WVWA PORTAL OVERVIEW

The WV Portal allows you to edit and optimize your consumer-facing page on WillametteWines.com and ensures that WVWA has the most up-to-date information about your business. **Complete profiles receive higher placement in website search results on our site.**

From the WV Portal you can:

- Read member bulletins, download media resources, access webinars and other member information. Post your own business bulletins on the Post Board.
- Edit your business information and add photos to your listing.
- Update your business contacts, ensuring they receive WVWA information.
- Add amenities (like “dog-friendly” or “vineyard view”) with detailed descriptions so your business appears in searches.
- Add events and special offers to promote on the WVWA website.
- Review and pay invoices online.
- Review a summary of views and clicks for your listing, events, and offers on the WVWA website.

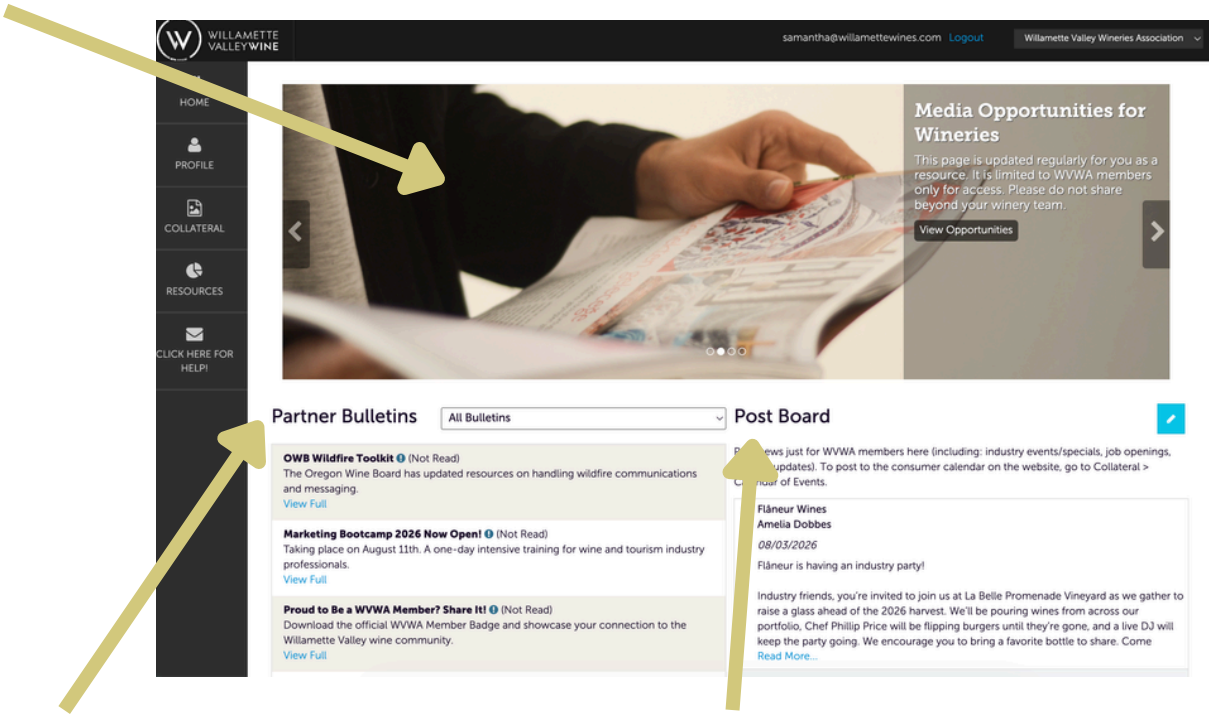
GETTING ACCESS

Members can access their WV Portal at: willametteor.extranet.simpleviewcrm.com
User name = email address
Click “forgot password” to reset if needed.
Note: you can also log in from our home page, clicking Membership > Member Portal Login at the top left of the screen

PORTAL HOME

> Header Carousel

This is where you’ll find quick links and announcements from the WVWA team.

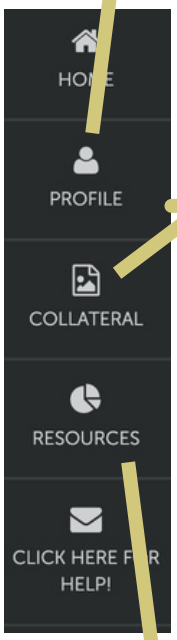


> Partner Bulletins

This is where you’ll find resources, webinar recordings, and other announcements from the WVWA team. You can filter the type of bulletin (DEBI, media opportunities, surveys, etc.) in the dropdown.

> Post Board

Here is where members (including yourself!) can post announcements just for other members to see. This can include industry events/specials, job openings, and internal updates. Click the blue pencil to create a post.

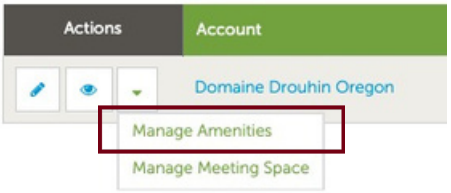


PROFILE

> Accounts (your business information)
Under "Actions," click the blue pencil icon to edit.

> Amenities

In the Profile > Accounts section, click the green dropdown arrow next to your name to manage amenities (ie: varietals, offerings), which flow over to our website search. This is also where you update open hours, and provide details on what you offer.



> Contacts
The "primary" contact is included in our member directory and receives all communications. Contact roles allow us to target communications — please enter and update all relevant personnel. Deactivate contacts by changing their status to "inactive."

- Important: Please don't edit an existing contact's name and email when a team member changes — instead, mark that contact inactive and add a new contact for the new person, so we keep an accurate history of who was on the account and when.

> My Benefits
Review your listing's views and clicks, plus results of events and offers.

COLLATERAL

> Listings (your profile on the WVWA website)
Click the pencil icon to make edits. This is where you can update your business address, listing description, website, business phone number, social media handles, and reservation link.

- Keywords allow users to find your listing in searches. Include characteristics, common misspellings of your name, and acronyms. Separate entries with commas.

> Special Offers
Post offers available to the public for promotion on our website. Include end dates for your promotion so it will automatically be removed from the site. Be sure to upload an image and include a link for how to redeem your offer.

> Calendar of Events
Upload high-quality photos to accompany your event listing. Avoid logos and text on the image to avoid it getting cut off. Event photos should be 800x1200 pixels to render on the site correctly.

Note: Profile updates, including events and special offers will appear on the site about two hours after approval.

> Media

Include your business name and a brief description of the image content in the "title" field and it will appear as "alt text" for each image. This is important for visually impaired site visitors and helps drive traffic to your listing from search engines.

RESOURCES

Find important documents and links here, including the Member Contact Directory.

NEED SUPPORT?

Contact Membership & Partnership Manager Brittany Wooten at brittany@willamettewines.com with any questions.