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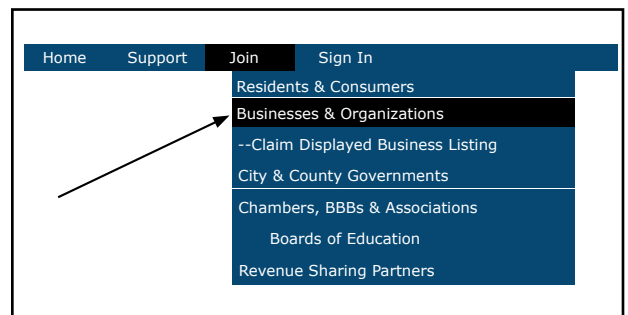
# Adding your Business to Every.CITY

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](http://www.Every.CITY) (or just Every.CITY) and select Join and then Businesses & Organizations.



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.

A screenshot of a web form titled 'Select General Category'. It features two input fields: 'Advertising & Media' and 'Alabama'. Below the fields is a blue button with a white right-pointing arrow and the text '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.

A screenshot of a web form titled 'Business Profile -- public'. It contains several input fields and dropdown menus: 'Business Name', 'Specific Category' (with 'Advertising Agency' selected), 'Address', 'City', 'State', 'Zipcode', 'Community City' (with 'My City' selected), 'Community County' (with 'My County' selected), 'Phone', 'Website (optional)', and 'Referral Code (if)'. Each field has a light gray border and a white background.

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.

A screenshot of a web form titled 'Resident Profile -- private'. It contains three input fields: 'First Name', 'Last Name', and 'Email'. Below the fields is a blue button with a white right-pointing arrow and the text '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.

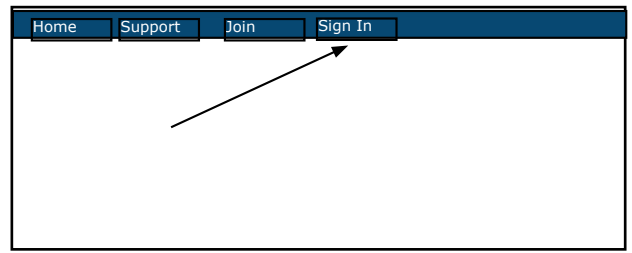
Depending on how you have set up your email relative to displaying html, links, etc., your email may display clickable “Validate” text, or the entire string required to validate may be displayed. If only “Validate” is displayed, clicking on it will validate your membership. If the entire URL string is displayed, you need to copy and paste the entire string into your browser window. Note: the link string may include html tags at the beginning “<a href=” as well as “</a>” 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

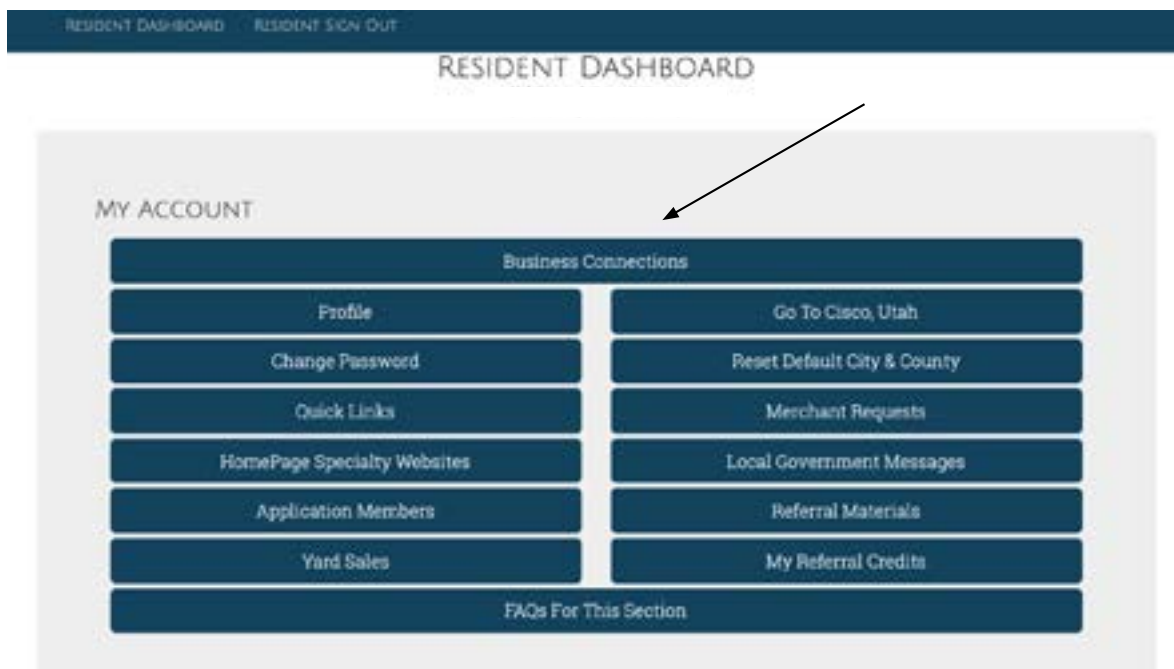
You can sign in from any of our Every.CITY websites, local portal websites, or any of the 24 Specialty websites.

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



## 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.



## Business Connections

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.

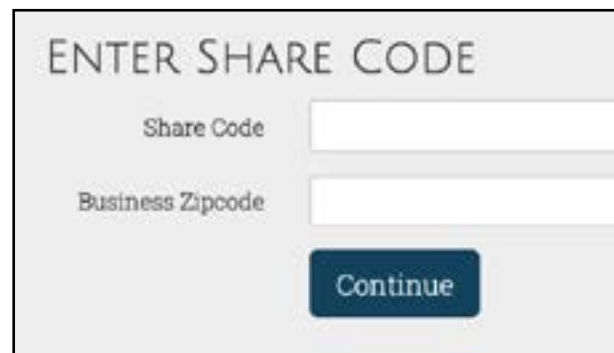


## Add a New Business

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 Connections.



# 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.

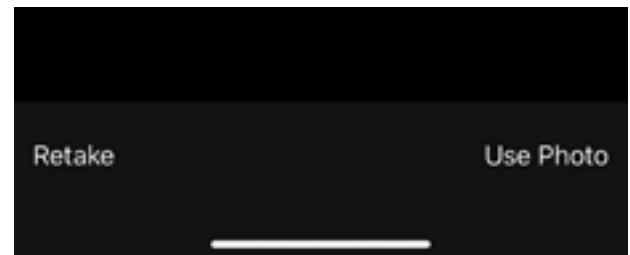
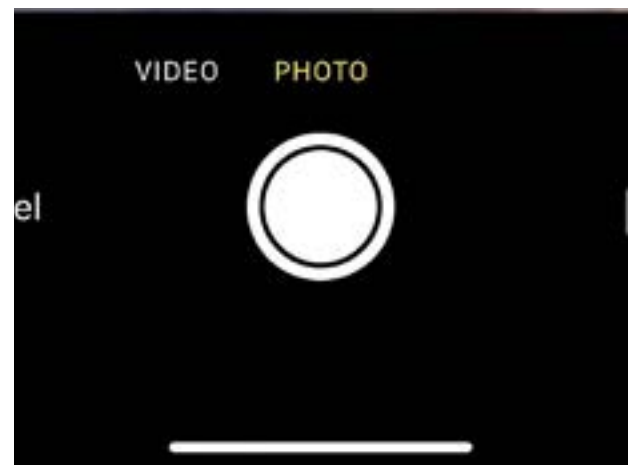
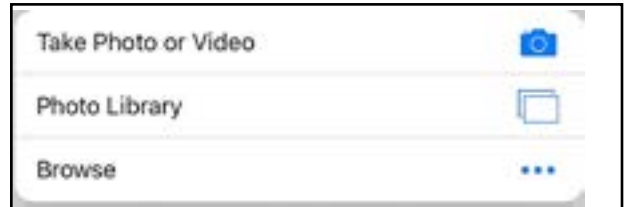
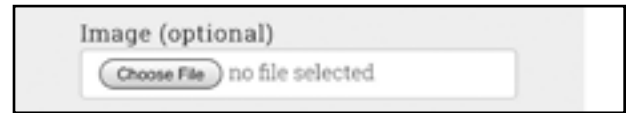
## Using Smartphone for Images

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 if you 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 proportional.

## 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 determines 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.

A screenshot of a web form titled 'ADD ABOUT US ITEM'. It contains several input fields and checkboxes: 'Title' (text field), 'Short Page Description' (text area), 'About Us Description' (text area), 'Image Upload' (button with 'Choose File' text), 'Image Description (SEO Alt Tag)' (text field), 'Image Purpose (SEO Title Tag)' (text field), 'Display on Home Page' (checkbox), 'Display on About Us' (checkbox), 'Short Page Sort Order' (text field), and 'About Us Sort Order' (text field). There is an 'Active' checkbox at the bottom and a 'Submit' button.A screenshot of a web form titled 'ADD NEW STAFF MEMBER'. It contains five input fields: 'Name', 'Position', 'Phone', 'Email', and 'Sort Order'. There is an 'Active' checkbox at the bottom and a 'Submit' button.



## 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.

A screenshot of a form titled 'ADD PRODUCT ITEM'. It contains several input fields: 'Heading' (text), 'Home Page Description' (text area), 'Products Page Description' (text area), 'Details Page Description' (text area), 'Image (optional)' (file upload button), 'Image Description (SEO Alt Tag)' (text), 'Image Purpose (SEO Title Tag)' (text), 'Display Video' (checkbox), and 'Video URL' (text with a pre-filled example).

The bottom of the Admin Product Page enables you to determine (by checking 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.

A screenshot of the bottom section of a form. It includes checkboxes for 'Display on Home Page' and 'Display on Products Page'. Below these are input fields for 'Price', 'Home Page Sort Order', and 'Products Sort Order'. At the bottom, there is an 'Active' checkbox and a 'Submit' button.

## 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 checking 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.

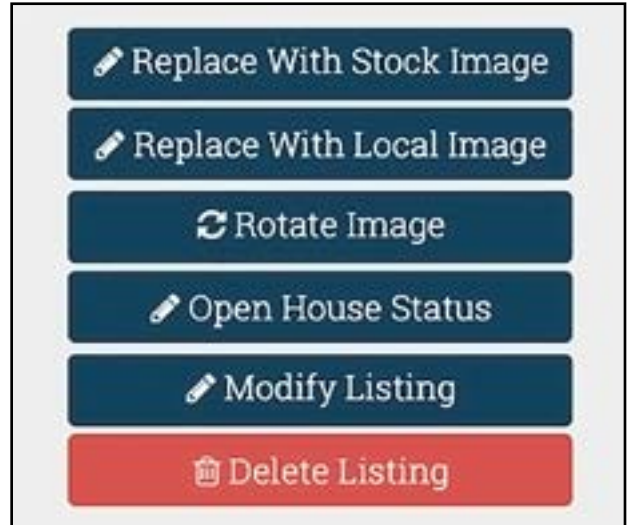
**Replace with Local Image:** This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

**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.

A screenshot of a web form titled 'ADD PROPERTY LISTING'. The form contains the following fields: Date (10/26/2020), Street Address (text input), Price \$ (22000.00 - Enter ONLY numbers and ONE decimal - no \$ and no commas), City (dropdown), Country (dropdown), State (Alabama), Zipcode (text input), Image (optional) (Choose file | No file chosen), Property Type (Residential - dropdown), Bedrooms (0 - dropdown), Bathrooms (0 - dropdown), Basement (No - dropdown), Garage (No - dropdown), Square Feet (0+ - dropdown), Lot Size (Acres) (0+ - dropdown), and Description (text area).

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 promote. 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.

A screenshot of the bottom section of the listing form. It includes: 'Display Link' (dropdown), 'Link URL' (text input with example: http://www.example.com), 'Auto Delete?' (dropdown with 'Contract Expiration Date'), 'Delete Date' (text input with example: 10/10/2020), 'Display on Home Page' (dropdown), 'Home Page Description' (text area), and an 'Active' checkbox with a 'Submit' button below it.

## Vehicle Listings for Vehicles

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

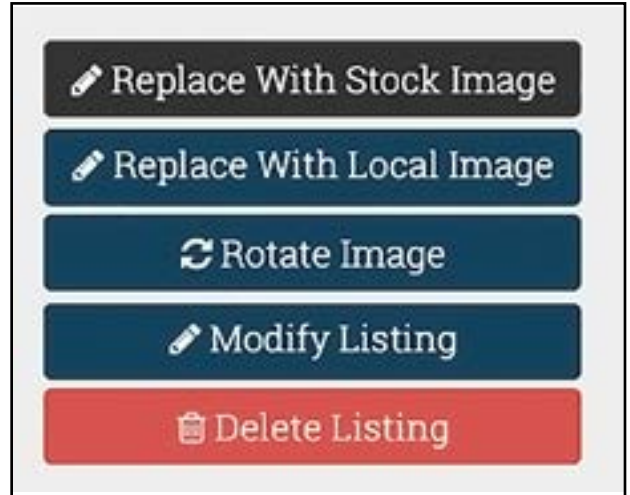
**Replace with Stock Image:** This enables you to use one of our Stock Images.

**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.

A screenshot of a web form titled "ADD USED VEHICLE LISTING". The form contains several input fields: "Date" (3/24/2018), "Style" (German Van), "Brand" (Acura), "Work Number" (empty), "Heading" (empty), "Year" (2011), "Price \$" (2000.00), "Image" (empty), "Description" (empty text area), "Image (preview)" (Choose File | No file chosen), "Display Link" (empty), "Link URL" (http://www.example.com), and "Active" (empty). A blue "Submit" button is at the bottom.

## 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.

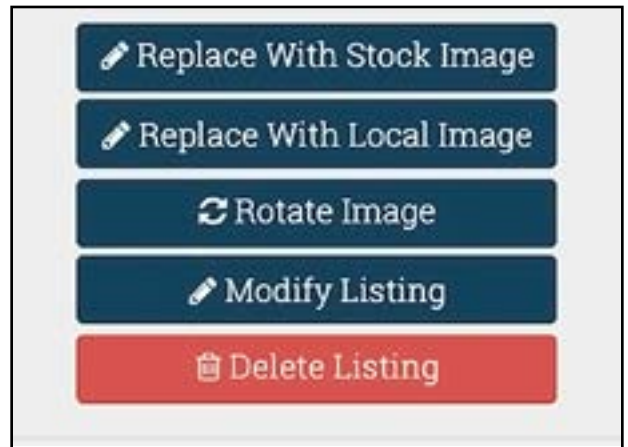
**Replace with Local Image:** This enables you to either use an image from your desktop, smartphone, or take a picture from your smartphone.

**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.

A screenshot of a web form titled 'ADD APARTMENT UNIT'. The form has a light gray background and contains the following fields: 'Date' (pre-filled with '10/26/2018'), 'Street Address' (text input), 'Price \$' (text input with a note: 'Enter ONLY numbers and 000,000.00 - do not use commas'), 'City' (text input), 'Country' (text input), 'Zipcode' (text input), 'Image optional' (file upload button: 'Choose File No file chosen'), 'Apartment Type' (dropdown menu, currently set to 'Complex'), 'Bedrooms' (dropdown menu, currently set to '1'), 'Bathrooms' (dropdown menu, currently set to '1'), 'Garage' (dropdown menu, currently set to 'No'), 'Square Feet' (text input), 'Description' (text area), 'Display Edit' (radio buttons), 'Link URL' (text input, pre-filled with 'http://www.example.com'), and a 'Submit' button at the bottom.

# Menus for Restaurants

MY MENUS

[+ Add New Menu](#)

Menu	Sort Order	Active	View Category	Modify Menu	Delete Menu
Dinner	A	<input checked="" type="checkbox"/>	<a href="#">View Category</a>	<a href="#">Modify Menu</a>	<a href="#">Delete Menu</a>
Lunch	C	<input type="checkbox"/>	<a href="#">View Category</a>	<a href="#">Modify Menu</a>	<a href="#">Delete Menu</a>

### ADD NEW MENU

Menu Name

Description

1000 characters left

Sort Order

Active

[Submit](#)

DINNER: ALL CATEGORIES

Category	Description	Sort Order	Active	View Item	Modify Category	Delete Category
Entrée	Entrée description and sort order	A	<input checked="" type="checkbox"/>	<a href="#">View Item</a>	<a href="#">Modify Category</a>	<a href="#">Delete Category</a>
Side Dish		A	<input checked="" type="checkbox"/>	<a href="#">View Item</a>	<a href="#">Modify Category</a>	<a href="#">Delete Category</a>

[Add New Category](#)

### ADD NEW MENU CATEGORY

Category

Description

1000 characters left

Sort Order

Active

[Submit](#)

ENTREES: ALL ITEMS

Item	Description	Price	Sort Order	Active	Modify Item	Delete Item
Filet Mignon	The best meat around every time	\$28.00	A	<input checked="" type="checkbox"/>	<a href="#">Modify Item</a>	<a href="#">Delete Item</a>
Roasted Chicken Thighs	Roast chicken thighs (3oz) with our signature herb butter, served with our signature mashed potatoes and roasted string beans	\$15.00	A	<input checked="" type="checkbox"/>	<a href="#">Modify Item</a>	<a href="#">Delete Item</a>
Filet Mignon Medallion	Roasted in our signature herb butter sauce and served with our signature mashed potatoes and roasted string beans	\$22.00	B	<input checked="" type="checkbox"/>	<a href="#">Modify Item</a>	<a href="#">Delete Item</a>
Steak for Two	Two of our signature steaks served with our signature mashed potatoes and roasted string beans. Served with fresh vegetable garnish and a side salad.	\$35.00	C	<input checked="" type="checkbox"/>	<a href="#">Modify Item</a>	<a href="#">Delete Item</a>

[Add New Menu Item](#)

### ADD NEW MENU ITEM

Item Name

Description

1000 characters left

Price

Sort Order

Display on Home Page

Home Page Heading

Home Page Description

Active

[Submit](#)

## Lodging for Tourism

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.

### 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



# 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.

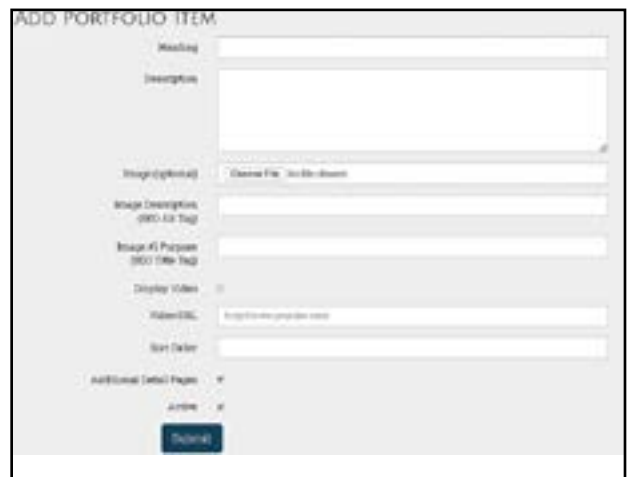
**Modify Portfolio Item:** Manage your text content

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

**Delete Portfolio Item:** Permanently delete item.



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.



## 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 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 URL rather than typing it directly. This reduces the chance of typos, 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 Links will be displayed.

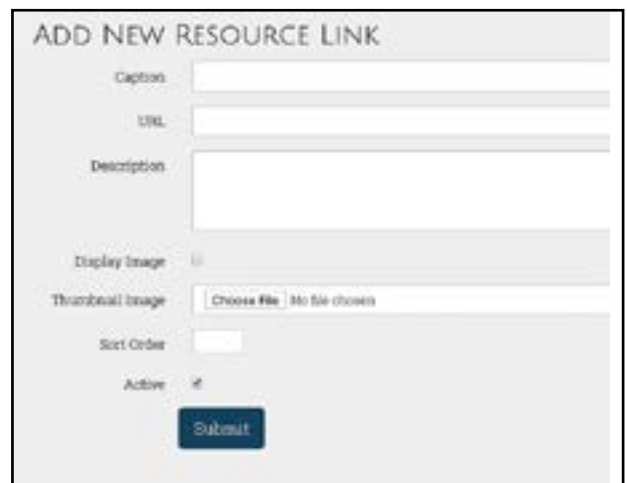
## Social Media

As you are probably aware, connecting your Social Media accounts to your website and vice 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.



The screenshot shows a form titled "ADD NEW FAQ". It contains three input fields: "Question" (a large text area), "Answer" (a large text area), and "Sort Order" (a small text input field). A "Submit" button is located at the bottom right of the form.



The screenshot shows a form titled "ADD NEW RESOURCE LINK". It contains several input fields: "Caption" (text input), "URL" (text input), "Description" (text area), "Display Image" (checkbox), "Thumbnail Image" (file upload button labeled "Choose file" and "No file chosen"), "Sort Order" (text input), and "Active" (checkbox). A "Submit" button is located at the bottom right of the form.



The screenshot shows a form titled "ADD NEW SOCIAL MEDIA LINK". It contains three input fields: "Media" (a dropdown menu with "Facebook" selected), "URL" (text input), and "Sort Order" (text input). There is also an "Active" checkbox. A "Submit" button is located at the bottom right of the form.

## Site Configuration

This is where you will generally set up your entire website configuration. We will go through 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](http://w3schools.com/colors/colors_picker.asp) for example). If a # is shown in your color picker, do not include 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 altogether.

**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 Complex, 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,



The screenshot shows a web form titled "EDIT CONFIGURATION". It contains several input fields and radio buttons. The fields include: "Theme Color (No #)", "Home Left Text", "Home Center Text", "Products or Services" (with radio buttons for "Services" and "Products"), "Container Text or Logo", "Welcome Line 1 Text", "Welcome Line 2 Text", "Tab Title Text", "SEO meta description", "SEO meta author", "SEO meta keywords", and "SEO Bing Validation".



The screenshot shows a continuation of the "EDIT CONFIGURATION" form. It includes fields for: "Display Primary Welcome" (with a dropdown menu), "Primary Welcome Text", "Product" (with radio buttons for "Our Services", "Our Events", "Our News Center", and "Our Only Member"), "Display Product Page" (with a dropdown menu), "Product Page Water", and "Contact Us Page" (with radio buttons for "Display Address" and "Also Display Map"). A "Submit" button is visible at the bottom.

--- continued on next page -----

## 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 visitor 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.



The image shows a screenshot of a web configuration interface. It features several sections with checkboxes and text input fields. The sections are: 'Primary Website Link' with a text input field; 'Postings' with three checkboxes labeled 'Our Services', 'Our Events', and 'Our News Items'; 'Display Portfolio Page' with a checkbox; 'Portfolio Page Name' with a text input field containing the word 'Portfolio'; and 'Contact Us Page' with two checkboxes labeled 'Display Address' and 'Also Display Map'. A blue 'Save' button is located at the bottom right of the form.

## Posts to Every.CITY Websites

### 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, an 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 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.



## Growing My Business

### My Community Locales

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.



The screenshot shows a user interface for managing community locales. At the top, it says "DATASPOKES" in a large font, followed by "MY COMMUNITY LOCALES" in a smaller font. Below this, there are two sections: "CITIES" and "COUNTIES". Under "CITIES", there is one entry: "CISCO, UTAH (MODIFY)". Under "COUNTIES", there is one entry: "GHOST COUNTY [NO RESTRICTIONS] (MODIFY)". At the bottom of the interface, there is a dark blue button with a white plus sign and the text "+ Add New Community Locale".



The screenshot shows a form titled "SELECT LOCALE AND PAYMENT CYCLE". It contains three dropdown menus. The first is labeled "City" and has "CISCO, UTAH" selected. The second is labeled "County" and has "GHOST COUNTY" selected. The third is labeled "Payment Cycle" and has "Monthly" selected. At the bottom of the form, there is a dark blue button with the text "Continue".

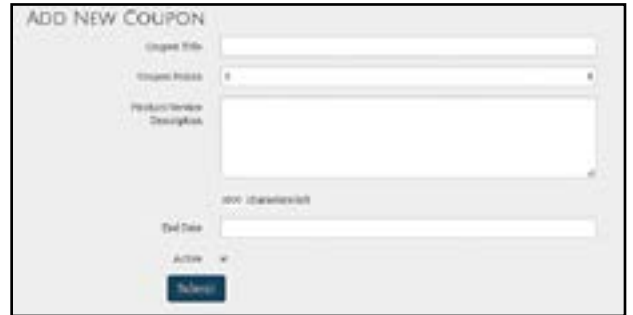
## My Business Categories

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.



## My Coupon Offers

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.



The screenshot shows a form titled "ADD NEW COUPON". The form contains the following fields and controls:

- "Coupon Title": A text input field.
- "Coupon Points": A text input field with "0" entered.
- "Product/Service Description": A large text area.
- "Start Date": A text input field.
- "End Date": A text input field.
- "Active": A checkbox.
- "Submit": A dark blue button.

## My Home Page Advertising

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.

MY HOME PAGE ADVERTISING

Upon completion of the payment process, you will be able to upload your banner graphic. Note: The graphic will be placed in a 150px tall x 180px wide space

HOME PAGES IN CITY WEBSITES  
RICHMOND, KENTUCKY EVERYCITY (MANAGED)

HOME PAGES IN COUNTY WEBSITES

[+ Add New Home Page Ad](#)

SELECT WEBSITE AND HOME PAGE LOCALE

Website:

+ City:

OR

- County:

NOTE: Specialty Website rules are lower than the EveryCITY rule

[Continue](#)

[✎ Modify Graphic](#)

[✎ Modify Home Page Ad](#)

[✎ Weekday Ads](#)

[🗑 Cancel Home Page Ad](#)

WEEKDAY ADS	INACTIVE	<a href="#">✎ Modify Active Status</a>
SUNDAY AD	INACTIVE	<a href="#">✎ Modify Graphic</a> <a href="#">✎ Modify Weekday Ad</a>
MONDAY AD	INACTIVE	<a href="#">✎ Modify Graphic</a> <a href="#">✎ Modify Weekday Ad</a>
TUESDAY AD	INACTIVE	<a href="#">✎ Modify Graphic</a> <a href="#">✎ Modify Weekday Ad</a>
WEDNESDAY AD	INACTIVE	<a href="#">✎ Modify Graphic</a> <a href="#">✎ Modify Weekday Ad</a>
THURSDAY AD	INACTIVE	<a href="#">✎ Modify Graphic</a> <a href="#">✎ Modify Weekday Ad</a>
FRIDAY AD	INACTIVE	<a href="#">✎ Modify Graphic</a> <a href="#">✎ Modify Weekday Ad</a>
SATURDAY AD	INACTIVE	<a href="#">✎ Modify Graphic</a> <a href="#">✎ Modify Weekday Ad</a>

## My Business Category Advertising

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.

**MY BUSINESS CATEGORY ADVERTISING**

Upon completion of the payment process, you will be able to upload your banner graphic. Note: The graphic will be placed in a 380px tall x 380px wide space.

**BUSINESS CATEGORY PAGES IN CITY WEBSITES:**  
LEWINGTON, KENTUCKY - EVANSVILLE, INDIANA - HOME & BUILDING SERVICES / BUSINESS (MANAGE)

**BUSINESS CATEGORY PAGES IN COUNTY WEBSITES:**

[+ Add New Category Ad](#)

**SELECT WEBSITE, LOCALE, CATEGORY AND PAYMENT CYCLE**

Website:

+ City:   
(\$8.00 monthly / \$96.00 yearly)

+ County:   
(\$24.00 monthly / \$240.00 yearly)

Category:

Payment Cycle:

[Continue](#)

[✎ Modify Graphic](#)

[✎ Modify URL Address](#)

[🗑 Cancel Category Ad](#)

# My Prize Offers

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.



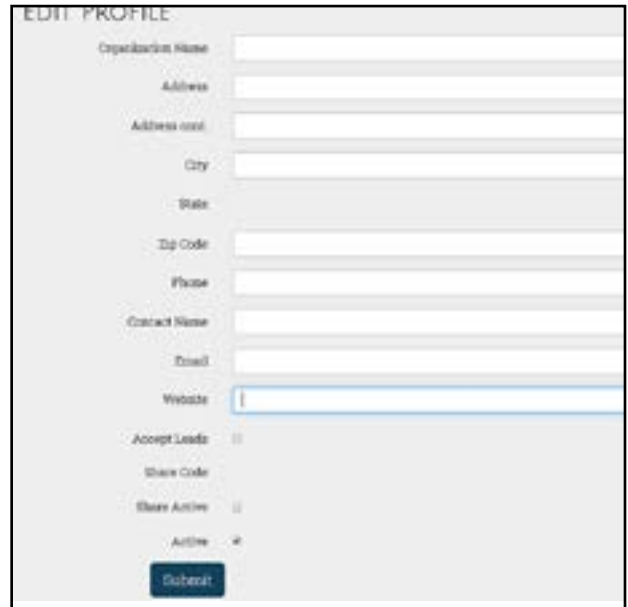
## My Account

### 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.



EDIT PROFILE

Organization Name

Address

Address (cont)

City

State

Zip Code

Phone

Contact Name

Email

Website

Accept Leads

Share Code

Share Active

Active

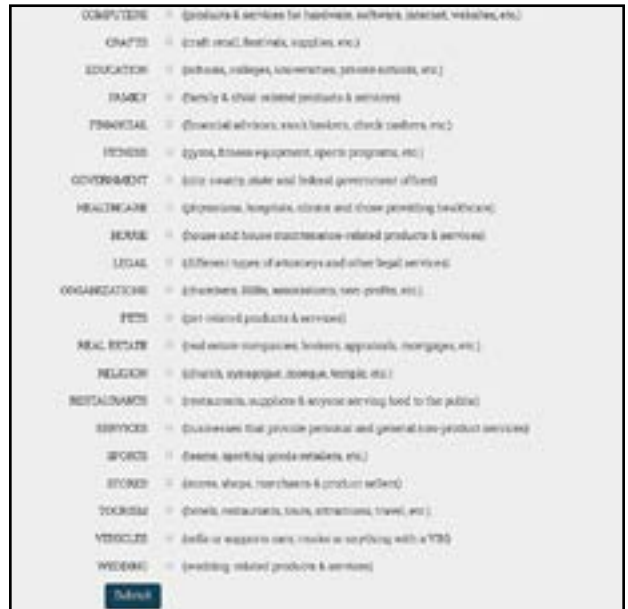
Submit

### 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 your 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.



COMPUTERS  (processors & services for hardware, software, internet, websites, etc.)

CRAFTS  (crafts, mail, festivals, supplies, etc.)

EDUCATION  (schools, colleges, universities, private schools, etc.)

FASHION  (fashions & their related products & services)

FINANCIAL  (financial advisors, stock brokers, check cashers, etc.)

FITNESS  (gyms, fitness equipment, sports programs, etc.)

GOVERNMENT  (city, county, state and federal government offices)

HEALTHCARE  (physicians, hospitals, clinics and those providing healthcare)

HOME  (house and home maintenance-related products & services)

LEGAL  (different types of attorneys and other legal services)

ORGANIZATIONS  (franchises, clubs, associations, non-profits, etc.)

PETS  (pet related products & services)

REAL ESTATE  (real estate companies, brokers, appraisals, mortgages, etc.)

RELIGION  (church, synagogue, mosque, temple, etc.)

RESTAURANTS  (restaurants, suppliers & anyone serving food to the public)

SERVICES  (businesses that provide personal and general non-product services)

SPORTS  (events, sporting goods retailers, etc.)

STORES  (grocery, shops, hardware & product sellers)

TOURISM  (hotels, restaurants, tours, attractions, travel, etc.)

VEHICLES  (autos or equipment cars, trucks or anything with a YMS)

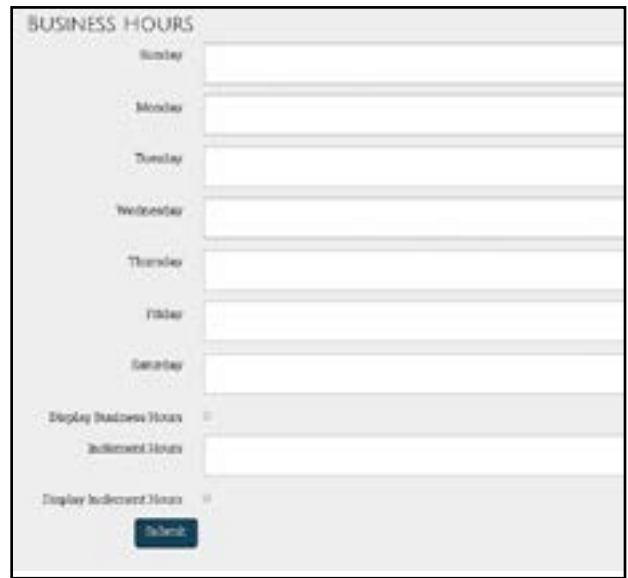
WEDDING  (wedding related products & services)

Submit

## 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 Increment Hours. After entering them, you need to check the box to display them if you want the hours displayed.



The screenshot shows a form titled "BUSINESS HOURS". It contains seven rows, each with a day of the week label (Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday) and an empty text input field. Below these rows are two checkboxes: "Display Business Hours" and "Display Increment Hours". Under the "Display Increment Hours" checkbox is a text input field for "Increment Hours". At the bottom right of the form is a dark blue "Submit" button.

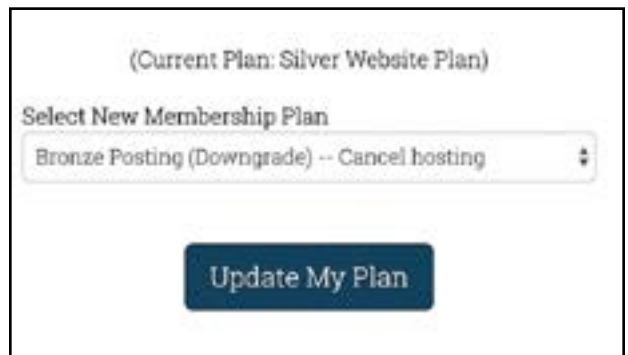
## My Membership Plan

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.



The screenshot shows a membership plan selection interface. At the top, it says "(Current Plan: Silver Website Plan)". Below that is a section titled "Select New Membership Plan" with a dropdown menu. The dropdown menu is currently open and shows "Bronze Posting (Downgrade) -- Cancel hosting". At the bottom of the interface is a dark blue "Update My Plan" button.



## 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	View	Pay Online
407	\$263.00	\$0.00	—		

## 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.					