

Thank you for signing up for a Premium business membership on Brandon's favourite website, eBrandon.ca. With over 13,000 daily, 50,000 weekly and 150,000 monthly unique visitors eBrandon provides as good of bang for your advertising buck as you'll find in Western Manitoba.

Since your profile is live to the public (and listed in popular search engines such as Google) as soon as you've confirmed it, in order to get the most out of your investment it's recommended that it be updated with information relating to your business as soon as possible. All premium business members have a username and password associated with their account. Using that username and password, you have the ability to login at any time to quickly and easily update the content on file for your business. This document serves as your manual for how to add/edit/delete that content. Should you have any questions, don't hesitate to contact eBrandon's Adam Sobkow at the number/e-mail address mentioned at the end of this document.



Figure 1. Sample business profile

Logging in

When you first signed up for your account, you will have specified an email and a password. To access your control panel and administer your profile, please go to www.ebrandon.ca/login.aspx and login using that email address and password. If you have any difficulties logging in or are unsure of the e-mail address or password associated with your account, don't hesitate to contact us.



Figure 2. eBrandon login page

Your Control Panel

Once you have successfully logged in, you will have access to your control panel as pictured below. Across the top you will notice various tabs that give you access to various types of content that you can add including services, products, photos, video, jobs, coupons and ads. Since every business is different, not all of these tabs may necessarily apply to you but it's recommended that you make use of as many of them as appropriate. Each section is explained in further detail later on in this document.

By default, after logging in the tab titled "Main" is selected. Even if you do not initially have time to enter in depth content, since people may be potentially looking at your profile right away it's highly recommended that you at least put in information in the fields in this section. This may include your phone number, address and website as appropriate. As well you will want to add your logo, in either JPEG or GIF image format. Simply click on the "Browse" button and select the file from your computer in the ensuing popup window. Finally it's highly recommended that you put in at least a few sentences about your business in the "description" field. This may be as simple as cutting and pasting an introductory writeup that you already have in place on an existing website, or it may be a few unique sentences that describe to potential customers what your business is all about.

Once you've entered all content, be sure to scroll to the bottom and click on the "save changes" button to instantly update your profile.

You can return to this section at any time to make changes to this information as well as the e-mail address and password on file for your account.

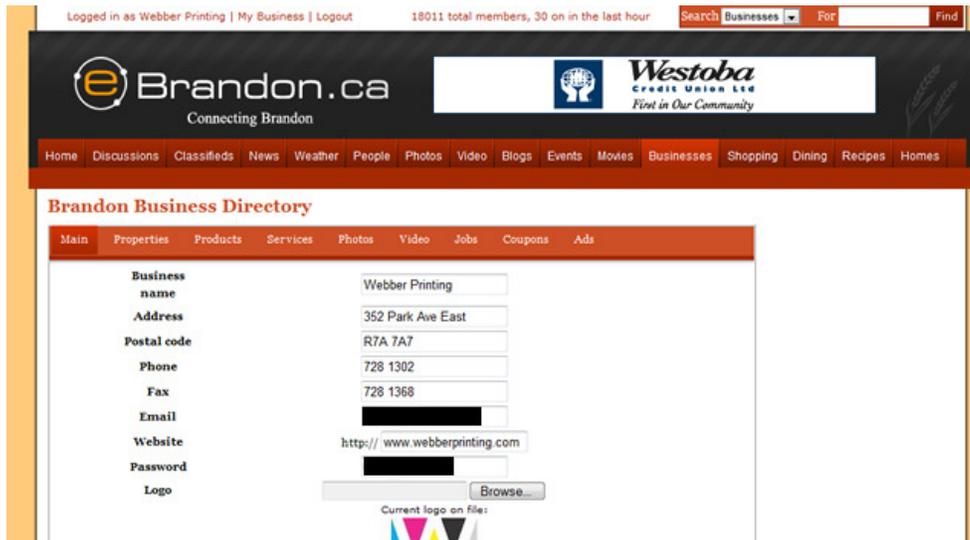


Figure 3. Control panel “Main” tab

Products and Services

Depending on whether your business focuses on the sale of products, services or both you can use these tabs in your control panel to give those browsing your profile a more in depth snapshot of your business and what it offers. Functionally speaking, both tabs work in the same way and so are explained together in this section.

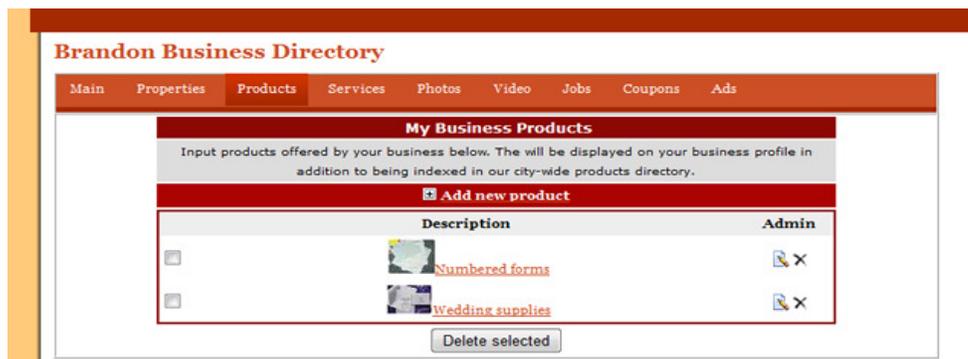


Figure 4. Products tab

To manage products on file for your business, first click on the Products tab. If there are already products that have been added, it's from this area that you can edit them simply by clicking on them. To add a new product, click on the “Add new product” link. A window will popup similar to the one below. If it does not popup, please ensure that it isn't being stopped by a popup blocker that may be running on your system.

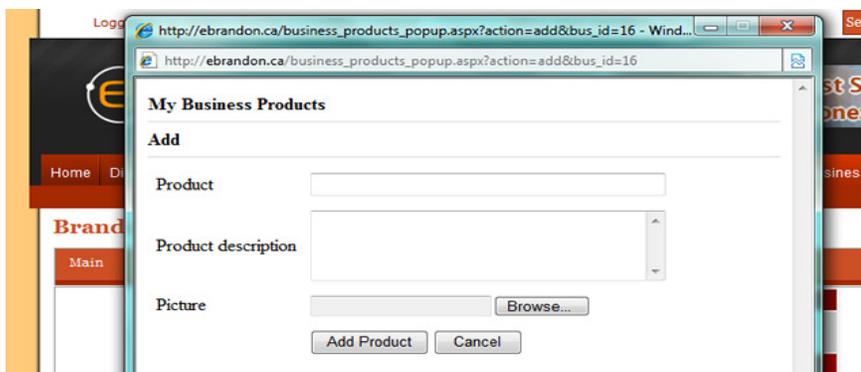


Figure 5. Products popup window

In that window, first type in a name/title for the product and then a description. Depending on what type of online presence you already have for your business, you may decide to input a full paragraph describing the type of product or you may decide to only input a sentence and then put a website address to direct the reader to your website for further information.

Finally you will want to click on the “Browse” button to select an image that will be displayed to the reader alongside your product description. If you do not have an image that you feel would be appropriate, for visual reasons it's highly recommended that you at least select a version of your company logo in this space.

When you're finished, click on the “Add product” button. The popup window will close and the product you've added will be displayed on the products tab listing in your control panel as well as on your business profile in the business directory.

Repeat this for all products or services that you feel should be included on your profile.

Photos

The photos tab can be an ideal way to share general images relating to your business. This may include shots of your place of work, company vehicles, staff, or anything else relating to your business as appropriate.

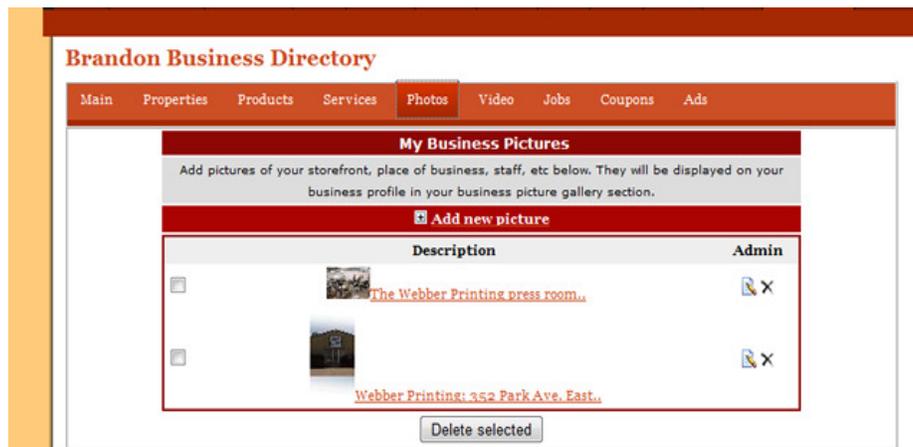


Figure 6. Photos tab.

To add a photo, first click on the “add new picture” link. A window will popup similar to the one below. If it does not popup, please ensure that it isn't being stopped by a popup blocker that may be running on your system.

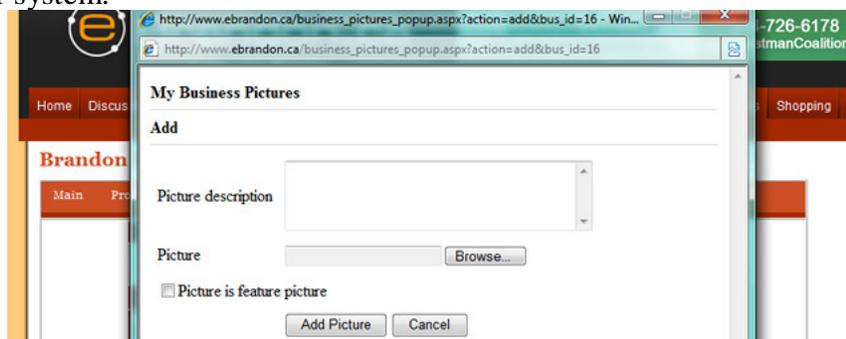


Figure 7. Add new photo popup window

In the ensuing popup window, type a description of the picture for the reader and then click on the “Browse” button to select the JPEG or GIF image from your computer.

You may also optionally check the “Picture is feature picture” box. By default, when a user is browsing through all businesses listed in a category in the business directory the first picture you've added will be displayed next to your profile. When this box is checked, it tells eBrandon to display this specific picture alongside your profile... overriding any automatic selection that the site may make. Note that if no picture is added to your profile, the site will default to your business logo.

After all information has been entered, click on the “Add picture” button and the photo will be instantly added to your profile. Please note that if picture you've selected is large in size, there may be a wait of a few seconds to a minute while the image is copied to eBrandon's server.

Repeat this for all photos that you would like to add to your profile.

Video

If you have a video or advertisement that you would like to make available through your profile and on eBrandon, it can be added through the video tab in your control panel.

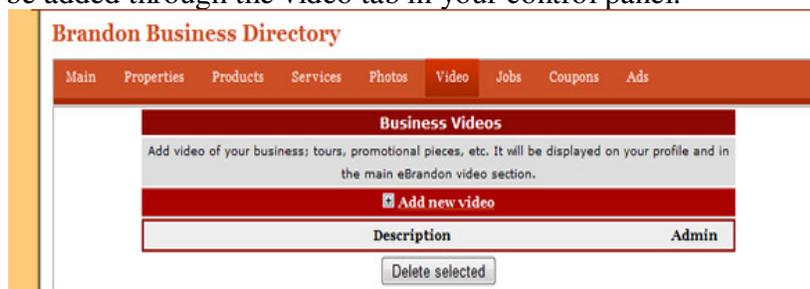


Figure 8. Video tab

To add a video, first click on the “add new video” link. A window will popup requiring you to type a description and select a video file. Please note that the video must be in MPEG, WMV, FLV or Quicktime format and cannot exceed 20 MB in size. The resolution of the video will automatically be converted by eBrandon to the resolution that it is able to display videos in.

When you have your video selected and description typed, click on the “Upload” button to have it copied to the server. Please note that depending on the size of your video, this process may take as long as several minutes.

Jobs

One of the more popular benefits of being a premium business member is having the ability to post unlimited job opportunities at your business. When adding a job, the position is not only displayed on your profile but in eBrandon's popular classified ads section under the “Job opportunities” category. Normally billed at \$9.95 per job, this functionality is included in the \$99/year cost of your membership at no additional charge.

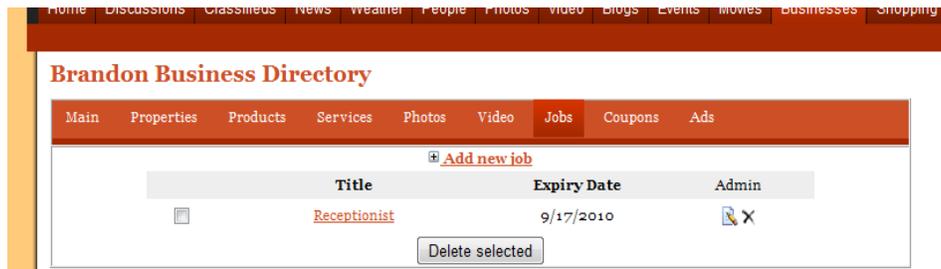


Figure 9. Jobs tab.

To add a job, first click on the “add new job” link. A window will popup similar to the one below. If it does not popup, please ensure that it isn't being stopped by a popup blocker that may be running on your system.

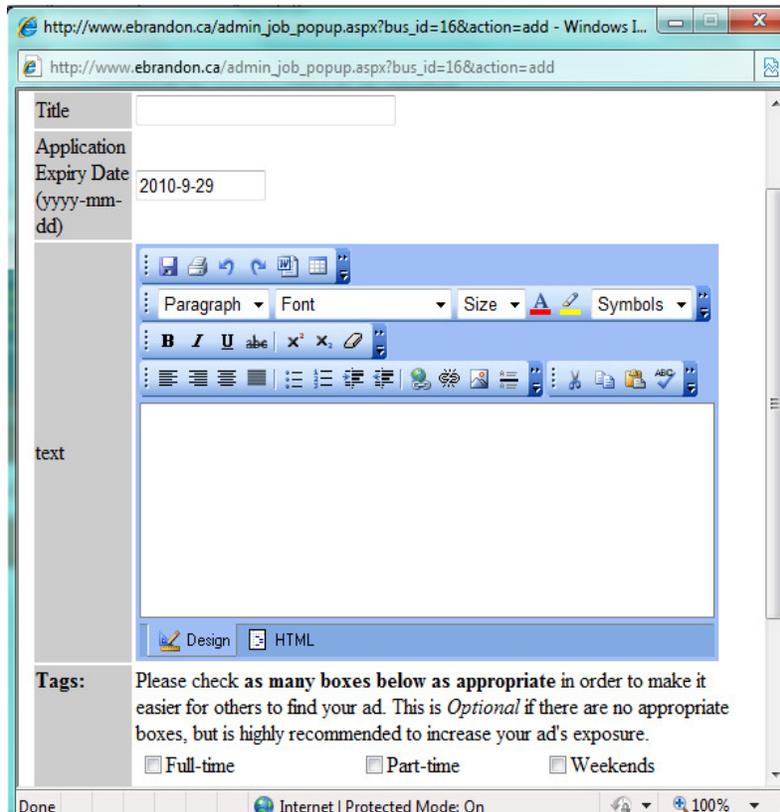


Figure 10. Add new job popup window

In the ensuing popup window, there are a number of fields that must be filled out in order to post the job. First give your job a title. Next, select an expiry date. This date controls how long the ad will be displayed in the classifieds before it is automatically removed. Next specify the text of your job ad, describing the position, the type of person you are looking for, etc. Finally, select any tags that relate to the job- whether it's full-time/part time, the type of work, etc. When you're done, click on “Post job” and the advertisement will immediately be placed.

Note that when your ad is posted, a link is automatically placed on it to your business profile. For this reason, it's highly recommended that you at least have your business contact information, logo and a basic business description added by using the “Main” tab of your business control panel. It's likely that prospective applicants will be clicking to find out more about your business.

If you fill your job, it's recommended that you return to the Jobs tab to remove it and avoid any further phone calls/e-mails.

Coupons

As part of your membership, you also have the ability to post printable coupons that are displayed on your business profile.



Figure 11. Add new job popup window

To add a coupon, click on the “Add new coupon” link and a window will popup asking you for further details. Ebrandon has several built-in coupon templates and will automatically built the design of your coupon based on this information, which includes a coupon title, expiry date and description.

Once you have filled out all appropriate information, click on the “Add coupon” button and your coupon will automatically be built and placed on your profile.

Ads

As an added-value feature, you have the ability to integrate one text-based ad throughout eBrandon to promote some aspect of your business. These ads, pictured below, are placed at the bottom of discussions and classifieds throughout eBrandon. Each time one of those pages loads, eBrandon randomly picks three business members' ads and displays them.

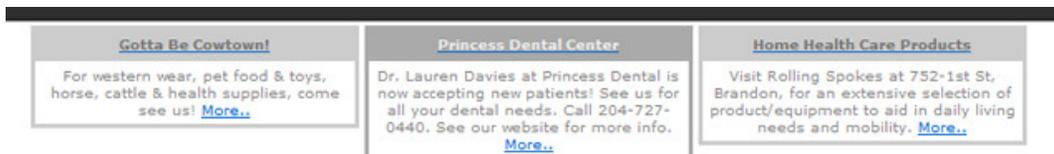


Figure 12. Sample text ads

You have the ability to change the title, text and link of your text ad at any time by going to the Ads tab in your business control panel. Simply go to the tab, type in your text and click on the “Save changes” button at the bottom.

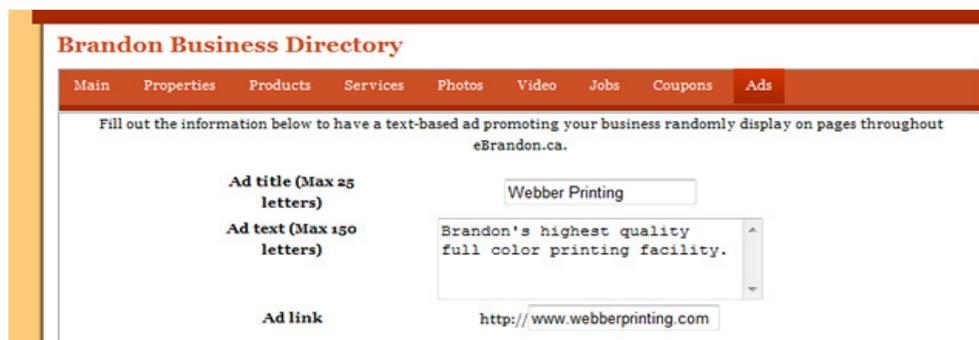


Figure 13. Ads tab

In addition to these text-based ads, eBrandon has several full colour banner advertising options available to local businesses. For more information on these options, please visit www.ebrandon.ca/advertise.aspx

Recommendations

eBrandon has a built-in business recommendation system that allows customers/clients that have dealt with your business to submit testimonials describing their experience. Based on how many testimonials a business receives, it is ranked in both a city-wide list and as well as within that business' specific category. Those submitting recommendations simply need to have (or sign up for) an eBrandon account, and then visit the “recommendations” tab of your profile.

Renewals

All business memberships are sold on an annual basis. Prior to your one year expiring, you will receive a renewal e-mail from the eBrandon system with details on how to extend your premium business membership should you wish to do so. If you have any questions on this process, don't hesitate to contact us at the information below!

Contact

If you have any questions about any of the features described in this document, or how to get the most out of eBrandon, don't hesitate to contact eBrandon's Adam Sobkow at:

Phone: 204-724-6533

E-mail: info@ebrandon.ca