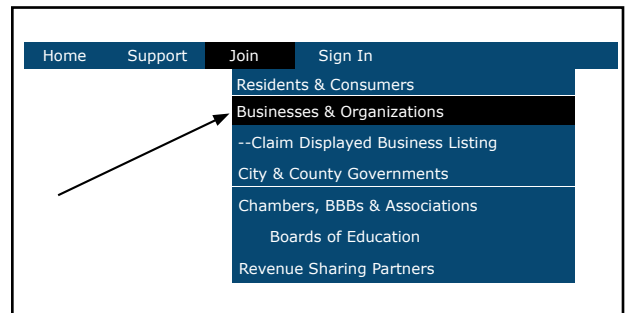# Table of Contents

Adding your Business to Every.CITY

The first step in setting up your DataSpokes website is to add your Business to Every.CITY. There are two ways to do that; join as a Resident first, and then add your Business to your Resident Profile, or the quicker way is to create your Resident and Business Profiles in one step.

Everyone signs into Every.CITY with their Resident Profile, and from there, they can access their Business Profile. We do that as we follow the Single Sign On (SSO) principle. By doing so, people that manage multiple businesses only have to remember a single set of sign in credentials.

The section below uses the 1-step process, so if you already have a Resident Profile, you should skip to the next section on Business Connections.

Go to www.Every.CITY (or just Every.CITY) and select Join and then Businesses & Organizations.

Home	Support	Join	Sign In
		Residents & Consumers	
		Businesses & Organizations	
		--Claim Displayed Business Listing	
		City & County Governments	
		Chambers, BBBs & Associations	
		Boards of Education	
		Revenue Sharing Partners	

Select the General Category for your business from the drop down list, as well as the State where your business is physically located. After selecting your General Category, you will be able to further narrow down your business to a Specific Category on the next screen. And you can always back up and reselect your General Category after looking at the Specific Categories.

Select General Category
Advertising & Media

Select State
Alabama

➡ Continue

There are two sections on this page; your Business Profile, which is public, and your Resident Profile, which is private. "City" refers to the physical location of the business, whereas "Community City" refers to the City where your business postings and information will be displayed. These are different if a small location city is not included in the Community City drop-down choices. Referral Code should be entered if someone shared their code with you to earn Referral Coupons.

Business Profile -- public

Business Name	
Specific Category	Advertising Agency
Address	
City	
State	
Zipcode	
Community City	My City
Community County	My County
Phone	
Website (optional)	
Referral Code (if)	

This is the last information needed to join. And this is the email that will be used to send your Sign In credentials. Finally, enter the 4-digit captcha and click Submit. That's it. After hitting Submit, you should look for your validation email.

Resident Profile -- private

First Name	
Last Name	
Email	

Submit

Validation EMail

Your screen should now say "Hooray." and display your Sign In credentials. However, before you can do too much with your membership, you need to validate your email from support@every.city. If you don't find it in your Inbox, please check your spam folder. If there, please add support@every.CITY to your safe senders list.

Depending on how you have set up your email relative to displaying html, links, etc., your email may display clickable "Validate" text, or the entire string required to validate may be displayed. If only "Validate" is displayed, clicking on it will validate your membership. If the entire URL string is displayed, you need to copy and past the entire string into your browser window. Note: the link string may include html tags at the betinning "<a href=" as well as "" at the end. These HTML characters should not be included in what you copy and paste, but if they are, you should delete them before hitting the Enter key to accept the URL address.

If you were not able to find your validation email, you need to add support@every.city to your safe sender list and then Sign In using the Sign In credentials displayed on your screen. Once you Sign In, you will be able to click the 'Resend Validation EMail" button and try again. If that does not solve the email issue, please call us to validate over the phone.
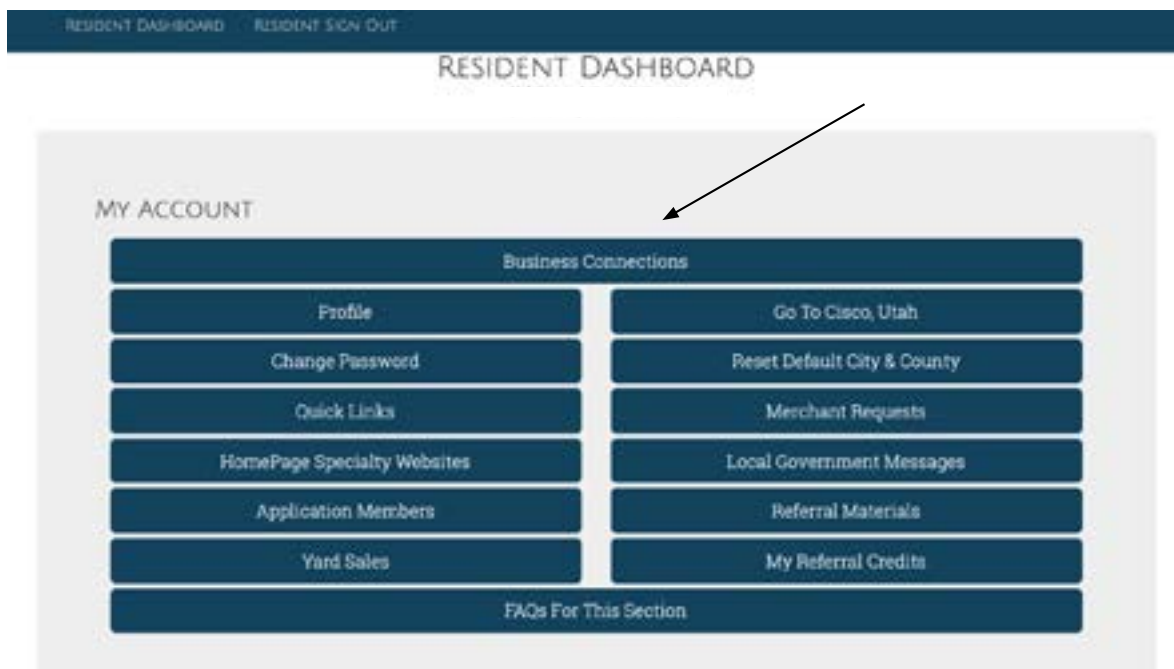
Sign In

You can sign in from any of our Every.CITY websites, local portal websites, or any of the 24 Specialty websites.

Enter your User ID as well as your password (not case sensitive).

| Home | Support | Join | Sign In | |
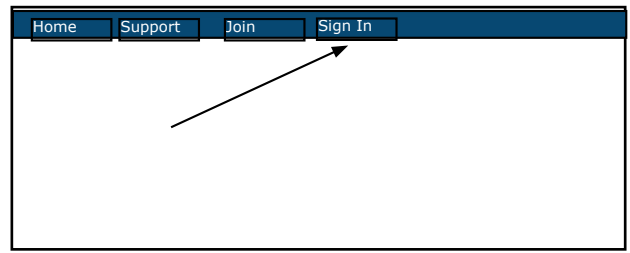
Resident Dashboard

After successfully signing in, your Resident Profile will be displayed. You can learn more about your Resident Profile by viewing that tutorial. Click the top button, "Business Connections" to select the business you would like to manage, or to "connect" to another business.

RESIDENT DASHBOARD   RESIDENT SIGN OUT

RESIDENT DASHBOARD

MY ACCOUNT

Business Connections

Profile	Go To Cisco, Utah
Change Password	Reset Default City & County
Quick Links	Merchant Requests
HomePage Specialty Websites	Local Government Messages
Application Members	Referral Materials
Yard Sales	My Referral Credits

FAQs For This Section

When you click Business Connections from your Resident Profile, in addition to seeing any Businesses listed that you can manage, there are two additional options displayed; Add a New Business and Accept a Business Share.
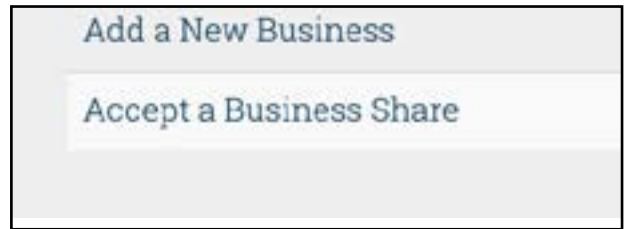
Add a New Business

If you click Add a New Business, you will get the same exact screens shown earlier for Joining Every.CITY, however, since you already have a Resident Profile, you will not see the bottom portion of the screen dealing with the Resident Profile information. Once you complete the same steps above, the new Business will be added to your list of Business Connections.

Accept a Share

The Accept a Business Share comes into play when another Resident that manages their business decides to invite you to help them and extends an invitation to you to share their business. When that happens, the existing business owner activate the Share process, and will provide you with a Share Code as well as the Zipcode where the Business is located. By providing those two entries into the next screen, the Shared Business will also be in your list of Business Connetctions.

ENTER SHARE CODE

Share Code

Business Zipcode

Continue

Business Dashboard

After selecting the Business you want to manage from your Business Connections, you will be able to manager your entire website posting, activity and configuration from this screen.

Using Smartphone for Images

Before discussing the various screens to add content to your website, we want to point out the Business Dashboard is mobile-friendly, so every time you can upload an image from your desktop, you can also take or use a photo from your smartphone and upload that photo in the same way you can with other social media applications.

The process is illustrated on the right where you follow the following steps whenever you see the opportunity to choose an image file:

1. Click the Choose File button
2. Decide ifyou will take a new picture or use an existing photo from your existing photos.
3. Select Photo rather than video
4. After taking a photo, decide if you want to use the photo you just took or if you want to retake the photo.
5. Complete the remainder of the form entries and click Submit

Finally, as we discuss selecting images on each of the many screens in the rest of this document, we will not continually duplicate this discussion of using your smartphone. Just know that this option is available everywhere where the uploading of an image is available.
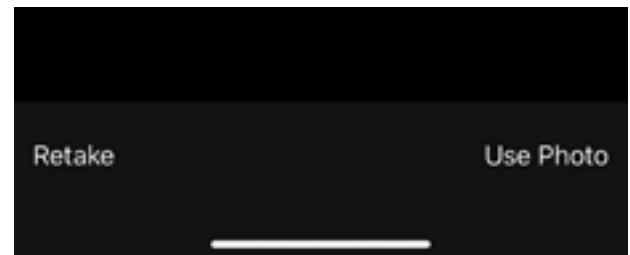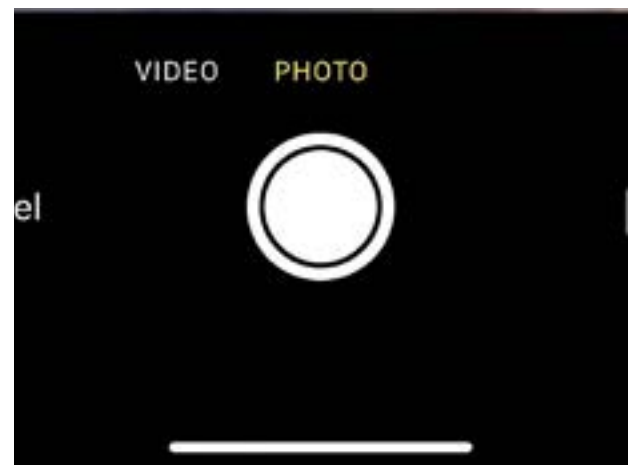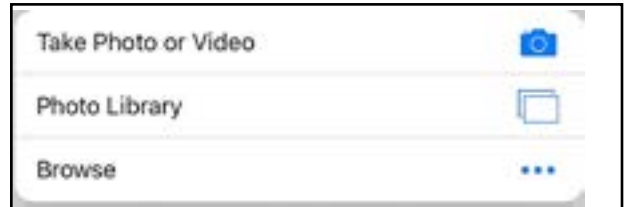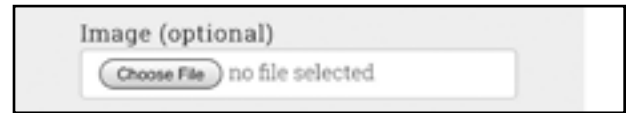
Website Content

Home Page Slideshow

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.

Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

Modify Slide: Enables you to change the Sort Order of the slide.

Delete Slide: Permanently deletes the slide.

When you upgrade to either the Silver Plan or the Gold Plan, your website will come preloaded with several slides. You can add your own or replace the slide images with your own.

The process is quite easy to manage. Adding a new slide only requires that you upload an image and specify the order. The only trick is the slide is much wider than normal, so there is a Crop Button that will isolate the middle of a picture, cropping off the top and bottom so the image is less distorted.

You can either select a stock photo or use your own. Keep in mind, you can sign into Every.CITY with a smartphone, navigate to this page, and take or use a picture, and update it directly. The only additional thing you will need to do is click the Crop button to keep the picture porportional.

Home Page Pictures

There are two pictures displayed on the Home Page of your website. This is where you change the pictures. There is no "Add New," only the ability to change the two pictures there already.

About Us

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.
Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.
Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.
Modify Image Text: Enables you to maximize your SEO by adding Description (what the image is) and Purpose Tags (why the image). Entering this data generally will help your search engine page ranking.
Modify About Us Item: Manage your text content
Delete About Us Item: Permanently delete item.

The About Us screens enable you to add as many items as you like to describe you and your business. However, it is extremely important that you present the material in such a way that the information provided illustrates how you are able to meet the needs of your potential clients, rather than the traditional information.

With each About Us posting, you have the opportunity to include the shorter version directly on the Home Page, with the more detailed information, along with a picture, on the About Us Page. You can also specify the Sort Order of the items to determine the order the information is displayed. You have check boxes to indicate whether the shorter text will be displayed on the Home Page as well as whether the longer text will be displayed on the About Us Page.

Even if there is text included in the text area, the checkbox deternmines whether the text will be displayed.

Finally, you can take pictures of yourself, your team, your office, or anything else you believe conveys the right message using your smartphone and directly uploading your picture.

Staff

After selecting the Business you want to manage from your Business Connections, you will be able to manager your entire website posting, activity and configuration from this screen.

Contact Us

There is nothing to do here to set up your website, but rather, this is where any site visitor submissions will be displayed. When a site visitor submits a Contact Us, you will receive an email through your normal email process. The submissions will remain in a list here until you respond and delete the submission entry

My Sales Lead & Questions

There are several steps involved in participating in the free Sales Lead process. The first thing you need to do is tell Every.CITY that you want to receive leads and questions from your local Residents. You do that by checking the box in your Business Profile in the My Account Section.

Next, when a local Resident submits a Lead Request or Question, you will receive an email through your normal email process alerting you to the fact the request has been submitted.

Products

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.

Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.

Modify Product: Enables you to maximize your SEO by adding Description (what the image is) and Purpose Tags (why the image). Entering this data generally will help your search engine page ranking.

Modify Product: Manage your text content

Delete Product: Permanently delete item.

Your product information can be displayed in three separate places on your website. First, for your high profile products only, you can display a short description and the image on your Home Page. Second, each of the products you include on your website should be listed on the Products Page with a medium description, and lastly, a more detailed description should be included on the Details Page for those site visitors looking for additional information about the specific product they select, either on the Home Page or on your Products Page.

You can also enter SEO information about your image (description and purpose) to help with your search engine ranking. And you can also add a link to a video about each product that will be displayed on the Details Page.

The bottom of the Admin Product Page enables you to determine (by chcking the box) if your Home Page text and the Products Page text will be displayed, as well as the Sort Order of the item. You can also enter the Price -- enter numbers only. (For products where the price is flexible, enter 0.) Finally, you can either activate or deactivate the entire listing using the Active checkbox at the bottom of the form.

Services

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.
Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.
Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.
Edit Service Item: Manage your text content
Delete Service Item: Permanently delete item.

Your services information can be displayed in three separate places on your website. First, for your high profile services only, you can display a short description and the image on your Home Page. Second, each of the services you include on your website can be listed on the Services Page with a medium description, and lastly, a more detailed description should be included on the Details Page for those site visitors looking for additional information about the specific service they select, either on the Home Page or on your Services Page.

You can also enter SEO information about your image (description and purpose) to help with your search engine ranking. And you can also add a link to a video about each service that will be displayed on the Details Page.

The bottom of the Admin Product Page enables you to determine (by chcking the box) if your Home Page text and the Services Page text will be displayed, as well as the Sort Order of the item. Finally, you can either activate or deactivate the entire listing using the Active checkbox at the bottom of the form.

Property Listings for Real Estate

Function Buttons are included on the Main About Us Page as follows:

**Replace with Stock Image**: This enables you to use one of our Stock Images.

Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.

Open House Status: This enables you to activate and deactivate the Open House Status, including posting times and directions.

Modify Listing: Manage your text content

Delete Listing: Permanently delete listing.
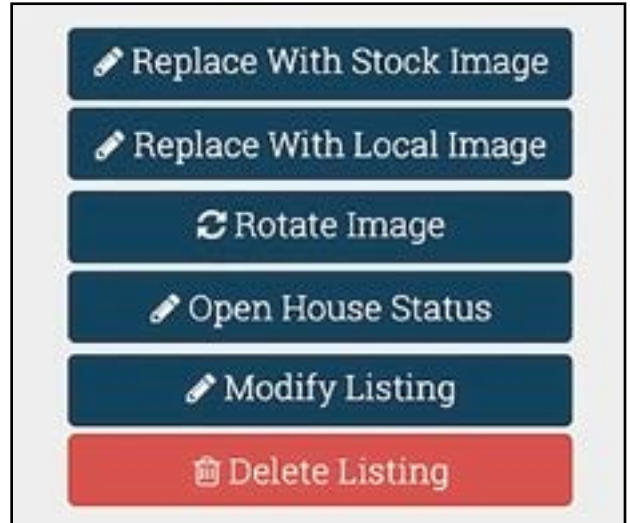
You can enter a summary of your Property Listings which can then be quickly searched in the Real Estate Specialty Website, either at the City or the County level. Additionally, when a site visitor sees a summary listing they are interested in, they can click a link to the full MLS listing.

As can be seen from the form to add a Property Listing, the process is very quick and easy by using dropdown boxes to capture most information, and only a single image can be uploaded.

Since many listing contracts have an expiration date, you can set your summary listing to auto delete on a specified date so it will no longer be displayed.

You can also add a small summary to be displayed on your Home Page for those listings you want to prmote. Finally, you can quickly activate or deactivate the public display of the entire listing by using the Active checkbox on the bottom of the form.

Vehicle Listings for Vehicles

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.

Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.

Modify Listing: Manage your text content

Delete Listing: Permanently delete listing.
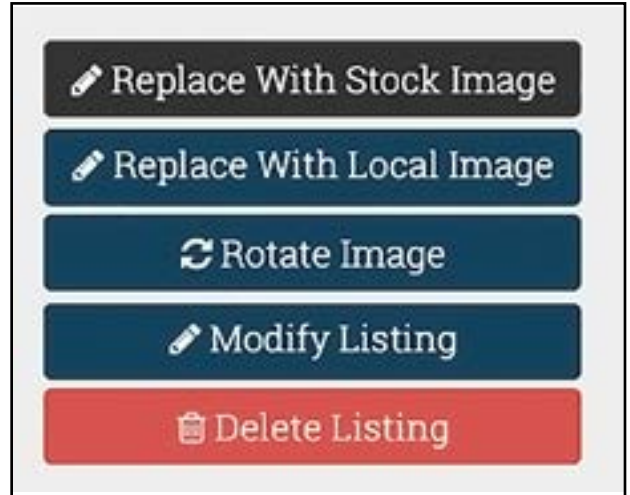
You can enter a summary of your Used Vehicle Listings which can then be quickly searched in the Vehicle Specialty Website, either at the City or the County level. Additionally, when a site visitor sees a summary listing they are interested in, they can click a link to your website listing if you have one.

As can be seen from the form to add a Used Vehicle Listing, the process is very quick and easy by using dropdown boxes to capture most information, and only a single image can be uploaded.

Unit Listings for Apartments

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.

Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.

Modify Image Text: Enables you to maximize your SEO by adding Description (what the image is) and Purpose Tags (why the image). Entering this data generally will help your search engine page ranking.
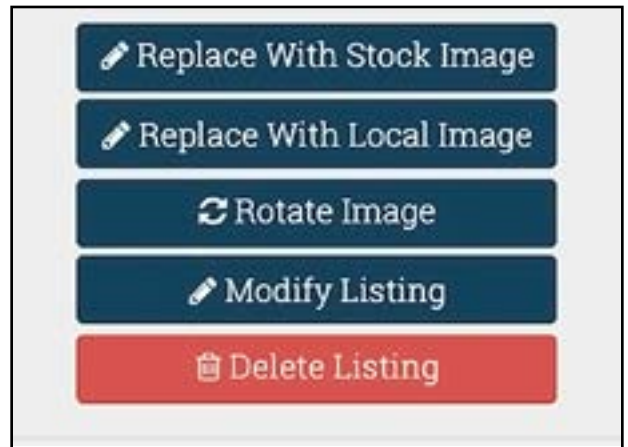
Modify About Us Item: Manage your text content

Delete About Us Item: Permanently delete item.

You can enter a summary of your Apartment Complex Unit Listings which can then be quickly searched in the Apartments Specialty Website, either at the City or the County level. Additionally, when a site visitor sees a summary listing they are interested in, they can click a link to your website listing if you have one.

Keep in mind, this process is NOT designed to enter individual unit vacancies, but to only list the types of units you offer. For example, if someone was looking for a 2-bedroom unit, with a garage, they could determine you have those types of units, but they would still need to check with you for availability and wait lists. This process is designed to speed up the process of finding complexes that provide the types of units someone is looking for.

As can be seen from the form to add a Apartment Complex Unit Listing, the process is very quick and easy by using dropdown boxes to capture most information, and only a single image can be uploaded.

Menus for Restaurants

You can create your Menus and load them for display by Every.CITY. To do so, clicking Add New Menu will leead to answering the Menu Name as well as the Description. When displaying your Menu to the public, the Description will be displayed just below the Menu Name. And if you are adding multiple Menus, the Sort Order comes into play in the navigation to determine the order of the display. And you can leave the Active checkbox unchecked when you are not wanting the Menu to be public.

Once you have created your Menus, you are then ready to create your Menu Categories of food items. The entry of Menu Categories works the same way as Menus, including the Description that will be displayed just below the Menu Category on the Menu. And keep in mind you can always rename or delete a Menu Category at any time by clicking the appropriate link.

Now that you have created your Menus and the Menu Categories, you are ready to add the actual Menu Items. These generally work as it looks, but you can also highlight a Menu Item on your Home Page to emphasize it. And of course, you can enter the price of the Menu Item (don't put in the $ sign). If the price to be displayed is "Market Price" enter a 0.

Lodging for Tourism

If your business is a hotel or similar lodging business, you can use the Lodging functionality as your business. By doing so, your hotel can be searched under the Tourism Specialty Website, and if you are found, the site visitor can book directly with your facility without you having to pay all the high fees to other national lodging websites.

Generally, you only have to answer these questions one time, unless you change your amenities.

Finally, when travellors go to a new city, expecting to get a room when they get there, but find out there is a special event in town that night and cannot find any vacancies.

To alleviate that problem, Every.CITY provides a quick and easy solution. You do not need to post your vacancies, nor do you have to even keep track of them. All you have to do is check the block that you have Vacancies Today and leave it that way until you have a night where you do not have any vacancies and uncheck the Vacancies TODAY checkbox.

By doing so and using this process, when a traveller arrives in town and they have trouble finding a vacancy, all they need to do is come to Every.CITY, go to the City or County, select the Tourism Specialty Website, and then search for any Vacancies TONIGHT, and the displayed hotels should all have a vacancy for the traveller to choose from.

LODGING VACANCIES
- ☑ Vacancies TODAY

LODGING AMENITIES
- ☐ Business Center
- ☑ Free Breakfast
- ☐ Laundry/Dry Cleaning
- ☑ Fitness Center
- ☑ Internet Access
- ☐ MeetingRooms
- ☐ Pets Allowed
- ☐ Restaurant
- ☑ Swimming
- ☑ Wheelchair Access
- ☑ Free Parking
- ☑ Elevator

Submit

Portfolio

Function Buttons are included on the Main About Us Page as follows:

Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.

Modify Portfolio Item: Manage your text content

Additional Pages: Add multiple pages (text, images, videos, Etc. for each Portfolio item.

Delete Portfolio Item: Permanently delete item.

As a business, you may or may not have a portfolio. If you do, you can use these pages to display your completed jobs, created products, etc.

Or, possibly your business could benefit from having products or services where you can have multiple pages for for each product or service. For example, maybe you have products for sale and you would like to show a list of them where each page connects to an unlimited number of additional pages of images, videos and information. Or maybe you are a remodeler and you want to show the final product on your Services page, but would like to have additional connected pages that illustrate the various stages of your work products.
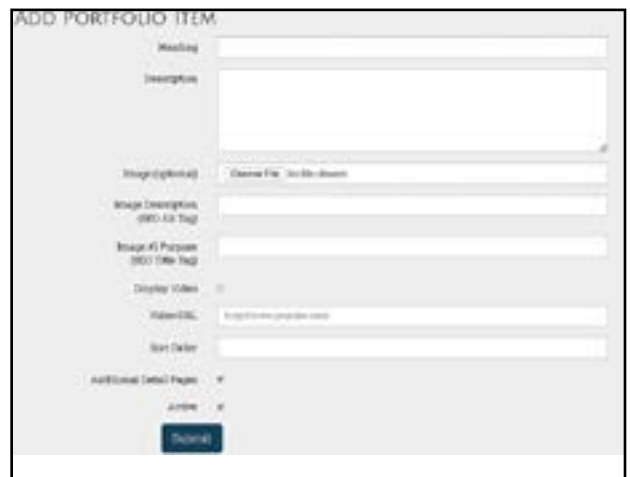
To activate your Portfolio Page, go to your Site Configuration Page and check Display Portfolio Page, and then if you want to modify your navigation name, enter the name in the Portfolio Page Name.

You then enter your Portfolio items in the same way you entered your Products or Services, but you also have the additional button for Additional Detail Pages.

FAQs

By adding your FAQs, you will most likely be able to reduce some of the time it takes you and your staff to support your customers. Having helpful FAQs may also lead to gaining new customers when people are impressed with not only the information you are providing, but how helpful it is to them.

Consequently, you should spend some quality time thinking about the kinds of questions and answers you can provide.

When you enter the Question, don't forget to include a question mark if appropriate. And the Sort Order determines the order in which the FAQs will be displayed.

Resource Links

By adding Resource Links, you will be able to support your partners, suppliers, etc. And they in turn, might support you back by adding a Resource Link pointing to your website. This way, both businesses grow through supporting each other.

The Caption will serve as the both the heading and the clickable link that points to the URL that you add. When you add the URL, you should open a separate browser window and copy and paste the URLrather than typing it directly. This reduces the chance of types, but more importantly, automatically adds either the http:// or https:// to the beginning of the URL that is necessary.

You can also add a thumbnail image (usually a logo) for the Resource Link to assist the site visitor in recognizing the logo. Sort Order determines the order in which the Resource Lins will be displayed.
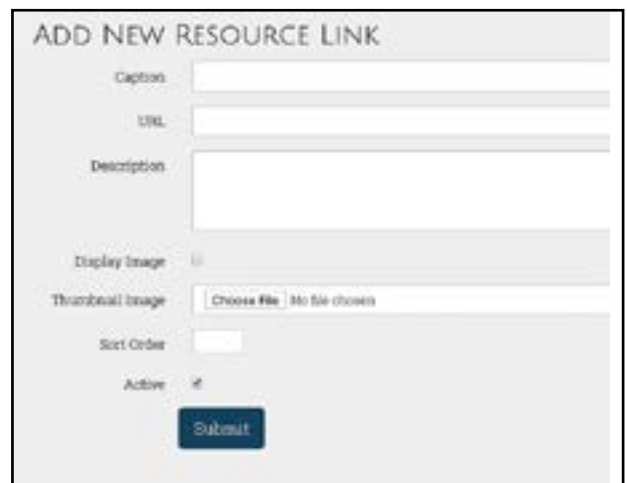
Social Media

As you are probably aware, connecting your Social Media accounts to your website and vise versa is extremely important in increasing your page ranking in search engines.

When adding an account, select the Media from the drop down box and enter the URL. When adding the URL, go to your Social Media page in a separate browser window, and copy and paste the URL into this screen rather than entering it manually. This significantly reduces the chances of typos. Sort Order determines the order in which your Social Media accounts will be listed.

Site Configuration

This is where you will generally set up your entire website configuration. We will go throught the items line-by-line:

Theme Color (No#): This is the color displayed on your navigation bar, graphic boxes, and the frames around your images. To select your preferred color, in 6-character format, you can use any color picker on the Internet (w3schools.com/colors/colors_picker.asp for example). If a # is shown in your color picker, do not included it here.

Home Left and Home Center Text: These two fields determine the text that will be displayed on your Home Page in the 1st and 2nd columns. You can either change the text (shorter is better) or delete it alltogether.

Products or Services: This option will determine whether your navigation includes Products (and products) or Services (and services). We will be adding a "Both" option in the future. However, if you initially selected a Realtor, Used Car Dealer, Apartment Comples, or a Restaurant as your Business Category, neither Products or Services will be displayed, but rather the appropriate navigation item will be displayed instead.

Container Text or Logo: You can decide if you want to upload a logo if you have one, or just display the name of your business in the graphic container. These will be displayed on top of your slideshow on your Home Page.

Welcome Line 1 and Line 2 Text: If you selected text above, these are the two lines of text displayed in the container,

Tab Title Text: This is the text that will be displayed on the browser tab whenever someone is looking at your website.

SEO Meta Description: This is the text that will be displayed by search engines in describing your website.

SEO Author: This is the text that will be displayed as the author of the website if someone clicks View Source.

SEO Keywords: These are the keywords search engines will use in determining whether your website will be included in their search results. This is important. Separate your keywords with commas.

SEO Bing Validation: This where the Bing provided code should be entered after registering with Bing. We will do this for you unless you want to manage your own Bing account,

Site Configuration (continued)

Display Primary Website: Some businesses already have a primary website but elect to have a DataSpokes website as well. By doing so, they are able to post items and update their information much quicker than having to wait for a webmaster to make their changes, and also having to frequently pay for minor changes. When a business opts for this process, an Every.CITY site vistor clicking on the business name will be taken to their DataSpokes website (Silver Plan so no second domain name is needed). The DataSpokes website includes a link to the primary website in the top right corner of the Home Page next to the Social Media information This checkbox is for when you have a primary website.

Primary Website Link: This is the URL of the primary website that site visitors will be taken to when clicking on the link.

Postings: Depending on the nature of your business, some of these postings may not apply. If that is the case, unchecking the posting type will remove that item from your navigation so site visitors do not see that option leading to an empty screen

Display Portfolio Page: Similar to the above, some businesses would like to display a portfolio of their work. If that is the case in your business, you can click this checkbox and Portfolio will be added to your website navigation. You also have the opportunity to customize the Page name below.

Portfolio Page Name: This is where you can specify a custom page name for your portfolio. Your page name could be "Our Projects" or something similar.

Contact Us Page: Some businesses are run from home and do not want to display the address of the business. If that is your situation, uncheck the Display Address checkbox and your address will not be displayed. Additionally, other businesses don't care about displaying their address, but prefer not to encourage site visitors to come to their physical address and do not want a map displayed. Unchecking Also Display Map will suppress the Google Map.

News Items

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.
Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.
Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.
Modify Latest News: Manage your text content
Delete Latest News: Permanently delete item.

Since News Items feed to the Home Pages of your City and County in Every.CITY, as well as the appropriate 24 Specialty Websites, posting News Items is one of the most important things you can do. Since we limit a business to one displayed News Item on the City and County websites (in order to prevent a single business from monopolizing all the News Item space), we strongly recommend that you post a News Item at least every two weeks.

Typically, business owners are very busy, and tend to say "Nothing new here." so they don't have to take the time to post News Items, but in doing so, they are missing out on a significant opportunity to promote their business at no cost to their local residents and consumers.

News Items can be a new product or service, a new employee and how they will help provide better customer service, helpful hints on how to seed a lawn, time to change filters or batteries, how to clean floor coverings or furniture, car maintenance tips, and a myriad of other things to help your local residents. We encourage businesses to be as creative as possible in finding ways to provide helpful information to local residents. And to that end, we also encourage businesses to follow our Facebook Group for more ideas and to contribute their own at: https://www.facebook.com/groups/everycitybusinessgroup.

After creating your News Item content, you can add a link to another helpful article on the Internet by checking the Display Link checkbox and pasting the website URL.

Also, you can determine which of the Specialty Websites you will feed your News Items to their City and County Home Pages, based on your business type and the News Item. And keep in mind you determine which Specialty Websites are displayed for you to check, and if you need to modify your list, you can do so in the My Website Filter Choice under My Account.

Events

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.

Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.

Modify Image Text: Enables you to maximize your SEO by

Modify Event: Manage your text content

Delete Event: Permanently delete event.

Since Events feed to the Master Calendar of your City and County in Every.CITY, as well as the appropriate 24 Specialty Websites, posting any Events you will be holding is one of the most important things you can do. Unlike News Items and Specials, there is no limit to the number of Events you enter and feed into the Master Calendar.

Typically, business owners are very busy, and tend to say "I don't have time." so they don't have to take the time to post their Events, but in doing so, they are missing out on a significant opportunity to promote their business at no cost to their local residents and consumers, but more importantly to increase your Event attendance.

There are two important concepts relative to Events. First, the Event must be a public Event to be included here, and second, and Event should truly be an Event using a "typical" definition where people come at a designated time, either are entertained or participate, and then leave when the Event concludes. Any kind of a sale is NOT an Event, but should be listed under Specials instead.

After creating your Event content, you can add a link to another helpful article on the Internet, a website to purchase tickets for the event, etc. by checking the Display Link checkbox and pasting the website URL.

Also, you can determine which of the Specialty Websites you will feed your Events to their City and County Home Pages, based on your business type and the Event. And keep in mind you determine which Specialty Websites are displayed for you to check, and if you need to modify your list, you can do so in the My Website Filter Choice under My Account.

Specials

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.
Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.
Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.
Modify Special: Manage your text content
Delete Special: Permanently delete Special.

Since Specials feed to the Home Pages of your City and County in Every.CITY, as well as the appropriate 24 Specialty Websites, posting Specials is one of the most important things you can do. Since we limit a business to one displayed Special on the City and County websites (in order to prevent a single business from monopolizing all the Specials space), we strongly recommend that you post a Special at least every two weeks.

Typically, business owners are very busy, and tend to say "No Specials here." so they don't have to take the time to post Specials, but in doing so, they are missing out on a significant opportunity to promote their business at no cost to their local residents and consumers. If you are not running any Specials, consider creating one.

Specials can be a Weekend Sale, a Sidewalk Sale, a special purchase that you will be selling for a limited time, a Flash Sale where you announce the FIRST ONE one to come in and buy a dozen donuts gets a second dozen for free. We encourage businesses to be as creative as possible in finding ways to provide Specials to local residents. And to that end, we also encourage businesses to follow our Facebook Group for more ideas and to contribute their own at: https://www.facebook.com/groups/everycitybusinessgroup.

When you enter a Special, you need to specify the Begin and End Date, keeping in mind when they feed to the City and County Home Pages, there is a 30-day Special maximum. If you enter an End Date 60 days in the future, it will remain on your website the full 60 days, but it will drop off the City and County Home Pages after 30 days.

Also, you can determine which of the Specialty Websites you will feed your Specials to their City and County Home Pages, based on your business type and the Special. And keep in mind you determine which Specialty Websites are displayed for you to check, and if you need to modify your list, you can do so in the My Website Filter Choice under My Account.

Help Wanted Ads

Function Buttons are included on the Main About Us Page as follows:

Replace with Stock Image: This enables you to use one of our Stock Images.
Replace with Local Image: This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.
Rotate Image: Primarily used for smartphone pictures with an incorrect orientation.
Modify Help Wanted Item: Manage your text content
Delete Help Wanted Item: Permanently delete item.

Since Help Wanted Ads feed to the Home Pages of your City and County in Every.CITY, as well as the appropriate 24 Specialty Websites, posting Help Wanted Ads when you have a vacancy is very important.

Typically, business owners are very busy, and tend to say "I don't have time to post a Help Wanted Ad," they are missing out on a significant opportunity to find the best possible candidate.

Help Wanted Ads can be for a full-time employee, a part-time employee, a seasonal employee, or even a paid or non-paid intern. We encourage businesses to be as creative as possible in finding ways to fill vacant positions. And to that end, we also encourage businesses to follow our Facebook Group for more ideas and to contribute their own at:
https://www.facebook.com/groups/everycitybusinessgroup.

When creating your Help Wanted Ad content, you need to specify the Job Category from the dropdown box. Also, you can add an Announcement # if that helps you manage your replies. Finally, if there is an on-line application you want the site visitor to complete, you can check Display Link and enter the website URL to that page.

Also, you can determine which of the Specialty Websites you will feed your Help Wanted Ads to your City and County Specialty Websites based on your business type and the Help Wanted Ad. And keep in mind you determine which Specialty Websites are displayed for you to check, and if you need to modify your list, you can do so in the My Website Filter Choice under My Account.

My Community Locales

Included in the free business membership to Every.CITY, each business is able to select one City and one County locale where their postings are displayed as well as having their business listing displayed.

Also, a business can change these selections whenever they like. So if a business is close to the border of two cities or counties, they can select one, and if they want to see if selecting a different one is more productive, they can do so.

However, some businesses conduct business in multiple locales, both City and County, and my want to purchase membership in additional locales. To accomplish that, a business can add City or County loales at a very affordable rate. The rate for an additional City is $7.95 per month or $79.95 per year, and the rate for an additional County is $8.95 per month or $89.95 per year.

Recognizing that most businesses would prefer to have the widest exposure as possible, but since there is a cost for additional exposure, each business will have to assess their potential Return on Investment (ROI) in spending the additional amount compared to the cost.

For example, a local donut shop will probably not benefit from exposure to an additional County (unless on the border), however, an HVAC contractor that services multiple counties may find it worth the extra cost. Each business will have to make their own business decision,

If a business does choose to incur the cost, upon Checkout, they will be taken to a credit card processing screen. The addition of the extra city or county continues until the business cancels the "subscription." And if there is still time left on the subscription when it is cancelled, their membership continues until the end of the period paid for.

My Business Categories

Included in the free business membership to Every.CITY, each business is able to select one Business Category where their business listing will be displayed.

Also, a business can change this selection whenever they like. For example, if a Landscaping business also plows snow in the winter, they could choose to switch back and forth between Landscaping and Snow Removal, whenever and as often as they like.

However, some businesses conduct business in multiple categories. The Landscaping company may also run a separate nursery and want to be listed under both Categories. If that is the case, the business may want to purchase membership in additional Business Categories. To accomplish that, a business can add additional Business Categories at a very affordable rate. The rate for an additional Category is ity is $5.95 per month or $59.95 per year.

Recognizing that most businesses would prefer to have the widest exposure as possible, but since there is a cost for additional exposure, each business will have to assess their potential Return on Investment (ROI) in spending the additional amount compared to the cost. Each business will have to make their own business decision,

If a business does choose to incur the cost, upon Checkout, they will be taken to a credit card processing screen. The addition of the extra Business Category continues until the business cancels the "subscription." And if there is still time left on the subscription when it is cancelled, their Category membership continues until the end of the period paid for.

My Coupon Offers

Businesses frequently pay to have coupons printed and distributed, however, in Every.CITY, businesses can create their own coupons and make them available to local residents.

Businesses do that by creating Referral Coupons which can be earned and redeemed by local residents. Additionally, the concept of Referral Coupons also encourages local residents to share the opportunities provided by Every.CITY, which then builds the user base, which is also advantageous to businesses.

This is a multiple-step process, that does not necessarily follow a specific path. These are the processes:

- When an individual (resident or business) joins Every.CITY, they are provided with a unique Referral Code they can use when sharing the opportunities provided by Every.CITY with their friends and others via Social Media, eMails, verbal, flyers, etc.
- If the friends and others enter this Referral Code when they join, the initial individual earns Referral Points for each new membership
- Businesses can post Referral Coupons, at the County level, where they specify the product or service to be provided, along with the number of Referral Points that are required to redeem for the Referral Coupon.
- When an individual redeems their Referral Points for a Referral Coupon, the Referral Points are transferred from the individual to the business. Every.CITY sends a PDF of the coupon via email to both the individual, as well as an FYI to the business.
- The individual presents the PDF to the business for the specified value.
- The business then has the opportunity to redeem their acquired Referral Points with Every.CITY for purchasing Advertising, etc., which are then redeemed at checkout.

To create Referral Coupons, select My Coupon Offers and complete the screen information. Enter the Heading, select the number of Referral Points that are requried to redeem, and then provide a description of the coupon value. All this information will be displayed on the PDF. Finally, enter the End Date for which the Referral Coupon will no longer be displayed as available for redemption by local residents.
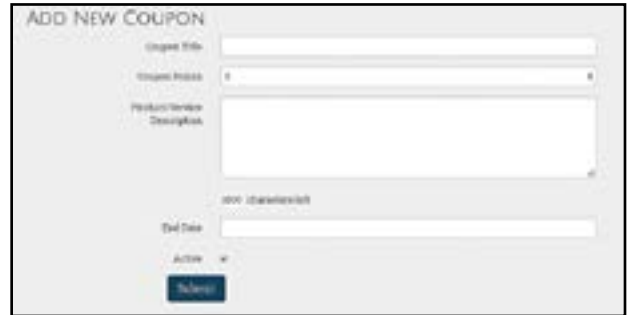
My Home Page Advertising

Businesses also have the opportunity to take advantage of the extremely low advertising prices. And since we are now launching Every.CITY, the opportunities are even better. For example, if a business is the first one to advertise on a Home Page for a City or County in either Every.CITY or one of the 24 Specialty Websites, they will receive a 70 percent discount on the price. And the really good news is that if they continue their subscription to the advertising, their significant rate will continue year after year until they cancel their subscription,

Advertising rates are based on three factors. The first is the Population Tier of the City or County. For example, a City that has a population of less then 10,000 is a Tier 1 City, whereas a City that has a population of between 25,000 and 50,000 is a Tier 3 City.

The second factor is whether the Ad will be on the Home Page of a City or County on the primary Every.CITY, or whether it will be on the Home Page of a City or County of a Specialty Website.

And the third factor is the one mentioned above, the number of current advertisers, providing major incentives for early adopters.

Once you sign up for Home Page advertisement, you will be able to change the graphic (180px x 150 px) whenever and as often as you like. Additionally, if desired, you will also be able to have a different graphic displayed on each day of the week, and the individual graphics can point to different websites or the same, depending on your needs. And you can change these weekday graphics whenever and as often as you like as well. For example, if you are a restaurant, your Wednesday ad could display a free piece of pie for any entree purchase, but your Thursday ad could be a free child's meal for every adult purchase.

There is a limit of 10 Home Page ads for each Home Page, so once they are taken, you will have to wait until someone cancels their subscription before you will be able to advertise, and if so, it will be at full price. However, the ads will not be displayed on the page in the order they are purchased, but rather will be displayed randomly in order to make the Home Page look less static.

Finally, if you ever cancel your ad subscription, the ad will continue to be displayed until the "paid-through" date arrives.

My Business Category Advertising

Advertising on interior Business Category Pages is even less than the Home Page advertising in order to fit any budget. And the really good news is that if they continue their subscription to the advertising, their significant rate will continue year after year until they cancel their subscription,

Advertising rates are consistent across all websites, including the primary Every.CITY as well as the 24 Specialty Websites, regardless of the population or the current number of advertisers.

The rate to advertise on a Business Category Page is $9.95 per month or $99.95 per year. And the graphic ads are the same size as Home Page advertisement. Once you sign up for a Business Cateogry Page advertisement, you will be able to change the graphic (180px x 150 px) whenever and as often as you like. But unlike Home Page advertising, you cannot have an automatic different day of the week ad, but if you wanted that, you would have to Sign On at the beginning of each day and change your ad.

And also unlike Home Page advertisements, there is not a limit of 10 Business Category ads for a page, so this option is always available. However, one advantage of a Business Category Page advertisement is they will be displayed in the order of purchase. In other words, the business that secures the first ad, will always be at the top of the page, and the second will be second. etc.

Finally, if you ever cancel your ad subscription, the ad will continue to be displayed until the "paid-through" date arrives.

My Prize Offers

There are two primary purposes for this opportunity. The first is to support the local youth in your community, and the second is to generate traffic into your store, thus increasing your sales.

The way it helps the local youth is to provide a motivating prize to them for learning the lessons. And specifically, we are starting with Math For Prizes. The way that works is the child (under age 16) comes to their City Home Page in Every.CITY and practices their multiplication tables. When they feel they are ready to be tested, they look to see if any local businesses are offering prizes if the child is able to answer 100 random 12 times table problems in less than 5 minutes.

If you are providing a prize for success, and the youth selects your prize to compete for, the then start and "go for the Prize." If they succeed, the application generates a PDF that can be printed (if on a smartphone, a screen capture) as proof of the accomplishment.

The parent then has to bring the child into your store, along with the PDF to claim their prize. However, before doing so, the parent has to attest that they witnessed the child earning their prize and it was not their older sibling or their friend that helped them. And if all this matches, you then provide the child with their prize.

Where it increases traffic is the parent bringing their child into the store, and possibliy purchasing additional product for themselves or other family members.

Also, having your prize displayed on the Math for Prizes screen provides advertising for your store, and may help with sales as well.

However, the most important aspect of this opportunity is you will be helping the youth in your community learn their 12 times tables, possibly helping them do better with their education.
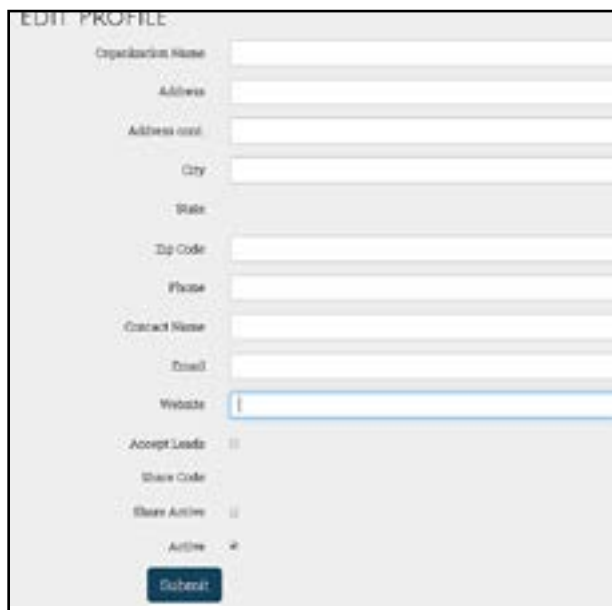
My Business Profile

This screen enables you to keep your Business Profile up to date if and when changes occur.

Additionally, this is where you can turn on and off whether your business will be included in the free lead generation process from local residents. Essentially, when a resident is looking for a product or service, or has a question to answer, they will select the appropriate Business Category that matches their request, and emails are then sent to all the businesses in that Business Category that have checked the box here to Accept Leads.

This screen is where you also trigger sharing the management of your business in Every.CITY. To enable another Every.CITY member to access your screens, you need to Activate the Share and then provide the individual with the Share Code. After they have accepted the Share, and added your business to their Business Connections, you should uncheck the Share Active checkbox to ensure nobody else is able to activate their share. Doing this does not affect the access to the member that already activated their Share.

My Website Filter Choices

When your post News Items, Specials, Events and Help Wanted Ads, you can also auto-include these postings in the Specialty Websites by checking a box on the bottom of the Posting screen.

Rather than displaying all 24 Specialty Websites for you to choose from for each Posting, you can select the Specialty Websites that apply to your business and only those items will be displayed.
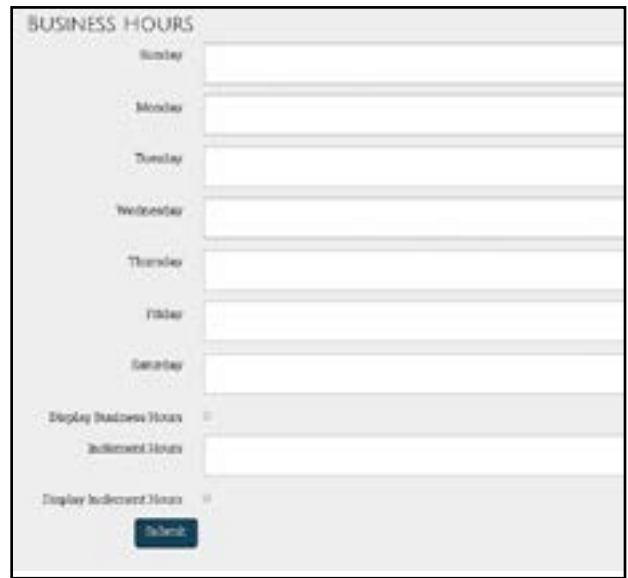
Finally, you should select ONLY the Specialty Websites where you business should be included in the Business Listings on the Home Pages of the Specialty Websites. Currently, this is based on the honor system, so please set your choices appropriately.

My Business Hours

These are free format fields, so you can enter your exact hours. For example, if you are open from 9 - 5, but closed for lunch, you could enter "9 - 5, but closed from 12 noon to 1 pm for lunch"

Also, there is a section which you can activate to display your Inclement Hours. After entering them, you need to check the box to display them if you want the hours displayed.
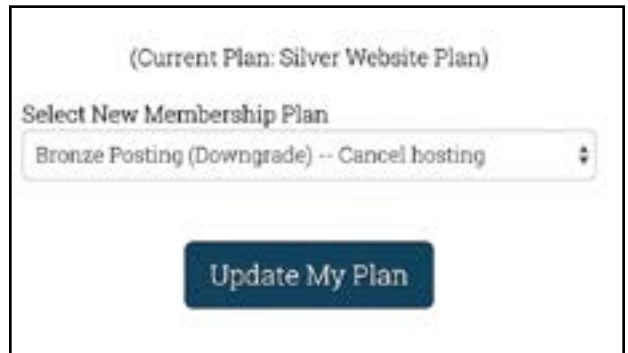
My Membership Plan

There are three plans available:
Bronze Plan: This is a free plan where businesses can post their News Items, Specials, Events and Help Wanted Ads for free. This plan also enables you to post prizes for the Prize Apps as well as Referral Coupons.

Silver Plan: This plan includes everything from the Bronze plan, plus it includes an 11-page, mobile friendly DataSpokes website that is built into Every.CITY. The cost for this plan is $10 per month hosting fee for your website.

Gold Plan: This plan is the same as the Silver Plan, however, the website is a stand-alone website that can be accessed directly from your registered domain name. The cost for this plan is a one-time fee of $200, plus a $10 per month hosting fee.

My Unpaid Invoices

For services billed outside the normal Every.CITY website. Examples might be a separate custom website, graphics, Social Media marketing, etc.

If you have an unpaid invoice, it will be listed here for you to view as well as pay with a credit card on-line.

MY UNPAID INVOICES					
Invoice #	Single Payment	Recurring Payments	Recurring Frequency		
407	$365.00	$0.00	—	View	Pay Services

My Billing History

This screen lists your billing history. There is nothing you can do on this screen other than view the information.

MY BILLING HISTORY					
Date	Description	Billed Amount	Bill Type	Paid	Paid Date

You have no billing history.