EVERY.CITY

Restaurant — Strategy Document

ENTER UNLIMITED MENUS AND MENU ITEMS FOR FREE

As a Restaurant, you can enter, at no charge, an unlimited number of your menus and menu items into Every.CITY. They can then be searched in EveryCity.RESTAURANT, a Specialty Website of Every.CITY. And your menu items can be searched at both the city and county levels. Your menu and menu items are very quick and easy to enter, and you can organize items into "food categories" like Entrees, Sandwiches, Deserts, etc.

RESIDENTS CAN SEARCH COMBINED MENUS

Local site visitors will be able to select their criteria using the RESTAURANT SEARCH box on the right, which is on each city and county Home Page for about 30,000 cities and 3500 counties. The site visitor will then be presented with a list of matching Restaurants and/or menu items from all the Restaurants that have entered their menus and menu items. The results (example below) will contain a link to your Restaurant, as well as a link where the entire menu you have entered will be displayed. For example, if a site visitor was looking for "fish and chips," they could enter "chips" into the Text in Menu Item box for Restaurants in Moab, Utah and get this result. Out of town visitors would have the ability to search for a specific menu item they wanted at all the local restaurants.

RESTAURANT SEARCH

Dining Style

-- No Restrictions --

Text in Restaurant Name (optional)

Text in Menu Item (optional)

Search All Restaurants

MENU SEARCH RESULTS

THE SPOKE ON CENTER

5 N Main Street
Moab, Utah 84532
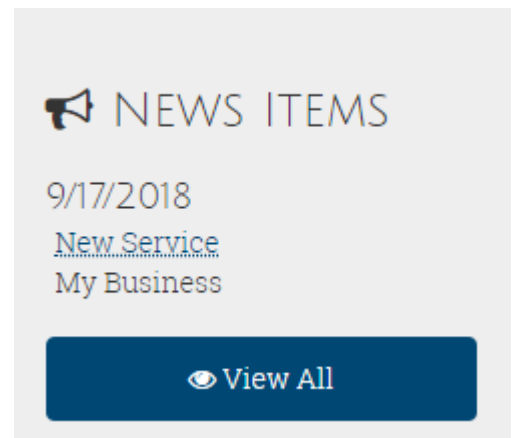435-260-7177

BEER BATTERED FISH & CHIPS
Atlantic Cod battered in house. Served with house-cut fries & a side of tartar sauce
$14.00

WHERE WILL THE WEBSITE TRAFFIC COME FROM?

Every.CITY includes 20 Specialty Websites for each of about 30,000 cities and 3500 counties that individually cover healthcare, family, pets, tourism, vehicles, restaurants, real estate, yard sales, B2B, home services, and more, with information generated by and pertinent to each local community. When a Resident comes to the suite of Every.CITY websites, they will most likely look around and discover a very valuable resource in the 21 websites, and return on a regular basis. Free educational games like MathForPrizes are also included. And even if your community has not yet come onboard, someone from a neighboring city or county using Every.CITY may expand their search to your city or county and find you. Finally, approximately 30 percent of all ad revenue from Every.CITY and the Specialty Websites will be spent on social media and other media ads directed to the specific city or county where the ad was placed.

Additional benefits to adding your Restaurant into Every.CITY:

1. **DIRECTORY LISTING** — when you add your Restaurant to Every.CITY, and select your Restaurant Type as your Business Category, you will also be added to EveryCity.RESTAURANT and EveryCity.GUIDE (tourism). Your listing will include a link to your website, if you have one, a Google map, clickable phone link for mobile devices, and more. Also, if your local Chamber or other association participates in Every.CITY, your business listing will also include the association's logo if you are a member.

2. **DISPLAY YOUR NEWS ITEMS ON CITY AND COUNTY HOME PAGES** — you can post your News Items, Specials, Events and Help Wanted ads, all for free. And your postings will be displayed on your city and county Home Pages of Every.CITY, as well as the Specialty Website, EveryCity.RESTAURANT. As part of those Home Page postings, your Restaurant will be displayed, and will include a link to your website.

   This opportunity enables you to keep your Restaurant in front of your local Residents. Consequently, you should push yourself to do this on a regular basis. For example, a News Item could be about a new employee and their background, a new service you are offering, a new piece of equipment that will improve your services, etc. And if you don't have a current Special, create one for "next week." The worst that could happen is you get some more customer traffic and sales. Posting your Help Wanted Ads opens up additional paths to find and hire good employees. News Items remain active for 15 days, so you should add postings every two weeks to take advantage of this opportunity.

   📢 NEWS ITEMS

   9/17/2018
   New Service
   My Business

   👁 View All

3. **DISPLAY YOUR RESTAURANT HOURS** — In addition to displaying your Restaurant Hours, you will also have the ability to dynamically post "modified hours" whenever inclement weather or other circumstances occur.

4. **EXPAND YOUR EXPOSURE** — if your Restaurant serves multiple cities or counties, or if you want it listed in multiple Business Categories, you can add these for a very small monthly or yearly fee.

5. **RECEIVE AND RESPOND TO FREE LEADS** — Local Residents have the ability to submit "Quote Requests" indicating their desire for more information, or their interest in reserving a room for an event. For example, a Resident could complete a form describing what type of a event they will be having and submit it to all Restaurants of your Type, and you would be able to compete for their business.

6. **VERY LOW COST, FLEXIBLE, SELF-MANAGED ADVERTISING OPPORTUNITIES** — you can place advertising graphics on Business Category pages, or on the Home Pages for your city or county, either in Every.CITY, or in the 20 Specialty Websites. The advertising process is available to you on-line, 24/7. Also, you will have the ability to change your graphic, as often as you like, as well as the website address that will be displayed when someone clicks on the graphic. Advertising fees on Home Pages are based on the number of current advertisers, with the first advertisers paying lower fees than the subsequent advertisers. Also, Home Page advertising rates are based on the city or county population "Tiers." Advertising fees can be paid by the month or by the year, and are $9.95 per month for a Business Category Page, or start as low as $100 per year for a Tier 1 Home Page ad. Your ad can be used to display your current Special or Catering Menu, with a link to a more complete description on your own website, or you could change the graphic to match your daily or weekly special, or a new menu item.

7. **NEED A WEBSITE?** — if you do not have a website where residents can browse your menus and menu items, you can get one from us for a one-time fee of $100, plus a $10 per month hosting fee. Your $100 website is specifically designed for a Restaurant. When you enter your menus, they will appear in both your own $100 website as well as EveryCity.RESTAURANT. Also, your News Items, Specials, Events and Help Wanted Ads that are displayed on the Home Pages of your city and county in Every.CITY, and EveryCity.RESTAURANT, will also be displayed under your Postings in your own $100 website. And it can be LIVE in less than 24 hours! Call us.

8. **QUICK & EASY DATA ENTRY** — the really good news is the processes above are extremely quick and easy to complete. Once you join for free, and Sign In, there will be a growing list of tutorials and FAQS to help make it as easy as possible. But if you have any questions, we are here to help you. Some sample screens are shown below that show a screen for adding a News Item or part of the screen for posting your Business Hours.
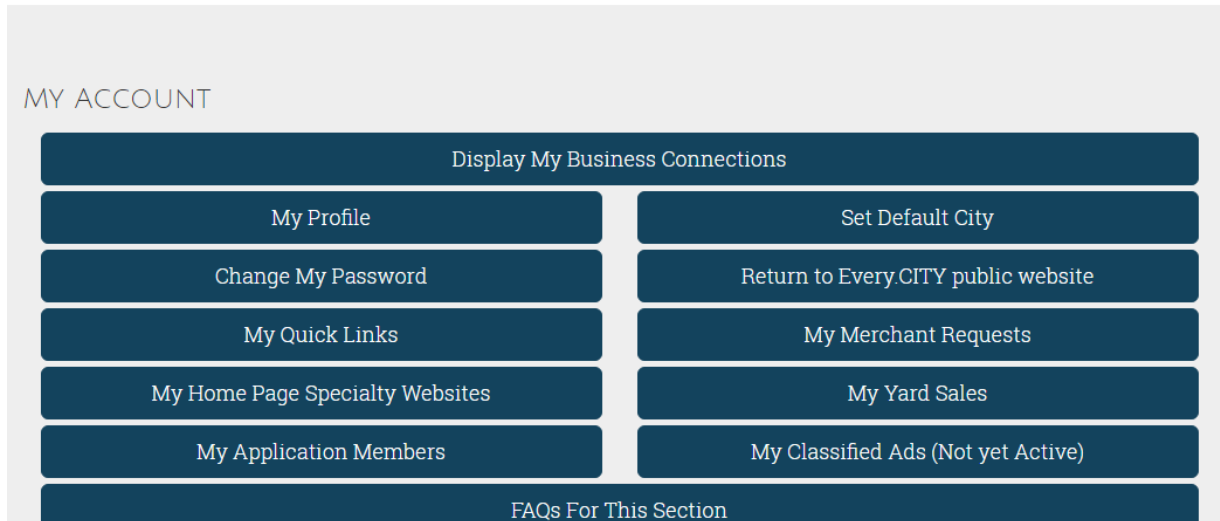
9. **BUILD AND STRENGTHEN YOUR LOCAL COMMUNITY** — in today's world where local communities are threatened by national and world-wide businesses that are capturing the markets, it is very critical that we do everything we can to support the development and growth of local businesses and communities.

How to add your Restaurant…

1. Go to Every.CITY
2. Click Join, and select "Business & Organizations"
3. Select the General Business Group of "Restaurants & Services" and select your State
4. Select Business Category "Restaurants: Bars & Pubs, Café, Casual & Family Style, Coffee Shop, Fast Food, Fine Dining or Other"
5. Select your City Locale and County Locale. Your Locale selections should be the physical location of your Restaurant, or if your City is not included in the dropdown list, select the closest City in the list.
6. Complete and submit the form.
7. Your assigned User ID and password will then be displayed, which you can change if you like after Signing In. Since Business Owners are also Residents, this User ID and password will actually be your Resident User ID, and you will then be able access your Business membership through your Resident membership.
8. You will also receive a confirmation email containing a link to click to confirm your account. You need to complete this confirmation step in order to post items. If you do not receive this email, please check your spam folder. If it is not there, please add support@every.city to your safe senders list, and retrigger the confirmation email by Signing In and clicking the "Resend Confirmation Email" link when attempting to post an Item.
9. When you Sign In, you will be signed into your Resident account, and you can access all your Business "connections" by clicking on the "Display My Business Connections" button at the top of your Resident Admin screen.

RESIDENT DASHBOARD
(JOHN DOE)

MY ACCOUNT

Display My Business Connections	
My Profile	Set Default City
Change My Password	Return to Every.CITY public website
My Quick Links	My Merchant Requests
My Home Page Specialty Websites	My Yard Sales
My Application Members	My Classified Ads (Not yet Active)
FAQs For This Section	

10. Before going to your Business Connections, please take a few minutes and set up your Resident profile.
    ⇒ **Profile and Password:** Self-explanatory
    ⇒ **Quick Links:** Customize your navigation links to enable you to quickly switch between Cities or Counties.
    ⇒ **Specialty Websites:** customize which ones are displayed after you Sign In.
    ⇒ **Application Members:** Create accounts for your children, etc. to run built-in applications like MathForPrizes.
    ⇒ **Default Location:** This is the City for your Merchant Requests, and where your Yard Sales and Classified Ads will be displayed. The Default Location setting should not be confused with the ability to specify the starting location of Every.CITY, and for each of the Specialty Websites. For example, you can set EveryCity.RESTAURANTS to begin at a specific City by checking the designated box after selecting your State and then City from the EveryCity.RESTAURANTS Home Page. You can select a different city to begin at for EveryCity.FAMILY the same way. Once you select your Default City, that button text will change to the City name for quickly returning to the public website.
    ⇒ **Merchant Requests:** This is where a Resident, including you, can submit quote requests for products or services to all businesses within a specified Business Category located within their Default City. For a business to receive these free Leads, they must indicate their willingness to receive Leads in their Business Admin Pages. Consequently, you should go to your Businesses Connections, click the "My Sales Leads & Questions" button and check the box indicating your willingness to receive these free Leads, so your Restaurant will be included in the requests for quotes on reserving special event rooms your local Residents are interested in.
    ⇒ **My Yard Sales:** Post your Yard Sales here, and they will be displayed in your Default City of EveryCity.FORSALE

Once you finish your Resident Admin activities, click the "Display My Business Connections" to proceed.