

# Chamber & Member Advantages

## **ENTERING INFO AND MAKING CHANGES ARE EASY**

Updating Lodging and other businesses requires no programming.

Changes are made right from your browser

All types of businesses may be included in the Inventory

Uploading information is as easy as filling in the blanks

## **MORE INFORMATION MEANS BETTER INFORMATION**

Unlimited photo uploads per item

Software automatically resizes photos to eliminate slow response times.

Unlimited PDF, Word and other document uploads

Page Hit Counter on each Member Page

## **CHAMBER PERSONNEL WORKLOAD IS LESS THAN BEFORE**

Chamber members may be issued their own Username and Password to edit their own info.

## **INCREASED SITE AND MEMBER EXPOSURE**

Increased exposure via search engines (see other docs)

Chamber site can offer increased visibility to members via (1) search engine placement, (2) more complete site listings and (3) member's ability to edit their own info

Chamber inventory (businesses and events) information is automatically duplicated on UpNorthSidewalk.com and eRoomFinder.com doubling exposure.

Chamber information is added to eRoomFinder.com

## **ADDED VALUE CAN MEAN ADDED INCOME**

Additional income opportunities via banner advertising

Additional income opportunities via increased business information exposure

## **SITE DESIGN FLEXIBILITY**

Businesses will not be automatically sorted by Alpha, Type etc. The site visitor will decide how they are sorted.

The chamber has control over:

- Names of Field names

- Name of Categories

- How information is displayed on a listing page

- How information is displayed on a business page

- How information is displayed on a business brochure

- Graphics and other information throughout the rest of the site