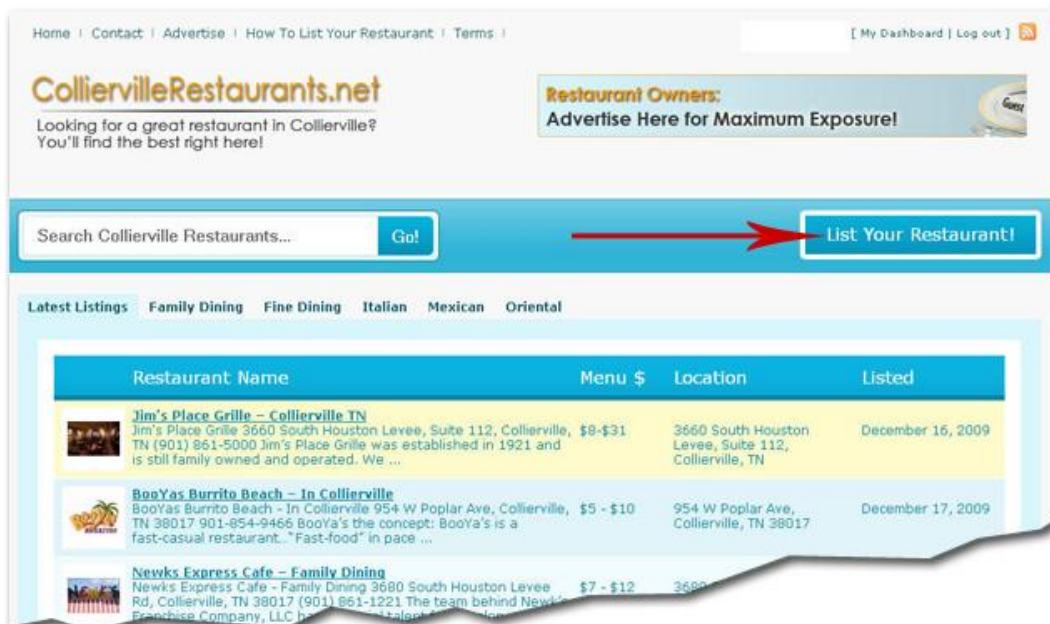
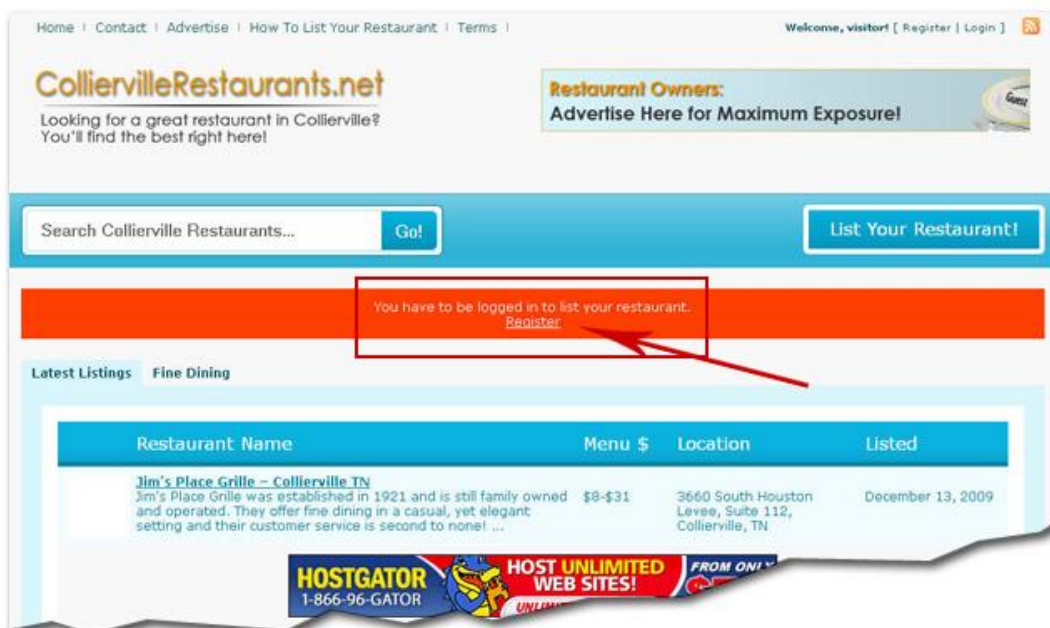


This information will cover how to list your restaurant on ColliervilleRestaurants.net from a technical standpoint as well as offering some marketing advice.



STEP ONE:

Clicking the "List Your Restaurant!" button starts the process.



STEP TWO:

Click the "Register" link to create your user account.

Search Collierville Restaurants... [Go!](#) [List Your Re](#)

Register

Username:

E-mail:

A password will be e-mailed to you.

[Register](#)

[Log in](#)
[Lost your password?](#)

Archives

- December 2009

Categories

- Fine Dining (1)

STEP THREE:

Choose a Username, enter your email address and click the "Register" button.

TIP: You might decide to use a meaningful Username as it will be listed on your "Profile Page." So, if your restaurant is called "Joe's Place," you may want to enter your Username as "JoesPlace" (though you can enter anything you'd like).

Search Collierville Restaurants... [Go!](#) [List Your Restau](#)

Login

Registration complete. Please check your e-mail.

Username:

Password:

Remember me

[Login >](#)

[Register](#)
[Lost your password?](#)

Archives

- December 2009

Categories

- Fine Dining (1)

STEP FOUR:

After clicking the "Register" button, you will see a message that tells you to check your email (for the system generated password that will be sent to you).

[ColliervilleRestaurants.net] Your username and password

WordPress [info@colliervillerestaurants.net]

Sent: Wed 12/16/2009 5:19 PM

To: youremail@domain.com

Username: testing

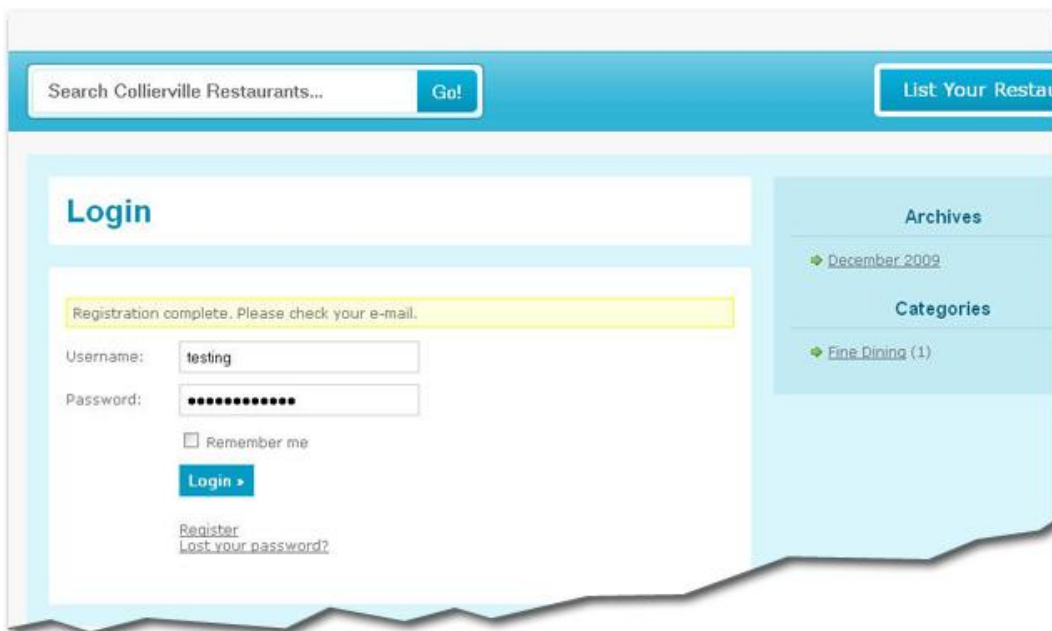
Password: VKsvH&b#cNdL

<http://www.colliervillerestaurants.net/wp-login.php>



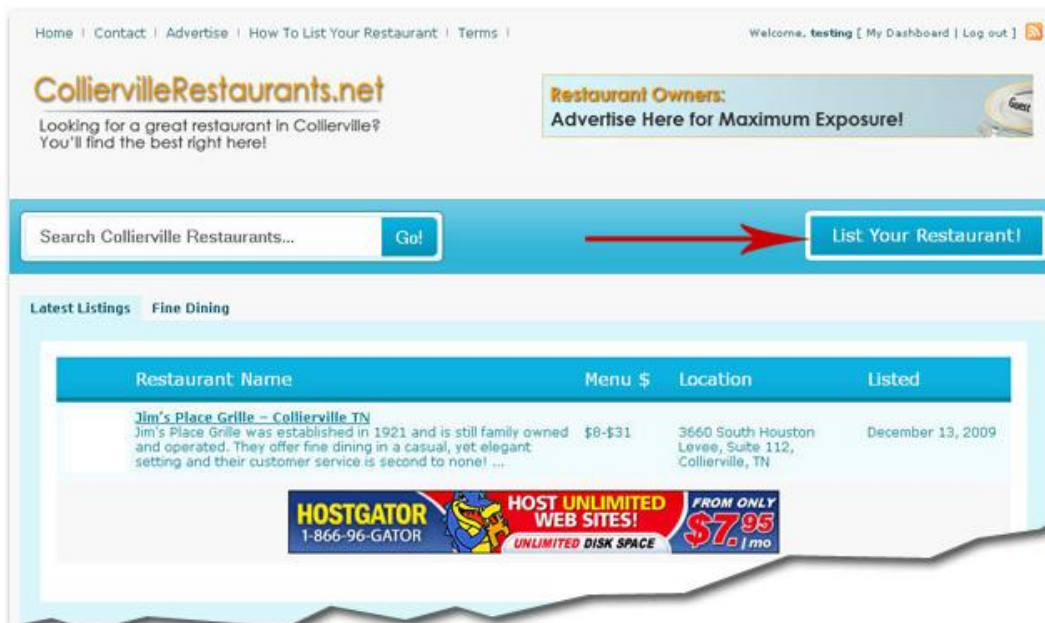
STEP FIVE:

Once you've gotten the system generated password, you can either click the link from the email (as shown) or you can just go back to the site and enter your information.



STEP SIX:

Enter your Username and Password and click the "Login" button.



STEP SEVEN:

Click the "List Your Restaurant!" button once more.

Choose a Category *

Listing Title *

Avg. Menu Pricing * (do not enter first dollar sign - i.e. 7-\$15)

Restaurant Address *

Listing Description *

5000 characters left

Name *

Email * (will not be displayed)

Phone

Tags (separate with commas)

URL (i.e. your full web address - http://www.mysite.com)

Add images (images must be under 1 Mb)

Featured Listing (+\$20.00)
Your listing will appear highlighted in yellow on the front page and category page.

8 + 0 =

STEP EIGHT:

Here, you will complete the Listing Form to list your restaurant. We'll cover each form element and give you some information that may help you get more exposure and improve your marketing effectiveness.

***Choose a Category** -- Choose a suitable category from the drop-down menu. If you don't see one that fits your restaurant, contact us at: info@colliervillerestaurants.net and tell us what category you'd like us to create and we'll consider it.

***Listing Title** -- This is the main heading for your restaurant listing. To potentially get more search engine traffic to your page, you may want to include some descriptive information in addition to your restaurant's name.

For example, if your restaurant is an Italian restaurant named Luigi's, you might consider writing a listing title like: Luigi's Italian Restaurant In Collierville TN

***Avg. Menu Pricing** -- Here, you will list the average price range of your menu items. You can list this however you'd like but you'll want to leave off the initial "\$" as the system will add it automatically. So if you'd like to list your pricing as "\$5-\$15" you would enter... 5-\$15

***Restaurant Address** -- Here, you should enter the full street address for your restaurant in one line like... 123 Apple Lane, Collierville, TN 38017 (this will automatically create the "Google Map" that will appear on your listing page)

***Listing Description** -- This box is used for describing your restaurant and can also be used for other marketing purposes. Also, to potentially increase your listing page's position in the search engines, you might want to repeat your business name, address and phone number.

Marketing tip: As each listing description page contains a "Print this Page" function, you may want to consider giving out a discount to anyone who prints off your listing and brings it into your establishment. This does two things... it offers an extra incentive to visit your restaurant AND gives you a tangible way to track the effectiveness of your listing.

***Name** -- The "name" you choose will be displayed on your listing page so you may want to use your business name instead of your actual name but that is up to you.

***Email** -- The email you provide in this field will not be displayed on the site but it is tied into the "contact form" shown on the right hand side of the page. This gives visitors a way of contacting you directly from your listing page without having to expose your email address should you want to keep that private.

***Phone** -- This field is optional. If you'd like to list your businesses' phone number, this is the place to do it.

***Tags** -- This field is optional. However, if you'd like to add a few "keywords" that are relevant to your business, it can help to improve the amount of exposure your listing will receive from the search engines. (each are separated by a comma)

While there is no hard-and-fast rule, we would recommend that you input two-to-five "tags" to help the search engines know what your listing is about.

Here's a fictitious example for Luigi's Italian Restaurant:

luigi's italian restaurant, italian restaurant in Collierville, northern italian cuisine

***URL** -- If you have a website, here is the place to include it. Make sure to input the entire web address (i.e. "URL") into the box beginning with the "http://www." - For example... <http://www.yourdomain.com>

This way, your link will become active on the listing page and anyone who clicks this link will be taken directly to your website.

Also, as links help your own website rank higher in the search engine listings, this can help your own website get more traffic!

***Add images** -- If you'd like to add some images to your listing, you can click the "Browse" button to find the image(s) you would like to include in your listing. Double-clicking the image will upload the image to our site.

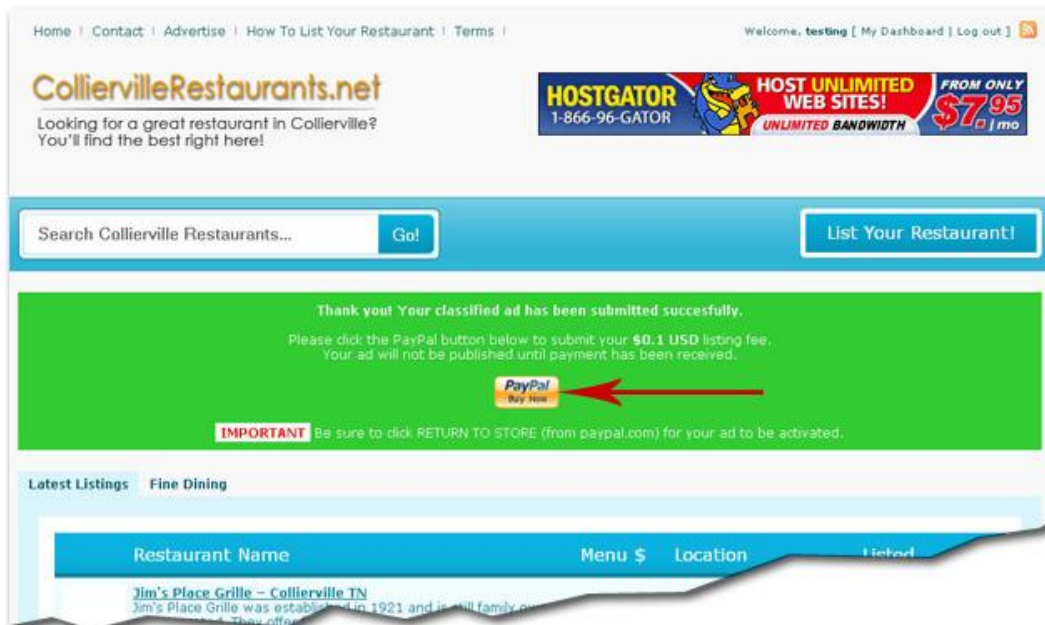
Please Note: The first image you upload will be used on the homepage of our site (next to your listing title) and again on the category page for your restaurant. So, be sure to first select the image that you would like to appear next to your listing title before uploading any others.

If you make an error, you can use the "Red X" icon to delete the image before completing the listing.

***Featured Listing** -- For an additional \$20.00 you can feature your restaurant. Featured listings will have a yellow background placed behind them on the homepage and category pages and will remain above standard listings in the "Latest Listings" category.

***Enter the "Captcha" information** -- To stop "spam robots" from cluttering our site with phony listings, we require that you answer the simple math equation and put the answer in the box before submitting your ad.

***Submit Ad** -- Now that all of your information has been entered, click the "Submit Ad" button.



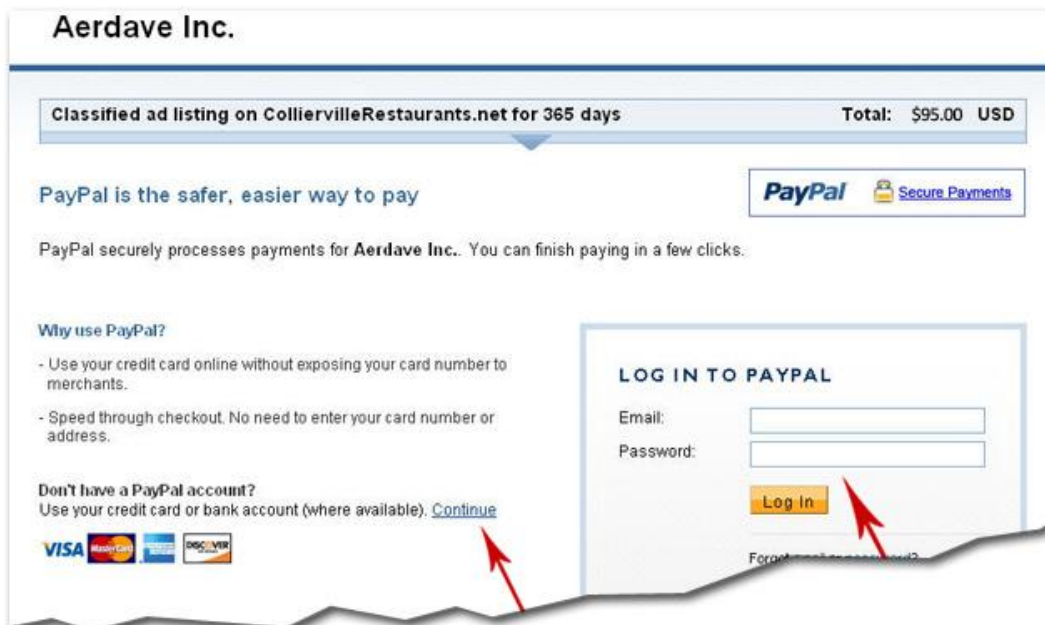
STEP NINE:

Now that your listing information has been saved to our site, you will need to click the "PayPal Buy Now" button to pay for your listing in order for it to be published on the site.

Note: You do not have to have a "PayPal Account" in order to list on our site. In the next step, we will show you how to pay direct with a credit card if you do not have a PayPal account.

Also, should you want to pay via check, please contact us at:

info@colliervillerestaurants.net and we will make the necessary arrangements

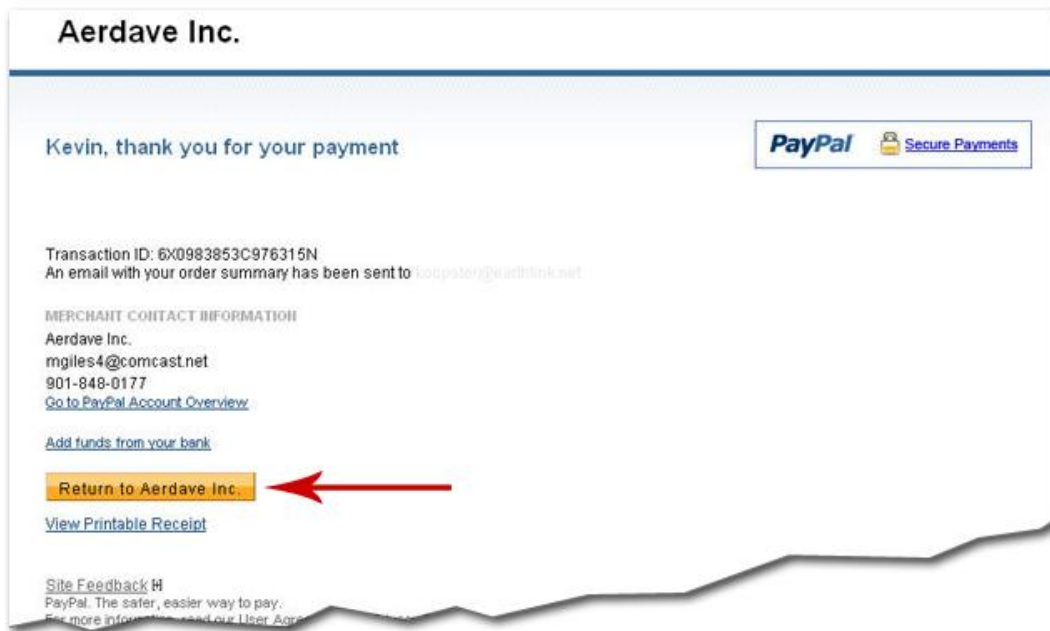


STEP TEN:

Clicking the "Buy Now" button will take you to PayPal's secured payment page and will allow you to pay with either a Credit Card or through your PayPal account.

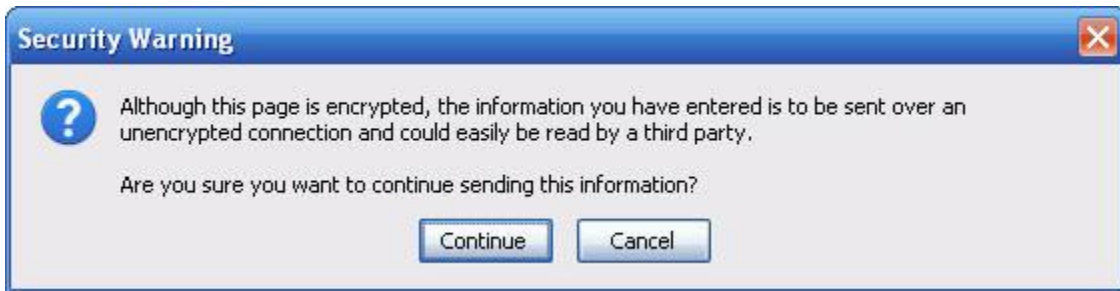
If you'd like to pay with a Credit Card, please click the "Continue" link (highlighted by the red arrow on the left hand side) and then follow the instructions given.

If you'd like to pay with PayPal, you can enter your account information (Email and Password) into the box on the right hand side to login to your PayPal account.



STEP ELEVEN:

Upon successful payment, you will see a "thank you" notice and an orange button that reads, "Return to AerDave Inc." Clicking this button will take you back to our site and will automatically activate your listing.



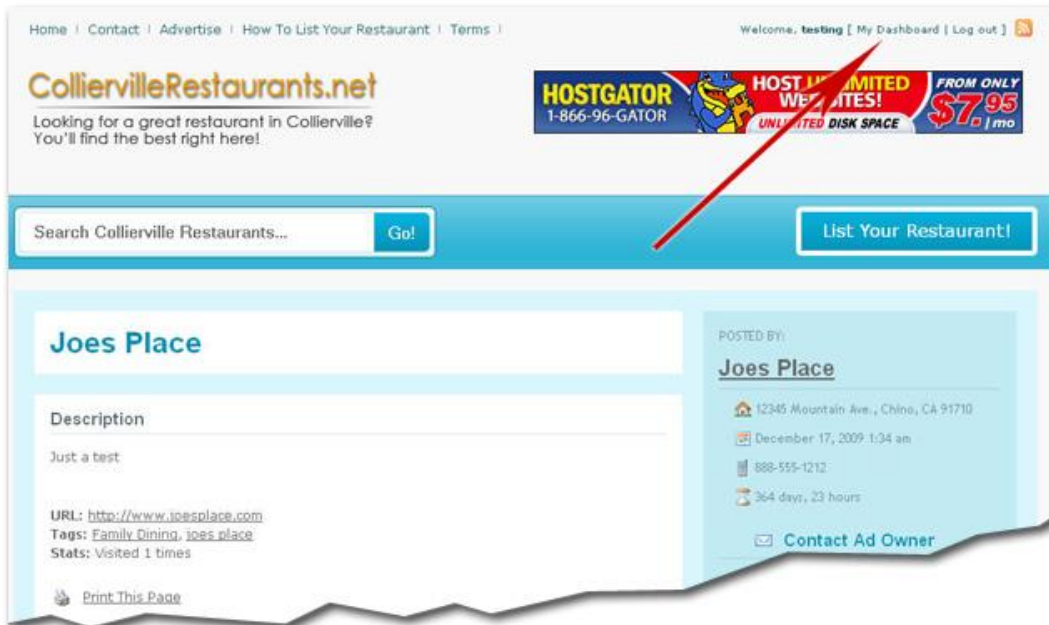
Please note: You may see a security warning like the one above after clicking the "Return to AerDave Inc." button. If you do, simply click the "Continue" button as there is no harm in doing so.



STEP TWELVE:

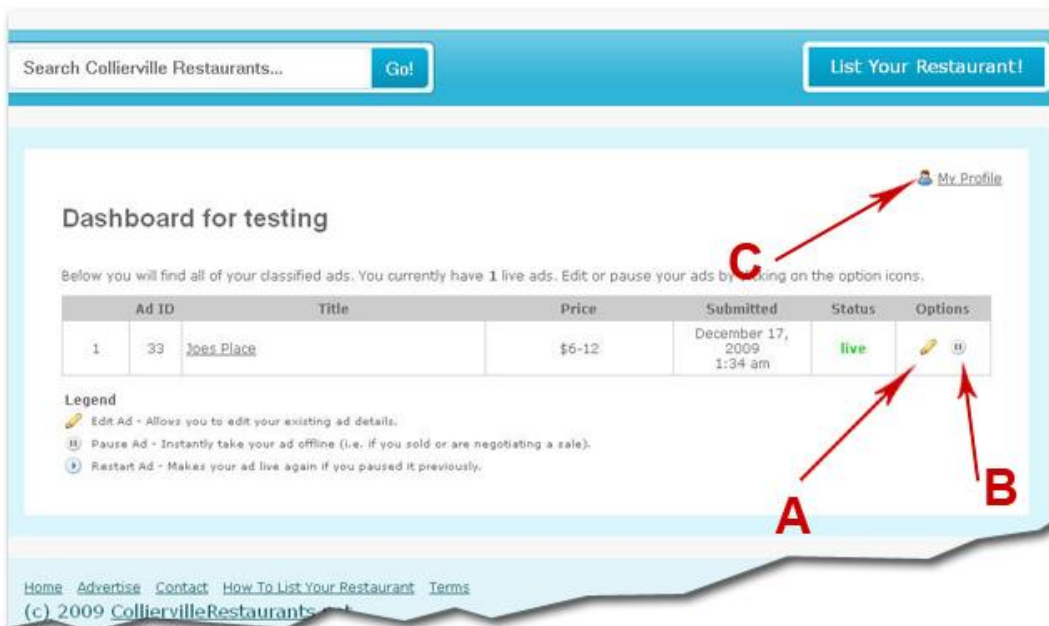
When you return to the site, you should see a "thank you" message and be notified that your ad has been published. At this point, your ad is live and you can check it on the "Latest Listings" category on the homepage as well as in the main category you listed your restaurant in.

The next portion of this instructional information will cover how to Edit or Pause your Ad as well as how to update your Profile Page.



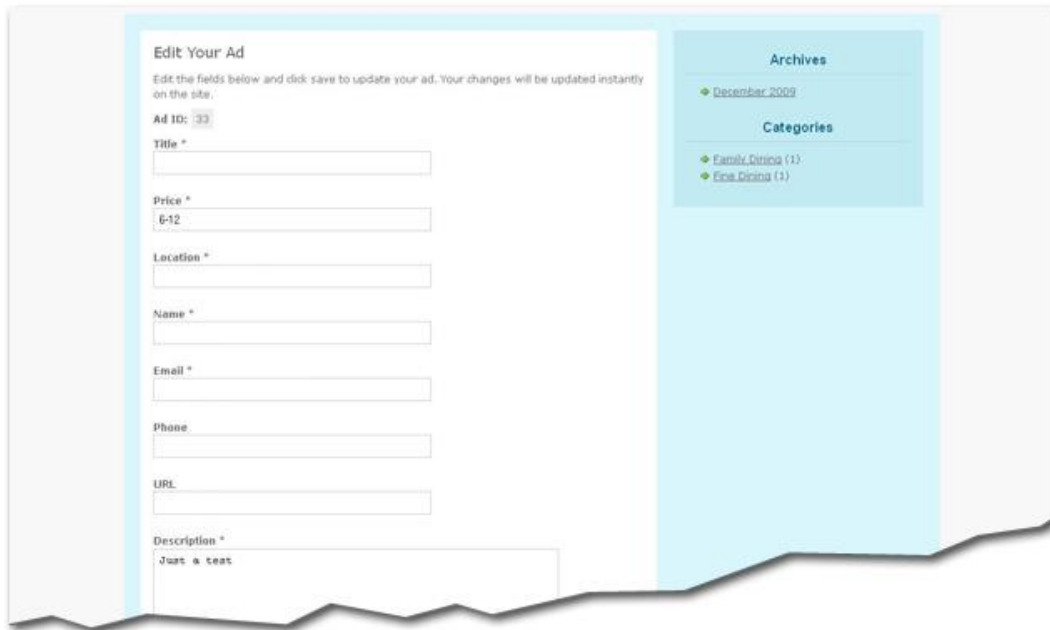
How to either Edit or Pause your Ad:

After logging in, you will see a welcome notice in the top-right of the site (as highlighted by the red arrow). Clicking the "My Dashboard" link will take you to your Dashboard page and will allow you to Edit or Pause your Ad as well as giving you access to update your Profile Page.



From your Dashboard, you can either choose to Edit your ad (by clicking the pencil icon - A), Pause your ad (by clicking the pause icon - B) or Update your Profile by clicking the "My Profile" link (C)

Editing your ad:



Edit Your Ad

Edit the fields below and click save to update your ad. Your changes will be updated instantly on the site.

Ad ID: 33

Title *

Price *

E-12

Location *

Name *

Email *

Phone

URL

Description *

Just a test

Archives

- December 2009

Categories

- Family Dinica (1)
- Fine Dining (1)

On the "Edit Your Ad" page you will have the ability to update the information you entered when you first completed your listing. On this page, you can update all of the original elements except for the images you uploaded.

Should you need to update your images, please contact us at:

info@colliervillerestaurants.net and we will do our best to help you

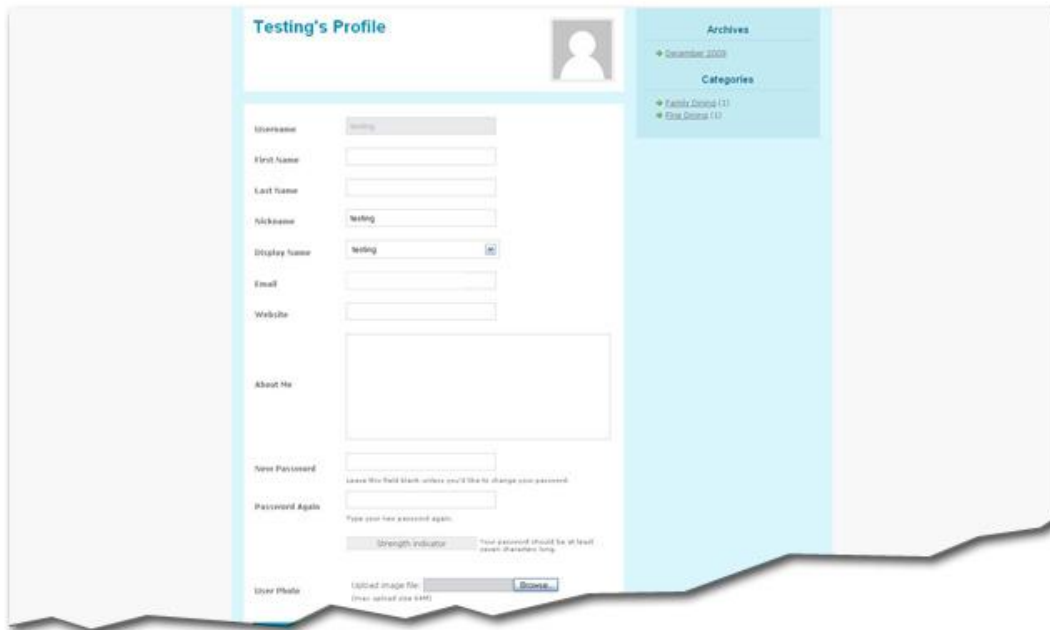
Make sure to click the button in order for your changes to be registered by our system.

Pausing your ad:

It's unlikely you will ever want to pause your ad but if you do, all you need to do is click the "Pause" icon on the Dashboard page.

This will temporarily remove your listing from the site and it will not be shown again until you click the "Play" button that will appear after pausing your ad.

Updating your profile:

The image shows a web interface for updating a user profile. The page is titled "Testing's Profile" and features a light blue header with a profile picture icon. On the right side, there are sections for "Archives" (showing "December 2020") and "Categories" (listing "Family Dinner (1)" and "Eats Local (1)"). The main content area contains several form fields: "Username" (filled with "Testing"), "First Name", "Last Name", "Nickname" (filled with "Testing"), "Display Name" (filled with "Testing" and a dropdown arrow), "Email", "Website", "About Me" (a large text area), "New Password" (with a note: "Leave this field blank unless you'd like to change your password."), "Password Again" (with a note: "Type your new password again."), a "Strength Indicator" (showing "Your password should be at least 8 characters long."), and "User Photo" (with a note: "Upload image file (max upload size 5MB)" and a "Browse..." button).

Clicking the "My Profile" link from the Dashboard page will take you to your Profile Page.

Here, you can upload a photo of yourself (or of your business) and can list some further information. All of this information is optional but it is to your benefit to complete some of this information as it will help you establish a stronger relationship with those that view this page.

Also, if you have a website, make sure to list the URL here as it will give you another live link to your website which can help improve your website's own search engine ranking.

Conclusion:

That concludes this "How To List Your Restaurant" guide. Should you need any help at all, please contact us at: info@colliervillerestaurants.net

Thanks much,

Mike Giles, Owner ColliervilleRestaurants.net

(and the rest of the ColliervilleRestaurants.net team)