



WGACC - Simpleview Extranet Training Guide

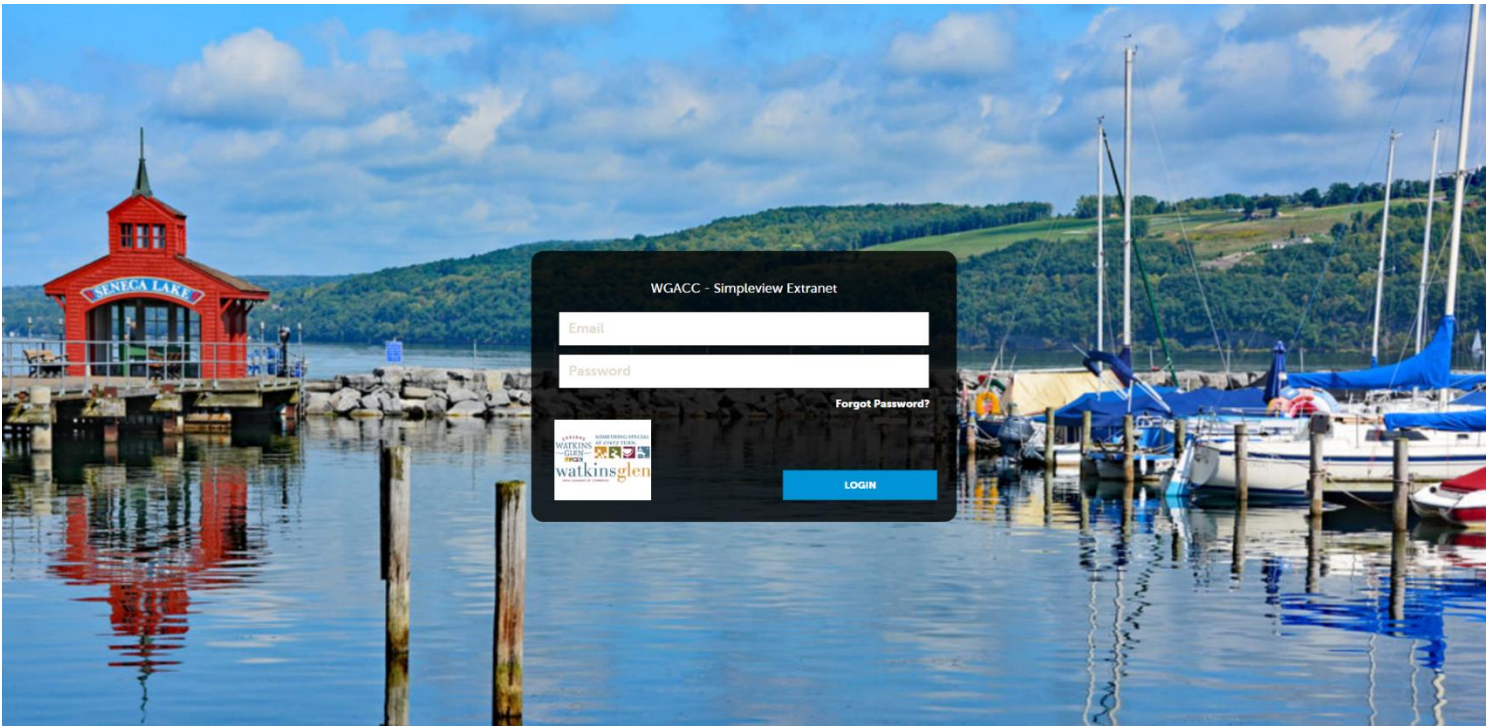
The main goal of this manual is to get your page up and running so that the community and visitors can better support your business.

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.explorewatkinsglen.com/chamber-members/resources/wgacc-simpleview-extranet-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 allows you to edit.

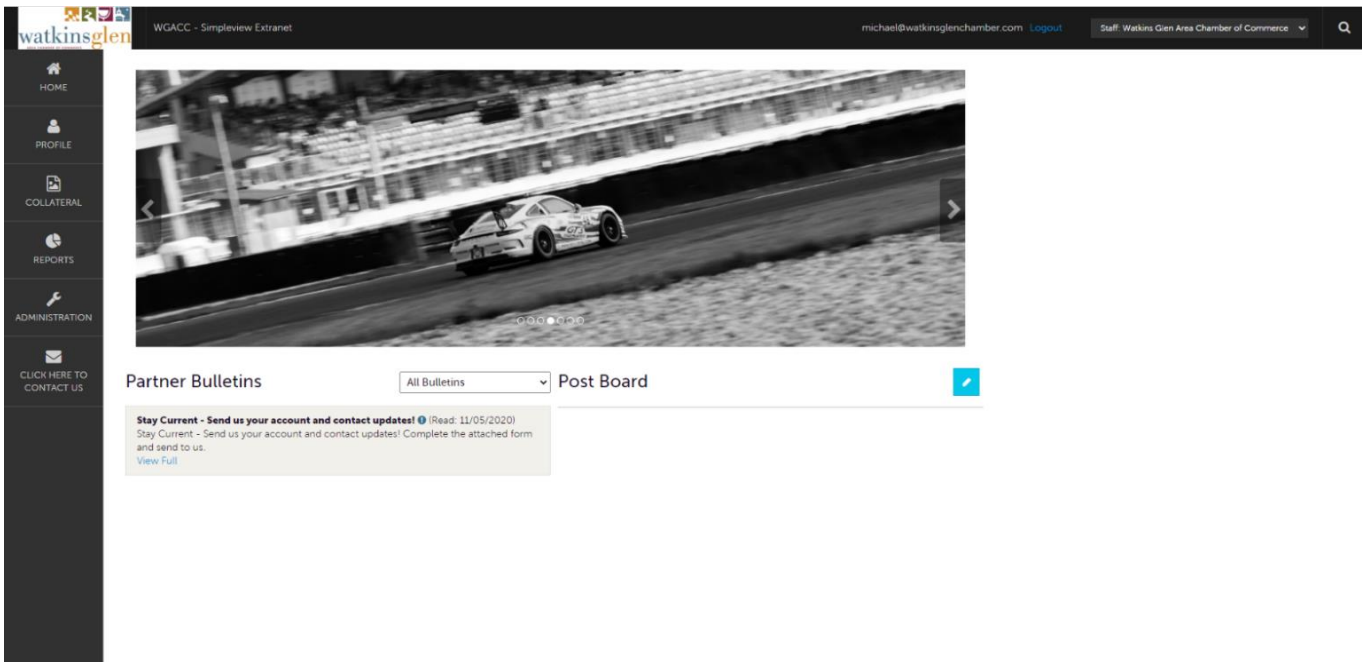


Eye icon allows you to view. Use this button to review your information.

****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. ****

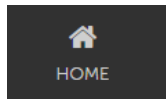
HOME PAGE



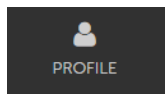
Upon logging in, you will be directed to this homepage. Once the website is up and running, it will look a bit different. The information below details how it will view once www.explorewatkinsglen.com is live! Please note that the racecar image above may not be the image you see, as it is a photo carousel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

SIDE NAVIGATION PANEL

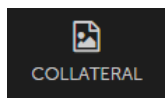
The below information will be explained in more detail later in the manual.



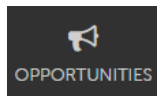
Clicking **"Home"** will bring you back to the main home page.



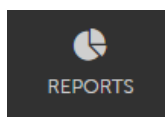
This is where you'll review your **"Accounts"** (basic business information), **"Contacts"** (contact people for the Chamber), and **"My Benefits"** (an overview of the benefits you are receiving from the new website and back-end system usage by the Chamber).



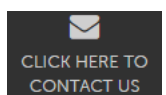
Visit this section to view and edit your **"Listings"** (information that is shown on the website), Special Offers (offers/discounts that you extend to the public-this is coming soon), View and add to the "Calendar of Events," and upload photos and logos under "Media".



Coming Soon: 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).






Coming Soon: 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 with 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 Lane and Katherine Jack.


HOME PAGE CONTINUED


WGACC - Simpleview Extranetkatherine@watkinsglenchamber.com LogoutStaff: Watkins Glen Area Chamber of Commerce

HOME

PROFILE

COLLATERAL

CLICK HERE TO CONTACT US



Partner Bulletins


All Bulletins

Post Board

2021 Advertising Opportunities (Not Read)
Put your business, organization, or event front and center!
[View Full](#)

Stay Current - Send us your account and contact updates! (Read: 11/11/2020)
Stay Current - Send us your account and contact updates! Complete the attached form and send to us.
[View Full](#)

Seeking Craft Beverage Partners! (Not Read)
WGACC seeks Craft Beverage Partners for upcoming programs!
[View Full](#)

Montour Falls Library
Jessica Westlake
03/26/2021
In Search Of - local lodging /getaway discounts and promotions for Chamber members. Please email jrw6798@gmail.com or call (607) 742-6798. Thanks!


The Arc of Chemung - Schuyler
Missy Goetschius
03/18/2021
Are you a not-for-profit organization or business looking for volunteers? Look no further! Our agency supports people who are eager to learn work skills and ethics through volunteerism, while building their resume, and as a way of increasing independence to become productive and contributing members of our community. As a partnering volunteer site, you will have reliable, eager volunteers who are excited to learn new things... each accompanied by an employee of The Arc. If you would like...

PARTNER BULLETINS

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

POST BOARD

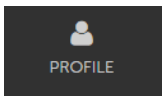
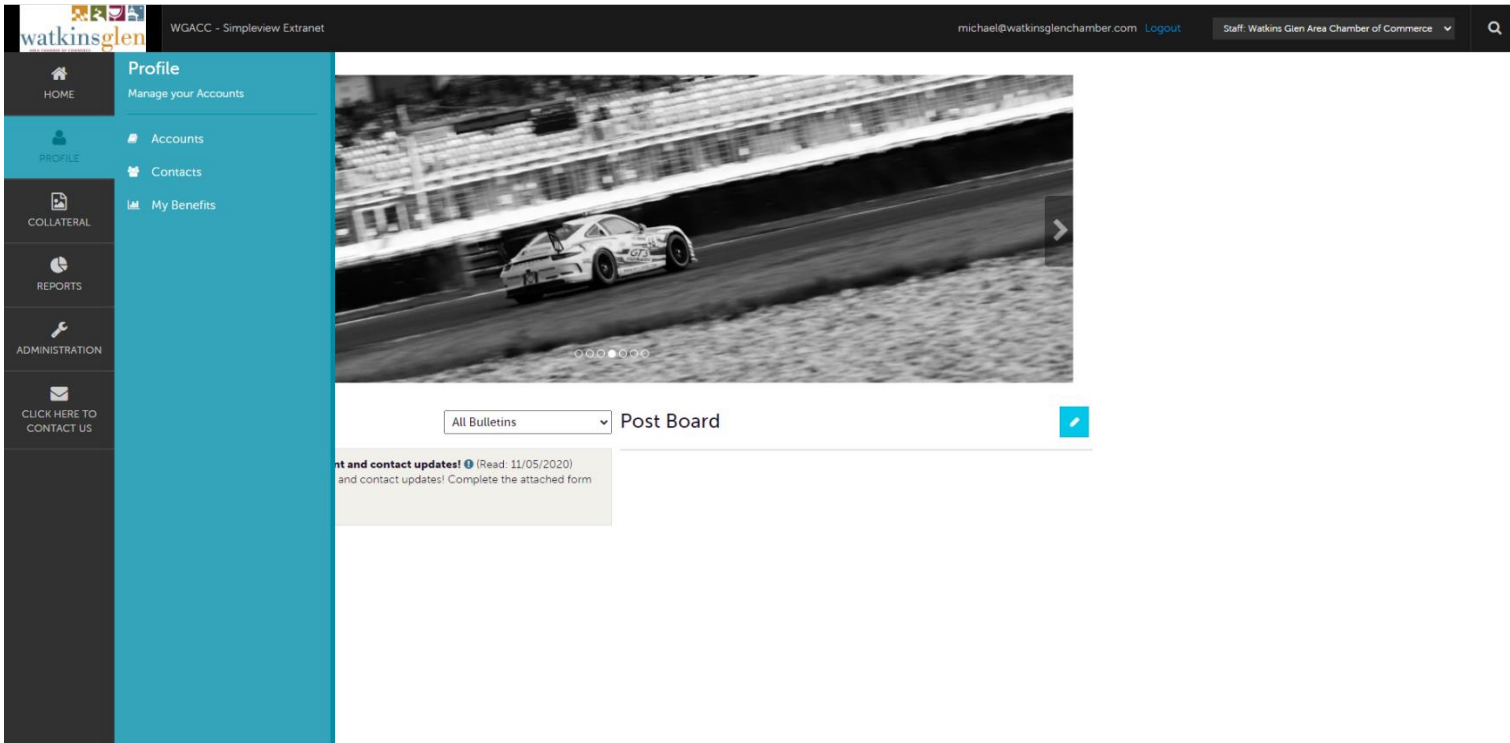
(Member to Member communications)

This is where members talk to members. Think of this as 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 event. 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.

PROFILE



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

Notes/Questions:

PROFILE CONTINUED

Accounts

Filters (0) Manage Filters

Status is one of:

CHOOSE ▾

APPLY FILTERS

Page 1 of 1 Go to Page: 1

Actions Account Staff: Watkins Glen Area Chamber of Commerce

Page 1 of 1 Go to Page: 1

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 allows you 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 data points for your business.

Phone Information

Address Information

Image Gallery

Image Gallery is where you will upload photos. Logos should be added as an image. Social Media is where you will input your handles and URLs.

Social Media

Related Details:

 Manage Amenities

Amenities will be detailed in next section.

MANAGE AMENITIES

Update Amenities

SAVE

CANCEL

Accommodations

General

Camping and Glamping

Accommodations

General

Camping and Glamping

General

Cancellation Policy:

48 hours

Check Out Time:

11:00 AM

Room Type King:

12

Room Type Double/Double:

18

Room Type Suites:

How many 1 Bedroom Units:

How many Suites:

Current AAA Rating:

Check In Time:

3:00 PM

Total Number of Units:

30

Room Type Double:

Room Type Twins:

Room Type Handicapped:

2

How many 2 Bedroom Units:

1

AAA Rated:

☐ YES

☒ NO

Accommodation Type:

CHOOSE AMONG THE FOLLOWING... ▼

If Amenities apply to your account, to access this functionality, 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, only select yes for “pool” if you have 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 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.

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:

MY BENEFITS

Benefits

Overview

[Listings](#)
[Offers](#)
[Fam Trips](#)
[Events](#)
[Leads/RFPs](#)
[Service Requests](#)
[Inkind/Expenses](#)
[Advertising Opportunities](#)
[Press Mentions](#)

PRINT

Account

-All- ▼

Month

▼

Year

2020 ▼

TO

Month

November ▼

Year

2020 ▼

UPDATE

Listings [See Details](#)

Views ▼



Offers [See Details](#)



Press Mentions [See Details](#)

Mentions ▼



Events [See Details](#)

Attended ▼



Leads/RFPs [See Details](#)

Sent ▼



Services [See Details](#)

Service Requests Sent ▼



Inkind/Expense [See Details](#)

Inkind Contributed ▼



Advertising Opportunities [See Details](#)

Cash Amount ▼



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.

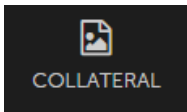
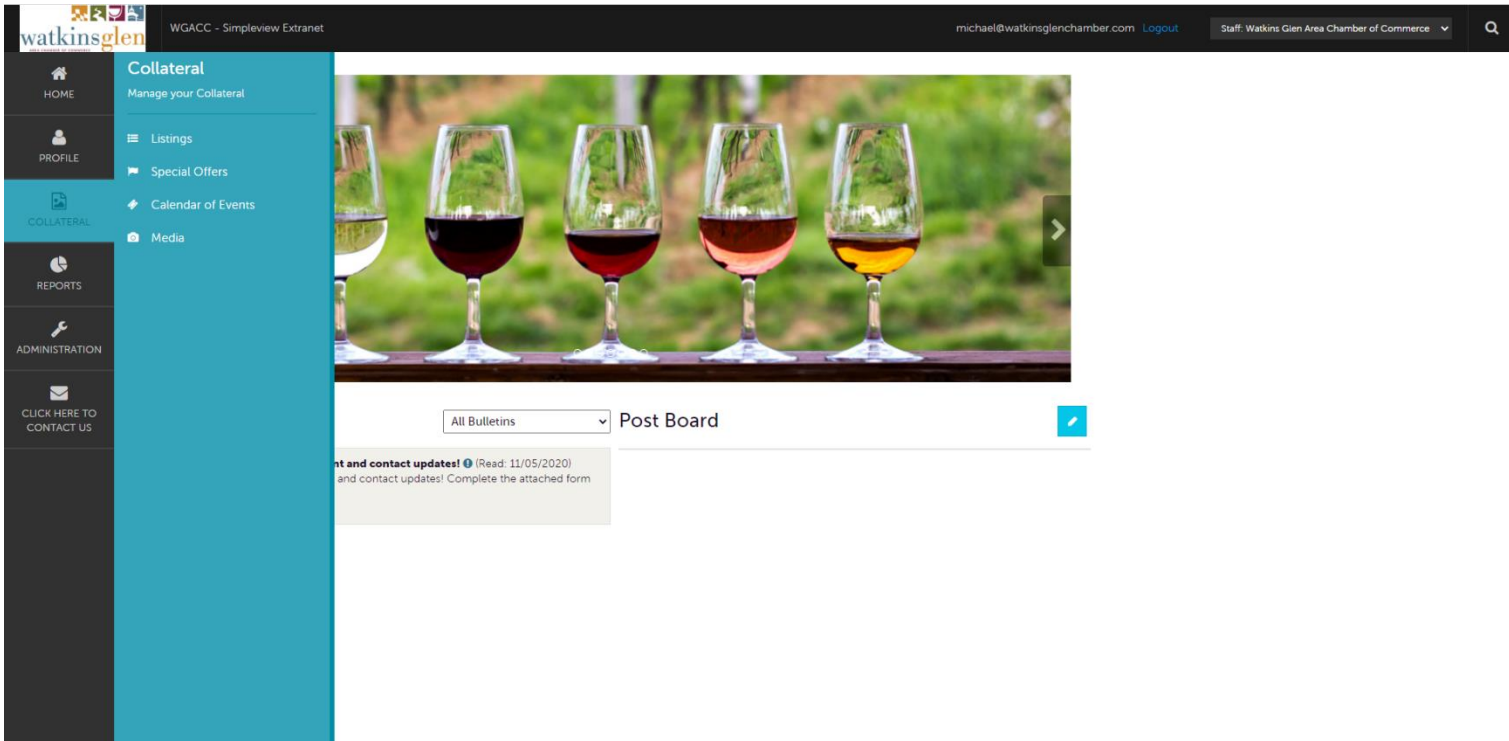
Service Requests: Details the total referrals and service requests you have been sent.

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.

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 (up to a 150-word description), listings, offers, calendar events, and media will be visible to the public.

Notes/Questions:

LISTINGS

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.

Page 1 of 1 Go to Page: 1

Actions	Company	Listing Type	Category	SubCategory	Listing ID
	JDog Junk Removal & Hauling	Website	Utilities	Waste Disposal/Recycling	846

Page 1 of 1 Go to Page: 1

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.

Update Listing

Listing Information

Account: JDog Junk Removal & Hauling

Type: Website

Contact: David Gilbert

Address Type: Physical

Keywords: 10-32 keywords accepted

Description: JDog Junk Removal & Hauling empowers Veterans by offering an eco-friendly residential and commercial junk removal business opportunity. JDog Junk Removal & Hauling provides dependable, sustainable, full-service junk removal and hauling services as well as peace of mind to their customers.

Call on JDog to come haul away old items of all kinds. We send a uniformed team of dedicated workers to provide transparent pricing, remove your junk, dispose of it responsibly, and tidy up afterward, all so you don't have to do a thing.

At JDog Junk Removal & Hauling, we promise free estimates, transparent pricing, on-time, and respectful service.

(1 to 300 characters max)

[SAVE](#) [CANCEL](#)

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 not 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.

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 input from this page. Keywords are limited to 10 to 15 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 jpg 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.

LISTINGS CONTINUED

SUBCATEGORIES

SAVE

CANCEL

Sections:

- Listing Information
- Categories
- Website Notifications
- Listing Image

...tains, swiftness, notes and more. Our clients save close to 75% on the cost of typical wine touring services and our drivers are covered by our comprehensive company insurance policy, which extends to rental vehicles. Let us plan a wonderful day for you & #8211; you won't be disappointed!

Rates start at \$42.00 per hour. Services include but are not exclusive to:

- Airport Pick-up/Drop-offs
- Concerts & Sporting Events
- DWI Prevention Service

(1 to 300 characters max)

Categories

Category: Required SubCategory: Required

Transportation Wine Tours

Additional Subcategories:

Outdoor Recreation	Outdoor Recreation: Tour & Guide Service	+	-
Transportation	Transportation: Airport	+	-
Transportation	Transportation: Transportation	+	-
Wine	Wine: Tours	+	-
Event Planning	Event Planning: Wedding Vendors	+	-

Website Notifications

Email To Notify:

Notification Interval:

☒ NEVER

☐ EVERY 250 HITS

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 clarification, 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:

OFFERS

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

WGACC - Simpleview Extranet

michael@watkinsglenchamber.com Logout Staff: Watkins Glen Area Chamber of Commerce

Offers

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 OFFER

Page 1 of 1 Go to Page: 1

Actions	Offer Title	Redeem From	Redeem To	Post From	Post To	Pending
No Records Were Found						

Page 1 of 1 Go to Page: 1

New Offer

SAVE

CANCEL

Sections:

- Offer Information
- Offer Image
- Offer Dates
- Offer Categories
- Offer Listings

Offer Information

Account: Required JDog Junk Removal & Hauling

Offer Title: Required

Offer Link:

Offer Text:

Offer Image

There are no images available to choose

Offer Dates


How-To details coming soon!

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. These can be specific offers and you can also extend specialty offers to other Chamber members. All offers will be reviewed by Watkins Glen Area Chamber of Commerce staff.

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

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

EVENTS

WGACC - Simpleview Extranet

michael@watkinsglenchamber.com LogoutStaff: Watkins Glen Area Chamber of Commerce

Q

HOME

PROFILE

COLLATERAL


REPORTS

ADMINISTRATION

CLICK HERE TO CONTACT US

Events

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 EVENT

Page 1 of 1Go to Page: 1

Actions	Event ID	Title	Rank	Start Date	End Date	Event Category	
No Records Were Found							

Page 1 of 1Go to Page: 1

New Event

SAVE

CANCEL

Sections:

Event Information

Event Location

Event Dates

Image Gallery

Event Information

Account: Required

JDog Junk Removal & Hauling

Title: Required

Featured:

☐ YES

☐ NO

Contact:

--Choose One--

Admission:

Description: Required

Source

B I S

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.](#)

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.)

The screenshot shows the 'New Event' form in the WGACC Simpleview Extranet. The form is titled 'Event Information' and includes several sections: Account, Title, Featured, Contact, Admission, and Description. The Description field is highlighted with a red circle, indicating where to add a clickable link. The form also includes a sidebar with navigation links and a top header with user information.


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).

This screenshot shows the 'New Event' form with a 'Link' dialog box open. The dialog box has tabs for 'Link Info' and 'Target'. The 'Link Type' is set to 'URL'. The 'Protocol' is set to 'http://'. The 'URL' field is empty. The 'OK' button is circled in red, indicating the next step to save the link. The background shows the same 'New Event' form as the previous screenshot.

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.

MEDIA

WGACC - Simpleview Extranet

michael@watkinsglenchamber.com LogoutStaff: Watkins Glen Area Chamber of Commerce

HOME

PROFILE

COLLATERAL

REPORTS

ADMINISTRATION

CLICK HERE TO CONTACT US

Media

Filters (0) Manage Filters

Account is one of:
CHOOSE -

APPLY FILTERS

ADD NEW MEDIA

Actions	Title	Description	Image	Listing Count
No Records Were Found				

Page 1 of 1Go to Page: 1

New Media

SAVE

CANCEL

Sections:
Media Information

Media Information

Account: Required
JDog Junk Removal & Hauling

Title: Required

Type: Required
-- Choose One --

Sort Order:

Description:

Listings:
CHOOSE AMONG THE FOLLOWING...

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, cropped horizontally, 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 by selecting "Image" (not logo).

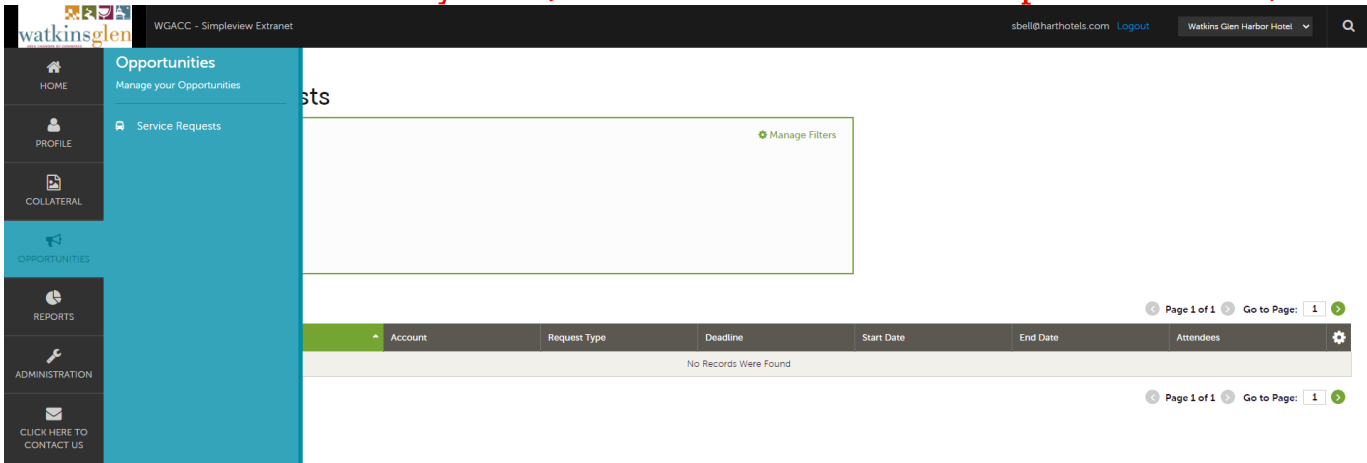
You are highly encouraged to add images. Please click CONTACT US if you are unsure how to add images or are unclear on the proper dimensions for an image.

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

Notes/Questions:

OPPORTUNITIES

(The OPPORTUNITIES section is an optional and advanced step.
It is not mandatory to use, and we will teach advanced 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 someone else 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 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 the 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.

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

CONTACT US



If you need assistance with the Extranet, need to update any of your account or contact information that you are unable to do on your own, 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 Lane and Katherine Jack.

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.

Thank you for keeping your listings and information updated and maintained for every season, all year-round. Periodically, we will offer more specific training 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:
