Optimize Your Garrett County Chamber of Commerce Online Business Listing

A guide to logging-in, updating, and taking advantage of your Member Information Center (MIC)

As a member of the Garrett County Chamber of Commerce, you have the opportunity to market your business to consumers visiting: www.visitdeepcreek.com. Our official website receives more than 440,000 sessions a year. Log-in to the Member Information Center in order to start taking advantage of unique exclusive benefits. The following guide is a comprehensive resource dedicated to improving the online presence of your business.

Log into the Member Information Center
With your username and password in hand, head over to Member Log-in on the Garrett County Chamber of Commerce website (http://www.visitdeepcreek.com/). Look at the top right of the page for the Member Log-in link.

After you click the link you’ll land on a page where you can enter your username and password to access your dashboard in the Member Information Center (MIC).
Familiarize Yourself with the Member Information Center Dashboard
There’s a lot happening on your dashboard but it’s all pretty self-explanatory. Here’s a quick overview of what it contains. Of course, it should have your business information rather than ours.

You can navigate several important features using the navigation bar at the top of the home page (shown here below). From the navigation bar you can search the business directory, view/add/edit events on the calendar, download helpful resources direct from the Chamber, view reports of your online visibility, view community content, and check the completion of your business profile.
Update Your Information
Left of the navigation bar you’ll see a column marked Shortcuts. From here you can update Personal Information, Company Information, post Hot Deals*, add/manage News Releases, add/manage Job Postings, and view/add Requests for Proposals.

*Only Advantage and Advantage Plus Members are able to offer

Under the Personal Information tab you can edit your profile, change your username and/or password, add a display photo, follow various Garrett County Chamber committees, add links to your Facebook or LinkedIn profiles, change the preferences for how you are displayed to the public and/or other members, and link your social media accounts so that you can login to your Member Information Center using Google+, Facebook, Twitter, or LinkedIn.

Be sure to fill in the social media links! Business marketing on social media is growing by leaps and bounds and this can help drive new followers and connections.
Visit and Edit Your Company’s Profile

Select the **Settings** button to the far right of your company’s page, click on the link to open this section. You’ll want to ensure your business contact information is complete and accurate. Enter any details left out and check for typos.

Once you have made sure your contact information is all correct go ahead and check the box that says: “Use this contact information on your public member webpage” Then hit the **SAVE** button at the bottom of the page.

In the **Additional Information** section make sure your business’ primary contact is listed. This will be the person who receives membership related email contacts and other important information such as billing statements. Click the **Employees** button for more options.

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Pay close attention to the **Public Display Preferences** for your profile. Make sure you hit the save button if you make any edits. **Note:** Certain permissions are allotted to edit other representatives information. Please contact the Chamber for more information.
Review Business Category
In the left hand navigation bar, under the **Company Tab**, find and click the **Business Categories** link. Business categories are controlled by your Chamber. You cannot edit this page, but you need to review it and make sure you are satisfied that your business is listed correctly. Your category name becomes part of the title for your listing in ChamberMaster. If this information is inaccurate, talk with your chamber representative about what other categories are available to you.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Current Categories</th>
<th>QuickLink</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>Shopping &amp; Specialty Retail</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Crafts &amp; Souvenirs</td>
<td>Shopping &amp; Specialty Retail</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Gifts, Collectibles &amp; Home Decor</td>
<td>Shopping &amp; Specialty Retail</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>

The elements that make up the **Page Title** (a very important SEO element) of your ChamberMaster webpage are these:

1. Business Name
2. Business Category
3. Business Address
4. Business Phone number

Since ChamberMaster also uses them in your webpage’s Meta Description tag, make sure they are correct.
Visit and Edit the Website Information Section

There are a lot of important things going on in this section that impact how your organization is shown on the internet and how you will (or won’t) be found by potential customers in your community using our online business Directory search functions.

If you followed the earlier steps in this tutorial all you have to do is check the box that reads “Use Organization Information” if, however, your business is headquartered somewhere else and you have a local store or operation in this area – fill in the local address.

Don’t overlook the last field of the right column Website URL Text. Put business related keywords in this box. This text becomes the ‘anchor text’ for the link to your organization’s website! This is important for your search engine optimization.
Social Network Services

Social Network Services with a check-mark will be displayed on your public member page.

- LinkedIn
  [ Verify URL ]
  http://linkedin.com/in/

- Facebook
  [ Verify URL ]
  http://facebook.com/pages/

Add Social Links
More than ever businesses are leveraging social media to service existing customers and reach new prospects. Complete these sections so you can drive those interested to your social profiles.

Web Description / Text Content

Description: 200 chars remaining.
Displayed on the About section of your public directory page

Add Description, Hours of Operation, & Driving Directions
At the Basic level of Membership you get 200 characters for your Description section. Again, add descriptive keywords of your products and services that people would use to find your business in a search engine. There are 100 character spaces available in the Hours of Operation section. Also, if your location is difficult to find, consider adding up to 200 characters of information on how people can find your business under Driving Directions.

Advantage & Advantage Plus Enhanced Listing Benefits
Advantage and Advantage Plus members receive all website benefits offered to Basic members plus: web photos, images, and video / unlimited Hot Deals that automatically upload to Facebook / 1600 character Business Description and 5 additional bulleted highlights / 200 character Results Summary shown in Search Results of Business Directory.
Add Keywords
This section is powerful so be sure to complete it. This section is not completed by chamber staff when you sign up so you must do this step. The online business directory can only search information that is provided.

If you don’t fill in this section you will potentially lose a lot of business leads.

Here’s why:
When these fields are left empty the only information ChamberMaster has on your company is your name and contact information. If your products and services are not in your organization’s name, your company won’t be listed when people using the directory search for your products or services.

Put Your Pin on the Map
Under the Webpage Info navigation area find and click on the Map Pin Information link. You can click on the box here to show the map on the business directory and there is a simple drop down box to add your address from your Company Profile page. Again, if your location is different than the address listed in your business information, you have the option to enter different information. ChamberMaster will show a map and pin of the location you’ve added – just make sure it is correct.
Add and Manage Hot Deals

Advantage and Advantage Plus members are able to post an unlimited number of Hot Deals. Hot Deals are special offers for the public or even Member to Member. The Hot Deals tab is listed on the Shortcuts bar which can be accessed from the Home Page of the dashboard.

Creating a Hot Deal

When you click on the Add Hot Deal button it will take you to a page where you can insert the information on your special offer. Here you can add a title, tagline, and select a category. In the section marked Description you can lay out the details of your offer. In this section you have the ability to format the text and make it as eye-catching as you like. You can also include a short description that will be displayed in the search results listing. You will be asked to set a start and end date for the offer. You have the option of adding a logo image. At the bottom of the page set the contact info and the date you want the deal to be active and the date for it to be inactivated. Once finished you can save the Hot Deal as a draft, cancel it, or submit it for approval.
Add and Manage Job Postings

All membership levels have access to the Garrett County Chamber of Commerce’s Job Postings board at no extra charge. To add and manage your own job postings click on the Job Postings tab on the Shortcuts bar which can be accessed from the Home Page of the dashboard.

Creating a Job Posting

When you click on the Add Job Posting button it will take you to a page where you can insert the information related to the open job position. From here you can provide the job title and description, contact information for your job placement representative, set active dates for the posting to run, and even include an image. Once the listing is complete you can save it as a draft, cancel it, or submit it for approval from the Chamber.
Using the Member Information Center's Business Directory

Need an accountant? What about a caterer or a graphic designer? Maybe you just need contact information for a fellow Chamber member you met during the last Business After Hours? Make use of the MIC’s internal Directory. You can search for fellow members by keywords, categories, business names, and representative names. You are also able to Search Groups and view the representatives of each of the Chamber’s committees.
Utilizing the Events Page
From this page you can scroll through upcoming events as a list or pull up the calendar view. You can change the dates you are searching if you are looking for an event during a specific window of time. Searches can be conducted based on keywords, categories (i.e. Arts & Culture, Continuing Education, Heritage, etc.), or by month. You can also search Featured Events and events with Registration Available. Be sure to clear your filters after each search so that they do not interfere with future searches. Some events will have a Register Now button for those interested in attending.

Add & Manage Events
You can also add and manage your own events -- this benefit is available to all membership levels and we encourage you to take advantage of it. It is a great way for members to connect with the community and promote your special occasions. Clicking on the Add Event button will take you to a page where you can fill out the details of your event. Create a title, set the start and end dates and times, whether or not it is a recurring event, a description, the location, fees or admission details, contact information, visibility (displayed on Public or Members-Only calendar), choose any categories that apply, add photos and video, and a map service. Don’t forget to submit for approval!
Using Chamber Resources
Your Chamber will occasionally upload files containing useful information (for example the Planning Your Ribbon Cutting, Ground Breaking, or Grand Opening Ceremony Guide and Checklist) onto ChamberMaster for members to access via the Member Information Center. Please feel free to download and utilize these files.

View Web Analytics
Curious what kind of traffic your membership listing on www.visitdeepcreek.com is receiving? By visiting the Reports page on the navigation bar you can see a breakdown of your Membership Visibility. ChamberMaster records the totally views and impressions gained by your listing in the last 12 months, banner ad impressions (if you have purchased a banner ad on the website), Hot Deals views (for Advantage and Advantage Plus members), and Job Posting views (if you take advantage of our free job posting). The more complete your profile and the more you take advantage of your Member Information Center the better your visibility will be.
Member News
Under the page labeled News you can find out what your fellow Chamber members have going on. Here, under Community Content, you’ll find Hot Deals being offered, any News Releases they have issued, and any Job Postings or Requests for Proposal that are open.

Profile Settings
As a member of the Garrett County Chamber of Commerce you have the opportunity to market your organization to consumers by enhancing your member page - ensuring that your profile is complete will result in better visibility for fellow members and customers! From the Settings tab you can see the completion level of your profile. Your profile’s level of completeness is broken down into segments so that you can see what areas need improvement and what sort of information needs to be added.
Lodging Settings
This particular benefit is only available to lodging members. From here you can select the site and room amenities available at your facility. Vacancy status is also selectable here. After defining these key items, consumers will then be able to search for their desired facility, desired room type, and available days all within the business directory listing for lodging members. The Vacancies area is used to update the availability status on a room by room basis. The Facility Info area is used to update the site amenity selections such as whether or not pets are allowed, continental breakfasts, laundry facilities, and more. The Room Info area is used to update the individual accommodation amenities such as handicapped accessibility, whether smoking is allowed, if there is a deck or hot tub, and more.
**Thank You** for taking the time to educate yourself on the Member Information Center. In coordination with the Garrett County Chamber of Commerce this dashboard can become a valuable resource for expanding your business, connecting with your customers, networking with fellow members, and taking full advantage of your Chamber membership.

If you have any questions about the Member Information Center that have not been answered by this guide please contact Nick Sharps, your Membership Development Manager.

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