How to Edit Your Own Business Listings

Overview

You can log in any time to update business info and descriptions, remove or add photos, view stats, and add videos, events, specials, etc. Free job listings can also be added through your account (After reading **How Do I Log In?**, scroll to Page 14 for details).

You can also email <u>help@mannixmarketing.com</u> or give us a call at 518-743-9424 for assistance.

How Do I Log In?

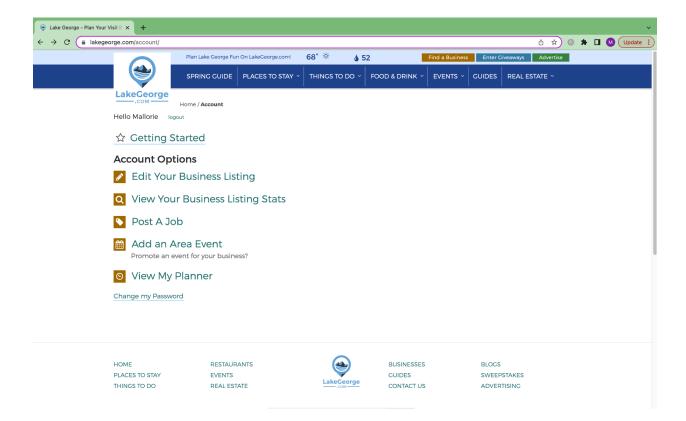
Your username and password will automatically be set up when your listing is created and added to our site. If you cannot remember your password or have trouble logging in, please email <u>help@mannixmarketing.com</u> or give us a call at (518) 743-9424.

You will sign in to your account from the site(s) you advertise on via one of the links below:

- Adirondack.net: <u>https://www.adirondack.net/account/</u>
- Albany.com: <u>https://www.albany.com/account/</u>
- CliftonPark.com: <u>https://www.cliftonpark.com/account/</u>
- GlensFalls.com: <u>https://www.glensfalls.com/account/</u>
- LakeGeorge.com: https://www.lakegeorge.com/account/
- Saratoga.com: https://www.saratoga.com/account/
- Any Wedding Site (ASaratogaWedding.com, LakeGeorgeWeddings.com, ADKWeddings.com, etc.): <u>https://www.asaratogawedding.com/account/</u>

PLEASE NOTE: If you have listings on multiple Mannix Marketing websites, you can access them all under one account. For example, if you have a listing on Albany.com, Saratoga.com, and LakeGeorge.com, you can edit all listings when you log in on Saratoga.com!

- 1. After you have identified which site(s) you advertise on, go to the link provided above. Enter your login credentials.
- 2. Once logged in, you can begin editing / modifying your business listing.



How Do I Add, Edit, or Modify My Information, or Submit Events?

1. After you have logged in, click "Edit Your Business Listing." This will bring you to a page showing your microsite(s) and which categories your business is listed under.

idit and enhance your business listing here. Click on each tab to fill in information about your business. If you need assistance during any step of the set-up process, lease contact us at 518-743-9424 or email help@mannixmarketing.com.	
LISTING LOCATIONS DETAILS MAP & CONTACT PHOTOS VIDEO EVENTS / COUPONS / STATS REVIEWS LEADS	
Listing Locations	
four business has multiple listings. Please select which one you would like to edit.	
LakeGeorge.com	Select This Business Listing
Plan the perfect vacation to the Lake George Region by exploring LakeGeorge.com, the ultimate Lake George, NY online travel guide featuring local lodging, restaurants, top things to do, and much more.	Manage Events
This business listing is located on the following website pages:	Listing Reviews Are: Of
Adirondack.net > Businesses & Services > Regional Online Guides Albany.com > Professional & B2B Businesses & Services > Media > Online Guides & Directories CilftonPark.com > Businesses & Services > Regional Online Guides GlensFalls.com > Businesses & Services > Regional Online Guides Saratoga.com > Community > Regional Online Guides SaratogaRaceTrack.com > Vacation & Fun Guide > Regional Online Guides	
Mannix Marketing - Search Engine Optimization & SEO Solutions	Select This Business Listing
Ranked in the top 25 SEO's, Mannix Marketing provides large enterprise and small business SEO solutions. In Albany, Saratoga, Lake George, the Champlain Valley and Vermont, find search engine optimization expertise for your business!	Manage Events
This business listing is located on the following website pages:	Listing Reviews Are: O
Albany.com > Professional & B2B Businesses & Services > Websites & Internet CliftonPark.com > Businesses & Services > Marketing & Public Relations Services > Search Engine Marketing & SEO GlensFalls.com > Businesses & Services > Marketing > Search Engine Marketing & SEO LakeGeorge.com > Business & Services > Marketing > Search Engine Marketing & SEO	

- 2. Click "Select This Business Listing" next to the listing you wish to edit (*applicable if you have multiple listings*).
- 3. The "Manage Events" button is a new option that will make it easier if you have multiple business listings where you need to add or manage events for each location.
 - a. Scroll to page 9 for further information on adding/managing events.
- 4. If you click "Select This Business Listing," the next screen will have a series of tabs you are able to edit to enhance your listing. Below are step-by-step instructions for each tab.

Details Tab

This tab allows you to edit your business name, tagline, short company description for the listing page, and a long description that will appear on your microsite.

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Save your work often. For account security, the page could time out after 15 minutes of being idle. To ensure you don't lose your changes, please remember to continue to hit the Save button on the bottom of the tab.
Edit and enhance your business listing here. Click on each tab to fill in information about your business. If you need assistance during any step of the set-up process, please contact us at 518-743-9424 or email help@mannbmarketing.com.
LISTING DETAILS MAP & CONTACT PHOTOS VIDEO EVENTS / COUPONS / STATS REVIEWS LEADS
Listing Text
Listing Title
LakeGeorge.com
Tag Line
Your online guide to the Lake George Region
Allow User Reviews of this Listing
® Yes ○ No
Please note: If you have multiple business listings, this will only change your review preferences for the listing you are currently editing. If you want to change the preferences on ALL of your listings, make sure to click on the "listing locations" tab above and change this for each of your listings.
Show Reviews From The Last: 3 Years
Short Description 50 characters remaining
Plan the perfect vacation to the Lake George Region by exploring LakeGeorge.com, the ultimate Lake George, NY online travel guide featuring local lodging, restaurants, top things to

- 1. Your "Listing Title" should be your company name.
- 2. Add a tagline for your business. This should be a short and catchy phrase describing your business. *Example:* Your online guide to the Lake George region.
- Add a short description of your company in 1 or 2 sentences (up to 250 characters). This will be the introductory paragraph that shows up on the directory landing page and will also be the first paragraph on your microsite. This description should sell your business and entice people to want to find out more. *Example: Jasper's is a full-service salon located in Saratoga Springs offering massage, facials, hair, nails, make-up, and more.*
- 4. Add in a long description of your company which will be displayed on your custom microsite. *Tips:* Include a brief overview of your company, your offerings, and any other information you feel differentiates your business from the competition. Make this description different from the information you have on your website. Although copying and pasting info directly from your website is fast and easy, it doesn't always translate perfectly to your microsite and creates duplicate material, which can be confusing to the search engines. The verbiage should be clear, easy to understand, and have a marketing punch.

Long Description	
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Experience the Fun of the Lake George Region	
Located in the Southeastern Adirondacks, Lake George and the surrounding area feature some of the most beautiful scenery in New York's North Country. Whether it's spring, summer, fall, or winter, there are always plenty of fun things to do and see, from the Village of Lake George to Bolton Landing, Hague, and Ticonderoga.	L
On LakeGeorge.com, we've put together helpful guides, local business directories, and more for people who are interested in visiting the region. You can explore lodging options (hotels and motels, cabins and cottages, B&Bs, house and vacation rentals), campground details, popular restaurants, seasonal activities and events, beaches, nearby hiking and biking trails, shopping spots, and other essential info.	
By using our online travel guide, you'll be able to plan an unforgettable trip to Lake George and experience everything the area has to offer.	
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5. Click "Save Changes."

Map & Location Tab

This tab is where you add your address which will show your business's location on a map on your microsite.

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Edit and enhance your business listing here. Click on each tab to fill in information about your business. If you need assistance during any step of the set-up process, please contact us at 515-743-9424 or email height mannomarketing.com.
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Map & Location
C Do not show address or Google Map on listing.
Address
City
State
Zip
Custom latitude and longitude
Undo Changes Save Changes

- 1. Fill in your business address, city, state, and zip code. *Note:* For businesses without a physical address, select "Do not show address or Google Map on *listing.*"
- If you are having trouble with your Google Map, go to <u>https://itouchmap.com/latlong.html</u> to look up the latitude and longitude coordinates of your business. Put those in the custom latitude and longitude fields.

3. Click "Save Changes."

Contact Info Tab

This tab allows you to add your phone number and email address for inquiries. In addition, a website link must be added by our team. Please contact

help@mannixmarketing.com.

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Contact Information					
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portalinquiries@mannixmarketing.com					
Phone (local)					
Phone (toll-free)					
We are not currently displaying social media accounts on microsites. You are welcome to add them for the future, should that change					
Facebook Link					
https://www.facebook.com/LakeGeorge					

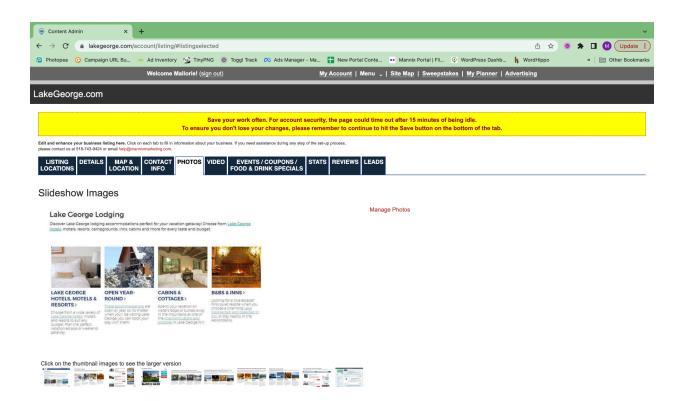
- 1. Add in the email address which you would like inquiries to go to. For example, help@mannixmarketing.com or mallorie@mannixmarketing.com.
- 2. Add in your phone number (please include your area code in your local phone and fax number).
- 3. Add in your Social Media links, if you wish. *Note:* We are not currently displaying social media links on microsites.
- 4. Click "Save Changes."

Photos Tab

You are allowed to add up to 20 photos.

Notes:

- The format for images must be .jpg not .jpeg
- Resizing photos is not required, however, larger files will take a longer amount of time to upload



1. Click "Manage Photos."

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2. Click "Upload" in the right hand corner, then drag and drop photos into the uploader or click to select files.

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- 3. Once all the photos have been added, you will have the opportunity to drag and crop them using the overlay tool.
- 4. You will see a list of the photos with a blank photo description field that needs to be filled out for each photo.
- 5. Next, you will need to check the box that states: "I am the owner of these photos and I accept [PortalName].com's Terms of Use"
- 6. Then click the green 'Upload' button under the list of photos.

Video Tab

This tab allows you to add an embed code of a video to play on your microsite.

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Videos	
Add Video	
Video	
No videos found	

- 1. If you have your video on YouTube.com or another video service, copy the embed code from that location.
 - a. The embed code on YouTube.com can be found directly under the video when you click "Share." There will be a tab that says "Embed," click that.

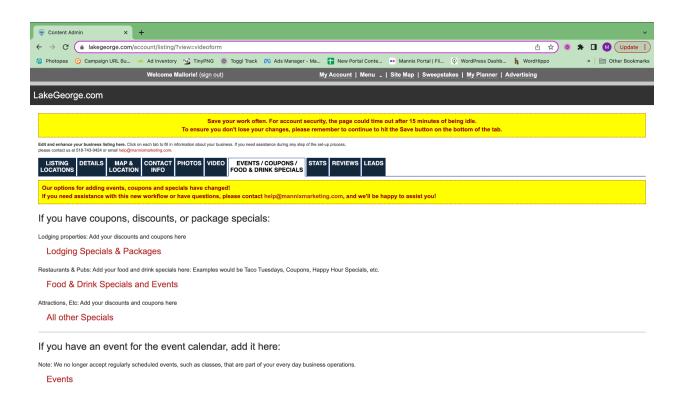
- 2. If you have a raw video file, please upload the video to YouTube, Vimeo, Wistia, or another service first so it can produce the embed code for the video.
- 3. Add the embed code.

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LISTING DETAILS MAP & CONTACT PHOTOS VIDEO EVENTS / COUPONS / STATS REVIEWS LEADS
Videos > Add Video
Video
Video Embed Code
Video Caption
Add Video

4. Click "Save Changes."

Events / Coupons / Specials Tab

This tab allows you to add your specials, coupons, and events to your microsite.



Lodging Specials & Packages, Coupons, Food & Drink Specials

Starting with the specials and coupons sections, you can add coupons, special offers, hot deals, or lodging specials to your microsite. These coupons and hot deals are also fed onto our Coupons and Specials pages. You are allowed to add an unlimited number of coupons and/or specials.

- Select whether you are promoting a coupon, lodging special, or food and drink special. Note: Examples of lodging specials are romance package add ons, Sunday night specials, or spa packages. Coupons are for non-lodging offers with % or \$ off. For example: Save 10% on your entrance ticket.
- 2. From there, you will be able to choose to add a new special or coupon, or view expired or inactive specials and coupons.
- 3. To add a new special, click "Add Lodging Specials & Package / Add Coupon."

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	GlensFalls.com					
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	SaratogaRaceTrack.com					
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Choose File No file chosen	Expiration Date					
The image displayed in the coupon on a microsite	(leave blank if coupon doesn't expire)					
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- a. Provide a title. **TIP:** Make sure the title of your lodging special or coupon is enticing and really explains what your coupon is. For example: "Buy One Get One Free Appetizers" is a stronger call to action than "Appetizer Special."
- b. Add in details of the promotion.
- c. If there are any disclaimers, please fill in the box. If there are no disclaimers, leave the field blank.
- d. If you advertise on multiple Mannix Marketing sites, select which sites you would like the special to appear on.
- e. Fill in the coupon or special expiration date. If there is no expiration date, leave the field blank.
- f. Click "Save Changes."

Events

This tab also allows you to add events to your microsite. Your event will appear on the regional portal that aligns with your business location.

You also have the option to sponsor an event so that it is displayed on all of our highly trafficked events calendars from the Adirondacks to Albany. To learn more about having a sponsored event in the events calendar, please contact <u>Valleri@mannixmarketing.com</u>.

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Add Event				View All Events
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1. Click "Add Event."

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Events > Add Event		
Event Details Title:* Do Not Add Event Title In ALL CAPS. If you did, you can click here to change it. Images The best size to upload is 1200 pixels by 450 pixels. All images wil be cropped to this size. You can only upload jog, joeg, gif, and png images.		
Drop Images Here Or Click To Upload Images		
- OR -		
Click here to select a stock photo		
Start Date: * Start Time: * End Date: * End Time: *		

Location

- 2. Add an image for your event. **Note:** We strongly encourage all events to have a photo. If you don't have one, there is an option to click and select an image from our stock photo gallery, which you are free to use.
- 3. Submit your event information with a start and end date.
- 4. Add in as much information about the event as possible for maximum impact.
- 5. Select the categories which most apply to your event.
- 6. Check your event details for accuracy.

7. Submit your event.

If you have any questions on events, please email events@mannixmarketing.com.

Stats Tab

This tab allows you to view and print your microsite's stats.

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Reviews Tab

This tab allows you to view any reviews you may have received and allows you to reply to the review.

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LakeGeorge.com reviews on LakeGeorge.com									

No reviews for this listing.

Leads Tab

This tab allows you to view any individuals who have filled out the contact us form on your microsite. Please note: if you did not set an inquiry email address, you will not receive these.

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Name	Su	bject					Туре	Date			Actio	ons
							Direct Contact	04/16/2019 - 0	7:42 AM		View	Details
							Direct Contact	07/02/2011 - 0	8:25 AM		View	Details
							Direct Contact	07/08/2010 - 0	7:29 PM		View	Details
					< < Previous	Page 1 V Go of 1	Next > >					

How Do I Add Jobs Through the Account?

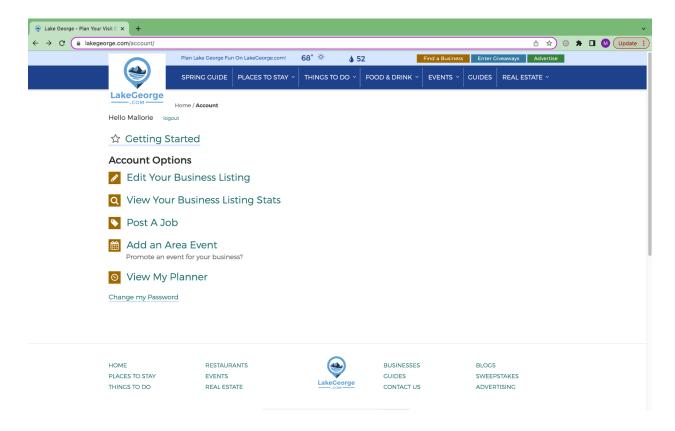
Job listings are free for advertisers with a paid business listing. (<u>See the full list of features and benefits</u>)

Each site has a Jobs section where you can find jobs or post a job:

- <u>https://www.adirondack.net/jobs/</u>
- <u>https://www.lakegeorge.com/jobs/</u>
- https://www.cliftonpark.com/jobs/
- <u>https://www.albany.com/jobs/</u>
- https://www.glensfalls.com/jobs/
- <u>https://www.saratoga.com/jobs/</u>

To easily submit and manage your job listings, log in to main account page, such as: <u>https://www.lakegeorge.com/account/</u>

From here, you'll see a section labeled Post a Job. Click this link.



This will bring you to the following page: https://www.lakegeorge.com/account/jobs/

ADD A NEW JOB Your Current Jobs Job Title No Live Listings		Expires No per			
HOME PLACES TO STAY THINGS TO DO	RESTAURANTS EVENTS REAL ESTATE	LakeGeorge	BUSINESSES GUIDES CONTACT US	BLOGS SWEEPSTAKES ADVERTISING	
		Search LakeGeorge.com	Q		

- Here, you can manage/edit existing job listings or click the green button to Add A New Job.
- 2. If you click the button, you'll be brought to the job submission page. Fill out the Job Details and Job Contact Information, and then move to the Photos section.

- 3. Job submissions can include a logo (optional). The recommended size is 400px by 256px.
- 4. After adding a logo or not, you can click Review Job to confirm the details. You can re-edit the job listing, save your progress for later, or make it live.
- 5. After you make it live, it will appear under your list of Current Jobs with a 30-day expiration date. After the job listing expires, you will have to click Renew to make it live again.
- 6. Live job listings will appear on the following pages:
 - a. <u>https://www.adirondack.net/jobs/adirondack-jobs/</u>
 - b. https://www.glensfalls.com/jobs/glens-falls-jobs/
 - c. https://www.lakegeorge.com/jobs/lake-george-jobs/
 - d. <u>https://www.cliftonpark.com/jobs/clifton-park-jobs/</u>
 - e. <u>https://www.albany.com/jobs/albany-jobs/</u>
 - f. https://www.saratoga.com/jobs/saratoga-springs-jobs/

Need additional help or can't find what you're looking for? Please email <u>help@mannixmarketing.com</u> or give us a call at 518-743-9424.

Thank you for choosing to work with Mannix Marketing. We appreciate your business and look forward to helping you achieve online success!