CORE/PREMIUM DIRECTORY & LANDING PAGE LOGIN INSTRUCTIONS

Below are instructions on how you will input your information for your **Directory Listing** and/or **Chemdry.com Landing Page** if you sign up for the Core or Premium level of the Local Search Directory Program. There are 2 steps to getting your listing/landing page set up: you must go through the signup process on the gateway and then you will need to log into the Chemdry.com Profile Editor to make your final selections. Please read over this information carefully for full instructions on how and when you can make these edits.

Information for your directory/landing page will be entered/updated in one of three places:

- **CRM (call your FAC rep to make changes or change in the Gateway)**
  - Phone numbers
  - Approved websites/Email address
  - Certifications
  - Serving area
- **Gateway Signup Form/Site Options** (link is on the gateway homepage)
  - Enter coupon offers (ties to microsite)
  - Social media links
  - Job minimum for online bookings (onTrack only)
- **Chemdry.com Profile Editor** (link can be found at www.chemdry.com/franchise-support or login directly at www.chemdry.com/user)
  - Choose primary phone number
  - Choose primary website
  - Upload directory image
  - Upload landing page image
  - Enter About Us copy
  - Enter hours of operation
  - Select services offered
  - Select coupons to display

Most of the information will be pulled from the CRM or from information entered on the gateway through the **Gateway Sign-up Form/Site Options**. You will then need to login directly into the Chemdry.com website Profile Editor to finish inputting the required information and to choose your preferences for certain items that will return an array of information such as your phone number/website, etc. You will always find links to the Gateway Signup Form/Site Options and the Chemdry.com Profile Editor at www.chemdry.com/franchise-support in the footer menu on the chemdry.com website). **NOTE - YOU WILL NOT BE ABLE TO LOGIN TO THE CHEMDRY.COM PROFILE EDITOR UNTIL 3 DAYS BEFORE YOUR BILLING BEGINS. You will receive an email to your primary email address on record from Local Search Directory Admin when you are able to login to the profile editor.**

Gateway Signup Form/Site Options Login Instructions:

Finding the Gateway Signup Form/Site Options:

Logon to the gateway https://gateway.chemdry.com/, then select the Gateway Local Search Directory icon on the gateway homepage. This is where you will initially make your program selections for each of your licenses and where you can make ongoing changes to your coupon offers, social media links and manage your online job minimum.

Step 1: Initially, you will be prompted to enter the required information in Step 2 during the Gateway signup process for the Core or Premium level for any of your licenses. After signup, you can easily make ongoing changes by selecting the "**Site Options**" button that will appear beside the applicable license after you have signed up. Clicking "site options" beside the applicable license is also where you can add things like social media URLs for each specific license if you have different URLs for different licenses. **NOTE** – any changes made through the Site Options will be available to see in the Chemdry.com profile editor the following day.

Chemdry.com Profile Editor Login Instructions:

Step 2: NOTE - You will **NOT** be able to login to edit your information in the Chemdry.com Profile Editor until you **receive an email notification to your primary email address that** your directory listing(s) and/or landing page(s) is live on chemdry.com. This will happen about **3 days prior** to when billing begins for your selected program(s).

Once you receive the email notification, you should plan to login and customize the information for your franchise as soon as possible. We will include default information for "franchise editable" fields until you login and customize the information. **If you have not received your email notification by the last day of the month before your billing begins,** please contact your FAC rep to ensure we have your correct email address on record.

Once you receive the email notification, you can logon using the following:
Login URL: www.chemdry.com/user
Username: primary email address OR main franchise number (either works)
Password: primary zipcode of master franchise

Note for multiple licenses - if you signed up multiple licenses for the Local Search Directory program, you will login using your primary email address or franchise number for your main franchise. Once you are logged in, you will be able to view/edit all of your licenses that you signed up for the Core and Premium levels. A sample of what you will see when you login to chemdry.com is below:

Chem-Dry Franchises
- Brimley's White Glove Chem-Dry II - 211065 [view] [edit]
- Bronx Chem-Dry - 236352 [view] [edit]
- Brooke's Chem-Dry - 216012 [view] [edit]

Below are samples of the landing page and directory listings for the Core and Premium Levels. We have indicated all of the items you will be able to customize on your listing and landing page if you choose to enroll in either the Core or Premium level of the Local Search Directory Program. Please review these items so you can fully understand the steps you will need to take to customize your information. Instructions on how to edit these items are on pages 3-4. Note – those choosing to not participate in either the Core or Premium level do not need to edit their listing; the information will auto-feed from the CRM.

Directory Listing Samples:

Landing Page Sample:

1. **Phone number.** Choose a preferred phone number to display on your directory listing and landing page (premium level); you can choose to use a tracking number if desired by contacting your FAC rep to add it to your list of numbers to choose from

2. **Book online.** onTrack subscribers will have a link allowing customers to book jobs online directly into your onTrack schedule (non-subscribers will link to their website)

3. **Website link.** Link your Core level directory or Premium level landing page to the website of your choice

PREMIUM LEVEL CUSTOMIZABLE ITEMS ONLY:

4. **About you section.** Describe your business, what differentiates you (approx 250 words)

5. **Upload a landing page image.** Upload an image that depicts your business. Team photo, photo of your van, photo of owners, etc (365x206 px @ 72dpi)

6. **Hours of operation.** Input your hours of operation

7. **Services you offer.** Services will default with Carpet Cleaning, Furniture Cleaning, Area Rug and Pet Urine. You can add: Specialty Stain Removal, Tile & Stone, Water Damage, Leather Cleaning, Commercial Services

8. **Coupons.** Your landing page can display up to 3 coupons which includes one Feature coupon under the landing page image and two coupons in the right hand corner. Coupon data is pulled from your microsite or may be entered in the signup site options area, then you will select the 3 coupons you want displayed in the chemdry.com profile editor

9. **Social media links.** Includes facebook, twitter, google+, yelp

10. **Directory profile image.** Upload an image of the owner, an award you've earned, etc on your directory listing

EDITING YOUR DIRECTORY LISTING AND LANDING PAGE

Franchise editable fields for Core and Premium Levels:

*The below items populate from the CRM, Gateway or need to be entered directly into the Chemdry.com Profile Editor. Please refer below to determine how you can make changes to each item. **NOTE:** For some items, an array of information will be auto-populated from the CRM, and you will have to log in to the Chemdry.com Profile Editor to select your preferred information to be displayed. **You will receive an email notification when your username/password for the Chemdry.com Profile Editor becomes active (about 3 days prior to when your billing begins to make edits). Call your FAC rep if you do not receive this email notification.***

1. **Phone Number (Core Directory/Premium Directory and Landing Page):**
   o Step 1: HRI will feed all phone numbers on record to your chemdry.com profile form.
   o Step 2: You will need to log into the Chemdry.com profile editor and select the phone number you would like displayed on your directory listing and landing page (premium level only).
   o Any changes to phone numbers, **including if you would like to utilize a tracking number**, should be submitted to your FAC rep to be updated in CRM. Once changes are entered by your FAC rep, you can log in to the Chemdry.com profile form and select that number 24 hours after it has been entered into the system.

2. **Website Link (Core Level only for Directory Listing):**
   o Step 1: HRI will feed all websites on record to your chemdry.com profile form.
   o Step 2: You will need to log into the Chemdry.com profile editor and select the website you would like your Franchise Name from the directory listing hyperlinked to.
   o Any changes to websites should be submitted to your FAC rep to be updated in CRM.

3. **Online Job Minimum for onTrack Subscribers only (Core/Premium):**
   o You will need to set your online job minimum through the Gateway Signup Form (or site options after signup). You must set a job minimum in order for Book Online to be enabled. If no minimum is set, a Book Online button will not appear.
   o If you use onTrack but would prefer not to accept jobs booked online directly into onTrack, select "No" for the "Use onTrack" question in Step 2. If you choose "No", the Book Online link will not appear on your directory listing. Instead, customers will be directed to your chosen website.

The following items are editable for Premium Level only:

4. **About us copy**: You will input your About Us copy directly in the Chemdry.com profile editor (in the Content Description Field). This is the section where you can tell visitors about you, your company, what distinguishes you, why they should choose you. About 685 characters/115 words will display beside the feature image. If you have more than 685 characters, a "see more" link will appear for customers to click. Up to a total of 1750 characters/ roughly 250 words are allowed. Your landing page will launch with default copy that you can edit as little or as much as you like, but remember, the more unique the content, the better your SEO value. You are able to replace all of this content if you would like.

5. **Landing Page Image:** Upload your main landing page image directly in the Chemdry.com profile editor. Size: 365x206 px @ 72dpi. JPEG, PNG or GIF formats supported. Image suggestions: staff picture, company van, owner with van.

6. **Hours of operation**: You will need to input your business hours directly in the Chemdry.com profile editor.

7. **Services:** You will select the services your franchise offers in the Chemdry.com profile editor under services offered. Services will auto populate with Carpet Cleaning, Furniture Cleaning, Area Rug and PURT. You can add other services that you offer including: Specialty Stain Removal, Tile & Stone, Water Damage Restoration, Leather Cleaning, and Commercial Services.

8. **Coupons:** There are three spots available on your premium landing page to display custom coupons.
   o Step 1: Coupon data is input/edited on the Gateway Signup Form/Site Options. **Please note** the coupon data is pulled from your microsite if you have one, so any changes you make on the Gateway Signup Form/Site Options will populate to your microsite as well. If you do not have a microsite, you will need to fill out this information on the Gateway Signup Form/Site Options

   o Step 2: Once you input your coupon data in the Gateway, all of your coupons will feed to your Chemdry.com landing page and you will need to login to the Chemdry.com profile editor to select which coupon you would like to use for each of your three spots from a drop down menu under Display Feature Coupon and Display Sidebar Coupon. The feature coupon is the one in the About Us section underneath your landing page image. The two (2) sidebar coupons are located at the bottom lower right-hand side of the landing page.

   o NOTE – due to system limitations, the Chemdry.com Profile Editor will only pull in the following fields: Title (30 character limit), Description (65 character limit) and Fine Print (approx 250 character limit). IF YOU WOULD LIKE AN EXPIRATION DATE LISTED IN THE COUPON, YOU WILL NEED TO INCLUDE EXPIRATION DATE IN THE FINE PRINT FIELD.

9. **Social Media Links**: URLS to your social media pages will automatically feed from the information you have entered on the Gateway Signup Form/Site Options. Icons that link to your social media pages will automatically display on your landing page. Social media links that can be displayed on your landing page are: Facebook, Twitter, Google+ and Yelp. If you do not already have one, a Google+ and Yelp page will be setup as part of your Core and Premium service and WMS will input this information after setup. If you do not have a Facebook or Twitter page, leave those fields blank in the Gateway and those icons will not display.

10. **Directory Profile Image (Directory Listing Only):** You will upload your directory image in the Chemdry.com profile editor in the DIRECTORY IMAGE field. Image size: 68x83 px @ 72dpi. JPEG, PNG or GIF formats supported. Image suggestions: owner mug shot, company logo, awards/honors such as franchise of the year badge or if you've received any type of business of the year award

11. **Google Analytics UA Code:** If you would like to be able to review the key metrics for your premium landing page, you will need to enter a Google Analytics UA tracking code into the Chemdry.com Profile Editor in the Google Analytics UA Code field (example code: UA-xxxxxxx-x)

   To get a UA tracking code:

   i)   You will first need to register and set up your own Google Analytics account (or add on to your current account)
   ii)   Use your landing page URL as the website URL to create a GA account and generate the UA code
   iii) Click Get Tracking ID. You will only need the UA Tracking ID code, not the entire code snippet.

   Find out more about setting up Google Analytics here or contact WMS at 844-759-7646.

   NOTE – the tracking code is already implemented, all you need to do is supply the tracking ID (UA code) to complete the process. The code will ONLY track data from your single landing page, so your data will not be shared with others.

Auto-Populated from CRM – changes allowed through FAC rep only:

Contact your FAC rep for issues related to this information.

- **Franchise name:** This will populate as your legal business name. Contact FAC with any issues.
- **Badges:** Contact your FAC rep if any of your badges are not displaying correctly.
- **Book online:** For those franchises signed up with onTrack, a Book Online link will appear allowing customers schedule jobs online through the online booking form that will feed automatically to your onTrack schedule. Pricing will pull from your individual onTrack account.

   For non-onTrack subscribers, the Book Online link on the Premium level landing page will link to your preferred website. If you sign up for onTrack after you sign up for the Local Search Directory program, this information will automatically feed to your profile and the link will display on your listing and landing page.
- **Email Link (Premium level only):** This will populate with your "web email" on record that you are using for your other websites including your chem-dry.net and microsite (if applicable). You can make changes to your web email address for your Local Search program by calling your FAC rep and asking them to change to "web email address" in the CRM, however, **please note** that any changes to your web email will populate to all of your websites.
- **Testimonials (Premium level only):** For Yelp reviews, a filter will be applied to only show 4 and 5 star reviews. For Google+ reviews, a WMS representative will manually enter testimonials from your specific Google+ page (if available) on a monthly basis through the Chemdry.com Profile Editor. If no reviews are available on these sites, a default message will display saying 'Be the first to review us' with a link to the respective page.
- **Service Area (Premium level only):** This will populate as your legal service area description from CRM