

# GrowthZone

## Working with Web Content

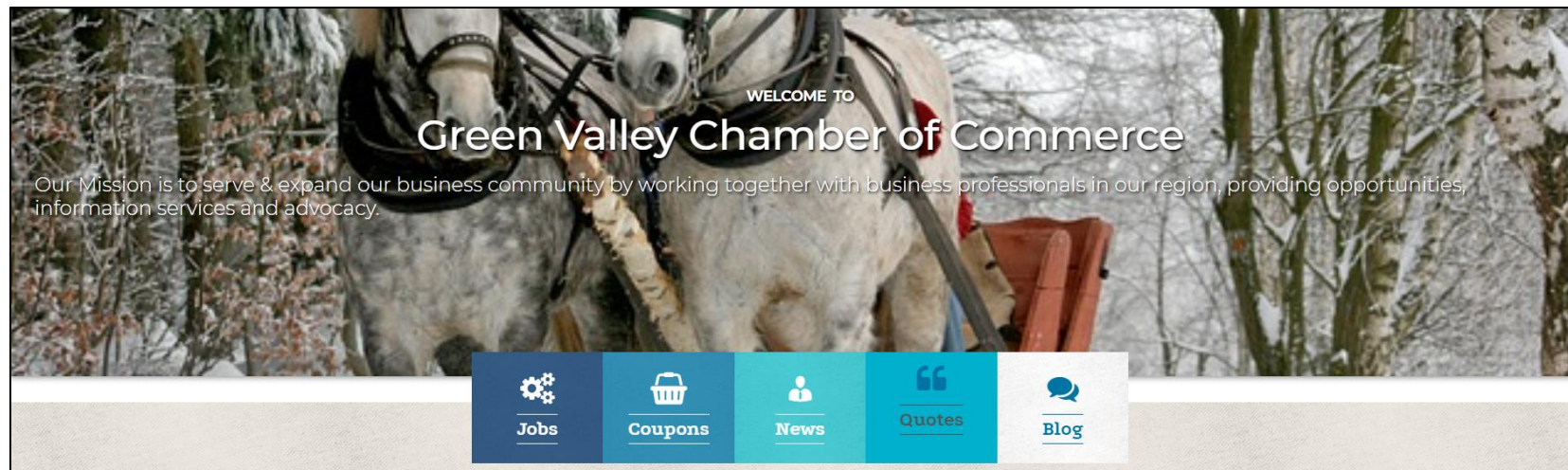


Setting Up Web Content Lists/Categories

Add Web Content From the Back Office

Add Web Content From the Info Hub

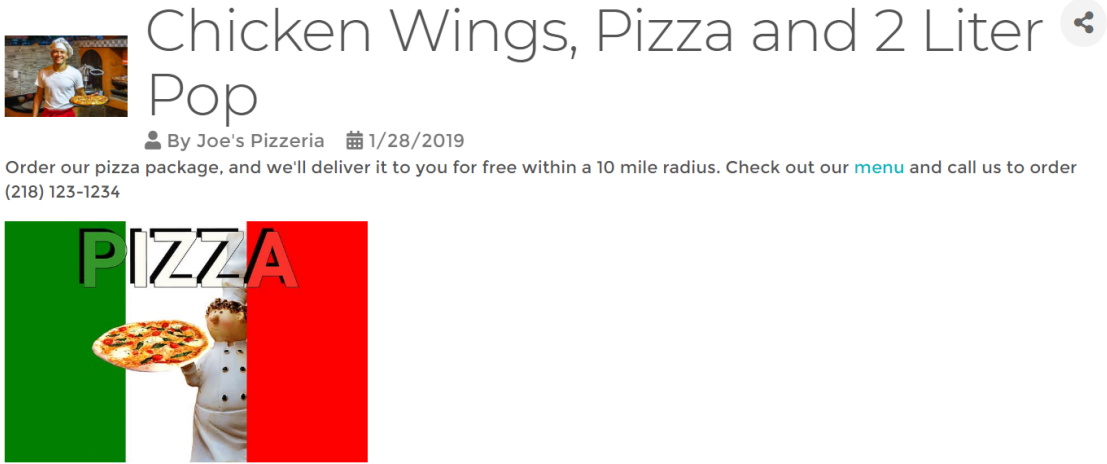
Approving Web Content Submissions



# What is the Web Content Module?

- The Web Content Module allows you to create web-site pages Hot Deals, Job Postings, Blogs, News Releases and Testimonials
- This is a great way to support and promote your members, and organization!


[Back to Coupons](#)



## Chicken Wings, Pizza and 2 Liter Pop

By Joe's Pizzeria 1/28/2019

Order our pizza package, and we'll deliver it to you for free within a 10 mile radius. Check out our [menu](#) and call us to order (218) 123-1234



### Additional Info

Expire Date : 2/28/2019

Promo Code : FreePop

# Web Content Types

## Job Postings

- List of employment opportunities in your area

## Coupons/Deals

- List of specials and on-line coupons

## News

- List of announcements, articles, newsletters, etc.

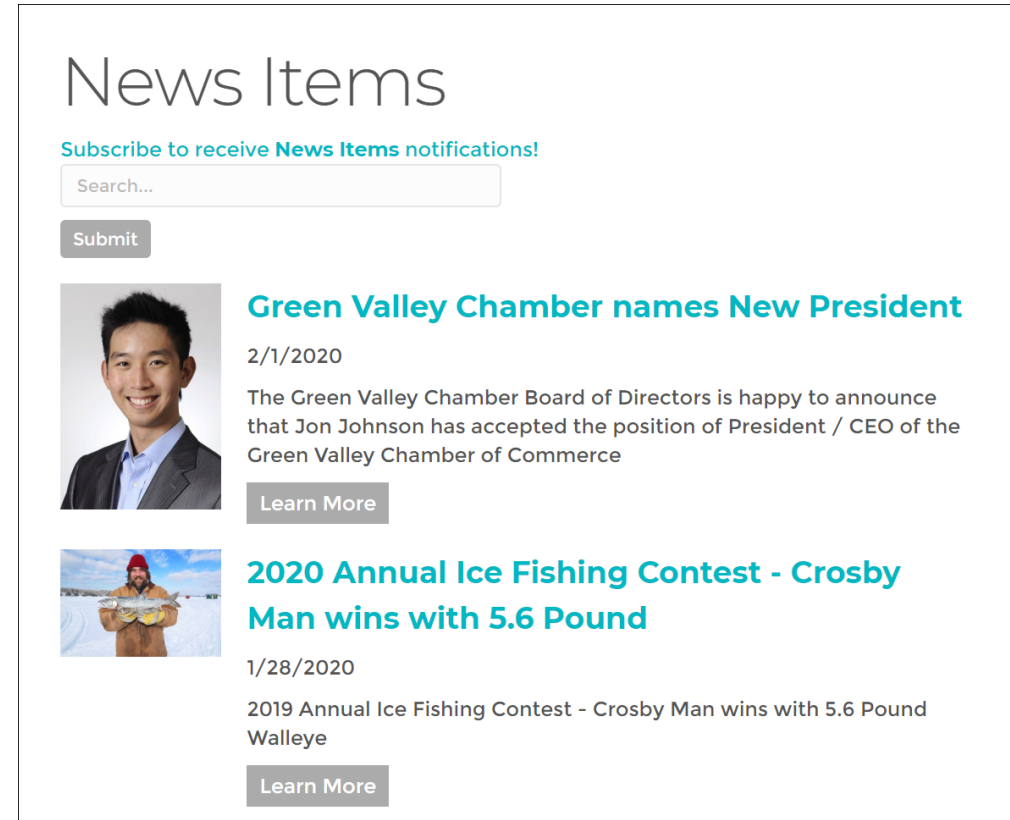
## Blog

- A simple posting feature for blog posts

## Testimonials

- Share your membership success stories

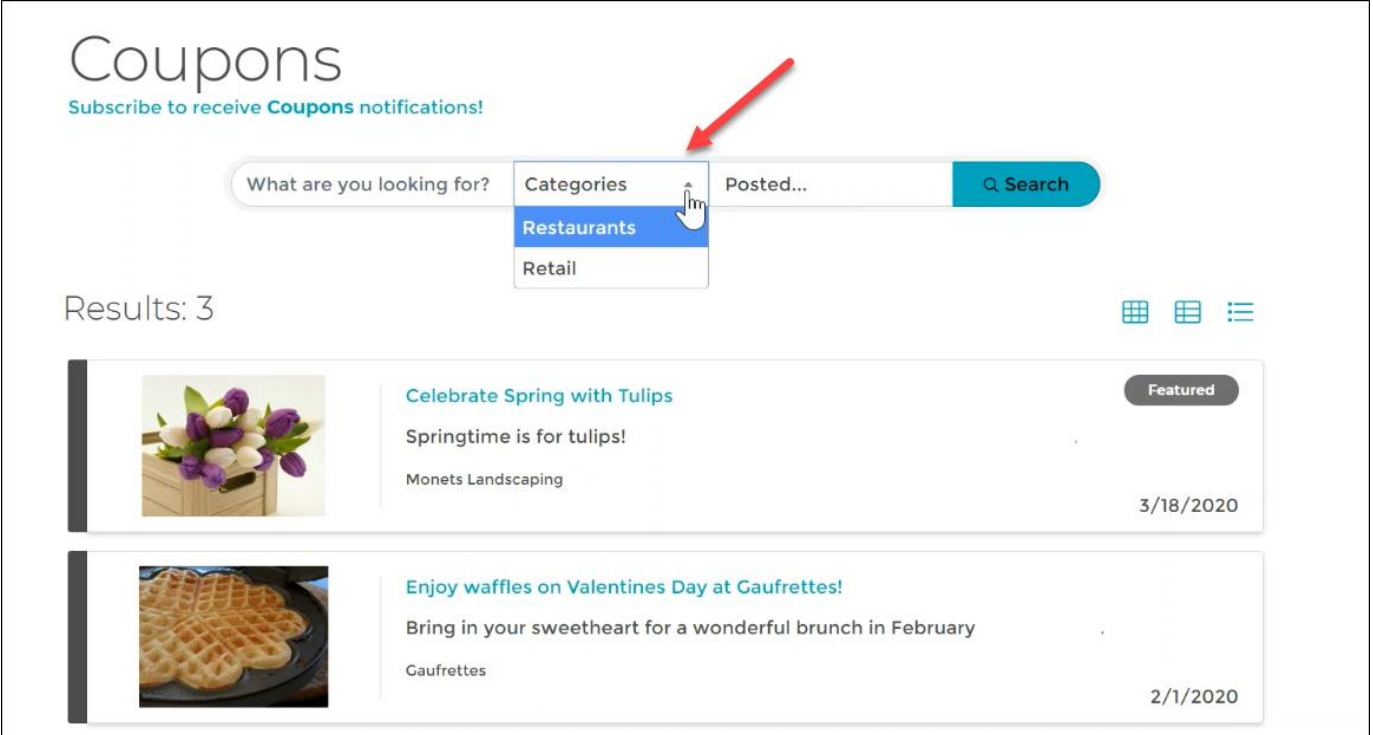
And...You can include as many of each of these content types as needed!



The screenshot shows a 'News Items' section on a website. At the top, there is a heading 'News Items' and a link 'Subscribe to receive News Items notifications!'. Below this is a search bar with the placeholder text 'Search...' and a 'Submit' button. The first news item features a profile picture of a man, the title 'Green Valley Chamber names New President', the date '2/1/2020', and a short paragraph of text. A 'Learn More' button is located below the text. The second news item features a photo of a man holding a large fish, the title '2020 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound', the date '1/28/2020', and a short paragraph of text. A 'Learn More' button is also present below the text.

# Pre-req...Setup Web Content Categories

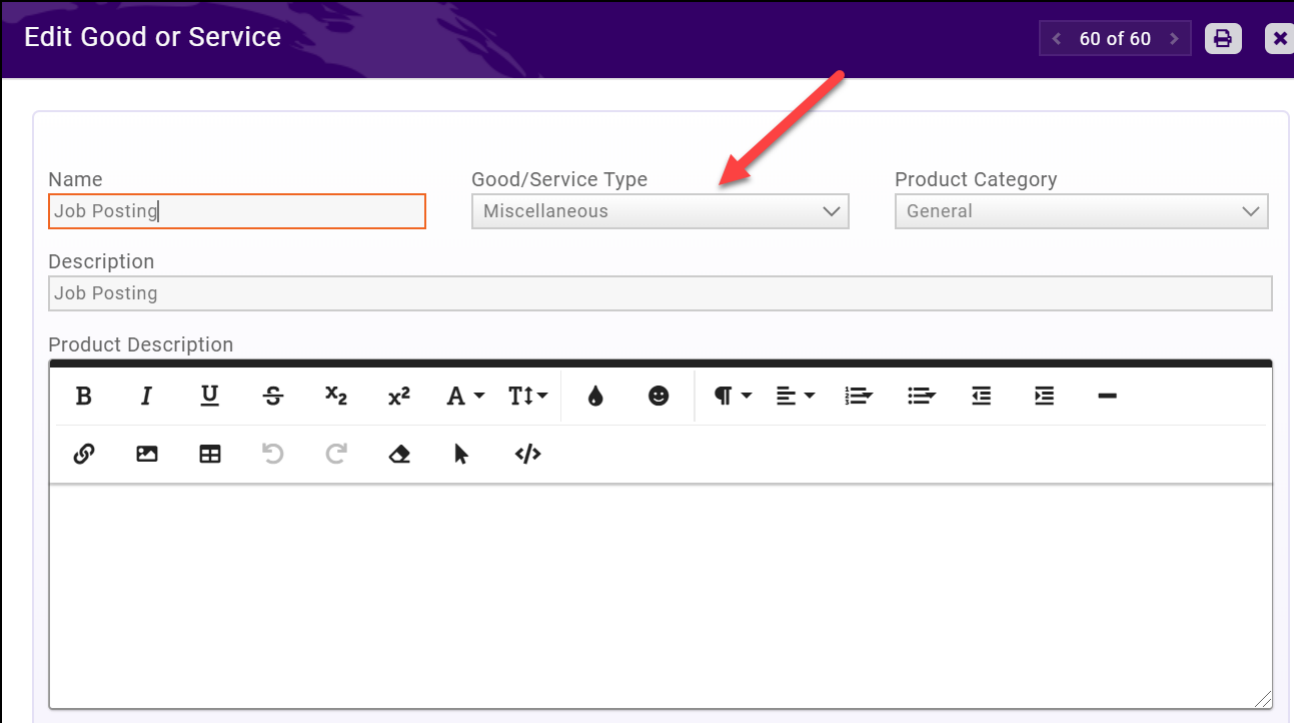
- Categories are used to organize your web content to make it easy for visitors to your website to find just what they are looking for
- **IMPORTANT:** Categories must be configured as Public
- **WIKI:** [Setup Web Content Categories](#)



The screenshot displays the 'Coupons' section of the GrowthZone website. At the top, there is a search bar with the placeholder text 'What are you looking for?'. A dropdown menu is open, showing three categories: 'Categories', 'Restaurants', and 'Retail'. A red arrow points to the 'Restaurants' category, which is highlighted in blue. To the right of the search bar, there is a 'Posted...' field and a 'Search' button. Below the search bar, the text 'Results: 3' is displayed. There are three view icons (grid, list, and list with filter) on the right. The first result is titled 'Celebrate Spring with Tulips' and includes a photo of tulips, the text 'Springtime is for tulips!', the author 'Monets Landscaping', and the date '3/18/2020'. A 'Featured' badge is visible on the right side of this result. The second result is titled 'Enjoy waffles on Valentines Day at Gaufrettes!' and includes a photo of waffles, the text 'Bring in your sweetheart for a wonderful brunch in February', the author 'Gaufrettes', and the date '2/1/2020'.

# Pre-req (Optional)...Setup Goods/Services

- If you choose to charge for web content submissions, setup Goods/Services
- **IMPORTANT:** Goods/Services must be setup of type Non-dues or Miscellaneous.
- WIKI: [Setup Goods/Services](#)



Edit Good or Service < 60 of 60

Name: Job Posting

Good/Service Type: Miscellaneous

Product Category: General

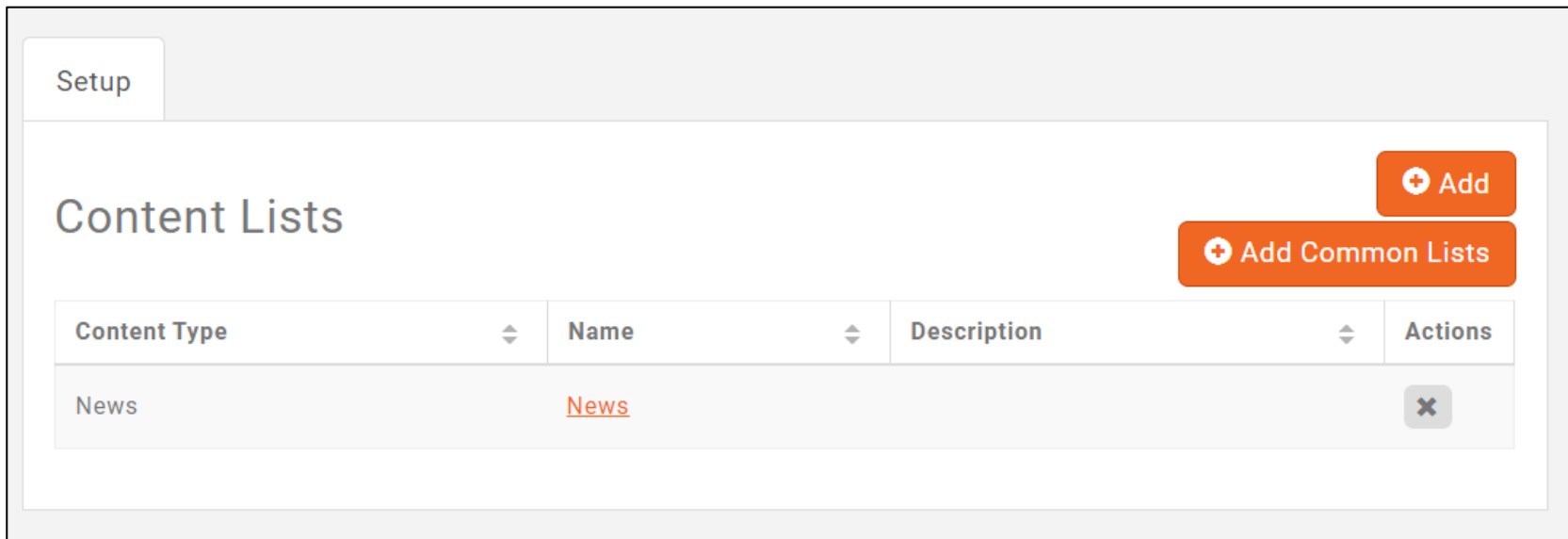
Description: Job Posting

Product Description


Rich text editor toolbar: B, I, U, A, T, list, link, table, undo, redo, refresh, cursor, code.

# Setting Up Web Content

- Content Types are used to organize your content on the web, as well as report and filter within the software
- On installation of the software, standard content types (Job Postings, Coupons/Deals, News, Blog and Testimonial) are in your database

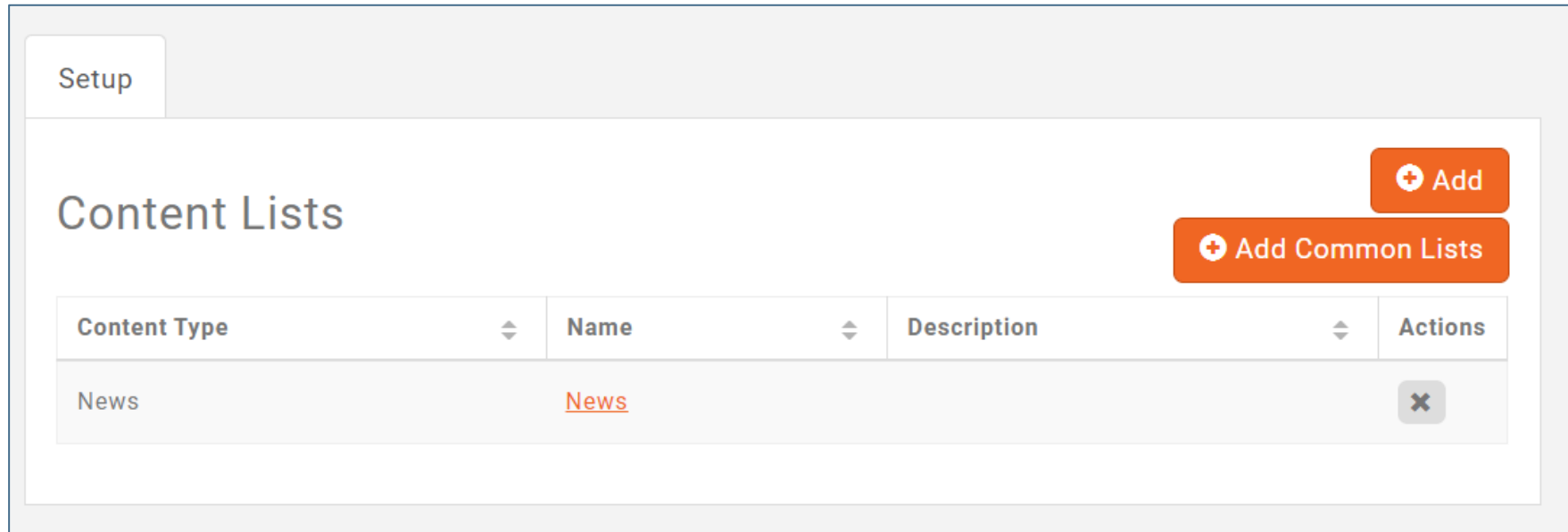


The screenshot shows a web interface for setting up content lists. At the top left, there is a 'Setup' tab. The main heading is 'Content Lists'. On the right side, there are two orange buttons: '+ Add' and '+ Add Common Lists'. Below these is a table with the following structure:


Content Type	Name	Description	Actions
News	<a href="#">News</a>		

# Setting Up Web Content

- To begin using these, you will need to enable the content types you wish to use
- WIKI: [Web Content Types](#)



The screenshot shows a 'Setup' tab for 'Content Lists'. It features a table with columns for 'Content Type', 'Name', 'Description', and 'Actions'. A single entry is visible with 'News' in the 'Content Type' and 'Name' columns, and a red 'x' icon in the 'Actions' column. Two orange buttons are present: '+ Add' and '+ Add Common Lists'.

Content Type	Name	Description	Actions
News	<a href="#">News</a>		



# Setting Up Web Content

In setting up your web content lists you will decide:

- Can the public view this content?
- Can members view this content?
- Can members submit content?
- Can the public and/or members subscribe to notifications?
- Are there custom fields you wish to include with the content?

# Allow Public View

If this option is selected, the web content page will be available when generating urls for GrowthZone pages

WIKI: [Create Web Content Link](#)

### Edit Site Module

**Module Setup**

Site Module Type Content	Module Version (DEV) Version 2
Content List Job	Default Public Layout Grid

Title  
Job Listings

Relative Path  
jobs

Template  
Default

Entire Url  
<http://cherissandbox.growthzoneapp.com/jobs>

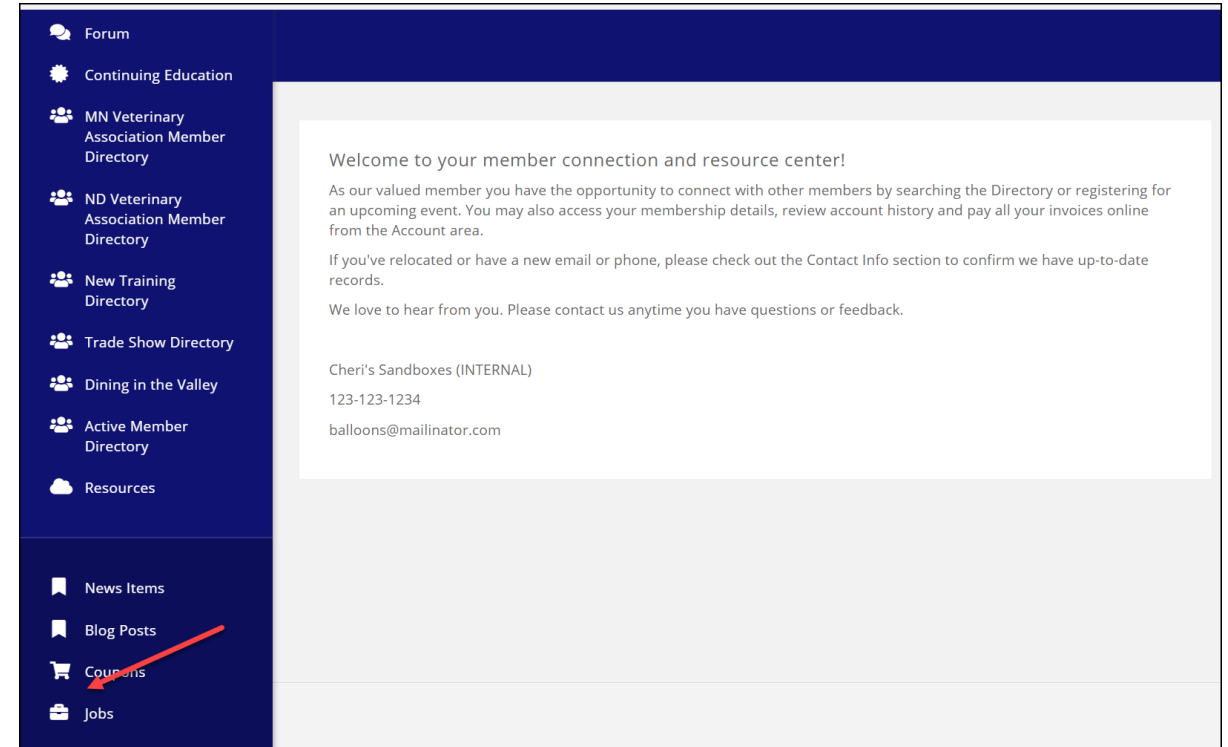
**Advertising**

Top of the page  
-- Advertising Type --

Bottom of the page  
-- Advertising Type --

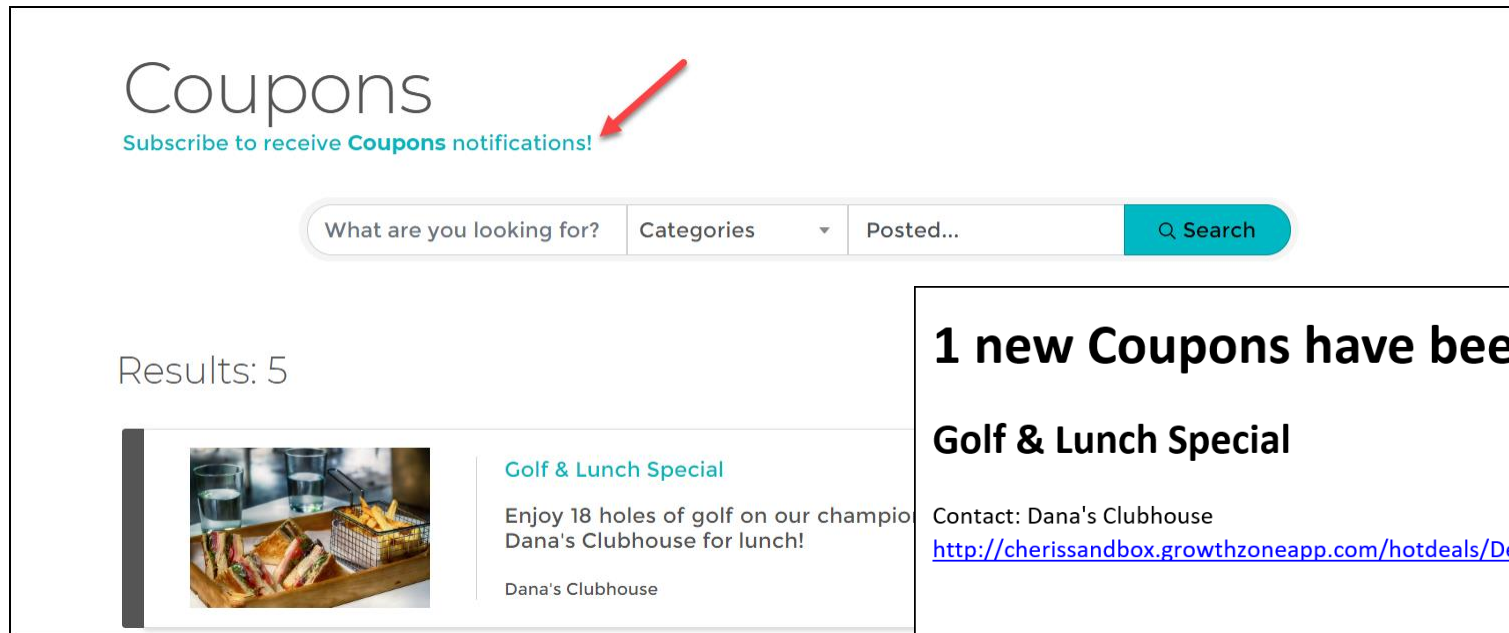
# Allow Member View

- A link is included in the Info Hub for members to view the content
- You may enter a Font Awesome icon (Version 5.0.12 or less) to be displayed on the navigation panel for this item in the Info Hub.
  - For Example: Entering fa-briefcase, perhaps for job listings, will display a briefcase icon in the menu



# Public Subscription to Web Content Notifications

- When you configure your Web Content for Allow Public Subscribers, a subscription link will automatically be displayed on the content page
- You can control the frequency that emails are sent to subscribers
- WIKI: [Public Subscription](#)



The screenshot shows a website interface for 'Coupons'. At the top left, the word 'Coupons' is displayed in a large font, with the text 'Subscribe to receive Coupons notifications!' below it. A red arrow points to this text. Below this is a search bar with the placeholder text 'What are you looking for?' and a 'Search' button. To the right of the search bar are dropdown menus for 'Categories' and 'Posted...'. Below the search bar, it says 'Results: 5'. A coupon card is visible, featuring an image of food and the title 'Golf & Lunch Special'. The coupon text reads: 'Enjoy 18 holes of golf on our champion course. Enjoy lunch at Dana's Clubhouse for lunch! Dana's Clubhouse'.

## 1 new Coupons have been published

### Golf & Lunch Special

Contact: Dana's Clubhouse

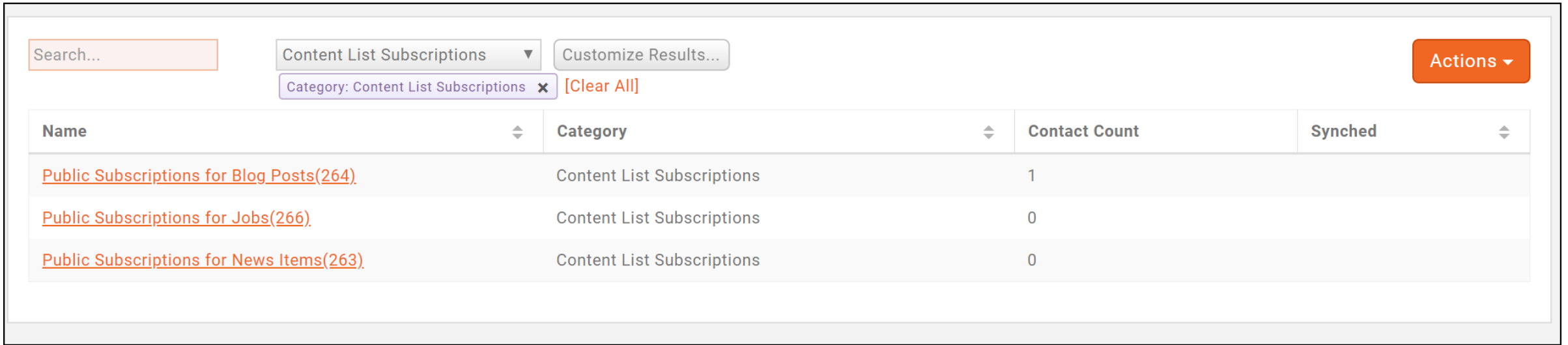
<http://cherissandbox.growthzoneapp.com/hotdeals/Details/golf-lunch-special-22031>

*This email was sent on behalf of Cheri's Sandboxes (INTERNAL) located at [21748 S Raider Court, Crosby, MN 56441](#). To unsubscribe click [here](#). If you have questions or comments concerning this email contact Cheri's Sandboxes (INTERNAL) at [balloons@mailinator.com](mailto:balloons@mailinator.com).*

# Public Subscription to Web Content Notifications

A list of category "Content List Subscriptions" will be dynamically created in your database the first time someone subscribes

Subscribers have the ability to unsubscribe from the list as they wish, or the roster can be manually managed



Name	Category	Contact Count	Synched
<a href="#">Public Subscriptions for Blog Posts(264)</a>	Content List Subscriptions	1	
<a href="#">Public Subscriptions for Jobs(266)</a>	Content List Subscriptions	0	
<a href="#">Public Subscriptions for News Items(263)</a>	Content List Subscriptions	0	

# Custom Fields for Web Content

- Custom fields may be included on your content lists. For Example: Jobs could include the experience level required, and/or job function.
- Default custom fields have been provided as suggestions, and you can add additional fields as needed.
- WIKI: [Add Custom Fields](#)



A Place for Dogs

[Back to Jobs](#)



[f](#) [in](#) [t](#) [p](#)

## Pet Walker

4/1/2020

Job Type : Part-time  
Education Level : High School  
Experience Level : Entry Level  
Job Function : General

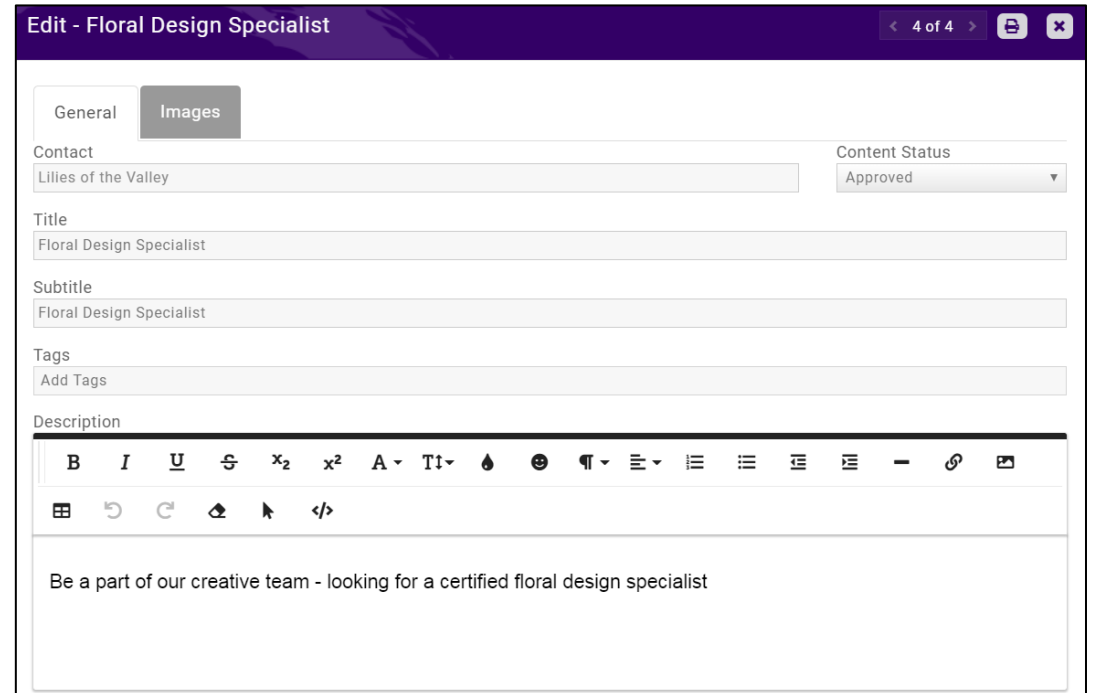
A red arrow points to the custom fields box, which is outlined in red.

# Add Web Content From the Back Office

You can add web content for your members from the back-office

The only variation between adding each type of content will be in the custom fields

WIKI: [Add Web Content from the Back Office](#)



Edit - Floral Design Specialist < 4 of 4

General Images












Contact Lilies of the Valley Content Status Approved

Title Floral Design Specialist

Subtitle Floral Design Specialist

Tags Add Tags

Description

B I U  x<sub>2</sub> x<sup>2</sup> A T          

Be a part of our creative team - looking for a certified floral design specialist


# Add a News Item

News Items allow you to keep your members and the public up to date on the latest news and information about your members, community and association.

WIKI: [Add a News Item](#)

## News Items

Subscribe to receive **News Items** notifications!



### Green Valley Chamber names New President

2/1/2020

The Green Valley Chamber Board of Directors is happy to announce that Jon Johnson has accepted the position of President / CEO of the Green Valley Chamber of Commerce



# Add a Coupon/Hot Deal

News Items allow you to keep your members and the public up to date on the latest news and information about your members, community and association.


WIKI: [Add a Coupon](#)

## Coupons

Subscribe to receive **Coupons** notifications!

What are you looking for? Categories ▾ Posted...

Results: 3 📊 📅 ☰



**Celebrate Spring with Tulips**

Springtime is for tulips!

Monets Landscaping

**Featured**

3/18/2020


# Add a Job Posting

If your organization receives many inquiries about jobs, job postings is a great benefit that you can provide to your members.

WIKI: [Add a Job Posting](#)

## Jobs


Subscribe to receive **Jobs** notifications!



### Pet Walker

4/1/2020

Come play with us, our dogs need walkers!



### Ice Cream Scooper

3/19/2020

Ice Cream Scooper

# Optional – Charge for Job Postings

Job Postings (or any web content) can simply be another benefit you offer to your members OR it can be a source of non-dues revenue

WIKI: [Set Pricing for Web Content](#)

Publishing Packages <span>i</span> <span>+</span>			
Published Duration (Days)	Display Name	Price	Actions
5	5 Days - \$10.00 - Job Posting	\$10.00	
10	10 Days - \$18.00 - Job Posting	\$18.00	

# Add a Blog


Blogging is a great way to build connections and let members see another side of you and your chamber.

Need Ideas? See Frank Kenny's [45 Ideas for Blog Posts!](#)


WIKI: [Add a Blog](#)

## Blog Posts

Subscribe to receive **Blog Posts** notifications!



**My Internship with the Green Valley Chamber**  
4/1/2020  
This internship gave me a great opportunity to grow as a leader.



**Why Green Valley is the Best Place to do Business**  
2/15/2020  
Why Green Valley is the Best Place to do Business

# Add a Testimonial

Testimonials are a great way to attract new members, and retain existing members

WIKI: [Add a Testimonial](#)





## Winter Carnvial

### Best Family Fun Day

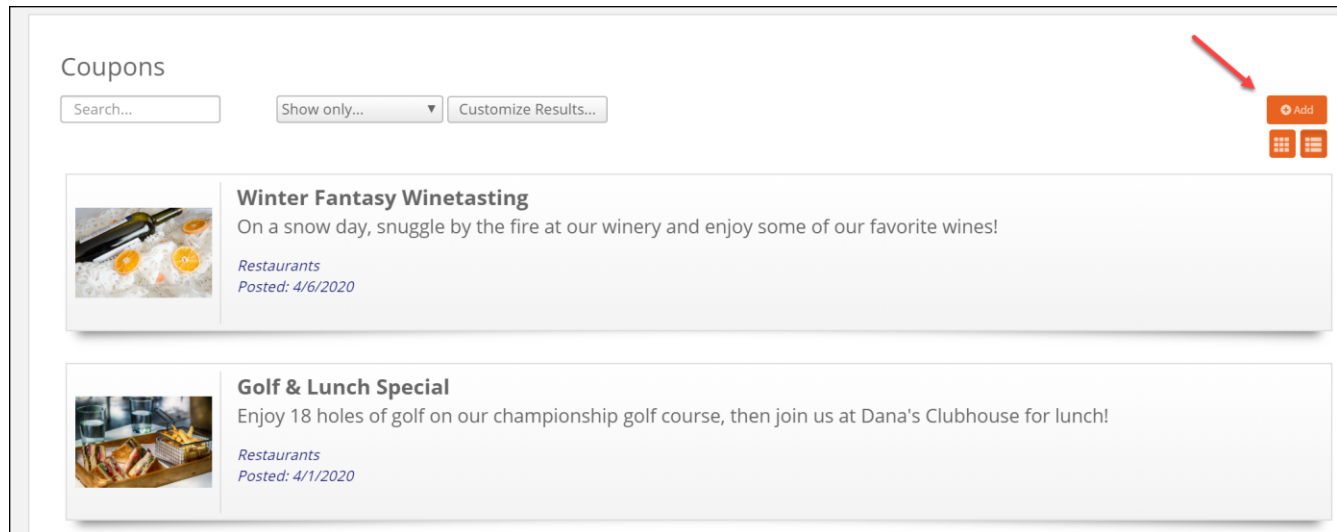
1/28/2019

We had so much fun as a family at the winter carnival! My kids really enjoyed the hot chocolate and candy canes - can't wait until next year!



# Working with Web Content from the Info Hub

- Info Hub users must have a minimum of **Create** access to Web Content to add new hot deals, jobs, etc.
- The content must be approved by association staff before it is published.
- WIKI: [Web Content in the Info Hub](#)



The screenshot shows the 'Coupons' section of the Info Hub. At the top, there is a search bar with the text 'Search...', a dropdown menu labeled 'Show only...', and a button labeled 'Customize Results...'. In the top right corner, there is an orange 'Add' button with a plus sign, and below it are two icons: a grid and a list. A red arrow points to the 'Add' button. Below the search bar, there are two coupon cards. The first card is titled 'Winter Fantasy Winetasting' and features an image of wine glasses. The text below the image reads: 'On a snow day, snuggle by the fire at our winery and enjoy some of our favorite wines! Restaurants Posted: 4/6/2020'. The second card is titled 'Golf & Lunch Special' and features an image of a golf course. The text below the image reads: 'Enjoy 18 holes of golf on our championship golf course, then join us at Dana's Clubhouse for lunch! Restaurants Posted: 4/1/2020'.

# Approving Web Content Submissions

Association staff responsible for approving web-content should subscribe to the User Created or Modified Web Content email notification

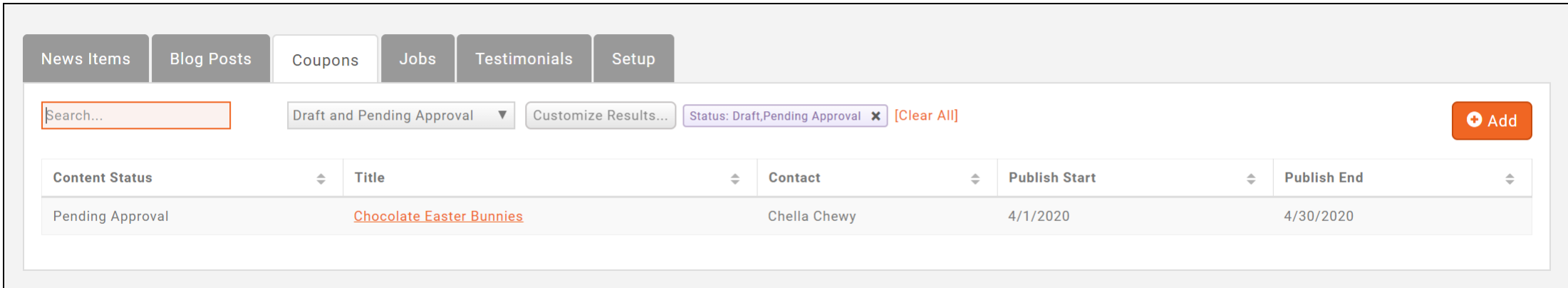
WIKI: [Subscribe to Notifications](#)

New/Edited Coupon Deal Free Plumbing Inspection by Joanne James	
Title	Free Plumbing Inspection
Contact Name	Joanne James
Search Description	Plumbing
Description	Leaky faucets? Contact us for a free plumbing inspection.
Publish Start	5/31/2018
Publish End	6/9/2018
Categories	
Images Included	No

# Approving Web Content Submissions

As soon as a member submits web content a notification will be sent to the staff who can then go to the Web Content module to approve the content submission

WIKI: [Approving Web-content Submissions](#)



The screenshot displays the 'Web Content' management interface. At the top, there are navigation tabs for 'News Items', 'Blog Posts', 'Coupons', 'Jobs', 'Testimonials', and 'Setup'. Below these is a search bar and a filter dropdown set to 'Draft and Pending Approval'. A 'Customize Results...' button and a status filter 'Status: Draft, Pending Approval' are also visible, along with a '[Clear All]' link and an orange '+ Add' button.

Content Status	Title	Contact	Publish Start	Publish End
Pending Approval	<a href="#">Chocolate Easter Bunnies</a>	Chella Chewy	4/1/2020	4/30/2020



# Create Content Link for Web Page

You may create a link include Web Content on your Public Pages

WIKI: [Create Link](#)

Module Page Settings **CMS Settings**

Module Page Settings + Add

Domains	Primary Domain	Description	Is Primary	Dev Mode	Pages	Templates	Actions
<a href="http://cherissandbox.growthzoneapp.com/">http://cherissandbox.growthzoneapp.com/</a>	<a href="http://cherissandbox.growthzoneapp.com/">http://cherissandbox.growthzoneapp.com/</a>	<a href="#">Default Site</a>	No	No	7	1	Actions

# Web Content Activity Report

The **Web Content Activity Report** allows you to generate statistics on web content use

WIKI: [Web Contact Activity Report](#)

Web Content Activity Report Run Report

Contact:  Content Status:  Content Type:

Publish Start Date Between:  Publish End Date Between:

Is Public Viewable:  Is User (Member) Viewable:


Additional Criteria / Filters:

Display Options

Fields to Display:  Summarize By:   Display Mode:

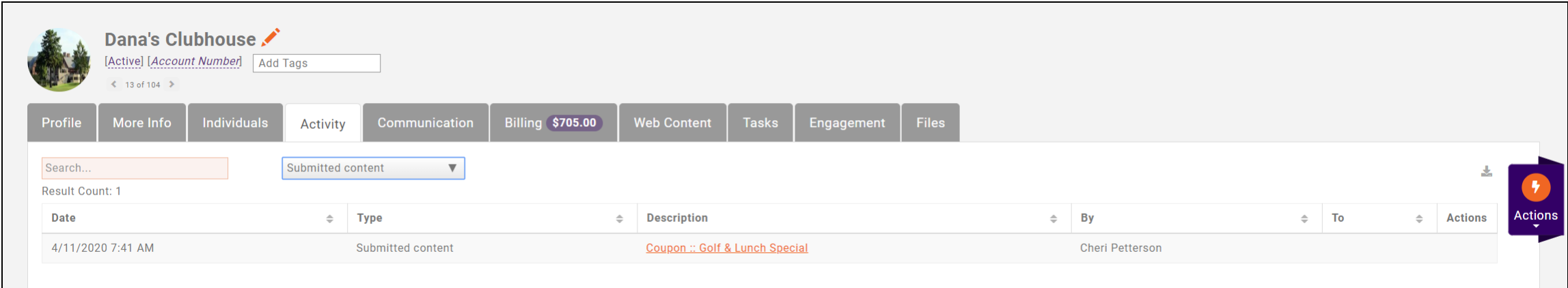
Results

Content Item Name	Content Status	Content Type	Publish Start	Publish End	Contact Name	Default Email	Default Phone
Golf & Lunch Special	Approved	Coupon Deal	4/1/2020 12:00:00 AM		Dana's Clubhouse		
My Internship with the Green Valley Chamber	Approved	Blog	4/1/2020 12:00:00 AM		James Johnson	jjohnson@mailinator.com	
Pet Walker	Approved	Job Posting	4/1/2020 12:00:00 AM		A Place for Dogs	cheri.petterson@growthzone.com	
Winter Fantasy Winetasting	Approved	Coupon Deal	4/6/2020 12:00:00 AM		Flavors	josee@mailinator.com	
Count 4							

4 

# Web Content Activity

Web content submissions are also tracked on a member's Activity tab – categorized as Content Submission



The screenshot shows a user interface for a member's profile, specifically the 'Activity' tab. The member is identified as 'Dana's Clubhouse' with a profile picture of a clubhouse. The account status is '[Active]' and the account number is '[Account Number]'. There is an 'Add Tags' input field. The navigation menu includes 'Profile', 'More Info', 'Individuals', 'Activity' (selected), 'Communication', 'Billing \$705.00', 'Web Content', 'Tasks', 'Engagement', and 'Files'. A search bar is present with the text 'Submitted content' and a dropdown arrow. Below the search bar, it says 'Result Count: 1'. A table displays the activity entry:

Date	Type	Description	By	To	Actions
4/11/2020 7:41 AM	Submitted content	<a href="#">Coupon :: Golf &amp; Lunch Special</a>	Cheri Petterson		

# Conclusion

Using the Web Content module, you can provide added benefits to your members!

Allow your members to offer discounts and special offers and opportunities to attract the attention of website visitors, fill job openings, and more...

Start using Web Content today!



Questions?

