



## WEBSITE FEATURE SET



# WEBSITE GOAL



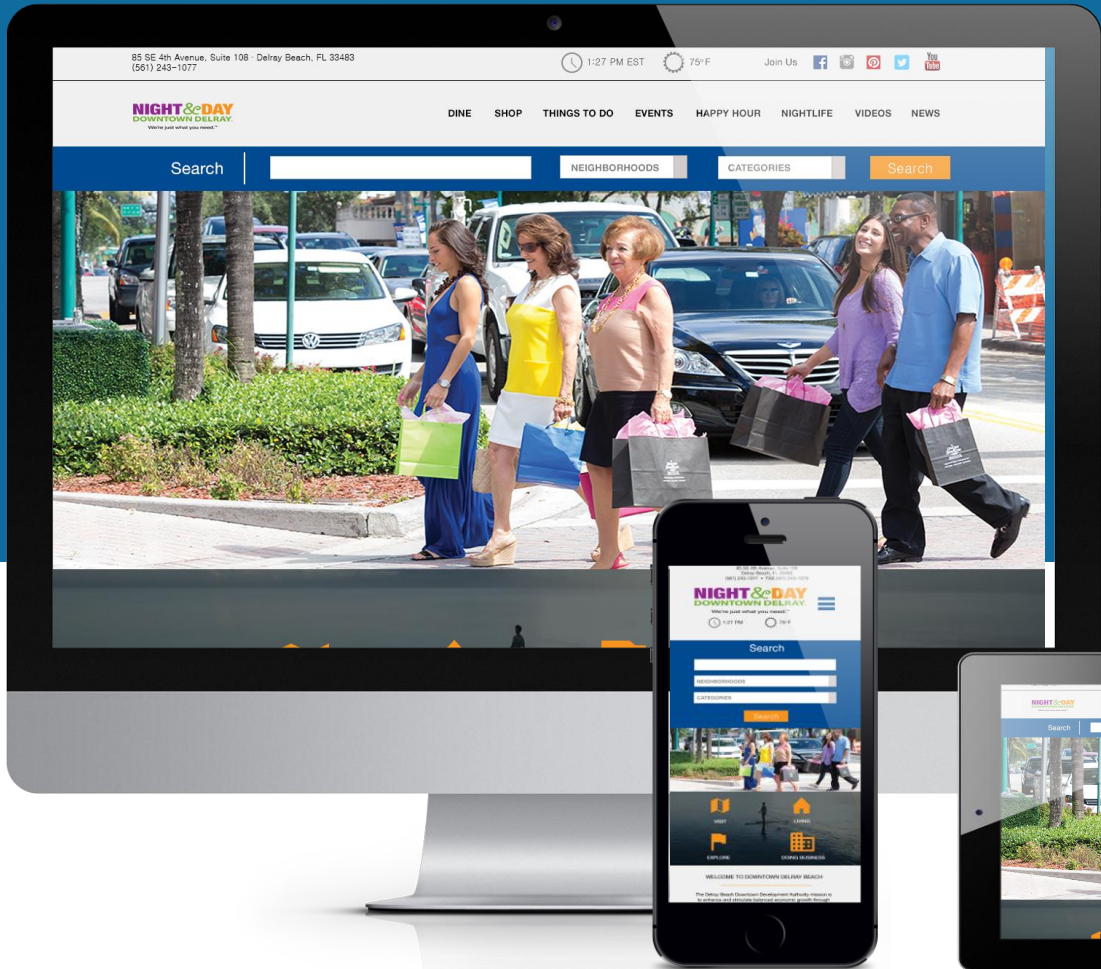
- Responsive design for visibility to all visitors across all types of devices
- Increased visibility of our stakeholders, merchants, and downtown

# CURRENT WEBSITE MERCHANT VISIBILITY



## CURRENT WEBSITE VISIBILITY

- Provides Merchant's with a simple business listing within their category of business.
- Merchant name, about, contact info and logo/image along with a link to the merchant's website.



NEW  
WEBSITE  
Viewable on all devices



# ENHANCED SEARCHABILITY AND VISIBILITY

Visitors will be able to search for your business by:

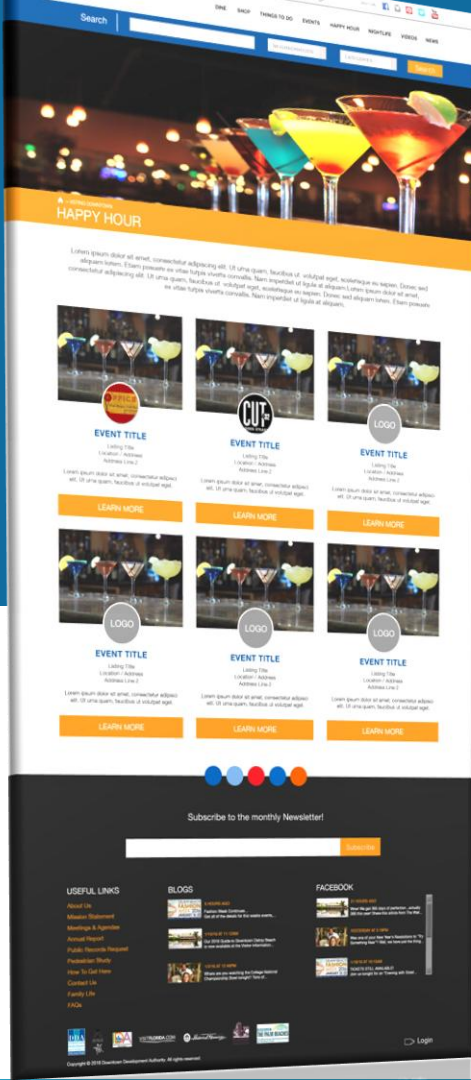
- Categories of business or interest
- Keywords
- Neighborhoods

# BE SEEN THROUGHOUT MORE AREAS OF THE SITE

The more information you add to your profile and landing page, the MORE places within the site you'll be seen!

Events and Promotions of our merchants will have MORE visibility  
Dedicated pages within the site to showcase all of this information





# BE SEEN THROUGHOUT MORE AREAS OF THE SITE

DINING MERCHANTS  
We've added pages that will feature  
Happy Hour promotions  
Late Night offerings  
Entertainment

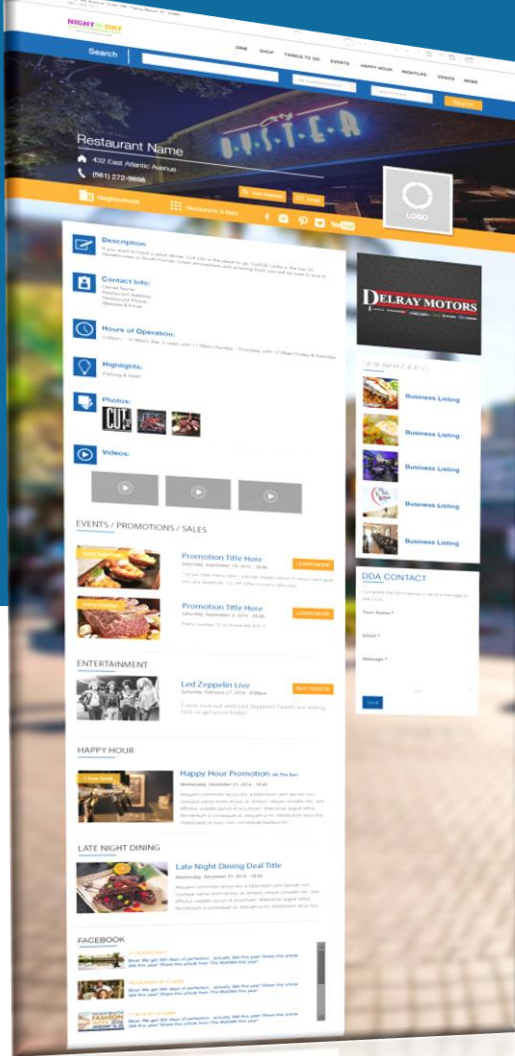


# THE BEST PART...

Fill in this information ONCE on your business listing page, and...

the website will pull ALL of this relevant information and content to display dynamically throughout the site in these additional pages and spaces!





# MERCHANTS...

You will now have access to your business listing and landing page

## Enabling you to:

- Update
- Promote
- Change
- Add information quickly and easily
- Schedule events and promotions in advance
- Enter your information ONCE and the website dynamically displays any and all your info throughout the site

# MERCHANT FEATURES

1

## **BUSINESS LISTING AND LANDING PAGE**

BUSINESS NAME, ADDRESS, HOURS OF OPERATION, HIGHLIGHTS ABOUT THE MERCHANT AND MORE...

2

## **MEDIA RICH CONTENT**

LOGO., COVER PHOTO, PHOTO GALLERY AND VIDEO GALLERY. LINKS TO SOCIAL MEDIA

3

## **ADDITIONAL EXPOSURE**

FACEBOOK FEED  
SPACES FOR PUBLISHING EVENTS, PROMOTIONS,  
ENTERTAINMENT, AND HAPPY HOUR SPECIALS

4

## **SEARCHABLE THROUGHOUT THE SITE BY**

NAME, CATEGORY, KEYWORDS, AND  
NEIGHBORHOODS

# MERCHANT FEATURES

9

## USER FRIENDLY DASHBOARD

FUN AND EASY TO USE. EASILY UPDTATE YOUR LISTING AND LANDING PAGE

8

## INCREASED VISIBILITY AND ON THE SITE

(ENTERTAINMENT, EVENTS, PROMOTIONS, AND MORE) THROUGHOUT THE WEBSITE

7

## CONVENIENT AND EASY TO USE

EVENTS, PROMOTIONS ARE SCHEDULABLE IN ADVANCE. ENTER IT ONCE, AND THE WEBSITE WILL DYNAMICALLY DISPLAY ANY AND ALL OF YOUR ADDITIONAL INFORMATION

6

## CONTROL AND ACCESS

MERCHANTS WILL BE ABLE TO ACCESS THEIR LANDING PAGE AND LISTING TO UPDATE AND ADD INFORMATION AS NEEDED

5

## MORE MERCHANT CONTENT

LIKE EVENTS, PROMOS, HAPPY HOURS- THIS WILL APPEAR IN MORE PAGES ACROSS THE SITE.

# KEY REMINDER



## FACEBOOK FEED

FACEBOOK PAGE MUST BE A FAN PAGE IN ORDER TO DISPLAY CONTENT ON MERCHANT LANDING PAGE.

REVAMP YOUR PAGE TO A FAN PAGE SO THAT EVERYONE CAN SEE YOUR CONTENT AND STAY CONNECTED.



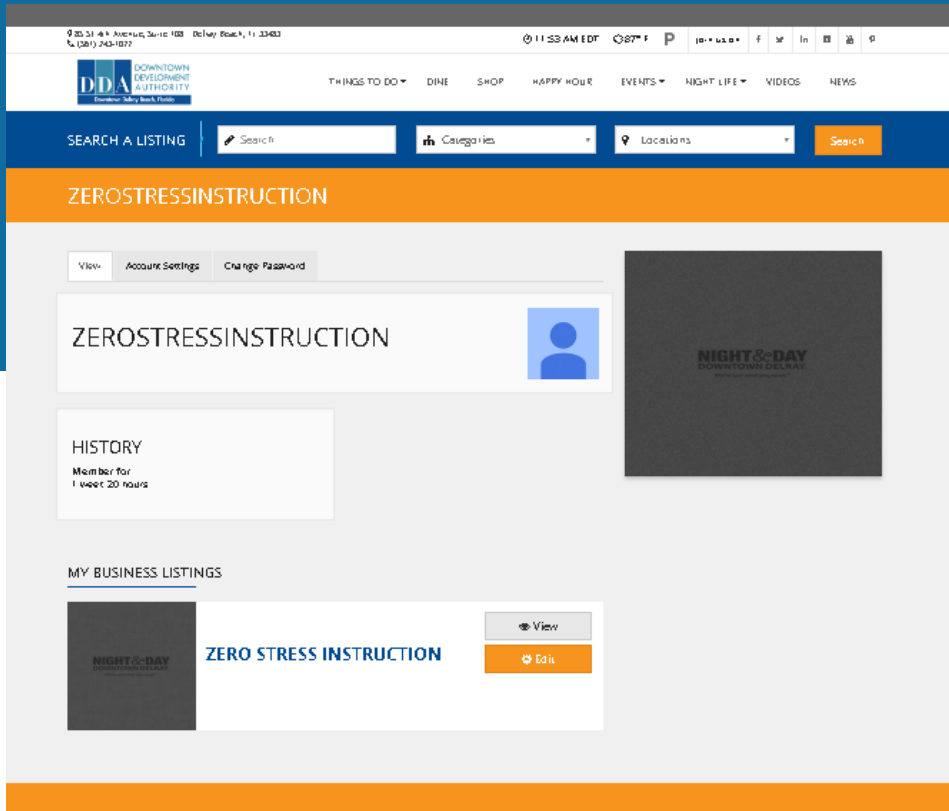
# HOW TO UPDATE YOUR LISTING/PAGE

## **STEP 1**

Select the LOGIN button at the bottom right hand corner of the website

## **STEP 2**

Login using the provided USERNAME and PASSCODE



## STEP 3

Once logged in, you will see your personal dashboard.

Select your business listing

The screenshot shows a web browser window displaying a user's personal dashboard. At the top, there is a navigation bar with the Downtown Development Authority (DDA) logo and menu items: THINGS TO DO, DINE, SHOP, HAPPY HOUR, EVENTS, NIGHT LIFE, VIDEOS, and NEWS. Below the navigation bar is a search section with a search bar, a 'Categories' dropdown, a 'Locations' dropdown, and a 'Search' button. The main content area has an orange header with the text 'ZEROSTRESSINSTRUCTION'. Below this, there are three tabs: 'View', 'Account Settings', and 'Change Password'. The 'View' tab is active, showing a profile card for 'ZEROSTRESSINSTRUCTION' with a blue profile picture placeholder. To the right of the profile card is a large dark gray image with the text 'NIGHT & DAY DOWNTOWN DELRAY'. Below the profile card is a 'HISTORY' section with the text 'Member for 1 week 20 hours'. At the bottom, there is a 'MY BUSINESS LISTINGS' section with a listing for 'ZERO STRESS INSTRUCTION' featuring a dark gray image with the text 'NIGHT & DAY DOWNTOWN DELRAY'. To the right of the listing are two buttons: 'View' and 'Edit'.

## STEP 4

Once logged in, you will see your personal dashboard.

And your business listing(s)

Select the VIEW or EDIT button

935 31st AVENUE, SUITE 102 Delray Beach, FL 33483  
Tel: (561) 243-1077

DDA DOWNTOWN DEVELOPMENT AUTHORITY  
Downtown Delray Beach, Florida

THINGS TO DO DINE SHOP HAPPY HOUR EVENTS NIGHT LIFE VIDEOS NEWS

SEARCH A LISTING Search Categories Locations Search

ZERO STRESS INSTRUCTION  
333 N.E. 3rd Avenue, Delray Beach, FL 33444  
561-756-7084 Email

EVENTS DAY

View Edit

Contact Info  
Iggy Lena  
333 N.E. 3rd Avenue  
Delray Beach, FL 33444  
admin@iggyack.com 561-756-7084

#DOWNTOWNDELRAY

f t in i u p r

Sign Up For DDA Updates

## STEP 5

We've started each business with the basics.

To add more information to your listing, select the EDIT button



# ZERO STRESS INSTRUCTION

333 N.E. 3rd Avenue, Delray Beach, FL 33444

561-756-7084

Email

ZERO STRESS INSTRUCTION

EDIT BUSINESS ZERO STRESS INSTRUCTION

View Edit

> Details

> Images

> Categories

> Links

> Hours of Operation

> Happy Hour

> Promos/Events

> Entertainment

> Late Night

> Emergency Contact

Video

Contact Info

Owner Name

Iggy Lena

Address

Regeocode

Delete

Street

333 N.E. 3rd Avenue

Additional

## STEP 7

This is your dashboard where all of your updates will be entered!

The left side is your navigation, and reveals fields where information can be entered quickly and easily!

Address

DDA DOWNTOWN DEVELOPMENT AUTHORITY  
Downtown Delray Beach, Florida

THINGS TO DO ▾ DINE SHOP HAPPY HOUR EVENTS ▾ NIGHT LIFE ▾ VIDEOS NEWS

Regenerate Delete

Street  
333 N.E. 3rd Avenue

Additional

City  
Delray Beach

State/Province  
FL ↻

Postal code  
33444

Phone Content limited to 255 characters, please hitting 243  
561-756-7084

Email  
admin@iggyacls.com

Website

Save

## STEP 8

Always remember to SAVE when you are done editing your page!



# KEY REMINDER

## FACEBOOK FEED

•FACEBOOK PAGE MUST BE A FAN PAGE IN ORDER TO DISPLAY CONTENT ON MERCHANT LANDING PAGE. REVAMP YOUR PAGE TO A FAN PAGE SO THAT EVERYONE CAN SEE YOUR CONTENT AND STAY CONNECTED.

•WHEN YOU LINK YOUR FACEBOOK URL TO YOUR MERCHANT LANDING PAGE, IT MUST BE FORMATTED ...

**LIKE THIS:** <https://www.facebook.com/DelrayDDA>

**NOT LIKE THIS:** <https://www.facebook.com/DelrayDDA/> or [https://www.facebook.com/DelrayDDA/?ref=aymt\\_homepage\\_panel](https://www.facebook.com/DelrayDDA/?ref=aymt_homepage_panel)

**If your Facebook Page has numbers in the URL (example:** <https://www.facebook.com/Delray-Beach-Water-Sports-53555524073/>

You must remove the text before the numbers and the forward slash after the numbers before linking.

**LIKE THS:** <https://www.facebook.com/53555524073>