has been dedicated to developing and delivering the most comprehensive solution in the market of member based organizations.</p> <p>Since 1996, WebLink has been dedicated to developing and delivering the most comprehensive solution on the market for member based organizations. We support over 400,000 business members throughout North America that belong to chambers of commerce, business associations, CVBs, or economic development organizations.</p> <p>WebLink has the expertise to help you and your members succeed not only because we are the recognized leader in technological innovation, but because we hire team members that have been in your shoes and know first hand your challenges and how to solve them through technology.</p> <p>Whether your organization supports 200 or 20,000 members, you can rely on WebLink to deliver a high quality solution that is tailored to fit your needs.</p> </div> <div data-bbox="215 518 672 846"> <p>Member since: 2011</p> <p>Send A Message To:</p> <p>WebLink International, Inc. (Level 3)</p> <p>Your Name: <input type="text"/></p> <p>Your Email: <input type="text"/></p> <p>Subject: <input type="text"/></p> <p>Your Message: <input type="text"/></p> <p>W P Y E I</p> <p>Please type the above letters for verification purposes.</p> <p><input type="button" value="Send"/> <input type="button" value="Clear"/> (Date: 10/11/2012)</p> <p>Please note that in order for us to protect our members from spam and unwanted solicitations, your message may be reviewed before being forwarded to this organization. Any abuse of this email system will be reported to the FTC.</p> </div> <div data-bbox="215 867 672 888"> <p>Powered by <a href="#">WebLink Local™</a></p> </div>	 <div data-bbox="695 413 930 457"> <p><b>Related Categories</b></p> <p><a href="#">Computers and Internet</a></p> </div>	<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Work Phone</li> <li>• Fax Number</li> <li>• Coupons</li> <li>• Website URL Link</li> <li>• Map Link</li> <li>• Directions Link</li> <li>• Affiliation Icons</li> <li>• Member Since Date</li> <li>• Home/Toll Free Phone</li> <li>• Long Business Description</li> <li>• Main Contact</li> <li>• Related Categories</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Map</li> <li>• Outlined Header</li> </ul>
<p><b>Level 4</b></p>	<div data-bbox="215 930 672 1052"> <p><b>WebLink (Level 4)</b>          3905 West Vincennes Road, Suite 210          Indianapolis, IN 46269   <a href="#">map</a>   <a href="#">directions</a>          DJ Muller          (317) 872-3909   fax: (317) 872-3929  <a href="#">Visit Site</a></p> </div> <div data-bbox="215 1056 672 1245"> <p><b>Coupons, Discounts, and Offers</b>  <a href="#">[COUPON]</a></p> <p>Since 1996, WebLink has been dedicated to developing and delivering the most comprehensive solution in the market of member based organizations.</p> <p>Since 1996, WebLink has been dedicated to developing and delivering the most comprehensive solution on the market for member based organizations. We support over 400,000 business members throughout North America that belong to chambers of commerce, business associations, CVBs, or economic development organizations.</p> <p>WebLink has the expertise to help you and your members succeed not only because we are the recognized leader in technological innovation, but because we hire team members that have been in your shoes and know first hand your challenges and how to solve them through technology.</p> <p>Whether your organization supports 200 or 20,000 members, you can rely on WebLink to deliver a high quality solution that is tailored to fit your needs.</p> </div> <div data-bbox="215 1249 672 1577"> <p>Member since: 2011</p> <p>Send A Message To:</p> <p>WebLink (Level 4)</p> <p>Your Name: <input type="text"/></p> <p>Your Email: <input type="text"/></p> <p>Subject: <input type="text"/></p> <p>Your Message: <input type="text"/></p> <p>R E I W O</p> <p>Please type the above letters for verification purposes.</p> <p><input type="button" value="Send"/> <input type="button" value="Clear"/> (Date: 10/11/2012)</p> <p>Please note that in order for us to protect our members from spam and unwanted solicitations, your message may be reviewed before being forwarded to this organization. Any abuse of this email system will be reported to the FTC.</p> </div> <div data-bbox="215 1598 672 1619"> <p>Powered by <a href="#">WebLink Local™</a></p> </div>	 <div data-bbox="695 1144 930 1188"> <p><b>Related Categories</b></p> <p><a href="#">Computers and Internet</a></p> </div> 	<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Work Phone</li> <li>• Fax Number</li> <li>• Coupons</li> <li>• Website URL Link</li> <li>• Map Link</li> <li>• Directions Link</li> <li>• Affiliation Icons</li> <li>• Member Since Date</li> <li>• Home/Toll Free Phone</li> <li>• Long Business Description</li> <li>• Main Contact</li> <li>• Related Categories</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Map</li> <li>• Outlined Header</li> <li>• Business Logo</li> <li>• Photo</li> </ul>

<p style="text-align: center;"><b>Level 5</b></p>		<ul style="list-style-type: none"> <li>• Organization Name</li> <li>• Primary Address</li> <li>• Work Phone</li> <li>• Fax Number</li> <li>• Coupons</li> <li>• Website URL Link</li> <li>• Map Link</li> <li>• Directions Link</li> <li>• Affiliation Icons</li> <li>• Member Since Date</li> <li>• Home/Toll Free Phone</li> <li>• Long Business Description</li> <li>• Main Contact</li> <li>• Related Categories</li> <li>• Products/Services</li> </ul>	<ul style="list-style-type: none"> <li>• Embedded Map</li> <li>• Outlined Header</li> <li>• Highlighted header</li> <li>• Business Logo</li> <li>• Photo</li> <li>• Embedded Video</li> </ul>
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## Configurable Options on the Individual Listings Page

1. The affiliation icons are configurable for each affiliation from within WebLink Connect. For more information on adding Affiliation icons, [click here](#).

## How to Edit an Existing Individual Listing

1. Select the Profile you want to edit the listing for.
2. Select the Listings tab, and right click on the listing. Select View Selected Listings.
3. From this screen, you can change the assigned category, change the listing level, or override the default contact information.

## Adding Media Elements to an Individual Listing

Each profile is capable of having unique media elements, including a photo, logo, and embedded video.

### Adding a Photo or Logo

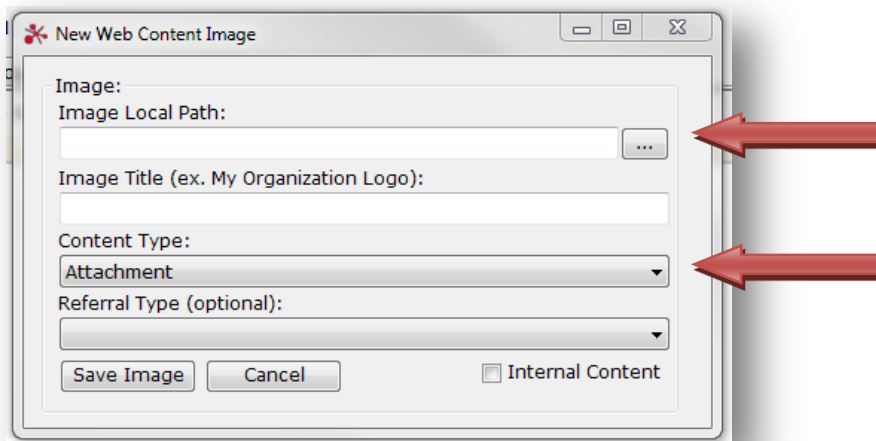
1. Select the Profile you want to add a media element to.
2. Select the Web tab. Right click in the data grid and select New Image Web Content.
3. Select the link to navigate to the location the image is stored (see figure 6).
4. From the dropdown menu, set the appropriate Content Type (see figure 6). For a photo, set the Content Type to Listing\_Photo1. For a logo, set the Content Type to Listing\_Logo.
5. Select Save Image.

### Specifications:

Logo - Accepted file format: jpg or gif. Maximum dimensions: 245px width; 160px height.

Photo - Accepted file format: jpg or gif. Maximum dimensions: 200px width; 150px height.

Figure 6. New Web Content Image



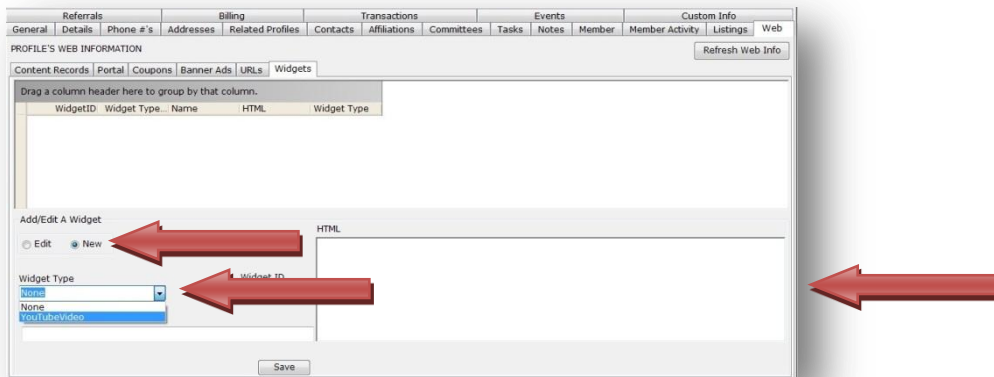
### Adding an embedded video

1. Select the Profile you want to add an embedded video to.
2. Select the Web tab, Widgets tab
3. Select New and paste the HTML embed code into the HTML field. The embed code will be provided by the hosting site (YouTube, Vimeo, etc.).
4. From the dropdown menu, set the Widget Type to YouTubeVideo (see figure 7).
5. Select Save.

### Specifications:

Maximum video dimensions: 300px width; 300px height.

Figure 7. New Web Video



**NOTE:** Remember that even if you have followed these steps to add a photo or video to the listing, these elements will only show if the listing has the appropriate Listing Type (see page 10). For additional information on creating and editing listings or adding media elements, refer to WebLink University course [403a Directory Management with WebLink Local](#)

Different features can be added or removed in each listing level (e.g., you could remove the main contact from listing level 4). The available options are listed below. In this way, the listing levels can be customized to your needs by changing the features and visual items in each level.

### Individual Listing features

- Organization Name (links to website)
- Primary Address
- Work Phone
- Fax Number
- Coupons
- Website URL Link
- Map Link
- Affiliation Icons
- Member Since Date
- Home/Toll Free Phone
- Directions Link
- Long Business Description
- Main Contact
- Products/Services

### Individual Listing visual changes

- Embedded Map
- Outlined Header
- Highlighted Header
- Business Logo
- Photo
- Embedded Video