

STEP 2: CHEMDRY.COM PROFILE EDITOR

Log into the chemdry.com profile editor to customize the information for your listing and/or landing page. Default information will be included in the “franchise editable” fields until you customize it. Questions on making edits? **Call WMS at 844-759-7646.**

General Notes about Chemdry.com Profile Editor

i. Logging into the Chemdry.com Profile Editor

SEE EMAIL FOR INSTRUCTIONS LOGGING INTO THE STAGING SITE

ii. Chemdry.com Franchise View/List of Licenses

“View/Edit” will appear beside the licenses you signed up for either the Core or Premium level. Nothing will appear beside level 3 licenses. Click “Edit” to see the customizable fields for that particular license.

Getting back to your list of licenses for editing: When you are logged in, you can get back to your list of licenses by clicking on your franchise number in the top black bar on the right hand side where it says “Hello <franchise number>”

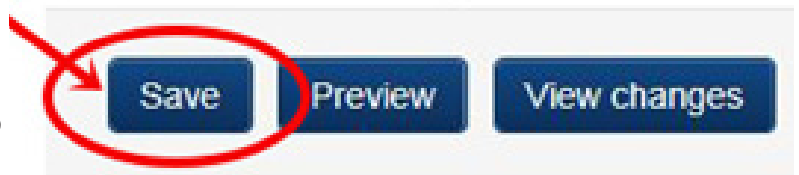
Chem-Dry Franchises

- Brimley's White Glove Chem-Dry II - 211065 [view] [edit]
- Bronx Chem-Dry - 236352 [view] [edit]
- Brooke's Chem-Dry - 216012 [view] [edit]



iii. HOW TO SAVE YOUR EDITS IN CHEMDRY.COM PROFILE EDITOR:

You need to click the SAVE button in the top right-hand corner of the profile editor page in order for your changes to take effect. Make sure to scroll back to the top of the page and hit SAVE after completing your edits.



CORE: Editing Your Directory Listing - 3 Steps to Complete

For the Core Level, you need to make 2 selections in the chemdry.com profile editor:

1. Choose the Phone Number you want to use from the drop down menu.

To add a phone number to use for this program, contact your FAC rep to add it to your account. Then, log back into the chem-dry.com profile editor the next day and select it from the drop down menu.

2. Choose the Website to link your directory listing to from the drop down menu.

If all of your websites are not listed in your dropdown menu, contact your FAC rep to add it to your account. Then, log back into the chem-dry.com profile editor the next day and select it from the drop down menu.

3. onTrack Subscribers only - Book Online: Complete these 2 steps:

A. Setting onTrack Job Minimum for online quotes (must complete this step to enable Book Online):

You should have set your online job minimum during setup on the Gateway. If you did not, do so now at Gateway Signup Form>Site Options.

B. How to set your onTrack Individual Pricing for online quotes:

See page 4 for specific instructions on how to do this or watch the video tutorial on the Gateway: <http://operationslibrary.chemdry.com/toolbox.php?nav=1&asset=422>. **NOTE** - default pricing of \$50/room will be used for online quotes until you add your pricing to onTrack.

DON'T WANT TO BOOK JOBS ONLINE? If you use onTrack but do not want to accept jobs booked online, select “No” for the “Use onTrack in the Gateway Signup Form>Site Options.

▼ Editable Fields

Choose Phone Number

(505) 865-2899

1

Choose the phone number you would like displayed on your directory listing and/or landing page

Choose Website URL

http://www.chem-dry.net/newr

2

Choose the website you would like your directory listing and/or landing page linked to.

PREMIUM: Editing Your Listing/Landing Page - 12 Steps to Complete

- 1. Input Your Business Name in the Content Title Field** (About Chem-Dry Franchise Name). Default is "About Us".
- 2. Input your About Us copy in the Content Description Field.** Tell visitors about your company, what distinguishes you, etc. Up to 1750 characters/ roughly 250 words are allowed. Your landing page will launch with default copy that you can edit as little or as much as you like, but the more unique the content, the better your SEO value.
- 3. Services:** Select the services your franchise offers. Default services selected are: Carpet Cleaning, Furniture Cleaning, Area Rug and PURT.
- 4. Directory Profile Image:** Select "remove" to delete the default Chemdry logo and then add your image. Image size: 68x83 px @ 72dpi. JPEG, PNG or GIF formats supported. Image suggestions: owner(s) head shot, company logo, awards/honors such as franchise of the year badge.
- 5. Landing Page Image:** Select "remove" to delete the default image and then add your image. Size: 365x206 px @ 72dpi. Image suggestions: owner(s) picture, owner or team with van, technician cleaning in home.
- 6. Reviews.** You do not have to do anything. Google+ and Yelp reviews will be updated by WMS each month, if available, from your respective pages.
- 7. Google Analytics UA Code:** You need to add a Google Analytics UA code to your profile if you would like to be able to review the key metrics for your premium landing page (example code: UA-xxxxxxx-x). If you have multiple licenses on the premium level, you will need a UA code for each one.
To obtain a UA tracking code
 - Register and set up your own Google Analytics account (or add on to your current account)
 - Use your landing page URL as the website URL to create a GA account
 - Click Get Tracking ID to get the UA code. You will only need the UA Tracking ID code, not the entire code snippet.
 - This process will have to be completed for each landing page using the URL for that specific landing pageNOTE – the tracking code is already implemented, all you need to do is supply the tracking ID (UA code) to complete the process.
- 8. Hours of operation:** Input your business hours for Monday-Friday; Saturday and Sunday.
- 9. Choose the Phone Number you want to use from the drop down menu.**
To add a phone number to use for this program, contact your FAC rep to add it to your account. Then, log back into the chem-dry.com profile editor the next day and select it from the drop down menu.
- 10. Choose the Website to link your landing page to from the drop down menu.**
If all of your websites are not listed in your dropdown menu, contact your FAC rep to add it to your account. Then, log back into the chem-dry.com profile editor the next day and select it from the drop down menu.

Editable Fields

Content Title
About Us **1**

Change About Us to About Franchise Name (add your Franchise Name)

Content Description **2**

When you choose Chem-Dry for your carpet and upholstery cleaning needs, you're getting the industry's finest in cleaning equipment and solutions. We offer the trust and confidence of using the leading national brand combined with our friendly, local service. As a Chem-Dry professional, we are trained to deliver

Services Offered

- Carpet Cleaning
- Furniture Cleaning
- Area Rug & Oriental Carpet
- Pet Urine & Odor Removal
- Specialty Stain Removal
- Tile & Stone
- Water Damage Restoration
- Leather Cleaning / Restoration
- Commercial Services

Choose the additional services your franchise offers

Directory Image **4**

ChemDry
Directory_image_default.jpg (20.79 KB) Remove

This goes on your directory listing, 68x83 px @ 72dpi. Suggestions: owner profile picture, company logo, awards/honors.

Landing Page Image **5**

Your Healthy Starts
landing_page_image_default.jpg (134.53 KB) Remove

This is your feature image on your landing page. 365x206px @ 72dpi. Suggestions: Picture of owners and/or entire staff, company van, owner with van, award.

Google Plus Reviews **6**

This will be managed/updated by WMS. Each month, they will enter new reviews from your Google+ page.

Google Analytics UA Code **7**

Set up your landing page URL in Google Analytics to track key metrics. Enter the full UA code (example code: UA-xxxxxxx-x). If you need assistance, contact WMS at 844-759-7646.

Monday - Friday **8**

Input opening and closing hours for Monday - Friday. Use a standard time format. Examples 9AM; 5:30pm)

Time

9:00AM

Enter a time value, in any format

End Time

5:00PM

Choose Phone Number **9**

(505) 883-1133

Choose the phone number you would like displayed on your directory listing and/or landing page

Choose Website URL

http://chemdrynewmexico.com **10**

Choose the website you would like your directory listing and/or landing page linked to.

PREMIUM: Editing Your Listing/Landing Page - continued

11. **Coupons:** There are three spots available on your premium landing page to display custom coupons.

- o Step 1: Input/edit coupon data on the Gateway Signup Form/Site Options. This coupon data is tied to your microsite if you have one, so any changes you make on the Gateway Signup Form/Site Options for your landing page will populate to your microsite as well.
- o Step 2: From the Chemdry.com profile editor, you will need to select the coupon you would like to use from a drop down menu for each of your three spots. The featured coupon is underneath your landing page image. The two (2) sidebar coupons are located at the bottom lower right-hand side of the landing page.
- o **NOTE** – the following fields will display on your coupons:
 - Title (30 character limit)
 - Description (65 character limit)
 - Fine Print (approx 250 character limit).
 - YOU WILL NEED TO INCLUDE THE EXPIRATION DATE IN THE FINE PRINT FIELD.
- o By default, coupons are not listed on your page. If you do **NOT** want coupons displayed on your landing page, you will leave **-None-** selected in the Feature Coupon and Display Sidebar Coupon 1 and 2 fields and default graphics highlighting the healthy home package, the protectant package and PURT will display in those spots instead. These graphics are not customizable.

Choose Feature Coupon

- None - 11

Choose the coupon you would like displayed underneath the feature coupon. If you do not want to leave -None- as your choice and default ads will be displayed. Manage your coupon offers inside the Gateway.

Choose Sidebar Coupon 1

- None -

Choose the coupon you would like displayed as the first coupon at the bottom right side. If you do not want to leave -None- as your choice and default ads will be displayed. Manage your coupon offers inside the Gateway.

Choose Sidebar Coupon 2

- None -

Choose the coupon you would like displayed as the second coupon at the bottom right side. If you do not want to leave -None- as your choice and default ads will be displayed. Manage your coupon offers inside the Gateway.



12. **onTrack Subscribers only - Book Online: Complete these 2 steps:**

A. Setting onTrack Job Minimum for online quotes (must complete this step to enable Book Online):

You should have set your online job minimum during setup on the Gateway. If you did not, do so now at Gateway Signup Form>Site Options.

B. How to set your onTrack Individual Pricing for online quotes:

See page 4 for specific instructions on how to do this or watch the video tutorial on the Gateway: <http://operationslibrary.chemdry.com/toolbox.php?nav=1&asset=422>. **NOTE** - default pricing of \$50/room will be used for online quotes until you add your pricing to onTrack.

DON'T WANT TO BOOK JOBS ONLINE? If you use onTrack but do not want to accept jobs booked online, select "No" for the "Use onTrack in the Gateway Signup Form>Site Options.

YOU'RE DONE! See page 4 for instructions for editing your onTrack pricing. See page 5 for a quick reference for where you can edit information on an ongoing basis for your Core and Directory program including how you make changes in the Gateway.

UPDATING YOUR ONTRACK PRICING FOR ONLINE QUOTES/BOOKINGS

How do I set my own pricing?

1. Log into onTrack and go to the "Company" tab.

2. On the left hand side, click on the "Products & Services" link.

3. On the View: dropdown select "All."

4. In the Look for: box, type in "Web"

1. Log into onTrack and go to the "Company" tab.
2. On the left hand side, click on the "Products & Services" link.
3. On the View: dropdown select "All."
4. In the Look for: box, type in "Web"

Name	Type	Group	Description	Price	Active	Price List
WC1-Basic C...	Service	Carpet Cleaning	Basic Cleaning (per room)	\$0.00	True	Web
WC1-Protect...	Service	Carpet Cleaning	Carpet Protect Only	\$0.00	True	Web
WC1-PURT-Pe...	Service	Carpet Cleaning	Pet Urine Removal (estimate on s...	\$0.00	True	Web
WC1-Spot-Rem...	Service	Carpet Cleaning	Specialty Spot Removal (per hour)	\$0.00	True	Web
WC1-Sanitizer...	Service	Carpet Cleaning	Carpet Sanitizer Only	\$0.00	True	Web
WC1-Stair-Lan...	Service	Carpet Cleaning	Stair Landing	\$8.00	True	Web
WC1-Tile & S...	Service	Tile & Stone	Tile & Stone Care	\$0.00	True	Web
WC1-Upholste...	Service	Upholstery	Upholstery - Sofa (Seats 3; 7 line...	\$112.00	True	Web
WC1-Upholste...	Service	Upholstery	Upholstery - Sofa (Seats 4; 9 line...	\$144.00	True	Web
WC1-Upholste...	Service	Upholstery	Upholstery - Chaise (6 linear feet)	\$96.00	True	Web
WC1-Upholste...	Service	Upholstery	Upholstery - Dining Chair (each)	\$15.00	True	Web
WC1-Upholste...	Service	Upholstery	Upholstery - Dining Chair (Seat & ...	\$30.00	True	Web

5. Click on a line item name.

There will be **20 items**, that will need to have their pricing changed to your own pricing.
 *Average pricing will be set and it is up to the franchisee to change this pricing as soon as possible.
 Items such as Area Rugs, Tile & Stone, Spot Removal, PURT, Protectant or Sanitizer should be left at \$0.00, as those can be **ONLY** quoted on-site.

5. Click on a line item name.
6. Change the price and quantity.
 *Remember this is "Per Room" pricing, **not** by square foot. We base each room off of 200 sq. ft. or less
7. Once all information is filled out, click on the "Save" button.
8. Click back to "Products & Services" and move onto the next line item.

6. Change the price and quantity.

7. Once all information is filled out, click on the "Save" button.

8. Click back to "Products & Services" and move onto the next line item.

Remember that your pricing is set at average pricing. It is up to the you to change this before your Local Search launch date of your new directory listing and/or landing page.

If you have any questions in regards to changing your pricing for the "Book Online" tool, please contact Roxanne Anderson at 435-890-1083.

REFERENCE: WHERE YOU CAN EDIT INFORMATION

On an ongoing basis, information for your directory/landing page can be updated in one of four places:

- 1. CRM (call your FAC rep to make changes)**
 - o Phone numbers
 - o Approved websites
 - o Email address (premium only)
- 2. Gateway Signup Form/Site Options.**
[gateway homepage](#) >Local Search Directory > Site Options beside applicable license
 - o Enter coupon offers (premium only)
 - o Social media links (premium only)
 - o Job minimum for online bookings (Core and Premium onTrack subscribers only)
- 3. Chemdry.com Profile Editor.**
login at www.chemdry.com/user or find the link at www.chemdry.com/franchise-support
 - o Choose primary phone number
 - o Choose primary website
 - o Upload directory image (premium only)
 - o Upload landing page image (premium only)
 - o Enter About Us copy (premium only)
 - o Enter hours of operation (premium only)
 - o Select services offered (premium only)
 - o Select coupons to display (premium only)
- 4. Individual pricing for online quotes/bookings > onTrack. INSTRUCTIONS PAGE 4**

The below items are auto-populated to your directory listing and/or landing page from information stored in the CRM and is not editable by the franchisee.

- **Franchise name:** This will populate as your legal business name and is not editable.
- **Badges:** Contact your FAC rep if you feel all of your badges are not displaying.
- **Service Area** (Premium level only): This will populate as your legal service area description from CRM and is not editable.

UPDATE ITEMS IN GATEWAY SITE OPTIONS

Ongoing Edits Through Gateway Local Search Directory>Site Options

You can make ongoing edits to the following through [Gateway](#)>Local Search Directory>Site Options:

- o Set job minimum for online bookings (onTrack subscribers only for the Core and Premium levels)
- o Enter coupon offers (premium level only) - add/change coupon offers
- o Social media links (premium level only) - update social media links for each individual license signed up

NOTE – Once your directory listing and/or landing page is live on the chemdry.com website, the information you enter into Site Options area will be fed daily at midnight to the chemdry.com website, so any changes made through Site Options will be available to see in the Chemdry.com profile editor the following day.

ONGOING EDITS, choose Site Options

STEP 1: Program Selection by License

443082	Allaire Chem-Dry I	Premium	Site Options
243123	ALLAIRE CHEM-DRY IV	Core	Site Options
243150	Allaire Chem-Dry III	Not Participating	

Site Settings

Site Settings Social Media Coupons

Job Order Minimum 119.00

Use OnTrack Yes

Business Start Year 2006

Main Website http://Intchemdry.com

Preferred E-Mail tara@Intchemdry.com

Preferred Phone Number 615-557-5231

Cancel Save