

# Member Webpage Training

The value of this webpage, if you were to have the enhanced package through a Chamber, is around \$1,000

**Where is your webpage located?** Members Tab-> Members Directory- you can find your webpage and search other members here as well. We want to make sure your information is correct so others can connect with you.

- Good Examples: Oak Barn Beef or Nature's Coffee Kettle-> pictures, video, social media, about section, lots of content
- **How do you log in to edit your webpage?** Go Here: Members-> Member Resources-> Member Web Page Login-> Type in user name and password: Forgot password if you're not sure. They can send request to [info@grownebraska.org](mailto:info@grownebraska.org) to reset password if needed.
- **Personal Info:** Make sure your information is up to date
- **Company:** Website Information (this is IMPORTANT- Spend the most time here)
  - a. **Social Media Links-** make sure the links work, just copy and paste from the URL.
  - b. **Web Description-** Will display as your about page. This is what people are reading to learn more about your business and you. Tell your story. What sets you apart from everyone else? What makes you unique? Why did you start this? Everyone has a story.
  - c. **Search Results Summary-** If you search something, it's the description of what that person can expect from clicking on that link. If you go over the allotted number of words that's fine, it will just put a ... where they can click to see more.
  - d. **Hours of operation-** google picks this up so make sure it's correct. You can even include holidays that you're closed on. This is for businesses that have a store front. -> Come in and make changes as often as you want, it shows that the webpage is current and up to date.
  - e. **Highlights:** Bullet Text is highlighting the most important parts- Key Points-need to be more descriptive than the words (use sentences-how ppl search now). I encourage you to have at least 3 bullet points.
    - ➔ The URL allows them to click on the link to that description
  - f. **Keywords:** also known as SEO or Tags: These help search engines find you.
    - ➔ Put the name of your business first
    - ➔ It's best to use words from your about and highlights tab.
    - ➔ Your city should always be in the keywords, types of flavors, colors, brands- your top 10 sellers if there's a lot.
    - ➔ You can ask others around you how they might describe your business or search for your products.

- People are searching in sentences now vs. words like they used to. *Generational Differences*. My grandma will search differently than me. I may search how to fix my computer and she might search my computer is blowing up. Help!
  - Commas Separate Keywords
  - Ex: Where to find the best \_\_\_\_ What is the best \_\_\_\_
  - Sidenote: only put where your shop is located, not who you're trying to target if out of that city
  - \*Additional Form: Get Google Adwords- Form to help show how people are searching – Under Member Resources- 2<sup>nd</sup> Section (Market Access)
  - Don't put all the stores your product is in (ex: grocery stores, etc.)
  - You should be able to come up with at least 30 Key Phrases
  - \*Sidenote: Don't use really broad terms- google calls that Search Stuffers
- g. **Logos:** The Header is the logo or pic that appears above the tabs on your page
- The Logo appears on the left side above your info, either place works, but brand yourself in 1 of the spots.
- h. **Photos:** You can add photos by Create Gallery-> Manage Gallery-> Add Images
- You can change the order of the photos by rearranging the order they're in-> You want your best photos first.
- i. **Videos:** You can link to youtube if you want. If it's not on youtube, you can send it to us at [info@grownebraska.com](mailto:info@grownebraska.com) and we can help get it on our youtube channel.
- j. **Map Pin Info:** Great for google maps so people can easily get to you-> verify correct address. Don't put a home address- only business address, we don't want people knocking down your door.
- Note:** If not physical address, set map to show just the town it's located in. Check "custom" address option, take out the street address and leave city & zip; take street address
- k. **Membership Badge:** is Grow NE logo we want on your website (generate button or copy and paste the link below the logo). It helps search engines connect us and push us higher.

### At the top: Events Tab

Events-> This is also really high in SEO. Examples: craft show, farmers market, tradeshow, open house, whatever "day" your town has- sweedish days, etc.

Under Grow NE Site- Trainings Tab – Event Calendar

>Fill info out then submit for approval (this is to avoid spam to us) – you can save a draft and come back later if you get busy. We approve 99.9% of events, it's just a safety measure in place to weed out spam.

>We can help promote your events too if you send an email to [info@grownebraska.org](mailto:info@grownebraska.org)

Me: Show Grow NE Events on that Tab

The events automatically delete once the event is over.

You can duplicate events if they're similar.

**At The End**

Let us know if you have any questions. Check out the upcoming trainings tab for upcoming trainings on [grownebraska.com](http://grownebraska.com). If you have any questions you can email us at [info@grownebraska.org](mailto:info@grownebraska.org).