



## User's Manual

**Welcome** to the Biz Finder Guide. This business directory is focused on keeping business commerce within your local community.

The Biz Finder Guide is a comprehensible business directory that is targeted towards your local community. You will find it is easy to edit your business listing, create advertisements, classified ads, create and update your restaurant menu, create a business detail web page, or post your entertainment venue anytime. Following are instructions to get you going and information to help you use this marketing tool to your advantage.

### Quick Start:

- 1) **Login or Create an Account:** At the top of every page you'll find [Login](#) | [Create an Account](#)
- 2) **Locate your listing** in the directory and click **Owner/Mngr: Click Here** (or see #3)
- 3) If not listed, click the **Biz Listing / Add a Free Listing** button in your Control Panel
- 4) Select any of the other features/buttons in the Control Panel to advertise
- 5) For further details, see below, or click the green "❓" question-mark Help-tips in your CP. Once you click the Help-tip, the green icon turns red, ❗, click this red icon to close the tip.

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### Getting Started:

#### Create an Account

At the top of every page there are two links: [Login](#) | [Create an Account](#). Click [Create an Account](#). Fill out the form (remember your email and password. You will need them to re-login to your account). Provide Password Reset Question and Answer (this is in case you lose or forget your password). Enter the Security Code (not case-sensitive). [Click Submit](#).

## Controls



### **Edit Your Account**

Select this icon to update or add your account information, including your email (which you provided when you created your account).



### **Edit Your Password**

Use this button to create a new password. This password, along with your email are your only access keys to the control panel to your site. Retain them for future use.

## Features Tools



### **Add an Event Listing**

Event ads can be seen in the Special Events section, and are sorted by category, (in the drop-down menu). Ads can also be sorted by Title, Venue, Closest Event Date, Entertainer Name, and Latest Submission. Only a summary of the ad is visible for scanning through ads. To see the full ad, click the title or the link "[Details](#)". The ad will show when it was posted and when the posting expires. The Event will be removed automatically after the expiration.

**Instructions:** Click the [Add Event](#) button or link to bring you to the Event Submission Form. Select a Category. Fill in the form with your information, including venue, times, description (you may use approximately 250 words at default font size/style), logo image (which will appear at the top of the page above the title), body image (which appears at the bottom of the page, under description content), and Search Keywords. Enter the six alpha/numeric characters shown under Security Code (not case-sensitive) as a spam-deterrent. Click Preview. On the Preview page, Select [Edit](#) to go back and make adjustments. When you are satisfied with your ad, click [Submit](#). Complete the Payment Information Form. Your content is now visible within the Special Events area.

**Note:** Event vs. Entertainment: Entertainment denotes a small, for-profit program usually produced by a local business (e.g. a bar, club, or local establishment) for private profit. Event denotes, more commonly, a not-for-profit Citywide program, attracting a larger audience (e.g. a parade, festival, or fair) benefiting the general public.



### **Add a Banner Advertisement**

Advertisements are left-column banner ads (160 pixels wide) visible throughout the directory. The title is linkable to any URL you designate, and you have the option of including an image. See NOTE 2 after instructions below. The ad will be automatically removed after the expiration date.

**Instructions:** Click the [Add Advertisement](#) button or link. This brings up the Advertisement Submission Form. Enter the Content Title. This will be the heading for your ad, and be at the top in the colored bar. It will also be linked to the designated URL you provide in the following prompt, Content Title Link. Next, the Description form, (you may use approximately 45 words at default font size/style). You can also upload a picture from your computer if you want. This image will be automatically resized to fit your column ad. You have the option of adding a brief Image Description, which will be visible as a small text pop-up as a mouse cursor is rolled over the image. Enter the six alpha/numeric characters shown under Security Code (not case-sensitive) as a spam-deterrent. Click Preview. On the Preview page, you can select [Edit](#) to go back and make adjustments. When you are satisfied with your ad, click Submit. Complete the Payment Information Form. Your content is now available within all pages on the site. Ads are regularly rotated to allow advertisers equal visibility.

**NOTE 1:** After an ad is created, you can still go into your Control Panel at any time and update or change your advertisement during the payment period.

**NOTE 2:** Only three advertisements are visible in the left column at any given time. Also, the ads and order of the ads change every time you refresh the page, or go to a new page. This random rotation allows all ads to be seen in the upper part of the page and provides all ads equal visibility.



### **Add a Classified Advertisement**

Classified ads can be seen in the Classified Ads section, and are sorted by category (in the drop-down menu). Ads can also be sorted by Title, Listing Age (newest first or end date). Only a summary of the ad is visible for scanning through ads. To see the full ad, click the title or the link "[See More](#)". The ad will show when it was posted and when the posting expires. The classified will be removed automatically after the expiration date.

**Instructions:** Click the [Add Classified](#) button or link to bring you to the Classified Submission Form. Enter the Content Title. This will be the heading for your ad, and will be at the top in the colored bar. It will also be linked to the designated URL you provide in the following prompt: Title Link. Select a Category which best describes your ad. Fill out the Description form (you may use approximately 180 words at default font size/style). If you would like your phone number listed, check the box and enter your Phone Number in the space provided. You may also list your Email Address by selecting the appropriate box (your email is repeated next to the checkbox for confirmation). Select whether you are listing as an Individual or a Merchant. You can also upload a picture from your computer if you want. This image will be automatically resized to fit your classified ad. You have the option of adding a brief Image Description, which will be visible as a small text pop-up as a mouse cursor is rolled over the image. Enter the six alpha/numeric characters shown under Security Code (not case-sensitive) as a spam-deterrent. Click Preview. On the Preview page, you can select [Edit](#) to go back and make adjustments. When you are satisfied with your ad, click Submit. Complete the Payment Information Form. Your content is now visible within the Classifieds area.

**NOTE 1:** After an ad is created, you can still go into your Control Panel at any time and update or change your advertisement during the payment period.

**NOTE 2:** In the "Select a Category" pull-down menu (on Classified Ads page), the only categories that appear are ones that actually have an active classified ad that specified that category.



## Add an Entertainment Listing

Entertainment ads can be seen in the Entertainment Buzz section, and are sorted by category in the drop-down menu. Ads can also be sorted by Title, Venue, Closest Event Date, Entertainer Name, and Latest Submission. Only a summary of the ad is visible for scanning through ads. To see the full ad click the title or the link "Details". The ad will show when it was posted and when the posting expires. The Entertainment listing will be removed automatically after the expiration date.

**Instructions:** Click on the [Add Entertainment](#) button or link to bring you to the Entertainment Submission Form. Select a Category. Fill in the form with your information, including venue, times, description, logo image (which will appear at the top of the page above the title), body image (which appears at the bottom of the page, under [description content](#)), and Search Keywords. Enter the six alpha/numeric characters shown under Security Code (not case-sensitive) as a spam-deterrent. Click Preview. On the Preview, select [Edit](#) to go back and make adjustments. When you are satisfied with your ad, check [Submit](#). Complete Payment Information Form. Your content is now visible within the Entertainment Buzz area.

**Note:** Event vs. Entertainment: Entertainment denotes a small program usually produced by a local business (such as a bar, club, or local establishment) for private profit. Event denotes more commonly, a Citywide (not-for-profit) program, attracting a larger audience (like for instance, a parade, festival, or fair) benefitting the general public.



## Add a Business Detail Web Page

The Business Page is a one-page web site, which allows you to update your information yourself, as often as needed. It includes operating hours, logo image, 3 small and 1 large image, and text formatting.

**Instructions:** Click on the [Add Business Page](#) button or link to bring you to the Business Listing Submission Form. Enter your Business Name, and your Business Category. If you are a restaurant, select Restaurants from the list. On the Restaurant cuisine pull-down menu. Select the type of Cuisine. If you choose Restaurant, when you return to your Control Panel, there will be a [Purchase a Menu](#) link in your Submitted Content section next to your newly created Business Listing. Continue to fill out the form. Highlights of the form are Choosing a URL which will follow your web site name, forward slash, then your URL: (yourwebsitename/URLyouchoose). Also you can Include Google Map, select your Business Hours, add a Special Offer, and add images. The images you can upload (JPG's only) are you Logo (which is placed at top of page above content), Small Photo 1 (which is placed in a left column near the top), Small Photo 2 (which is placed in the left column under the Hours table), Small Photo 3 (which is placed in the left column under Photo 2), and Big Photo (which is placed under your content. Then input the six alpha/numeric characters shown under Security Code (not case-sensitive) as a spam-deterrent, and click Preview. In Preview, you can select Edit to go back and make adjustments. When you are satisfied with your ad, hit Submit, which will bring you to the Payment Information Form. Once complete, if you did not create a Free Listing before, a business listing has been automatically generated in the Local Business section under the category you choose, or by alphabetical listings. Your listing (either your new listing or you previously created Free Listing) will now have both a View More Info icon to the left of the listing, plus a View Details button within the listing, both linked to your new Business Page.



## Add a Free Listing

All Business Listings can be seen in the Local Business section of the site. The listings are sorted by Category or Alphabetically. The listings that also have a *View More Info* icon next to them are listings that have purchased an additional Business Detail Page.

**Instructions:** Once you start an account, you may add your free listing on the site. This listing is viewed under Local Businesses or Restaurant Corner, which ever is appropriate to your business and how you have listed it. Here, you are able to list the name of your business, choose the category (or cuisine), provide your address (optional if home-based), and include your phone number.

**NOTE:** if you choose the Business Detail Page (or Menu page) plan at start up, your free listing will be automatically populated with your information, plus will include other features such as a web site link button, email link button, Business Detail or Menu page link button, and an eye-catching icon to the side of your listing making it stand out much more which links to your Business Detail page or Menu.



## Add a Menu Page

Restaurants have the option of creating a menu page that can be changed/updated anytime. Found in the Restaurant Corner section either under the Select Cuisine pull-down menu, the alphabetical listing, or the "Show Restaurants with Menus" tab in the Restaurant Corner home page.

**Instructions:** On the Control Panel page you will find the Add Business Page icon.

Click on the icon and fill out the form (selecting Restaurant from the Business Category pull-down menu. On the Restaurant Cuisine pull-down menu, select the type of cuisine. (See "Add Business Page" help section.) With Restaurant as your Business Category, a Purchase a Menu link now appears in your Submitted Content section next to your newly created Business Listing. Select "Purchase a Menu". Complete the Menu Submission Form. Enter the Menu Section Name (i.e.: Lunch Menu; Appetizers; Sandwiches). Next, you may enter a Menu Section Description, if you wish. Click the "Add this section to my menu" button. Now, you can either repeat the process, or Add/View an Item on the newly-created section/category. When you Add/View, you start building the contents of the menu with details such as Item Name, Item Description, and Pricing. Click the "Add this item to this section" button. Again, you can repeat the process or click the "Back to section management" link at the top of the menu form. This will bring you back to the beginning. Select View your menu (at the top of the page) to preview your menu.. To edit or publish, click "Back to listings". When you are done, select Publish your menu (at the top of the page). The payment form will appear. To edit or update on the Control Panel page, click the "Manage your menu" link under the Submitted Content section.

## Submitted Content

In the Submitted Content area of the Control Panel, all features available are listed. You may also click on any of the listed Features to add that feature. When you have submitted a Feature, it will show up here for future updating. To display your posting (and, if available, a link to edit the posting) click on the name of your posted feature. You can also Suspend and Reactivate payments. Once you suspend payments, your posted feature will not display until you reactivate.

### **Adding/Editing Your Business Listing**

Go into the Local Business section and check if your business is already posted. Either Select a Category or use the Alpha buttons and find it alphabetically. If you do find your listing, click on the link "Owner/Mngr: Click Here". This will bring you to the log in page. If you have an account, log in. If you do not have a free account, select "Click here to sign up" and fill in the form and submit it as described above. Click to view your Control Panel when asked.

In your Control Panel you will see a number of icons in two categories, "Controls" and "Features Tools". The Controls are your preferences and the Features Tools are the features to help market your business. Below are descriptions and instructions for each.

See the next pages for Control Panel features.

## **Rates**

The Rates section will list the costs for any given Feature and is always listed in your Control Panel.