



General Business

1. By adding your business to Every.CITY, which is free, your business will be listed in your selected Business Category in your city and county website pages. Your listing includes a link to your website, if you have one, a Google map, clickable phone link for mobile devices, etc. Also, if your Chamber or other association participates in Every.CITY, your business listing can also include the appropriate logo if you are a member.
2. Your business listing will also be displayed in up to 20 additional Specialty Websites you select based on your business model and your customer base. Your entries in the Specialty Websites are also free, and when you create posting below, you will have the option of also displaying your postings in the Specialty Websites you select.
3. 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 Websites you selected. As part of those Home Page postings, your business name will be listed, including a link to your website. This opportunity enables you to keep your business name in front of your local residents. Consequently, you should push yourself to do this. For example, a News Item could be about a new employee and their background, a new product or service you are offering, a new piece of equipment that will improve services, a unique contract, 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 client traffic and sales. Posting your events can only help your attendance, and posting your Help Wanted Ads opens up additional paths to find and hire good employees. News Items remain active for the earlier of 15 days or when you indicate they will expire, so you should add postings every two weeks to take advantage of this opportunity. Events remain active until they occur and Help Wanted Ads remain active for 30 days.

MY BUSINESS



111 Main Street
Lexington, Kentucky 40502
859-555-1212

NEWS ITEMS

9/17/2018

[New Service](#)
[My Business](#)

[View All](#)

4. Post your Business Hours, including the ability to dynamically post modified hours whenever inclement weather or other circumstances occur.
5. Activate the receipt of free leads from local residents based on your selected Business Category. Someone looking for someone to fix an outdoor spigot can quickly request quotes from all businesses in the Business Category "Plumbers."
6. If your businesses serves multiple cities or counties, or if you want your business listed in multiple Business Categories, you can add these for a very small monthly or yearly fee.
7. You can also place advertising graphics on either Business Category pages or on the Home Pages for your city or county, either in the Every.CITY website, or in the 20 Specialty Websites. The advertising process can be managed on-line 24/7. Also, you will have the ability to change the graphic, or the resulting URL from clicking on the graphic, as often as you like. Advertising fees on Home Pages is based on the number of current advertisers, with the first advertisers paying lower fees than subsequent advertisers. Also, advertising rates are based on the city or county populations. Advertising can either be by the month or by the year.
8. If your business has products or services that would appeal to children, you can participate in the built into Every.CITY "Prize" applications. Essentially, you offer a prize like a free ice cream, round of miniature golf, a slice of pizza, etc., for children in the community that earn their prizes, like answering 100 random 12-times table problems in less than five minutes. An adult has to accompany the child to claim their prize and attest to the fact the child achieved the results independently.
9. If your business does not currently have a nice website, you can purchase one built into Every.CITY for \$25, plus \$10 per month hosting fee, or a stand-alone website with it's own domain name for \$100, plus the \$10 per month hosting fee. For example, we offer a website for \$100, plus \$10 per month hosting, for a website similar to 100dollar.website, TedsLawncare.com (service business) or TarasBaskets.com (product business). We also have other options available as well.
10. The really good news is the processes above are extremely quick and easy to complete. Once you join and Sign In, we are creating 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:



NEWS ITEM

Date 9/17/2018

Title

Description

1000 characters left

Display Link

Link URL

EveryCITY (Check this box if the News Item is a Public News Item.)

EveryCityBUSINESS (Check this box if the News Item is for Business2Business.)

Wednesday 9:00 - 5:00

Thursday 9:00 - 5:00

Friday 9:00 - 5:00

Saturday Closed

Display Business Hours

Inclement Hours

Display Inclement Hours