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Guide to Webo WhatsGood Pocket Advisor button links

Getting Found

We recommend two ways to be found on the internet that are equally effective but which are poles apart in terms of budget needs and methodology.

The first is available to big business who use big budgets to attract online eyeballs through PPC saturation marketing. It works; money can optimise your website's SEO, build and add content on a daily basis and buy you traffic. Other big budget options include TV advertising, print media adverts and the rest. They all take a big budget and they deliver.

The second way lies in understanding that most local businesses seek a local rather than an international or national audience. If you want to market to a defined "Home Zone / neighbourhood" and your customers are drawn from that same "Home Zone" then the chances are that your customers know who you desire to attract to your business.

Delighted customers that are prepared to refer you to a friend do not. The reason is that at "the moment of delight / satisfaction" it is not easy to make a referral and so lethargy and self interest cause them to not take action.

Getting customers to refer you to a friend is achievable but there is a secret to success; you have to make it easy (this addresses lethargy) and rewarding (so it's in their interest).

Share & spread the word.

Every Category Header on the WhatsGood Westville Pocket Advisor offers the opportunity to share the link and in doing so to offer a comment to your friends.

Understanding the power of social media sharing is, these days, legend but most do not appreciate how powerful it is. Let me illustrate.

The average Facebook user has about 338 Friends

Social Sharing

Statistically, studies have shown that 70% to 86% of us will share when it is worth our while and if it is easy to do. Thus:

· For every 100 customers of yours, if say 70% share with friends on say, Facebook where, on average, they have 338 friends.
· Referrals may then reach: 70% x 338 people x 100 customers = 23,660 referrals in the first step.
· In the next step, the reach explodes but suffice to say that the local reach will be saturated.

Give to Get

At the heart of the secret to success lies the principle of give to get. Give your customers something to talk about or give them something to share and, you guessed, they will. In summary: Customers that have found your value will have friends and connections who too will find the value that they have found. One more time: Make it easy and rewarding for customers to network and generate leads for you and they will.

TRAVEL & TOURISM			
Vacations & Travel	The Mall	031 123 4567	SP Reviews/Info
Travel & Agency	Pyramid Mall	031 123 4567	SP Reviews/Info DP Deals/Promotions
Getaway Travel	BJ Mall	031 123 4567	SP Reviews/Info DP Deals/Promotions
			CD Coupon Deals LR Loyalty Rewards RR Referral Rewards

WhatsGood Communicators aka Pocket Advisors

The WhatsGood Pocket Advisors are designed to offer tap-to-dial convenience to users that can easily add a tap-to-open button on the home screen of their phones. Each time a button is tapped the latest version of the page will open.

As stated, when the Pocket Advisor page is open, users that select the social sharing option (see top left), will be directed to their preferred social media account so that they can add a comment before sharing.

WhatsGood, Info, Deals, Coupon, Loyalty, Reputation and Referral Marketing

The above image is a mock up drawn from the WhatsGood Westville Pocket Advisor.
At the top on the left are the links to five social media platforms and to an email option.

The link to Explore Listing Options, links you to the https://webo.directory/whatsgood/ website where you can read more about our Communicators / Pocket Advisors. Users seek more than a telephone number and to this end they seek information that has a focus on a defined deliverable.

The Free Splash page is a page that offers:

• Contact Information; who to contact

• Links; to websites, etc.

• Location; where you are located

• A short crisp information page on who you are

• Review; to see what other say about your products and services.

Each of the listing links offers a defined deliverable. These are the five buttons, in the green header section on the right-hand-side.

• Suppliers can tap a button in the green header section to read more about the link option selected.

• These same buttons when available in the blue contact details section, open to provide users with the information on this aspect.

Logo & Social Sharing Options.

Contact Information & Links
Who to contact, website, etc

Note

The FREE SPLASH PAGE has adverts and is 450 pixels wide. It is a normal FREE LISTING page on the Webo Directory but it has the restriction of not having images, video and product offers on it to qualify for a FREE LINK to a WhatsGood Communicator

The VIP LISTING PAGE is 900 pixels wide and it has no adverts on it

Splash Page Information

Note
There is an affordable Listing Page VIP Upgrade and this page will be linked to a Pocket Advisor, where relevant, without content restrictions.

The VIP listing has extensive and advanced functionality and can be used to manage and promote a large amount of content. The key to this page is that it is, in essence, a mini website that is built by the user.

Note
VIP Listing pages have no content restrictions.

Location

Reviews

AUDIENCE BUILDING

1. Market
2. Avatar
3. Channels
4. Communicators
5. Attract
6. Engage
7. Sell
8. Delight
9. Convert
10. Keep
11. Fans
12. Advisors
13. Advocates
14. Ambassadors
15. Build

CD   DP   LR   RR

Webo

1. **Market Research:** Profitability, Solutions, Appetite & Dominance potential.

2. **Avatar Research:** Demographics, Psychographics, Influencers and followers

3. **Channels:** Sites, Blogs, Apps eg (FB Groups, Twitter, WhatsApp etc) & Social media integration (Image harvesting, #hastagging, etc.)

4. **Communicators / Apps:** Automate Lead Generation with WhatsGood, Link & List, LPM, Meeting Rooms with chat, private messaging and video conferencing plugins.

5. **Attract:** Promote Awareness & Interest with Lead Magnets & Offers

6. **Engage:** Cold eg email, adverts etc & Warm: referrals

7. **Sell:** Online, Off-line: Fixed Price or Auction Sales

8. **Delight:** Confirm with on and off line Surveys and Polls

9. **Convert:** From visitors and bargain hunters to customer

10. **Keep:** Identify needs by segment, engage and reward loyalty

11. **Fans:** Grow Turnover & Reward buying more and more often

12. **Advisors:** Reward writing reviews and sharing which grows reputations

13. **Advocates:** Reward sharing and commenting which grows awareness

14. **Ambassadors:** Reward referral effectiveness in growing turnover

15. **Build:** Build your Brand & Community Relationships

AUDIENCE BUILDING

The concept of Give to Get is a foundation stone to lead generation and the conversion of a customer's friends to being loyal customers. Each of the buttons has a role to play in building your audience. What is different is the synergy that arises when you give your customers coupon benefits that relate to deals, competitions, events and more and then invite them to share their rewards with a friend. This stitches together the power of coupon marketing, loyalty programmes and referral campaigns in a way that each option builds on the option before - see below. It's an affordably brilliant concept!

- Advisors write reviews, which grow your brand's reputation and they share them with friends and business connections on their preferred social networks because it is easy and it is relevantly rewarded.
- Advocates share reviews, coupon deals, specials, featured products and services, competition entries, quizzes and event tickets on their preferred social networks with friends and business connections because it's easy & rewarded.
- Ambassadors e-mail, print and deliver by various means coupon or voucher bene-fits to friends and business connections and they earn the identical benefit when the friend redeems the coupon or voucher.
- Audiences targeted by customers follow up the offers received and engage with the businesses because they have a credible expectation of being delighted.
- Businesses segment customer lists to ensure that each segment represents a like minded group of people/businesses so that they can be make relevant offers that suit their specific needs.
- After three to four purchases buyers who perhaps arrived as "bargain hunters" are likely to become loyal customers as a result of a businesses consistently good service and because they enjoy the benefits of the loyalty programme.

- New customers will write reviews, share and make referrals because it is easy and rewarded thus joining a highly engaged community of customers who have opted in to the push/pull communication channels available to them.
- Webo Loyalty Status Levels: Fan Levels 1, 2, and 3 (Titles can be are customized).
- Levels can be further split on the basis of specific rewards that are available to loyalty members with a specific no. of points.
- Points duration & Status duration can be independently set. Referral Status has three categories: Advisors who write reviews, Advocates who share & Ambassadors who refer.

WhatsGood Pocket Advisor Link Buttons

Reviews & Contact Information (This displays if there are Reviews): A user that selects this option will be able to read reviews and to add reviews. To add reviews users will be required to open a private account where they can find, edit or delete a review that they have made. Suppliers will be able to raise an objection for Webo investigation but will not be able to edit a review. Abusive reviews on a listing or on the Webo Directory home page will be deleted.

Splash Pages: FREE DIY SPLASH pages feature logo, contact, location and about us information plus a 450 px wide webpage. Splash pages without video & image content will be linked to a relevant WhatsGood Pocket Advisor.

VIP Listing Pages: These are 900 px wide and have video, image and a wide range of content management options including a deals feature. These open from RI/SP buttons.

Splash pages and VIP Listing pages are DIY. Contact us to quote for a B4U option.

Deals Pages:
Deals pages are free standing sales funnel pages that may take the form of a webinar invite, an event invitation, a deal with a link to sign-up or buy now, etc. Deals pages are built by Webo and are fully hosted as PC and Mobi friendly sales pages. We can also link to your own Deals or host your content.

Coupon Deals:
These are online digital coupons that can be presented on phone for redemption or they can be printed for presentation and redemption. The Coupons will be made available on a Webo PC and Mobi Communicator. Every user that claims a coupon can be required to register so as to add their coupons to a private online account that is maintained online for them without charge. Suppliers can have thousands of registered customers with coupon accounts.
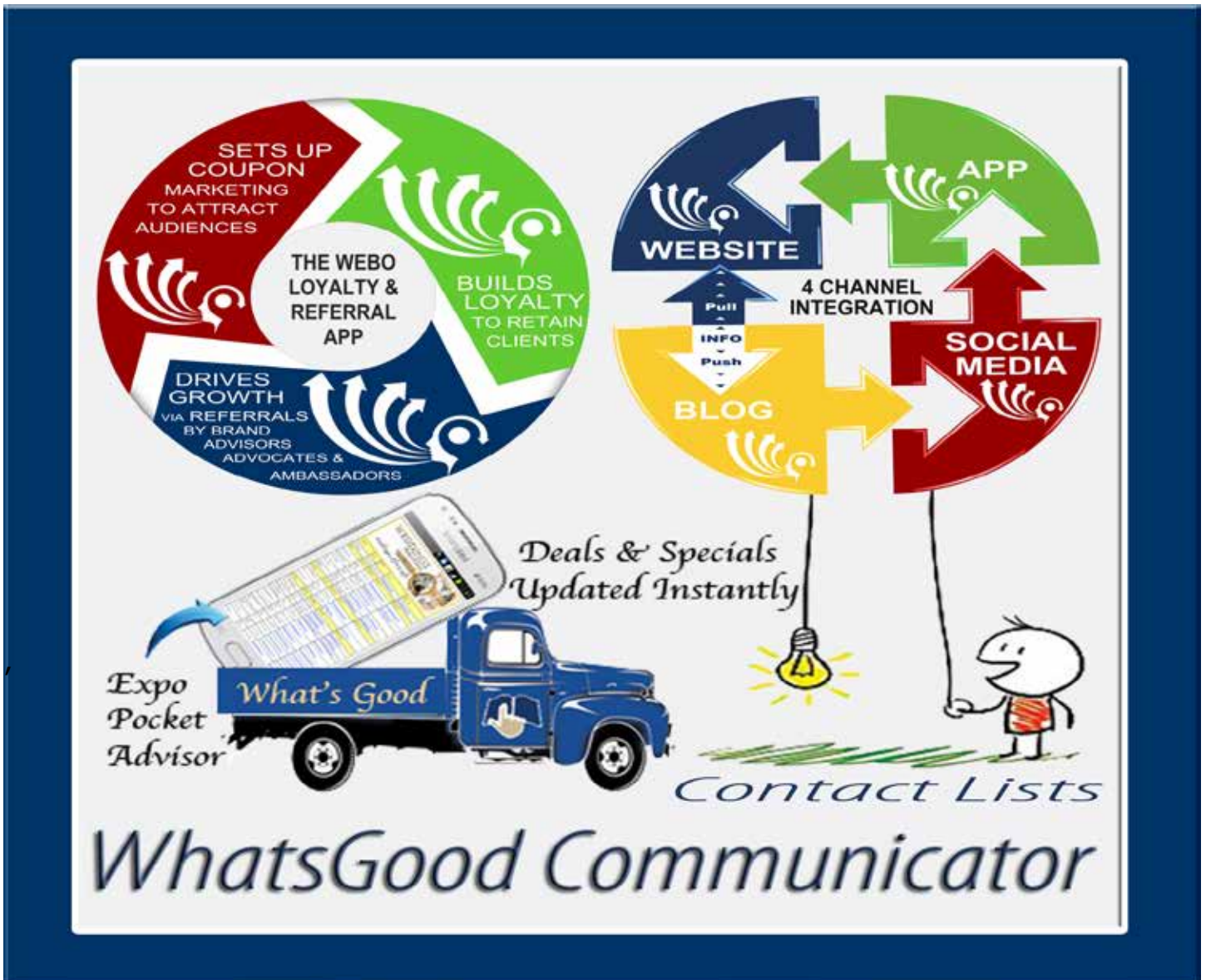
Loyalty Programmes:
Webo can create a loyalty programme for the supplier that is based on tier and milestone segmentation. On phone points allocation and redemption is done by appointed administrators. This programme is extensive and is offered as a done for you solution to meet the need for customer retention.

Referral Rewards:
Reputation and referrals have always grown businesses and the L&R Communicator makes it easy to maintain a referral marketing campaign. Again, this is a done for you solution. Advisor, Advocate and Ambassador status is customisable and automated.

Monthly Seafood and Jazz Sunday Coupons: Get an entrance coupon and book early.

#shellfish

Add a review

Share / Save

We had such fun last month. We will be back with friends! #shellfishATtsallys

LUCKY DRA
Load your pictures to
#shellfish

Read More

Monthly Seafood and Jazz Sunday Entrance & Lucky Draw Ticket

Win cashback on your entrance fee and a complimentary buffet.

To Start: My account

Next:Click to Show Online or Download Print Version

Alternatively:See it in My Account

DEAL

SETS UP COUPON MARKETING TO ATTRACT AUDIENCES

THE WEBO LOYALTY & REFERRAL APP

BUILDS LOYALTY TO RETAIN CLIENTS

DRIVES GROWTH VIA REFERRALS BY BRAND ADVISORS ADVOCATES & AMBASSADORS

WEBSITE

APP

4 CHANNEL INTEGRATION

Pull

INFO

Push

BLOG

SOCIAL MEDIA

Deals & Specials Updated Instantly

Expo Pocket Advisor

What's Good

Contact Lists

WhatsGood Communicator

DIGITAL MARKETING with the WEBO SaaS

LPM INTEGRATION INFOGRAPHIC

RR — Grow Referrals

LR — Retain Loyalty

CD — Attract Coupons

Do Your Customers Grow Your Business?
"We make it easy and quick for them to share thoughts on Social Media using their Phones"

4 Channel Marketing

We also offer a Webo SaaS subscription
The SaaS is a DIY Website, Blog, Product Showcase or e-Commerce Store Site/App builder that interfaces with a WhatsGood, Link & List, L&R Communicator and Meetings Communicator that are all integrated with social media. The Webo SaaS is also available as a built for you solution.

Discounting

It's a given, bargains attract bargain hunters. It's also a given that bargain hunting is a sport enjoyed by bargain hunters who are loyal to the sport and not to their prey! Suppliers see the game as offering a few opportunities. Firstly, it can clear end-of-range, end-of-season stocks and stocks needed to be moved to make way for new designs, etc.

When the focus is on the hospitality industry a popular question asked by restaurant owners is "How can I get more people to dine at my restaurant?" For years restaurant owners have wrestled with the pros and cons of coupons. In a restaurant, there is no need to clear stocks as there is in the retail industry. In restaurants, specials are a norm.

Coupon vendors have been at the door of restaurants for years. Many have learnt that deep discounts attract but do not buy loyalty nor profitability. Many coupon vendors require a 50% discount and they charge 25% leaving the restaurant with 25% that often is only paid some months later. The challenge for restaurants has been to restrict coupons so as to leave the opportunity to upsell with starters, desserts and beverages. The thinking around restaurant coupon vending is that diners will try the cuisine and return. Most have found this to be wishful thinking.

Pros of Restaurant Coupons

Coupons have been in the marketplace since the late 1800s when Coka-Cola hand wrote millions of coupons and in the process grew the business from tiny to national in the USA. This fact embodies the desire that restaurants have which is to get diners to try the menu, get hooked and return. It can happen but really does.

The challenge with coupons is that today they are digital and controlling the distribution is difficult but it can be done by advanced management systems.

Cons of Restaurant Coupons

The first is profitability or the lack of it. When you sell at a loss no amount of volume will fix it. Waitrons earn less in tips and may leave and if you do not have an advanced management system you could flood the market with more coupons than you wanted to.

When a clothing store has a sale or when it offers deals and discounts there is no expectation that the sale pricing will endure. In the restaurant business consistently discounting by way of coupons or specials can alter the perception that diners have of your brand. They could come to expect deeply discounted specials as the discount will not be seen as a reward but as a norm!

The Alternative to Conventional Retail & Restaurant Coupons

Loyalty & Referral Marketing Programmes

When an established customer is rewarded with a coupon for doing something or for reaching a set milestone it is seen as a benefit and it does not negatively impact the perception of the brand. When this customer enjoys the right to share the benefit with a friend/s or business connection/s they will boost their reputation/popularity and they will feel good. The recipient of the gifted coupon will not have brand perceptions as they will attribute their "luck" to the generosity of the friend or connection.

The same thinking applies to referral programmes designed to boost reputation and referrals which have always grown businesses. Writing reviews/testimonials and making it easy to do and rewarding is the key to growing reputations. Making social sharing easy and rewarding will grow referrals.

Giving people something to share is the key. It rewards them for spreading the word.

It should be noted that niche-specific, coupons relevant to loyal customers that are shareable are a completely different story. They brilliantly give customers something that is easily sharable and easily understood.

Understanding who your customers are, what your products mean to them and what they want from you is key to customer retention/loyalty.
In short, delighted customers are likely to be loyal.

Customer demographics are likely to play a huge role in finding what they need and desire. Examples include; age, gender, marital status, children (if any), occupation, income, education, disabilities, etc

Customer psychographics too plays a role in defining desired target markets. Matters such as habits, hobbies, values, interests and behaviours. Preferred activities (dancing, parachuting), entertainment (eg movie lovers vs sports addicts), food (eg vegetarian, healthy, convenience), drink (only non-alcoholic drinks, no fizzy drinks) and politics. Sources of joy, pleasure, delight, happiness, excitement, hope, affection, amusement, interest and surprise.

Generally, people buy to solve problems, to meet aspirations, to feed emotional drivers and more. Understanding the demographics and psychographics are key to defining target markets but as importantly they are key to customer segmentation, retention and segmentation.

Loyalty programmes are often based on sales volume. This is likely as it has been the foundation for loyalty programmes for decades. Consider using demographics and psychographics to segment customers to enable targeted reward relevancy and use milestone rewards to rank and reward customers for purchases in each segment.

The seamless integration of coupon, loyalty and referral marketing creates the synergy that underlies the success of the strategy. It makes referral rewards an integrated part of the customer experience as it enables it to be seen to reward customers for their support rather than it being seen as a "beneficial evil!"

Referral tactic variation not only keeps it dynamic but it maintains interest. Refer-a-friend, two-way and mention-me campaigns, as well as VIP events, early access to sales and new product launches, etc, enables one to maintain interest while maintaining engagement.

ABOUT DEALS, COUPON, LOYALTY & REFERRAL MARKETING
In short, the integration of Coupon, Loyalty, and Referral marketing as engineered by Webo is like no other. We call it Hamburger Marketing!

DEALS & PROMOTIONS 1,1 Specials (Up to 25% Saving 1,2 Deals (More than 25% Saving) 2,1 Last Minute Specials (Up to 25% Saving) 2,2 Last Minute Deals (More than 25% Saving) 3,1 Combo Package Specials (Up to 25% Saving) 3,2 Combo Package Deals (More than 25% Saving) 4,1 Volume Pricing Specials eg buy 6 & Get 1 Free (Up to 25% Saving) 4,2 Volume Pricing Deals eg Buy one & Get One Free (More than 25% Saving) 5,1 Experiences & Memorable Moments Specials 5,2 Experiences & Memorable Moments Deals 6,1 Retail Seasonal Promotions eg Easter, Winter, Spring & Xmas 6,2 Holiday Promotions eg Mother's day, Father's Day 6,3 Other Promotions eg St Patrick's Day, Valentines Day, Secretaries Day, etc 6,4 Specials Promotions eg Seafood Evening, Spit Roast 6,5 Package Promotions: Anniversary, Birthday etc set menus 6,6 Promotional Days eg Mondays and Tuesdays 6,7 Promotional Types eg Pensioner days, Local Soccer Club Days, etc 6,8 Promotional Events eg 1st Friday of the month buffet dance, etc

COUPON MARKETING

Coupons, vouchers or tickets- gifted by customers to their friends is a game changer. Compelling offers matched to your best customers will drive shares. Researched reward gifting will appeal to like minded customers and marketing lookalike customer profiles will grow your profitable customer baseline. Our App makes it easy to grow reputations and referrals.

LOYALTY MARKETING

Delight your customers and segment them into like minded groups with specific and well researched needs and desires. Provide all customers with their own private social accounts to track rewards and reviews. Grant Brand Advisor, Advocate and Ambassador status to customers who have your App on their phones.

SETS UP COUPON MARKETING TO ATTRACT AUDIENCES

THE WEBO LOYALTY & REFERRAL APP

BUILDS LOYALTY TO RETAIN CLIENTS

DRIVES GROWTH VIA REFERRALS BY BRAND ADVISORS ADVOCATES & AMBASSADORS

REFERRAL MARKETING

Promoting Brand Advisors (those that write reviews), Advocates (those that share) and Ambassadors (those that make one on one personal recommendations to friends and business connections) lies at the heart of Referral Marketing where customers gift rewards that are valued by target audiences. Give to get works as it is easily done on the App.

CONTACT US, ACCESS & SELECTED LINKS:

Pricing
- WhatsGood Pocket Advisor Listing (if relevant) - Free
- DIY Splash Pages - Free / 365D
- DIY VIP Pages & Deals - R250 / 30D   B4U VIP Pages & Deals - R1000 / 30D
- B4U Deals/Specials/Promotions/Announcement etc pages - R400 / 30D
- B4U Managed Coupon Deal or Special Pocket Advisor/App with online Loyalty Accounts for all customers plus online (phone or PC) redemption administration - R500
- DIY Webo SaaS (Website, Blog, Apps, Online Meeting Room with Video Conferencing, Coupon, Loyalty & Referral Marketing Automation plus hands on training - R1250
- Ask if the Launch Discount is still available
- B4U Webo SaaS (Ask for a quote)

Getting Started (This eBook - use this URL to share it)
- WhatsGood Link Options   https://mycom.app/LinkOptions

eBooks
- Getting The Digital Marketing Basics Right: https://mycom.app/basics
- Digital Marketing with the Webo SaaS: https://mycom.app/dmpdf
- Reward Structuring with the Webo SaaS: https://mycom.app/RSpdf
- Hotel & Restaurant Loyalty Programme Review:
     https://www.webo.directory/videos/pdf/d-394.pdf

Demo Coupon, Loyalty & Referral Pocket Advisors / Programmes
- Shopping Malls https://mycom.app/mall
- Law Firms: https://mycom.app/law
- Home Decor Store: https://mycom.app/decor
- Hotels & Lodges https://mycom.app/lah
- Jewellery & Store: https://mycom.app/jew
- Restaurants: Steakhouse: https://mycom.app/GBG
- Restaurants: Seafood: https://mycom.app/SSRpdf
- Takeaway/Fast Food: Sushi: https://mycom.app/SB

Webo Digital
- https://webo.directory/vouchers/   https://facebook.com/webodigital
- https://linkedin.com/company/webodigital
- Support - Webo Academy https://saas-meetings.webo.directory

WhatsGood
- https://webo.directory/vouchers/   https://webo.directory/whatsgood/
- https://facebook.com/WhatsGoodWestville

Access
- Should you be asked for a password use: 1234@abcd

Contact us
The Webo Digital and the WhatsGood websites have contact us options and full email and telephone contact details.

TUTORIAL ON BUILDING A DIRECTORY LISTING

STEP 1

Step 1

On the Webo Directory www.webo.directory

Select Featured Listing and in the dropdown options select the FREE LISTING OPTION

Register and note your username and password. Next, login on the home page and the Admin panel shown on the right will display

Step 2

Select Edit My Directory Listing and follow the instructions at the foot of the page.

MY LISTING BUILDER

See My Directory Listing
Edit My Directory Listing
Manage User/Guest Reviews
Resize/Edit Images
Setup Facebook/Instagram Integ
Setup Directory Search Tag Descr
Setup Search Engine Descriptions
Setup Niche Directory

STEP 2

VIP LISTING ENHANCEMENTS

Administration
Build A GIF Image (Alternating Images)
ild A Form
-Manage Built Enquiry Forms
-Manage Enquiry Forms Submitted
nage Accommodation Enquiry Form
d Pricing Calculator
Access

Image Mgt
Ma Slideshows
Add An llery & Comments
Add Footer I e Generator
Add To Showcas Gallery
Showcase Gallery Admin
Setup Showcase Category Options
Manage Showcase Reviews
Manage Flash Gallery
Manage Webpage Gallery
Directory Setup
Setup Benefits Link Option1
Setup Benefits Link Option2
Setup Benefits Link Option3
Setup Benefits Link Option4
Setup Benefits Link Option5
Setup N'hood/Contact List
Link Setup
Setup Blog Link
Setup Deals Link
Setup Flash Gallery Link
Setup Newsletter Link
Setup Online Quote Link
Setup Product Showcase Link
Setup Services Showcase Link
Setup Showcase Album Link
Setup Store Link
Setup Webpage Gallery Link
Setup Website Link
Marketing & Social Media
Add A Poll/Survey: + Images
Add A Poll/Survey: Text Only
Blog: Add / Manage Topics
Manage Blog Comments
Hub: Add Site Categories
Manage Deals
Setup: Link & List Communicator
Setup: WhatsGood Communicator
Setup Vip Facebook/Instagram Integration

As an example if you select Edit My Directory Listing in the Admin Panel then the page below will open at the foot of the page where you will find the How To Tips Guideline on building this page. Each of the other options has a How To Tips Guideline at the foot of the page selected.

HOW TO TIPS: ABOUT LISTINGS AND HOW TO EDIT THIS PAGE

INTRODUCTION

LISTINGS

DESCRIPTION AREA

The cut, paste and copy options are explained below

Cut
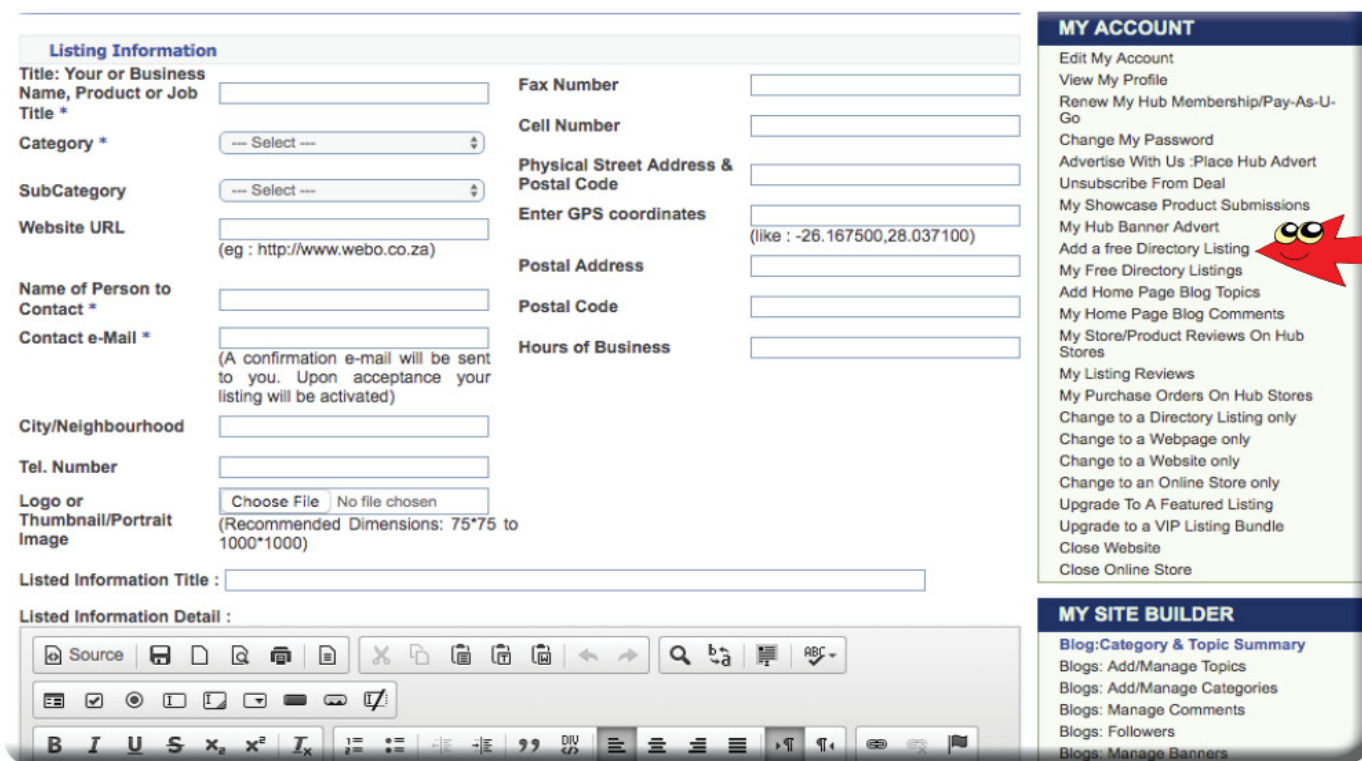
Why List on the Webo Directory

Listings are free and building a Listing, a Communicator, Blog, Website and eCommerce Shop or Product Showcase Window with the WYSIWYG (What You See Is What You Get) Editors & Button Selectors in the Webo SaaS toolbox is easy as there is no coding knowledge needed.

To start we will cover some basics. We do not need to cover the complete "How To" here as each option in the Admin Panel of the Member's Portal offers "How To" tips on building the option that you selected. Thus, you should register, login and select an option. The "How To Tips" page will be at the foot of the site builder page that you opened. Please review the Getting Started Guideline which covers the basic steps involved in setting up your site.

Webo SaaS subscribers have an option in their Admin Panels to create a Listing (see below). Should a Webo SaaS Subscriber wish a Listing Upgrade they should contact us for a free upgrade..

Why list your business on the Webo Directory? Online business directories localise the internet and they offer the opportunity to participate in the collective marketing of the directory. Browsers use the directory for various reasons. Search results are limited to listed entities and thus Google Keyword Search or Category Browsing is manageable on a phone. You will only get local relevant results. As an example the http hits on the directory for the past few months have been as follows. As a trend, traffic spikes at month end, but remains relatively constant for other days of the month.

Over time the hits will vary however the general trend can be gleaned for these current statistics.

Http Hits on the Directory Website

Full Month of October 2015	Total: 369,310	11,913 on average per day
Full Month of November 2015	Total: 306,672	10,222 on average per day
Full Month of December 2015	Total: 382,887	12,351 on average per day
Full Month of January 2015	Total: 669,206	21,587 on average per day
To 23 February 2016 (Today)	Total: 369,337	16,058 on average per day
+/- 5 Month Average	Total: 2,097,412 (146 Days)	14,365 on average per day

Average Traffic per Hour

Browsers

Chrome	Firefox	Safari	Msie	Opera	Other
38.6%	44.9%	4.5%	5.5%	3.1%	3.4%
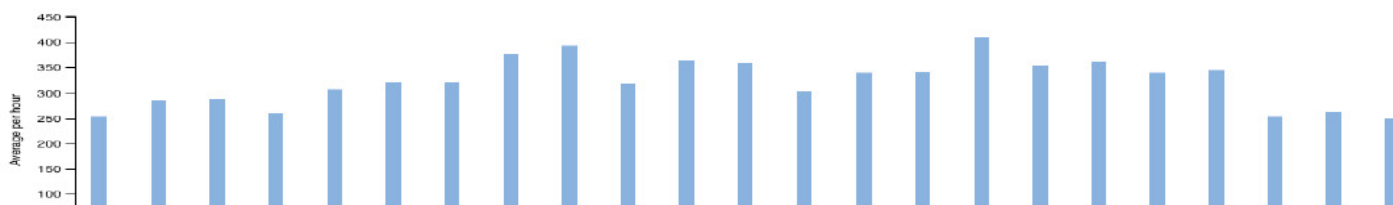
We believe that the popularity of the site is because we offer more functionality to Free Listing businesses than is offered by most other online directories that we have found. Those that up-grade to Featured Listing Status will be amazed at the additional functionality that they get. One of these enhancements is the Link and List Communicator.

How to Register for a Listing Upgrade

Webo SaaS subscribers will find the option to add free listings in their Admin Panels. For other subscribers please register and navigate to the Directory Home Page desired in your internet browser. There are a variety of registration options . On the directory home page, click on:

FEATURED LISTING
on the horizontal menu bar below the header image and select:
 "Get a **FREE Listing or Upgrade** from the options in the dropdown list."

Fill in your information in the required fields (marked by *) on the Seller Registration webpage. If you do not have an email address, click on the link "Click here to get a Free Google Email Ad-dress." This will redirect you to the Gmail sign up page where you can register for a Gmail email address. The username that you use must be unique on the directory, as must be the e-mail ad-dress. The username should be in lower case letters without spaces between the characters. The form populates a database and thus you should not use special characters in these fields, e.g. &,%,$,@.   Baker & Son will be rejected as a Title but BakerAndSon will be accepted.

When you have filled in the form please complete the captcha game to prove that you are not a robot, accept the T's and C's and click SUBMIT. You will be sent an e-mail to verify your e-mail address and when you respond you will be able to login with your e-mail address and password on the Directory Home Page.

Once you have logged in, select Member's Portal to go to the Admin Panel where you will have the Free Listing options activated. Next, in the **MY ACCOUNT** section select Upgrade to a Featured Listing and follow the checkout options.

Once you have selected your payment method e.g. payment by EFT and you have paid the VIP Listing Enhancements will be activated. Credit card payments are processed immediately. If we do not receive payment within a few days the listing will be deactivated.

Once activated by payment the functionality will be immediately available. If you experience problems contact us.

How to Build your Listing

After registering , go to your Directory Listing and login with your email address and password. Alternatively, Login on the Webo Directory Home page - see below.

In the Listed Information Detail section you can type in and style your content.

The width of a free listing page is 400 pixels and that of a Featured Listing is 900 pixels. 900 to 947 Pixels is the normal width of a website page. Many PC's now boast wide screens and where sites are built for these wide screens it can produce an unfriendly phone handset result as the page will be resized to display the wide screen rendering text unreadable. Should you wish to create a wide screen simply create a table that you specify to be as wide as you wish. In these cases you can increase the size of the font used e.g. Verdana 16 which will improve the readability of text on phones.

We use what is arguably the most popular page editor available. It is the CK Editor. In the last row of the Edit Options icons there is a ? Select this option followed by the CKEditor User's Guide option to open the full user manual. If you hover over the icon options you will find that it is mostly self explanatory. In the top row there is a "Paste from Word" option. It is important to use this option as it removes the Word tags. You can also copy and paste from a website.

In the Admin Panel each option has How To Tips at the foot of the page. See the next page. Select and option desired and read the how to tips.

A popular choice for first time users that are experts at Word or PowerPoint is to create a page in Word or in PowerPoint and to save these pages as .jpg images which you load into the CKEditor.