

TRAINING MANUAL

EXPLORELAWRENCE.COM  
PARTNER PORTAL

**LISTINGS  
MEDIA**



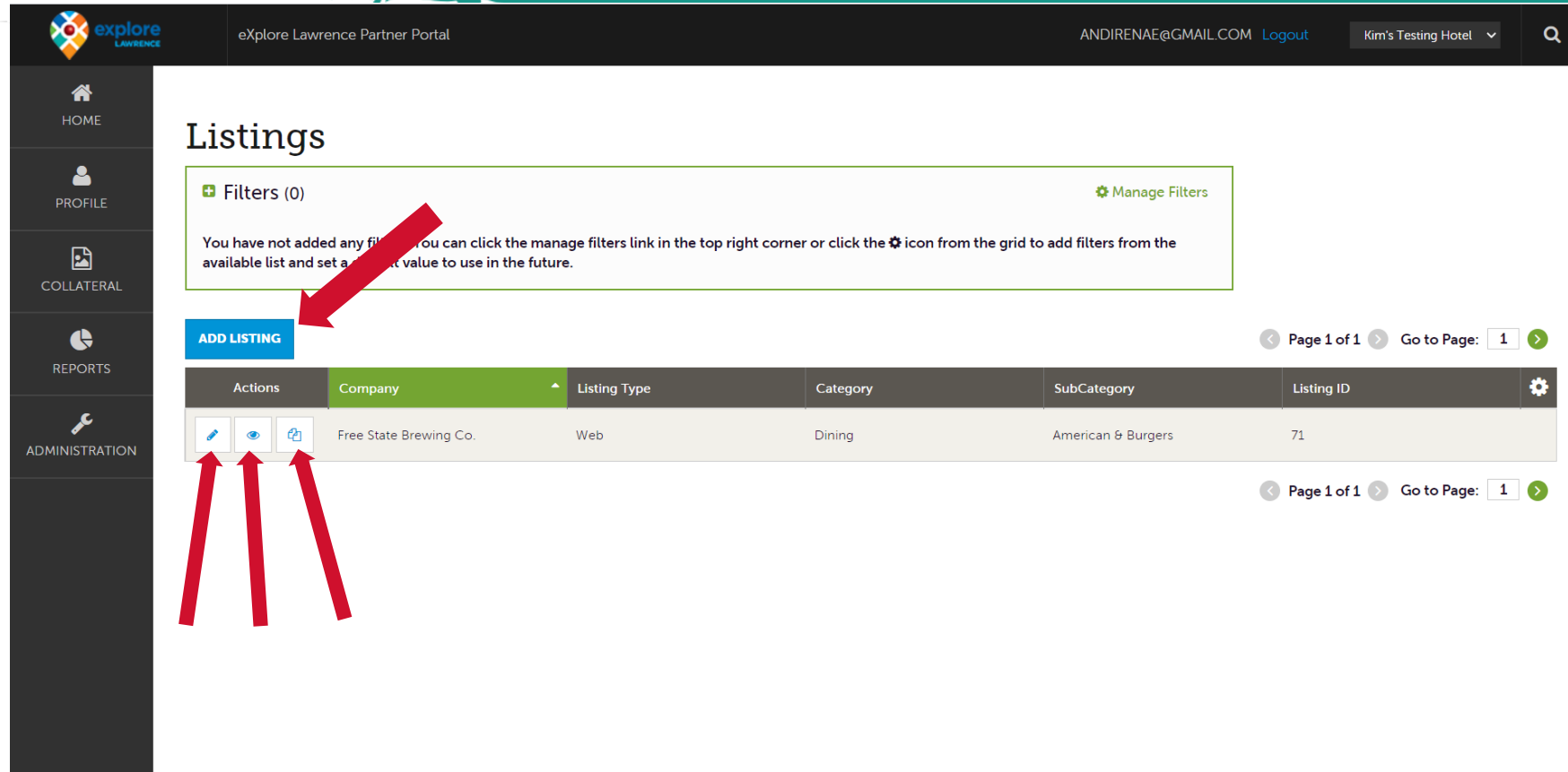
# LISTINGS

The screenshot shows the eXplore Lawrence Partner Portal. The top navigation bar includes the logo, the title 'eXplore Lawrence Partner Portal', the user email 'ANDIRENAE@GMAIL.COM', a 'Logout' link, a dropdown menu showing 'Kim's Testing Hotel', and a search icon. The left sidebar contains a 'Collateral' menu with options: HOME, PROFILE, COLLATERAL, REPORTS, and ADMINISTRATION. The 'Collateral' menu is expanded, showing 'Listings' (highlighted with a red arrow), 'Special Offers', 'Calendar of Events', 'Media', and 'Materials Requests'. The main content area features a banner for 'EXPLORE LAWRENCE PARTNER PORTAL' and a 'ONE-STOP-SHOP FOR MANAGING YOUR BUSINESS'S PRESENCE ON EXPLORELAWRENCE.COM'. Below the banner are four colored boxes: 'Add visitor-friendly events to the Calendar of Events', 'Add and update website listings' (listing Things to Do, Restaurants, Places to Stay, Event Venues, and Wedding Vendors), 'Add and update images to your listings', and 'Partner Benefits'. At the bottom, there is a 'Post Board' section with a dropdown for 'All Bulletins' and a post from 'Explore Lawrence' by 'Andrea Johnson' dated '07/15/2021'.

Click “Collateral” and then “Listings” to be presented with your property’s website listings. These are the listings that show up on categorized pages on [explorelawrence.com](https://explorelawrence.com)

EXPLORELAWRENCE.COM PARTNER PORTAL

# LISTINGS






**explore LAWRENCE** eXplore Lawrence Partner Portal ANDIRENAE@GMAIL.COM Logout Kim's Testing Hotel

## Listings

+ Filters (0) Manage Filters

You have not added any filters. You can click the manage filters link in the top right corner or click the ⚙ icon from the grid to add filters from the available list and set a default value to use in the future.

**ADD LISTING** Page 1 of 1 Go to Page: 1

Actions	Company	Listing Type	Category	SubCategory	Listing ID
  	Free State Brewing Co.	Web	Dining	American & Burgers	71

Page 1 of 1 Go to Page: 1

The pencil icon will allow you to edit your listing information. By clicking the eyeball icon, you can view your listing information. The clone icon will allow you to duplicate a listing. You can also create a new listing by clicking the Add Listing button. Please note listing type – this should be “Web”. If you see a “Guide” listing type you may ignore it.

# LISTINGS

**Update Listing**

**SAVE**

**CANCEL**

**Sections:**

- [Listing Information](#)
- [Categories](#)
- [Details](#)
- [Website Notifications](#)
- [Listing Image](#)

**Listing Information**

**Account:** ⚡Required  
Free State Brewing Co.

**Type:** ⚡Required  
Web

**Contacts:**  
--Choose One--

**Address Type:**  
Physical

**Description:** ⚡Required

From our lively spot in Lawrence, Kansas, we have been serving up great food and great beer to great people for over 25 years now. Our home on historic Massachusetts Street is still where all of our newest brews are crafted, and where many of our most loyal customers enjoy their brews alongside a fresh batch of black bean quesadillas, crispy Fish & Chips or one of our featured daily specials.

"Because without beer, things do not seem to go as well."  
In 1989, Free State Brewing Company became the first legal brewery in Kansas in over 100 years. Since opening the doors at our Mass Street HQ, we've been working day in and day out to be a haven for beer lovers, where good beer and good food can inspire lively conversations and memorable experiences.

When you view, edit, or add a listing, you can quickly scroll to a section on the page by clicking the links on the left of the page. If you are viewing a listing, the top left will display an Edit button. If you are editing a listing, the top left will display a Save button. You must click the Save button before changes are applied!

**IMPORTANT NOTE:** Any edits or adding of listings will require approval from the eXplore Lawrence. You will receive email notification when listings are approved or denied.

EXPLORELAWRENCE.COM PARTNER PORTAL



HOME

PROFILE

COLLATERAL

REPORTS

ADMINISTRATION

Update Listing

SAVE

CANCEL

Sections:

Listing Information

Categories

Details

Website Notifications

Listing Image

1 Account: Required

Free State Brewing Co.

2 Type: Required

Web

3 Contacts:

--Choose One--

4 Address Type:

Physical

5 Description: Required

From our lively spot in Lawrence, Kansas, we have been serving up great food and great beer to great people for over 25 years now. Our home on historic Massachusetts Street is still where all of our newest brews are crafted, and where many of our most loyal customers enjoy their brews alongside a fresh batch of black bean quesadillas, crispy Fish & Chips or one of our featured daily specials.

"Because without beer, things do not seem to go as well." In 1989, Free State Brewing Company became the first legal brewery in Kansas in over 100 years. Since opening the doors at our Mass Street HQ, we've been working day in and day out to be a haven for beer lovers, where good beer and good food can inspire lively conversations and memorable experiences.

Our 14-barrel brewhouse is made up of some of the best

6 Keywords:

Listing Information Section

- 1. Account – select from dropdown – this will populate the Listing Title in your website listing
- 2. Type – will always be “Web”
- 3. Contact – Choose who eXplore Lawrence will contact if there are questions about the listing.
- 4. Address type – Choose physical, this will populate the address info in your website listing
- 5. Description – Write about what visitors can expect at your destination. Ideas: what makes you unique, why will visitors be happy they came? This will populate the About section in your website listing.
- 6. Keywords – Add words to help users find you in search results

EXPLORELAWRENCE.COM PARTNER PORTAL

LISTINGS -

Website Listing

1 Free State Brewing Co.

636 Massachusetts Street  
Lawrence, KS 66044

(785) 843-4555

cm@freestatebrewing.com

Twitter

Facebook

Instagram

5 ABOUT

From our lively spot in Lawrence, Kansas, we have been serving up great food and great beer to great people for over 25 years now. Our home on historic Massachusetts Street is still where all of our newest brews are crafted, and where many of our most loyal customers enjoy their brews alongside a fresh batch of black bean quesadillas, crispy Fish & Chips or one of our featured daily specials. "Because without beer, things do not seem to go as well." In 1989, Free State Brewing Company became the first legal brewery in Kansas in over 100 years. Since opening the doors at our Mass Street HQ, we've been working day in and day out to be a haven for beer lovers, where good beer and good food can inspire lively conversations and memorable experiences. Our 14-barrel brewhouse is made up of some of the best equipment available to the small brewer, but we still think the most important ingredients are the care and respect that our enthusiastic, knowledgeable staff has for each and every beer that we make. And now that we're producing bottled beers in our expanded bottling facility, our attention to detail and dedication to great taste and quality can be experienced by people all over Kansas, Nebraska and Missouri.

MAP

AMENITIES

EVENTS

# LISTINGS

SAVE

CANCEL

## Sections:

[Listing Information](#)

[Categories](#)

[Details](#)

[Website Notifications](#)

[Listing Image](#)

## Categories

Category: Required

Dining

SubCategory: Required

American & Burgers

### Additional Subcategories :

Dining

Dining: Family Friendly

+

Dining

Dining: Contemporary

+

-

Dining

Dining: Breweries

+

-

Nightlife

Nightlife: Bars

+

-

**CATEGORIES:** Choose as many categories and sub-categories that fit your business. This will determine which webpages your listings show up on and narrows down listings for those searching by categories. Do not choose categories that don't fit so that we can provide our users with the best website experience possible.

EXPLORELAWRENCE.COM PARTNER PORTAL

# LISTINGS

## Website Listing

SAVE

CANCEL

Sections:

Listing Information

Categories

Details

Website Notifications

Listing Image

1

COMPANY

Free State Brewing Co.

COMPANY (SORT)

Free State Brewing Co.

2

LISTING ADDRESS 1

636 Massachusetts Street

LISTING ADDRESS 2

LISTING ADDRESS 3

2

CITY

Lawrence

2

STATE

KS

2

ZIP/POSTAL CODE

66044

COUNTRY

UNITED STATES

3

EMAIL

cm@freestatebrewing.com

4

WEBSITE

5

PRIMARY PHONE

(785) 843-4555

Edit

GO BACK

SHARE


1

Free State Brewing Co.

4

VISIT WEBSITE

1 OF 2



2

636 Massachusetts Street  
Lawrence, KS 66044

3

(785) 843-4555

5

cm@freestatebrewing.com

Twitter

Facebook

Instagram

**DETAILS:** These fields will populate all of the details in the listing. These are brought over from the account. If anything should be updated, click the circle to the left of the item that needs updated. The grey section will turn green and then you will be able to edit the details.

# LISTINGS

Website Notifications


Email To Notify:

Notification Interval:


0

Listing Image


Select one or more images





Active




Active









Active

**WEBSITE NOTIFICATIONS:** This is if you want to be notified by email about image views. Enter the email address of the person who should receive notification and set the interval how you would like. If you would like a new email after each 50 views of the listing enter 50.

**LISTING IMAGE:** Select the images you would like to attach to this listing. These images will display on the listing page and your listing detail page. If you select more than one it will display as a slide show in your listing detail page. We will cover how to upload new images next. **DON'T FORGET TO CLICK SAVE!**

**EXPLORELAWRENCE.COM PARTNER PORTAL**



# MEDIA

The screenshot displays the Explore Lawrence Partner Portal interface. On the left, a dark sidebar contains navigation links: HOME, PROFILE, COLLATERAL, REPORTS, and ADMINISTRATION. The COLLATERAL section is expanded, showing a list of options: Listings, Special Offers, Calendar of Events, Media, and Materials Requests. A red arrow points to the 'Media' option. The main content area features a header with the portal's name and a search bar. Below this, there are four colored boxes with instructions: 'Add visitor-friendly events to the Calendar of Events', 'Add and update website listings', 'Add and update images to your listings', and 'Partner Benefits'. At the bottom, there is a 'Post Board' section with a dropdown menu for 'All Bulletins' and a list of posts, including one from 'Explore Lawrence' dated 07/15/2021.

Click “Collateral” and then “Media” to be presented with your property’s images available for use on listings and special offers.

EXPLORELAWRENCE.COM PARTNER PORTAL

# MEDIA

explore LAWRENCE

eXplore Lawrence Partner Portal

ANDIRENAE@GMAIL.COM Logout Kim's Testing Hotel

HOME

PROFILE

COLLATERAL

REPORTS

## Media

Filters (0) Manage Filters









Account is one of:

CHOOSE

APPLY FILTERS

ADD NEW MEDIA

Page 1 of 1 Go to Page: 1

Actions	Title	Description	Image	Listing Count
  	Beer			1
  	Food			1

The pencil icon will allow you to edit an existing image. By clicking the red x icon, you can delete an existing image. The clone icon will allow you to duplicate an image. You can also add a new image by clicking the Add New Media button.

EXPLORELAWRENCE.COM PARTNER PORTAL

The screenshot shows the 'New Media' form in the eXplore Lawrence Partner Portal. The form is titled 'New Media' and has a sidebar with navigation links: HOME, PROFILE, COLLATERAL, and REPORTS. The form itself has a 'Media Information' section with the following fields:

- Account:** Required, dropdown menu with 'Free State Brewing Co.' selected.
- Title:** Required, text input with 'Free State Beer' entered.
- Type:** Required, dropdown menu with 'Image' selected.
- Sort Order:** Text input, currently empty.
- Description:** Text area, currently empty.
- File:** Required, with a large dashed box for file upload. Below the box are 'BROWSE' and 'REMOVE' buttons.

At the bottom of the form, there is a note: 'You can drag a file to the page to replace this file or use the "Browse" button'.

# MEDIA

You can browse your hard drive or drag and drop an image when you add new media. You'll first have to select an account, add a title, and select the type of media. Once you upload a new image or edit an existing one you can attach the image to one or multiple listings by selecting the Listings pull down menu. You also have the option of adding a YouTube video link as a media type. Once these media items are added they will be available in your image library when you are updating and adding listings and special offers. Adding a bunch of images up front can save you time down the road.

## EXPLORELAWRENCE.COM PARTNER PORTAL