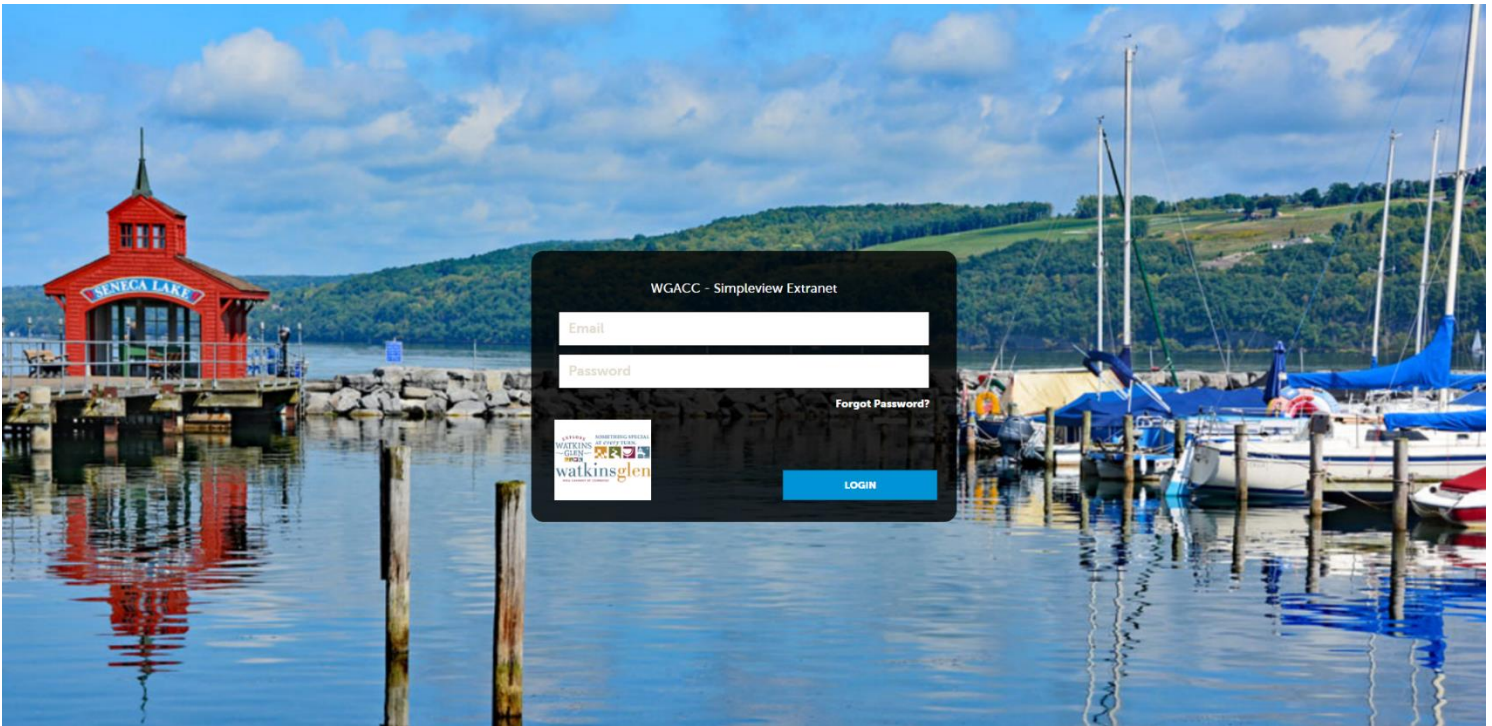# WGACC - Simpleview Extranet Training Guide

The main goal of this manual is to get your page up and running so that the community and visitors can better support your business.

Here you will learn how to upload images, add your business description, utilize SEO keywords, and more.

Third Edition
April 2021

LOG IN PAGE

LOGIN PAGE

Beginning November 9, 2020, the URL to access the WGACC – Simpleview Extranet will be: https://watkinsglenny.extranet.simpleviewcrm.com/

There is also a link to this document and the link to the WGACC – Simpleview Extranet that can be found here: https://www.watkinsglenchamber.com/resources

Your login is your email, input your email address in the top white rectangle. Input your password in the bottom white rectangle. A *temporary* password was sent to you via email. Upon logging in the first time, the system will prompt you to change your password. *Change it to something you will remember*. If for any reason you forget your password, click the white "Forgot Password" and a reset email will be sent to you.

Please note: You may also request a password change by emailing the Chamber staff via the **CONTACT US** button in the Extranet, or calling the Chamber at (607) 535-4300. Once you change your password from the temporary password that was sent to you, Chamber staff will **not** have access to your new password, and can *only* reset your password in the event that you forget it.

Some useful icons that you'll use when working in the Extranet:
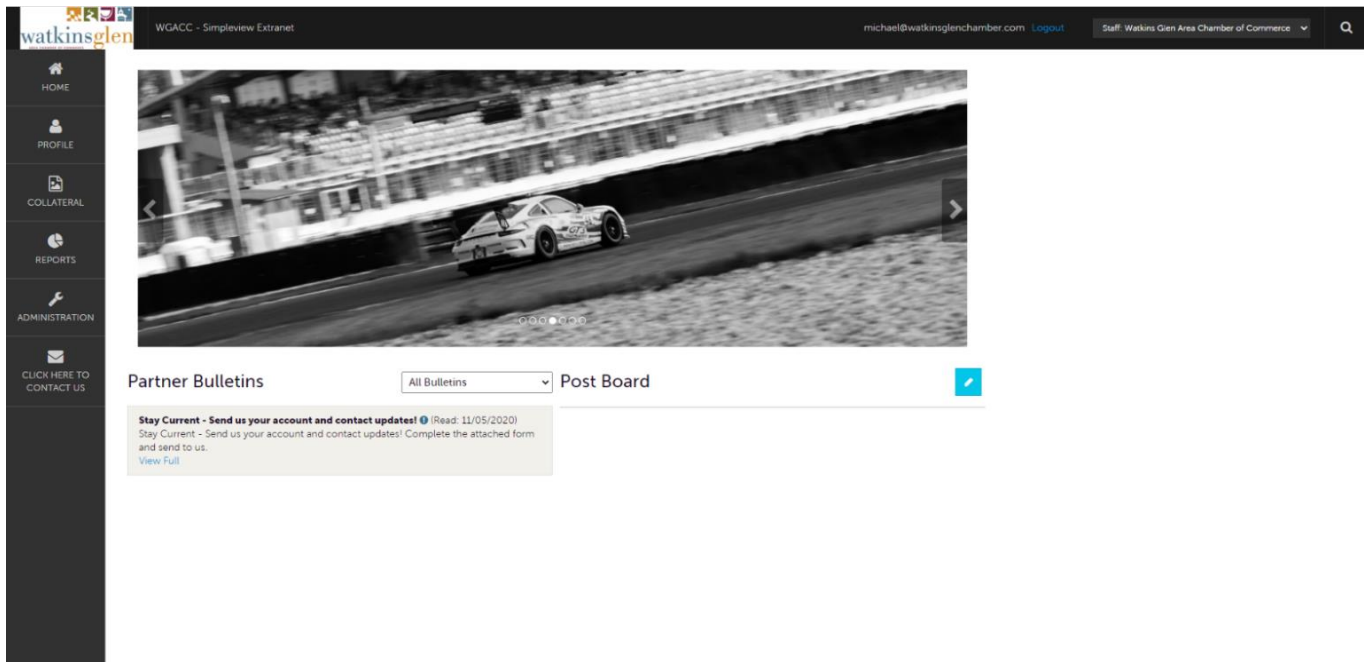
Pencil icon means to edit.

Eye icon means to view. Use this button to review your information.

As you're working within the Extranet, always remember to click **SAVE with any edit. Many modules require you to save twice. Always double check that you have saved before exiting a page or logging out. **

**When you print this manual, please print double sided. **

As of April 1, 2021

HOME PAGE

Upon logging in, you will be directed to this homepage. Once the website is up and running, it will look a bit different. The information below details how it will view once www.explorewatkinsglen.com is live! Please note that the racecar image above may not be the image you see, as it is a photo carousel with seven (7) photos.

SIDE NAVIGATION PANEL
*The below information will be explained in more detail later in the manual.
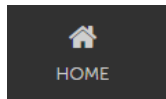
 Clicking **"Home"** will bring you back to the main home page if you are anywhere within the extranet.
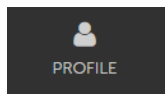
 This is where you'll review your **"Accounts"** (basic business information), **"Contacts"** (contact person(s) for the Chamber), and "My Benefits" (an overview of the benefits you are receiving from the new website and back-end system usage from the Chamber).
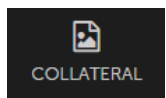
 Visit this section to view and edit your **"Listings"** (information that is shown on the website), Special Offers (offers/discounts that you extend to the public), View and add to the "Calendar of Events", and upload photos and logos under "Media".
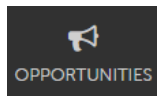
 This is where you'll receive, view and respond to your requests from the team at the Chamber. **These opportunities include:** Lodging Requests (room blocks), Media PR Requests (information for a media story), Groups Requests (activities or meeting space for groups, no overnight accommodations), Service Requests (requests to provide information/pricing/services to a tourist coming to the area with a group or for a social function), RFP Requests (requests for quotes for products and services solely for the Watkins Glen Area Chamber of Commerce).
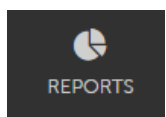
 By clicking **"Reports",** it will display reports the Watkins Glen Area Chamber of Commerce has posted. To view a report, just click the name of the report.
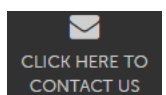
 If you need assistance within the Extranet, need to update any of your account or contact information, need your password reset, or just need to email a staff member at the Chamber, click this **CONTACT US** icon and you will be re-directed to an email addressed to Abby and Katherine.

As of April 1, 2021

AT A GLANCE

Under the photo carousel (photo may be different than shown above) and above Partner Bulletins, once the website goes live, there will be three colored boxes (purple, yellow and green) that will detail the *current weeks* impressions. Keep in mind, because it is only the current weeks, the number will always be fairly low.

PARTNER BULLETINS

This is where the Watkins Glen Area Chamber of Commerce will post important updates, information, announcements and tutorials.

POST BOARD
(Member to Member communications)

This is where members talk to members. Think of this like your 30 second member announcements at an After Hours Mixer. Post things you want other members to know such as opening dates, hours, benefits to other members, or any events. This is also where you can make requests for information, partners, etc. Please note that the Watkins Glen Area Chamber of Commerce reserves the right to delete any message posted to the Post Board if found to be outside of our community standards.

SEARCH

At the top of the page, on the right-hand side you'll find an icon that looks like a magnifying glass. In the Extranet, this symbol always means *search*. This particular search icon will allow you to search your entire account, including leads, images, contacts, listings, offers, events, etc. The search is very sensitive and you will need to have the exact name of what you are looking for. It's best to start with as few words or letters as possible and then narrow your search.
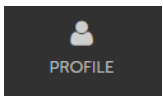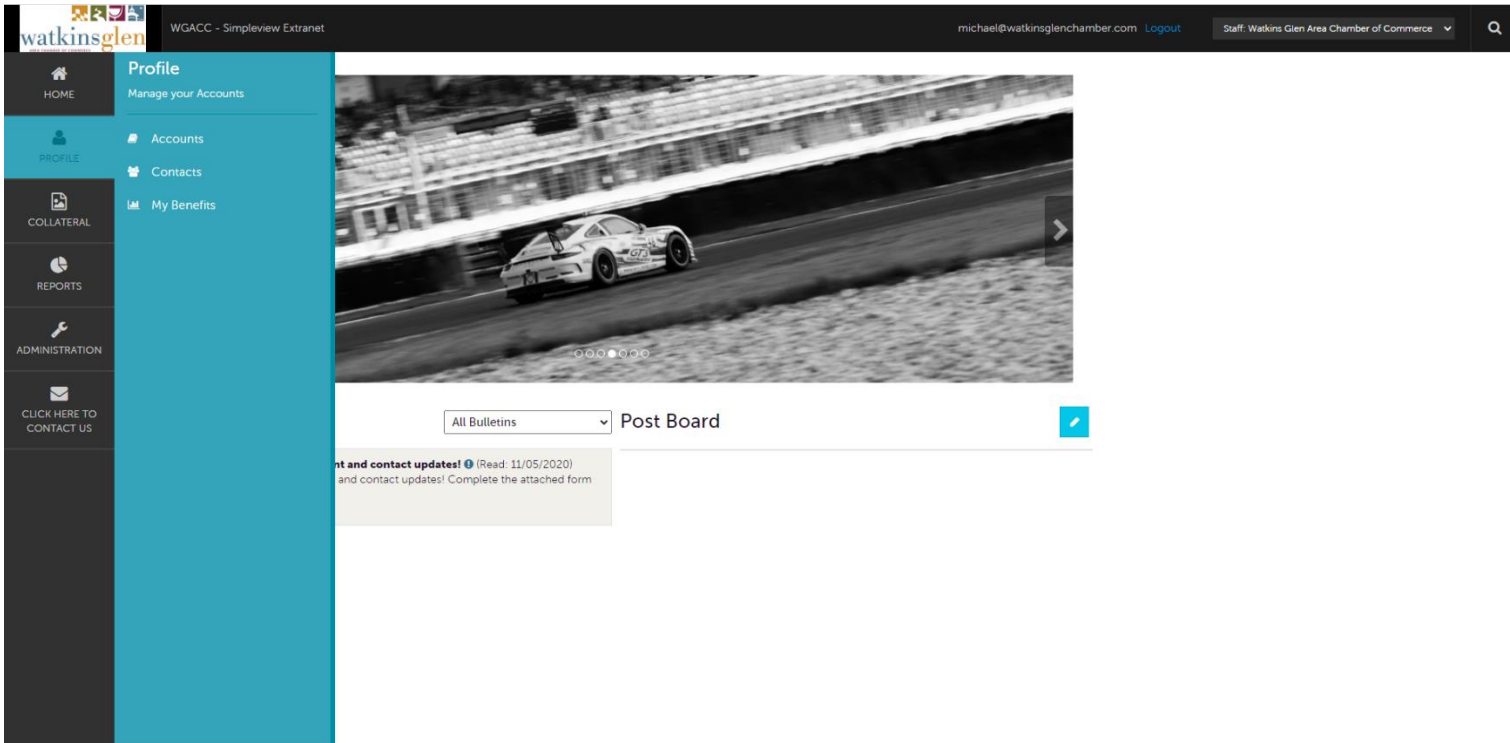
As of April 1, 2021

PROFILE

 This is where you'll review your **"Accounts"** (basic business information), **"Contacts"** (contact person(s) for the Chamber), and **"My Benefits"** (an overview of the benefits you are receiving from the new website and back-end system usage from the Chamber).

This is the visitor facing part of your account. You will need to add a 150-word description, 10-15 keywords (SEO words), and 3 images to your account.

SEO means Search Engine Optimization and these keywords help us rank well with search engines.

Notes/Questions:

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As of April 1, 2021

PROFILE CONTINUED

Accounts

ACCOUNTS

This is where you will see all the memberships you have with the Watkins Glen Area Chamber of Commerce.

Pencil icon means edit. Please note at this time, members are unable to edit their account and contact information. If there are changes that need to be made, please use the **CONTACT US** button and the Chamber staff will make the updates for you.

Eye icon means to view. Use this button to review your information.

Once you click the eye icon, the following sections are available for view/edit.

Sections:

Account Information   Account information, phone information and address information are basic information
Phone Information   for your business.

Address Information

Image Gallery   Image Gallery is where you will upload photos and logos.
                       Social Media is where you will input your handles and URLs.
Social Media

Related Details:

Manage Amenities   Amenities will be detailed in next section.

As of April 1, 2021

MANAGE AMENITIES

Update Amenities

SAVE	**Accommodations**	
CANCEL	**General**	

Accommodations
General
Camping and Glamping

Cancellation Policy:	**Check In Time:**
48 hours	3:00 PMM
Check Out Time:	**Total Number of Units:**
11:00 AM	30
Room Type King:	**Room Type Double:**
12	
Room Type Double/Double:	**Room Type Twins:**
18	
Room Type Suites:	**Room Type Handicapped:**
	2
How many 1 Bedroom Units:	**How many 2 Bedroom Units:**
	1
How many Suites:	**AAA Rated:**
	○ YES / ✔ NO
Current AAA Rating:	**Accommodation Type:**
	CHOOSE AMONG THE FOLLOWING... ▾

To access amenities, click the account name you wish you edit.

Actions	Account	⚙
✏ 👁 ▾	Staff: Watkins Glen Area Chamber of Commerce	

On the *right-hand side* will be a link "Manage Amenities"

Related Details:

📄 Manage Amenities

Once into *the Update Amenities* section, there are a lot of amenities to go through, so use the right-hand navigation. Select and complete only the options that are relevant to the Account you're in. For example, if you do not have a pool, don't select yes on a pool.

Once you complete or select yes on any amenity item, **it will show up on your listing on** www.explorewatkinsglen.com. For any that you did not complete or selected no for, they *will not* show on your listing.

It is important that you complete only the amenities that apply to your business. This data will become searchable data that the Watkins Glen Area Chamber of Commerce staff can use to help visitors. For example, if a visitor asks for which hotels have pools, we can have an accurate list to give them.

The **Amenities** page varies based on category. Always remember that this page may look different depending on the category you have selected.

Always remember to click **SAVE** with any edit.

As of April 1, 2021

CONTACTS

Contacts

Filters (0)

⚙ Manage Filters

Account is one of:

CHOOSE ▾

Contact Type is one of:

CHOOSE ▾

APPLY FILTERS

ADD CONTACT

Page 1 of 1   Go to Page: 1

Actions	Full Name	Account	Title	Email ▲	Contact Type	⚙
✏ 👁 ⎘	Katherine Jack	Staff: Watkins Glen Area Chamber of Commerce		katherine@watkinsglenchamber.com	Primary	
✏ 👁 ⎘	Liz Salamendra	Staff: Watkins Glen Area Chamber of Commerce		liz@watkinsglenchamber.com	Primary	
✏ 👁 ⎘	Michael Hardy	Staff: Watkins Glen Area Chamber of Commerce	Executive Director	michael@watkinsglenchamber.com	Primary	

Page 1 of 1   Go to Page: 1

Here you will find your contacts. Contacts can either be active or inactive (we never delete a contact). Use the *Contact Type Filter* to show only active contacts.

You can also see what *Contact Type* each contact is. These will be *Primary* (receives all communications from the Chamber) or *Secondary* (will receive select communications from the Chamber).

Pencil icon means edit. Please note at this time, members are unable to edit their contact details. If there are changes that need to be made, please use the **CONTACT US** button and the Chamber staff will make the updates for you.

Eye icon means to view. Use this button to review your information.

Notes/Questions:

As of April 1, 2021

MY BENEFITS

Benefits is an overview of the benefits you are receiving from the new website and back end system usage from the Chamber. This is *only* a dashboard to help you see the bang for your buck. Below details what each benefit means.

Listings: Total views & clicks on your website listing.

Offers: Total views of your offers to the public.

Fam Trips: Details when the Chamber team visited your location.

Events: Events that were held at your location.

Leads: This shows a conversion analysis of all the leads you were sent from the Chamber over a period of time.

Service Requests: Details the total referrals and service requests you have been sent.

In-kind/Expenses: Details the donations you provide (and their cost), along with any expenses the Chamber has spent with you.

Advertising Opportunities: Details the amount you've spent or traded on advertisements with the Chamber.

Press Mentions: Details the circulation and value by month of any press mentions you received from the Chamber.
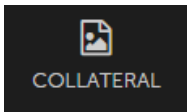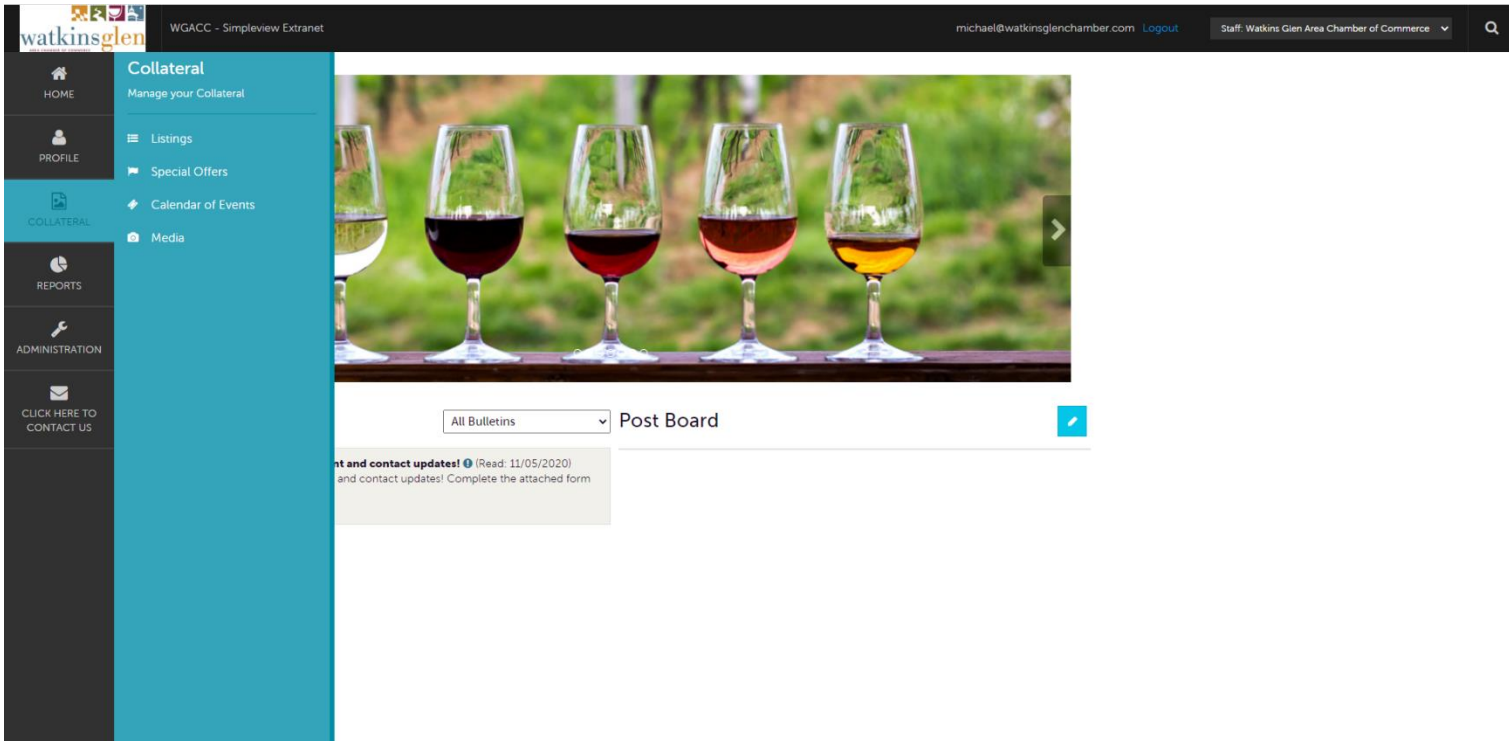
As of April 1, 2021

COLLATERAL

Visit this section to view and edit your **"Listings"** (information that is shown on the website), **"Special Offers"** (offers/discounts that you extend to the public), View and add to the **"Calendar of Events"**, and upload photos and logos under **"Media"**.

THIS SECTION REFERS TO EVERYTHING THAT CAN/WILL SHOW UP ON WWW.EXPLOREWATKINSGLEN.COM
-This means your copy (150-word description), listings, offers, calendar events, and media will be visible to the public.

Notes/Questions:

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As of April 1, 2021

LISTINGS

Pencil icon means edit. **Please note at this time, members are unable to edit their contact details.** If there are changes that need to be made, please use the **CONTACT US** button and the Chamber staff will make the updates for you.

Eye icon means to view. Use this button to review your information.

Members can now update their own listings on www.explorewatkinsglen.com.

All changes are subject to review by the Watkins Glen Area Chamber of Commerce. Remember the description needs to describe your business to visitors and community members who are no familiar with you. Avoid using abbreviations and way finding using area landmarks. Please keep your description to a maximum of 300 characters.

Always remember to click **SAVE** with any edit.

As of April 1, 2021

LISTINGS CONTINUED

Select the contact that will be listed on the website using the drop-down menu under **"Contacts:"**.

Select the address you'd like to show on the website by using the drop-down menu under **"Address Type:"**.

Keywords can also be inputted from this page. Keywords are limited to 10-12 total accepted, and are used for website visitors conducting a search of www.explorewatkinsglen.com. For example, if you're a winery your keywords may be: wine, tastings, tours, reservation required, etc.

Categories

Category: ◄Required

| Utilities | ∨ |

SubCategory: ◄Required

| Waste Disposal/Recycling | ∨ |

Website Notifications

Email To Notify:

Notification Interval:

Listing Image

Please select up to 3 images. Sort order image will appear first on the website.

There are no images available to choose

From the *Update Listing* page, you can also view your category and subcategory of your business. If you need to change your categories, please click the **CONTACT US** button and a Chamber staff member will be able to assist you.

Set web notification: You can make this number anything you like, but remember this means the system will email you on these intervals. If you set it to 10, it means you will get an email every time your listing is seen 10 times—this may get overwhelming. You can always adjust this number or opt out altogether.

Listings Images: Please upload only 3 listing images. We recommend you upload two photos and a logo (saved as a j-peg or PNG file). **All images should be 1200 x 600 pixels and 72 dpi, uploaded in a horizontal orientation, and with little to no text. Any image outside of this format may not display correctly on the website.**

Always remember to click **SAVE** with any edit.

As of April 1, 2021

One of the major benefits of the new www.explorewatkinsglen.com website is that members have the option to be listed on multiple locations on the site with **subcategories**. Each member is assigned a **Category** upon joining the Watkins Glen Area Chamber of Commerce, and like their amenities, members have the ability to pick their subcategories. Available subcategories are based on your main category. **Please ONLY select subcategories that directly apply to your business.** For example, if you are a restaurant that supplies wine but are not a winery, do NOT select "winery." You may select up to 4 subcategories.

Keep in mind, you do not need to utilize all 4 subcategories if you are unsure what applies to your business. If you need assistance or clairifcaiton, please click the **CONTACT US** button and a Chamber staff member will be able to help you. At this time, only Chamber staff is able to make changes to your category and subcategory selections.

Notes/Questions:

As of April 1, 2021

OFFERS

(The OFFERS section is an optional and advanced step. This is a benefit meant for Members to Members. Stay tuned for information on Offers/Coupons for the public.)

Here you can add offers to display on the website. They will display both in the offers section and under your listing. These are meant to attract the public to your business. All offers will be reviewed by Watkins Glen Area Chamber of Commerce staff. Make sure you include both a start date and end date, as well as offer valid dates. If you leave the dates blanks, the Watkins Glen Area Chamber of Commerce staff will not be able to approve or edit the offer.

Offers do require images. Please limit one photo per offer and follow the parameters for the listing's images.

These can be specific offers and you can also extend specialty offers to other Chamber members. This is a great resource and you should feel free to add and rotate offers in and out frequently.

<mark>Always remember to click **SAVE** with any edit.</mark>

As of April 1, 2021

EVENTS

It is now MUCH easier to add events to the calendar. Events can be cloned to make entering much faster. You can now delete and adjust events whenever you need. Make sure you fill in as much information as possible, as viewers will need this information.

Events also need images or they run the risk of not being approved. You must upload the image at the time of entering the event. Please follow the parameters for the listing's images. Once you create an event, the Chamber will review and accept OR deny the event request. Event images and copy must follow community standards and will be denied if they are inappropriate.

==Always remember to click **SAVE** with any edit.==

For information on how to add links into the description of your event, please continue to Page 16.
This is an advanced step and is completely optional. Do not feel like you have to add links unless you'd like to.

As of April 1, 2021

EVENTS CONTINUED
(This Event section is an optional and advanced step. It is not mandatory to complete.
We will teach advanced steps at a later date.)

Adding a Clickable Link: In the event description section, you can add links to your social media event pages or other external links relevant to the event. Perhaps you are partnering with another organization for the event, here you can add their website details as well. To create a link, highlight the word(s) you'd like to be clickable. Then select the chain link icon in the tool bar (circled in red).

You will then be prompted to enter the exact web address (URL). We suggest copying and pasting from your browser search bar to avoid any error. Save these actions by clicking OK and the word you highlighted will become an active link.

Always remember to click **SAVE** with any edit.

As of April 1, 2021

MEDIA

New Media

One of the first things you will need to do is add images. Go ahead and add a variety of images. You do not have to use them all now, but will appreciate having them in the system later. You may add up to 3 images including a logo.

All images should be 1200 x 600 pixels and 72 dpi, uploaded in a horizontal orientation, and with little to no text. Any image outside of this format may not display correctly on the website.

You are welcome to add **logos**, but please don't use them as the main image for your listings. Logos that include text should be uploaded as a PNG file.

You are highly encouraged to add images. Please click CONTACT US if you are unsure how to add images or are unclear on the proper dimensions for an image.

Always remember to click **SAVE** with any edit.

Notes/Questions:

As of April 1, 2021

OPPORTUNITIES
(The OPPORTUNITIES section is an optional and advanced step.
It is not mandatory to use and we will teach advance steps at a later date.)
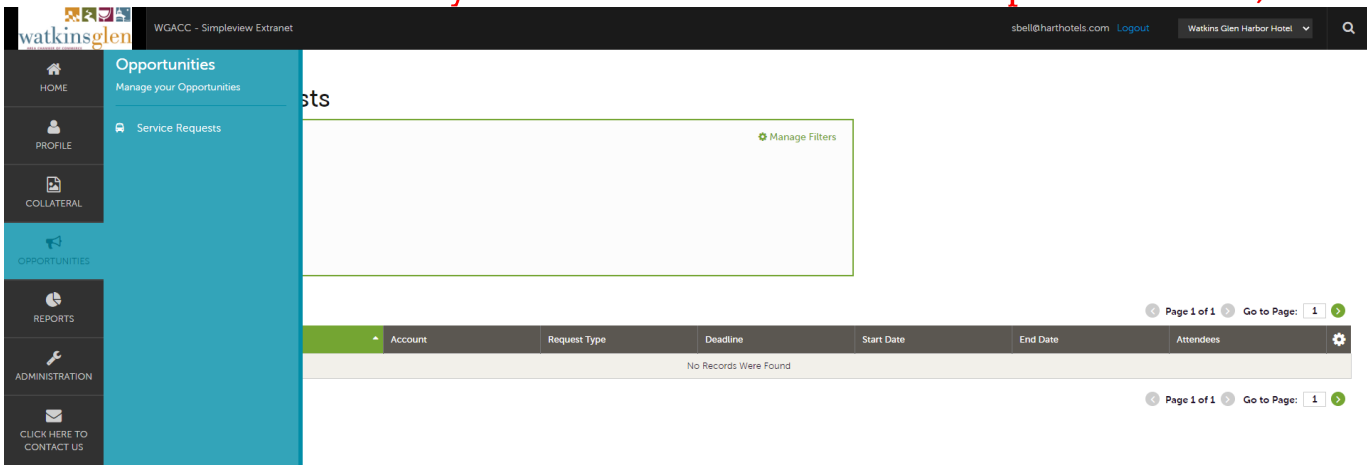
What you see here will vary by person. If you have been tagged as the person to respond to leads you may see:
Lodging Request
Media PR Request
Groups Request
Service Request
RFP Request

If you think you should be tagged or think that other should be the contact for a particular request, please contact the Chamber staff and they will adjust the settings.

Below are the types of requests in detail:
- Lodging Request: Group Room Block
- Media PR Request: Information for a Media/PR story
- Groups Request: "Other" items a group may require outside of hotel rooms
  For example: catering, transportation, meeting space, tchotchke's and more.
- Service Request: Request for a service, mostly for a SMERF (social, military, education, religious, fraternal) group.
  For example: A DJ quote for a wedding reception.
- RFP Request: Request for proposal from the Watkins Glen Area Chamber of Commerce for a product or service.

To respond to a request:
Click the blue pencil under the actions tab. A response box will appear on the right-hand side of your screen. **You will need to respond to all leads including those you do not wish to pursue.** Responding is done by clicking YES or NO button at the top, then commenting in the comment box. If you are not pursuing the lead, simply put a space in the comment box and click update.

You can send a note to the Watkins Glen Area Chamber of Commerce staff through the Chamber Only Comments (these are NOT seen by clients).

You may also attach a file. You finish the request by clicking update at the bottom of the screen.

An important thing to remember about service requests is that you are only able to respond until the deadline date, then the request will not allow you to respond. Please be sure to watch deadline dates when you receive a request.

As of April 1, 2021

CONTACT US

If you need assistance within the Extranet, need to update any of your account or contact information that you are unable to, need your password reset, or just need to email a staff member at the Chamber, click this icon and you will be re-directed to an email addressed to Abby and Katherine.

If you are having trouble with anything on the Extranet, we highly recommend calling the Watkins Glen Area Chamber of Commerce at (607) 535-4300. The staff has the ability to log in and walk you through your challenges, step by step.

Please note that the Chamber has hired outside consultants to assist with the "help desk" aspect of this project. While you may not talk directly with a Chamber staff member, you are in very good hands with our consultants.

Thank you for keeping your listings and information updated and maintained for every season, all year-round. We will be doing more specific trainings starting in the Fall and throughout Winter of 2021-2022 to do a deeper dive into best practices and how to maximize all of the amazing customizing and reporting tools of the Simpleview Extranet.

Notes/Questions:

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As of April 1, 2021