

# GrowthZone

## Working with Web Content

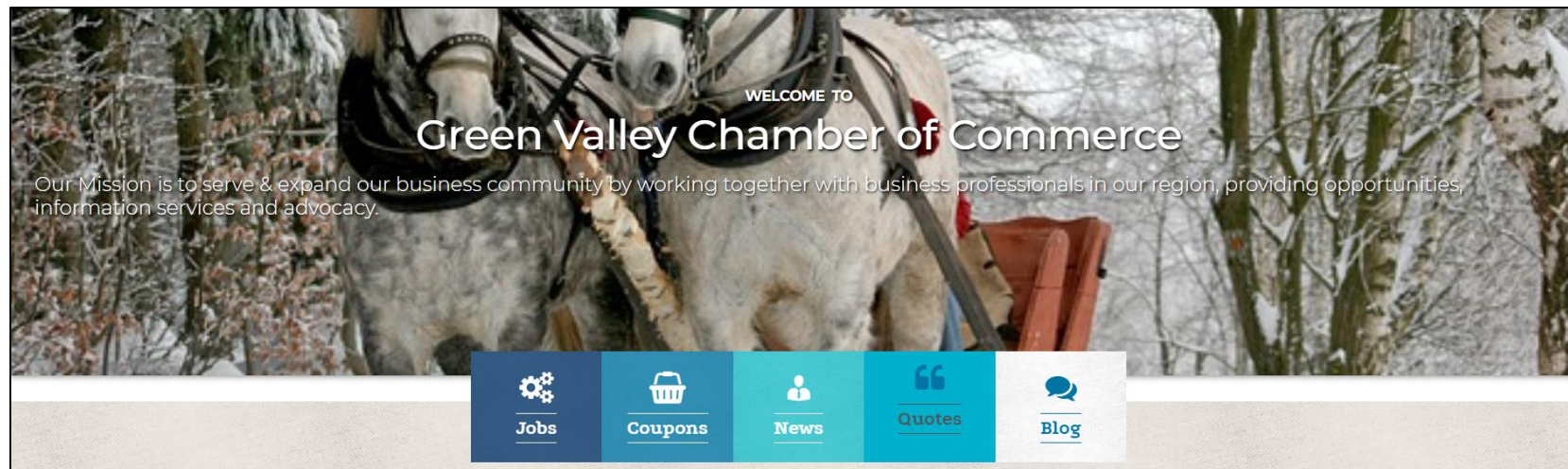


Setting Up Web Content Lists/Categories

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.

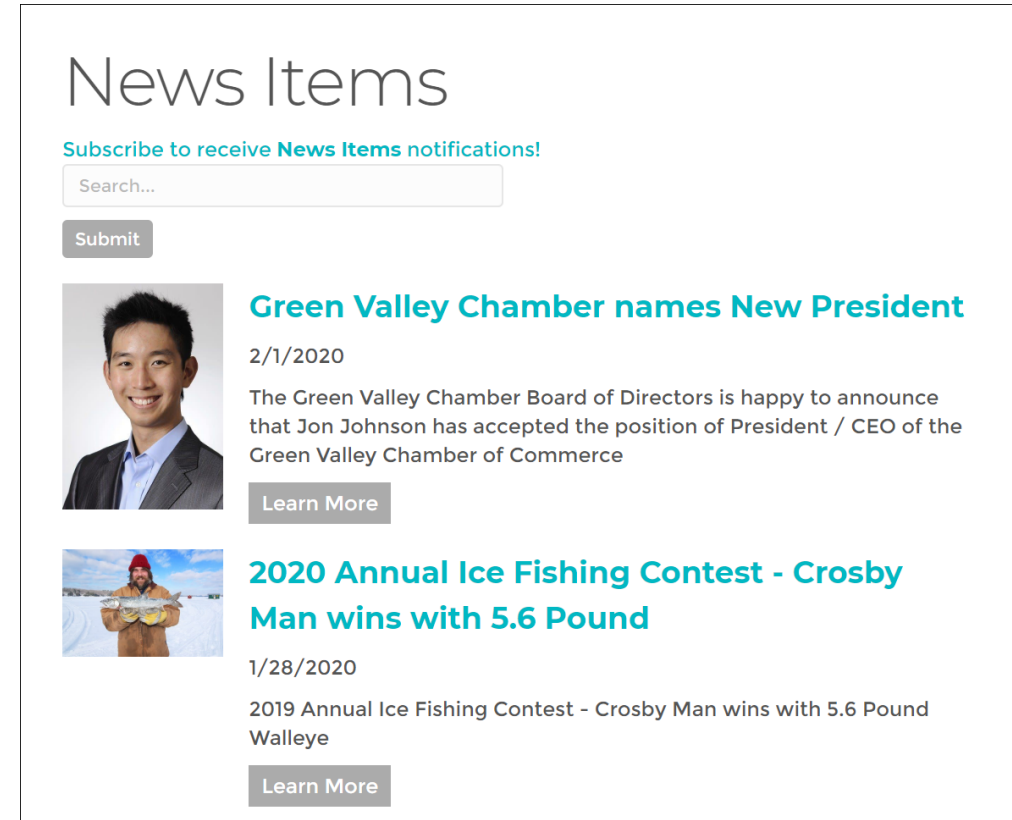
## Blog

- 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 with a search bar and a 'Submit' button. Below the search bar, there are two news items. The first item is titled 'Green Valley Chamber names New President' with a date of 2/1/2020. The second item is titled '2020 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound' with a date of 1/28/2020. Each item includes a small image, a title, a date, a short description, and a 'Learn More' button.

### 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

[Learn More](#)



#### 2020 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound

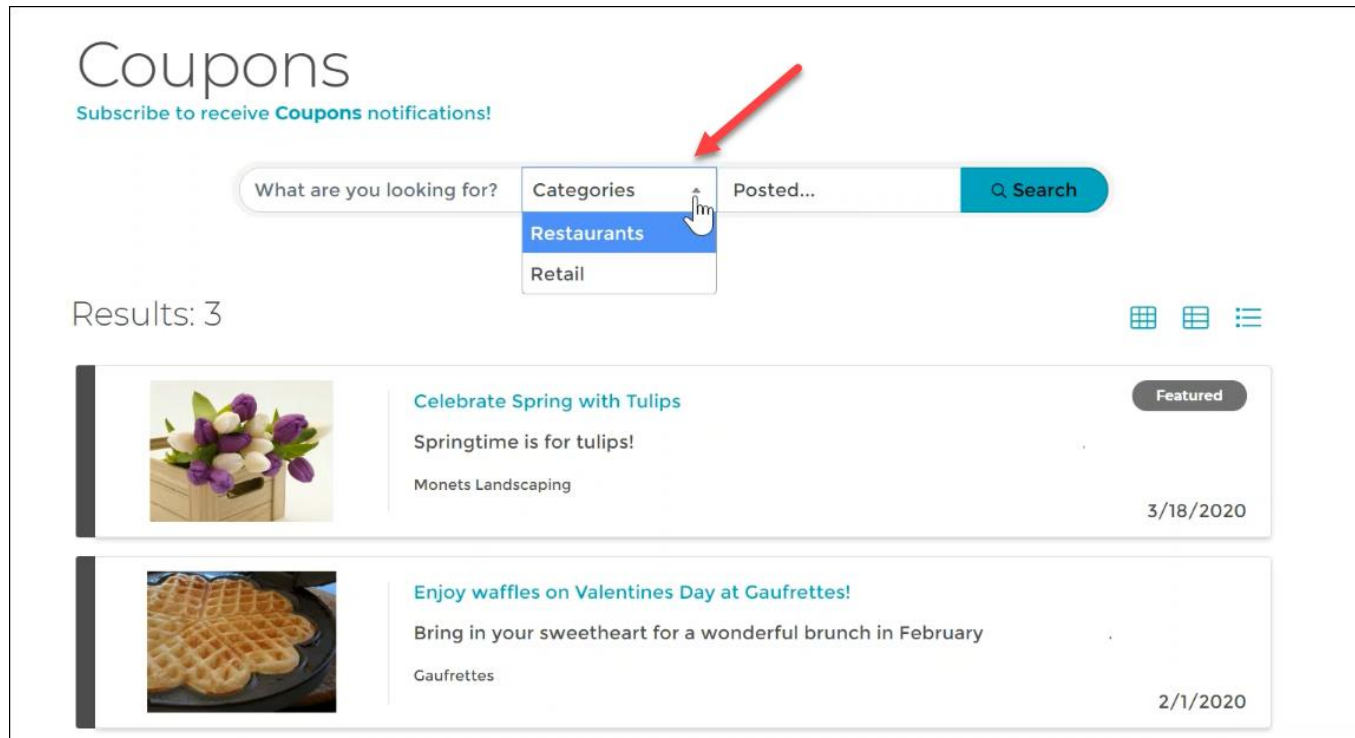
1/28/2020

2019 Annual Ice Fishing Contest - Crosby Man wins with 5.6 Pound Walleye

[Learn More](#)

# Pre-req...Setup Web Content Categories

- Categories are used to organize your web content to make it easy for visitors to your web-site to find just what they are looking for
- WIKI: [Setup Web Content Categories](#)



Coupons

Subscribe to receive **Coupons** notifications!

What are you looking for? Categories Restaurants Retail Posted... Search

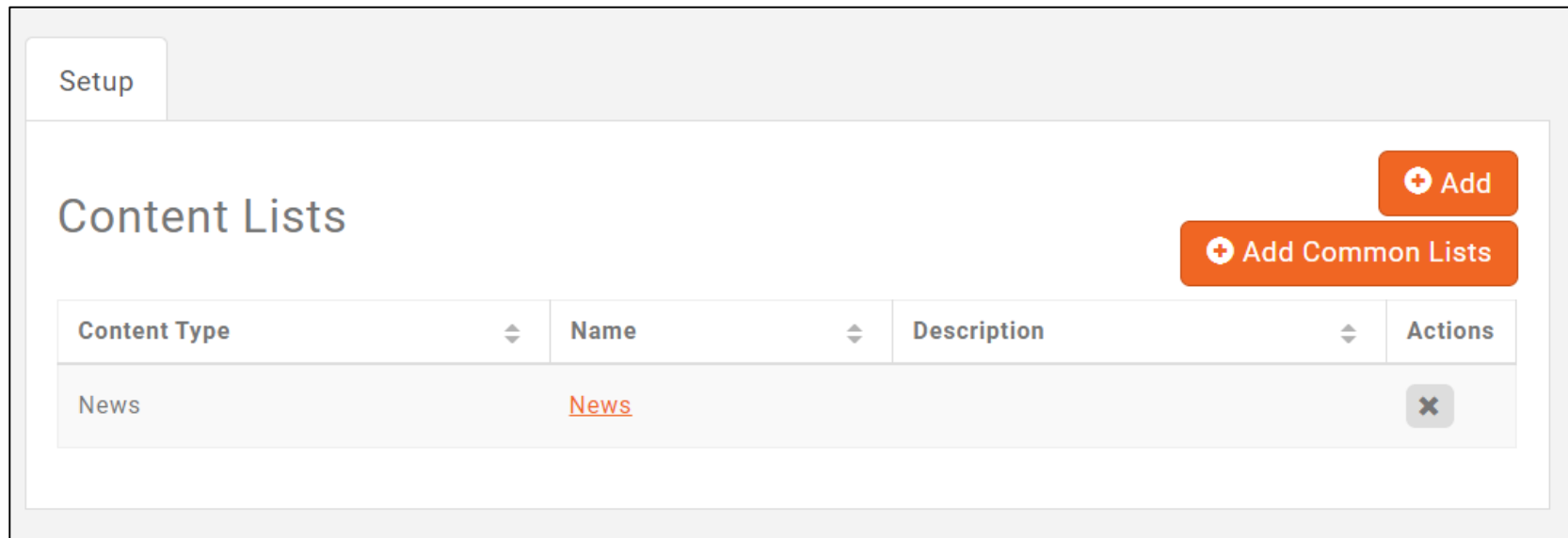
Results: 3

**Celebrate Spring with Tulips**  
Springtime is for tulips!  
Monets Landscaping  
3/18/2020  
Featured


**Enjoy waffles on Valentines Day at Gaufrettes!**  
Bring in your sweetheart for a wonderful brunch in February  
Gaufrettes  
2/1/2020

# 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

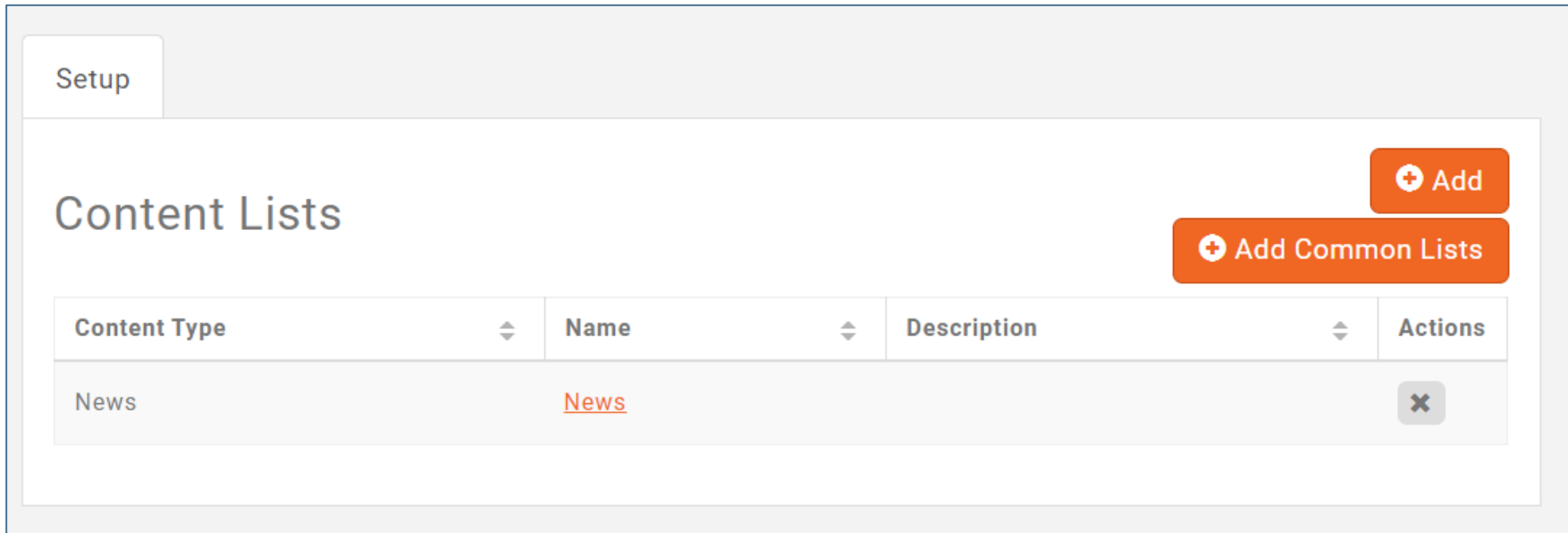


The screenshot shows a web interface for managing content lists. At the top left, there is a 'Setup' tab. The main heading is 'Content Lists'. On the right side, there are two orange buttons: '+ Add' and '+ Add Common Lists'. Below these is a table with the following structure:

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: 'News' with the name 'News' and an 'X' icon in the actions column. Two orange buttons are present: '+ Add' and '+ Add Common Lists'.

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

# 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>

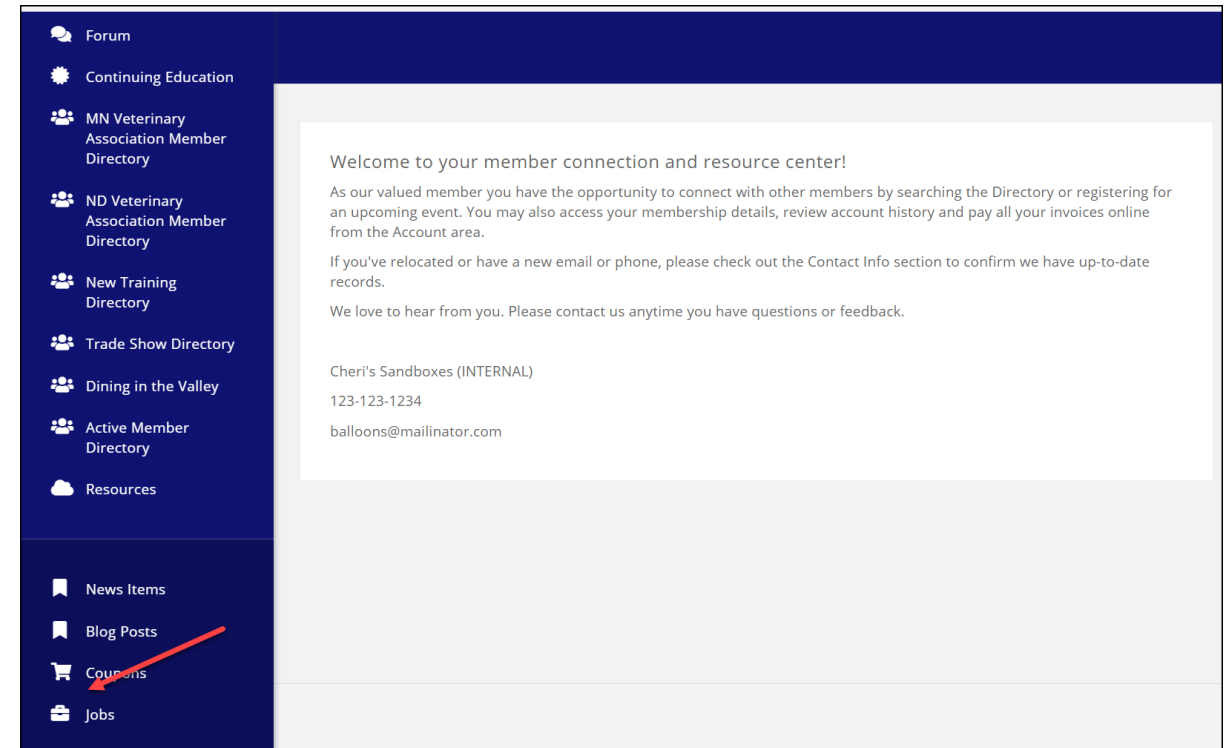
**Advertising**

Top of the page  
-- Advertising Type --

Bottom of the page  
-- Advertising Type --

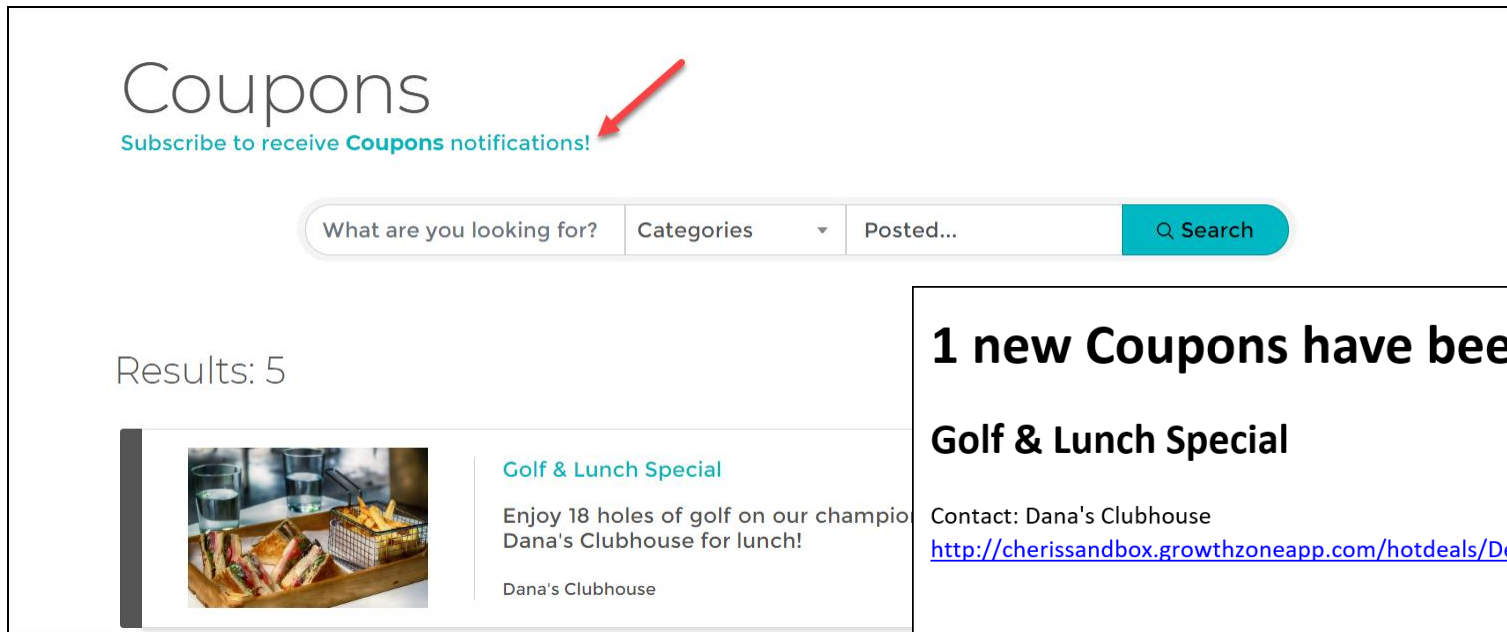
# Allow Member View

- 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 web page titled "Coupons" with a sub-header "Subscribe to receive Coupons notifications!". Below this is a search bar with the text "What are you looking for?" and a "Search" button. The search results show "Results: 5" and a coupon for "Golf & Lunch Special" from Dana's Clubhouse. A red arrow points to the "Subscribe to receive Coupons notifications!" text.

## 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

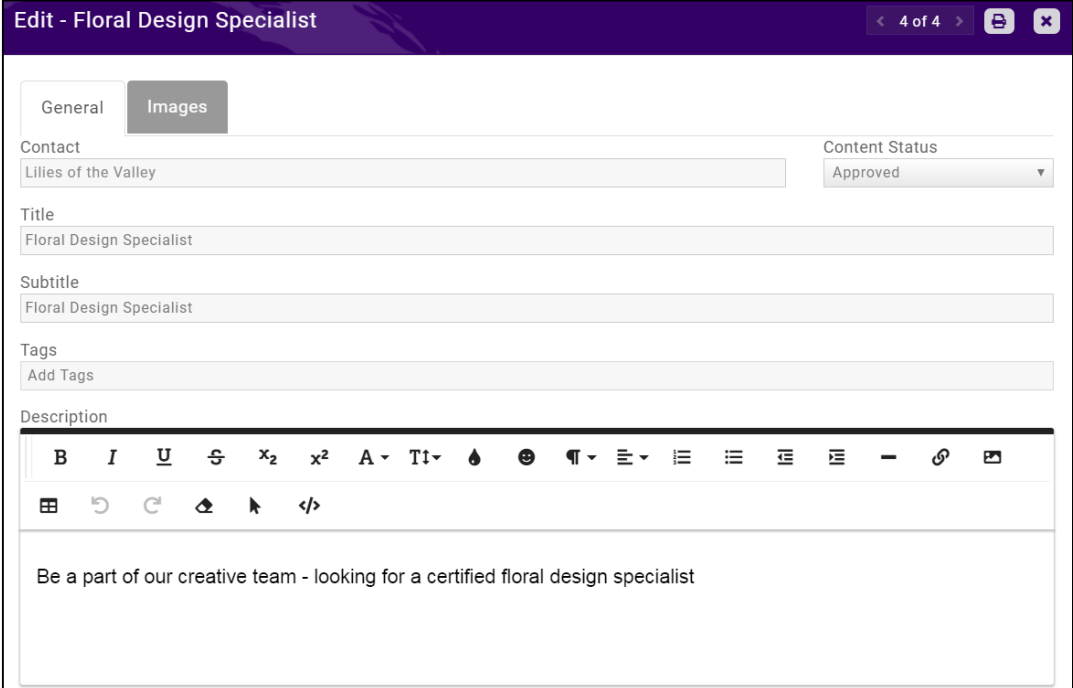
Job Type : Part-time  
Education Level : High School  
Experience Level : Entry Level  
Job Function : General

# 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](#)



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

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

# 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 Carnival

### Best Family Fun Day

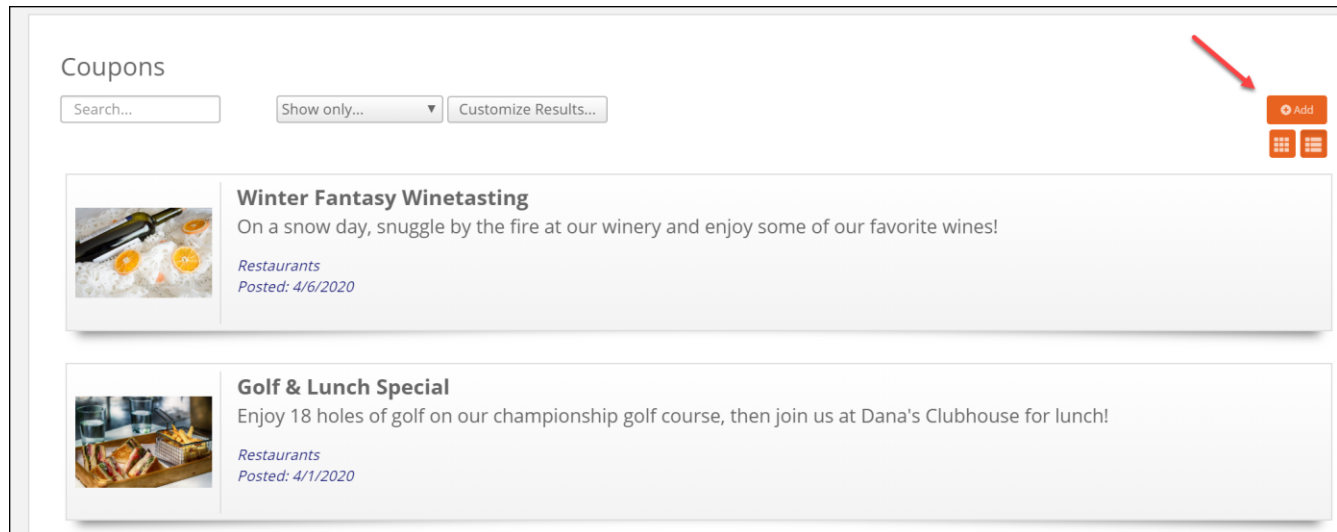
1/28/2019

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 left, the word 'Coupons' is displayed. Below it are three input fields: a search bar labeled '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 icon, and two smaller icons below it. A red arrow points to the 'Add' button. Below the search and filter options, there are two coupon cards. The first card is titled 'Winter Fantasy Winetasting' and features a photo of wine glasses. The text below the photo 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 a photo of a golf course. The text below the photo 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

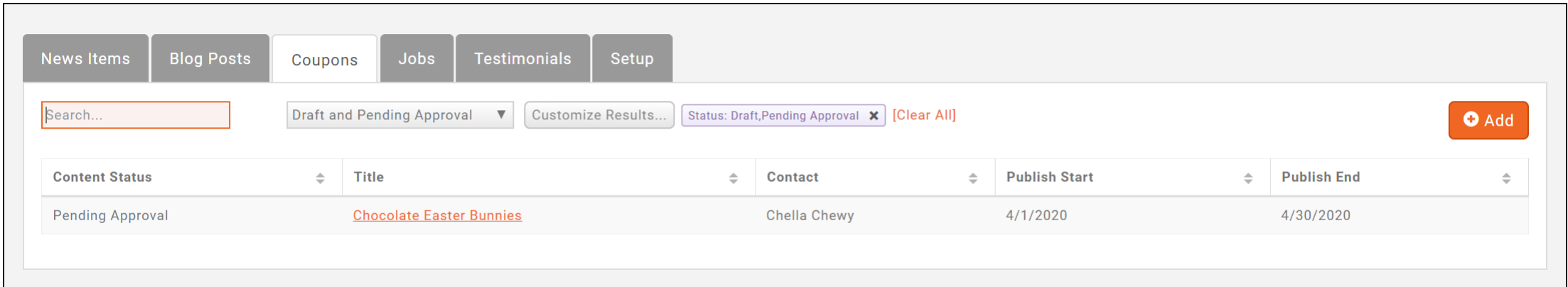
WIKI: [Subscribe to Notifications](#)

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 GrowthZone 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

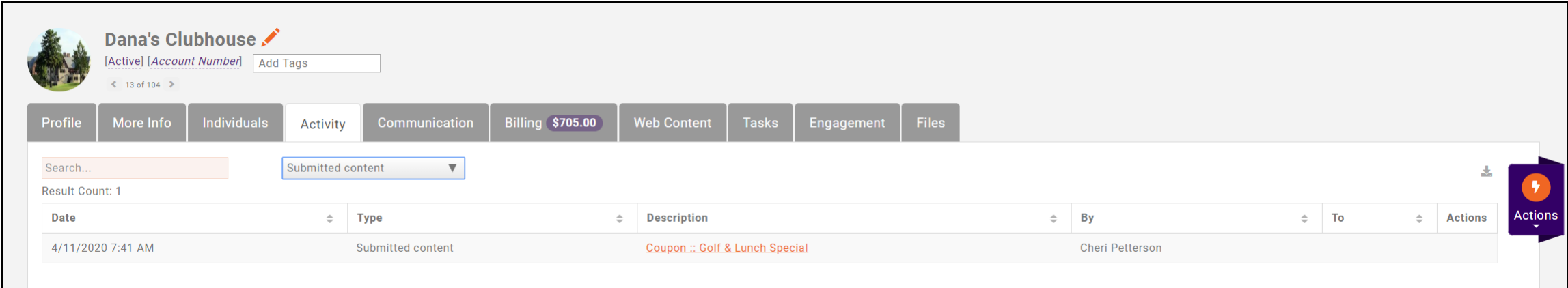
Content Item Name	Content Status	Content Type	Publish Start	Publish End	Contact Name	Default Email	Default Phone
Golf & Lunch Special	Approved	Coupon Deal	4/1/2020 12:00:00 AM		Dana's Clubhouse		
My Internship with the Green Valley Chamber	Approved	Blog	4/1/2020 12:00:00 AM		James Johnson	jjohnson@mailinator.com	
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							





# Web Content Activity

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



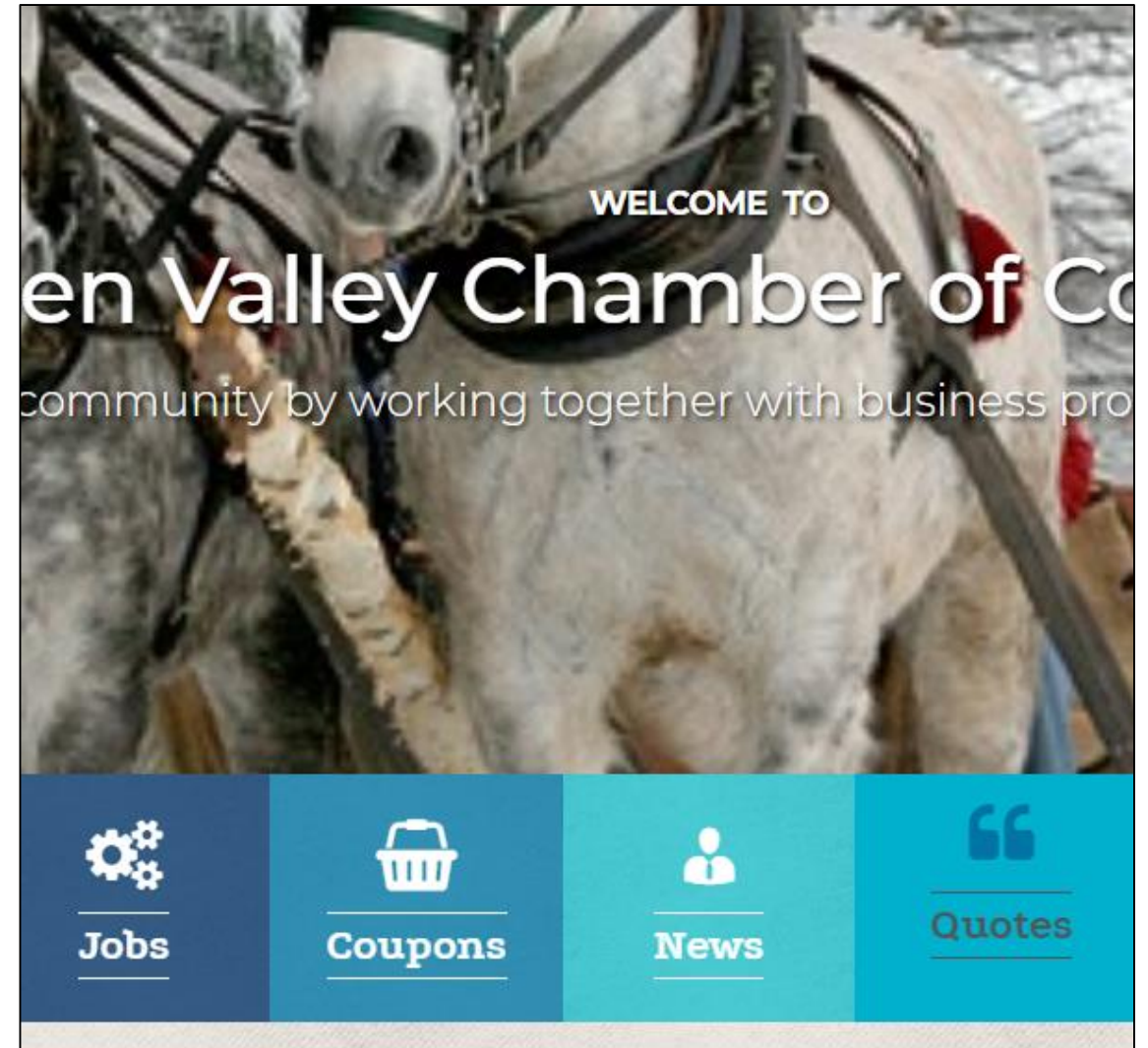
The screenshot shows a user interface for a member's profile, specifically the 'Activity' tab. The member is 'Dana's Clubhouse', which is marked as '[Active]' with an account number and an 'Add Tags' field. The 'Activity' tab is selected among other tabs like Profile, More Info, Individuals, Communication, Billing (\$705.00), Web Content, Tasks, Engagement, and Files. A search bar and a dropdown menu set to 'Submitted content' are visible. Below, a table shows one result with the following data:

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

**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?

