Getting started

The LocalLift Platform is a powerful service that allows you as a business owner to:

- Ensure that you are correctly listed across the Internet, so that potential customers can always find them
- Promote your business by adding enhanced content, like descriptions, hours, products and services, and staff bios to your listings
- Monitor the traffic on your listings and keep track of what customers are saying about you in reviews

Common tasks in the LocalLift Platform

- Add enhanced content for your listings: see "Add enhanced content to a location"
- Extend your listings by adding products/services, calendars, staff bios, or menus: see "Create a new Content List by typing in information"
- See all of your listings and click through to see how they look: see "Browse and find listings"
- Monitor what customers are saying by using review monitoring: see "Browse and search for reviews"
- View reports on how often your listings have been viewed: see "Create a report"

Browse documentation for the LocalLift Platform

Location CMS	Listings
Analytics	Reviews
Social	Account Settings
Pages	

Get support

If you can't find the answer to your question in any of our documentation, or you would like to get in touch for any other reason, please contact us.

Browser support for the LocalLift Platform

The following browsers are supported by the LocalLift Platform:

Browser	Versions Supported	Notes/Comments
Internet Explorer	8 and above	Internet Explorer version 7 and below are not supported In IE 8, full functionality is supported, but there may be some minor

Browser	Versions Supported	Notes/Comments
		visual degradation In IE 8-9, photo drag and drop functionality is limited
Safari	5 and above	
Chrome	latest 2 stable versions	
Firefox	version 4 and above	

Additional notes

We make an effort to provide support for mobile browsing through the iPad, iPhone, Android, and Windows Phone, but cannot guarantee a response to issues that arise.

For best results, use a browser width of at least 960 pixels.

JavaScript and cookies must be enabled.

How to get support

If you can't find the answer to your question in any of our documentation, or you would like to get in touch for any other reason, please contact us.

Location CMS

A *location* is a physical place of business. You enter information and marketing content for a location into the *Location CMS*, and the system synchronizes it automatically with your Listings across the Internet. While many customers have only one location, you can add up to 25 locations to the system. A subscription to a LocalLift package is required for each location..

> *Example 1:***Best Cut Barbers** has a single location at **203 Main St., McLean, VA 22101**.
>
> *Example 2:***Amphora Diner** has two locations: one at **377 Maple Ave W., Vienna, VA 22180**, and one at **1151 Elden St., Herndon, VA 20170**.

What's in the Location CMS

The Location CMS has two main parts:

- The "Locations" page - provides you with a list of all the locations in your account, along with the tools to manage them and add enhanced content to your listings. To learn more about the "Locations" page, see Locations.
- The Content List pages - lets you create lists that describe what makes your business unique, like what products and services you offer and what kinds of events are going on at your location. There is one page in the Location CMS for each type of Content List: "Menus," "Products & Services," "Bios" (for Staff Bios Lists), and "Events" (for Calendars). For more information on managing Content Lists, see Content Lists.

Locations

Locations are physical, "brick and mortar" places of business. One of LocalLift's core features is the ability to update your location information in the Location CMS and have your listings automatically updated to reflect your changes.

Getting started

To learn more about locations, we recommend that you read the following articles:

- About improving your listings with enhanced content
- Add enhanced content to a location
- Browse and find locations
- Update the business name, address, or main phone number for a location
- Reference - Available location fields

Once you have added a location in the Location CMS, read the following articles to find out more about location-related features and tasks:

- Update enhanced content for a location
- Edit many locations at once using bulk editing

Select locations to work with

If you manage more than one location in the LocalLift Platform, you may wish to perform actions on them in bulk. (If you manage only one location, this article does not apply.)

Once you select a number of locations, you can do the following to all of them at once:

- Edit their basic information, categories, or enhanced content (see "Edit many locations at once using bulk editing")
- Move them to a folder (see "Move locations into folders")
- Export them in the Google Places format (see "Export locations into a third-party format")

This article discusses how to select the locations you want to work with. Once you have selected them, follow the instructions for the particular task you want to perform.

Steps

Start from anywhere in the LocalLift Platform by clicking **Location CMS** in the navigation bar. Then pick a task from the following list.

What do you want to do?

- Browse through locations and select a few of them
- Select all locations that you can access
- Select all locations in or below a particular folder
- Select all locations in a particular state
- Select locations based on any advanced search

Browse through locations and select a few of them

To browse through locations in the list and select a few of them:

1. Click the checkbox to the left of the location name for the first location that you want to select.
2. Optionally, scroll through the list and click the checkbox to the left of the location name in the location list to select additional locations.

Select all locations that you can access

To select all of the locations that you can access:

1. Click the checkbox in the location list header to select all records currently displayed in the location list. All of the locations on the first page are selected.

2. If more than one page of locations is listed, select the remaining locations on all of the pages by clicking the **Select all N locations** link that appears at the top of the location list. (If this link does not appear, you only have one page of locations to select.)

Select all locations in or below a particular folder

To select all of the locations in or below a particular folder:

1. On the left hand side of the screen, under *Locations by Folder*, click on the name of the folder you are looking for. (If the folder is under another folder, you may need to browse through the parent folders to reach the folder you are looking for). The list of locations updates to show only those locations in or below the folder you selected.

2. Click the checkbox in the location list header to select all records currently displayed in the location list.

3. If more than one page of locations is listed, select the remaining locations on all of the pages by clicking the **Select all N locations** link that appears at the top of the location list. (If this link does not appear, you only have one page of locations to select.)

Select all locations in a particular state

To select all of the locations in a particular state:

1. In the **Search** box at the top of the location list, type the two-letter abbreviation for the state you are looking for, and then press **ENTER** or click **Search**. The list of locations updates to show only the locations in that state.
   For example: If you enter ', CA' in the search field and click the search button then only location records from California will display.

2. Click the checkbox in the location list header to select all records currently displayed in the location list.

3. If more than one page of locations is listed, select the remaining locations on all of the pages by clicking the **Select all N locations** link that appears at the top of the location list. (If this link does not appear, you only have one page of locations to select.)

Select locations based on any advanced search

1. Do the advanced search you want (to learn how to run an advanced search, see "Find locations using an Advanced Filter").

2. Click the checkbox in the location list header to select all records currently displayed in the location list. All of the locations on the first page are selected.

3. If more than one page of locations is listed, select the remaining locations on all of the pages by clicking the **Select all N locations** link that appears at the top of the location list. (If this link does not appear, you only have one page of locations to select.)

Add enhanced content to a location

This article explains how you can add information beyond your name, address, and phone number to the information you have provided to LocalLift about your business listings. To learn more about why you may want to do this, see About improving your listing with enhanced content.

For instructions on updating enhanced content, see Update enhanced content for a location. For instructions on removing enhanced content, see Remove enhanced content from a location.

What do you want to do?

- Add additional phone numbers
- Add your business description
- Add your business hours
- Add a list of payment methods that you accept
- Add a contact email address for your business
- Add your website URL
- Add your logo
- Add photos
- Add a YouTube video
- Add your Twitter handle
- Add your Facebook Page URL
- Add Content Lists

Before you begin...

No matter which option you choose, you must first go to the "Location" page for the location you want to add content to.

To get to the "Location" page:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. If you see a list of locations, select the location or locations you wish to work with. (If you manage only one location, you can skip this step.)

   You are redirected to a page containing information about the selected location or locations.

If you manage many locations and have trouble finding the one you wish to edit, see Browse and find locations on the "Locations" page.

If you manage multiple locations and want to work with more than one at the same time, you can follow the same basic procedure described in this topic, but you must be aware of certain differences that can arise. For more information, see Edit many locations at once using bulk editing.

Add additional phone numbers

Every location is required to have a main phone number, which is considered part of the core information for the location and is used in special ways in listings. If you wish, you can also add additional phone numbers to your location. This additional information can be displayed as part of your listing but is not used in any special way by LocalLift.
To add additional phone numbers for your location:

1. In the **Required Listing Information** section, click on the **Business Phone** row.
2. Click the **+ Add more phone numbers** link.

   Text boxes appear allowing you to enter five different additional phone numbers.

3. Enter your phone numbers in the appropriate text boxes:

   - **Alternate Phone**
   - **Toll-Free Phone**
   - **Mobile Phone**
   - **Fax Number**
   - **TTY Phone**

   You can enter phone numbers in most formats, like **XXXXXXXXXX**, **(XXX) XXX-XXXX**, **XXX-XXX-XXXX**, and so on. However, no matter which format you use, the system will store your phone number as just numbers. It will be displayed on other sites according to the conventions for that site.

4. Click **Save**.

   The system saves the phone numbers you added for the location.

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Add your business description

On most sites, your business description is the first thing consumers will see after your name, address, and phone number. Use it to highlight aspects of your business that you think will be most appealing to potential customers who may be comparing your business with the competition. Since you can update your listings instantly, don't be afraid to put time-specific information in the business description--it can help set you apart.

To add a business description:

1. In the **Optional Business Information** section, click on the **Business Description** row.

   A blank text box appears.

2. Enter a description of your business. You can include other fields in your listing, such as your location's city (e.g., "Best coffee in Los Angeles!"), in your business description by clicking [+] and selecting the field you would like to include.

   > Your description can be up to 1,000 characters, although on some sites, not all of the description will be displayed. If the description is cut off, only complete words will be shown.

3. Click **Save**.

   The system saves your business description.

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Add your business hours

Adding business hours lets customers know when you are open. It prevents customers from coming to your location when you are closed, and it gives you a chance to highlight any extended hours that may differentiate your business.

To add business hours:

1. In the **Optional Business Information** section, click on the **Business Hours** row.
2. Check the **Specify business hours** checkbox.

   A list of text boxes, **Mon** through **Sun**, appears where you can enter business hours for each day of the week.

3. For **Mon**, enter the hours when your business is open, and enter specific hours if needed:

Whether Business is Open	Specific Hours Needed
Open	Opening time (e.g., 9:00 am) and closing time (e.g., 6:00 pm)
Split	Two ranges of hours, with a break in the middle. For example, the first range could be 9:00 am - 12:00 pm, and the second range 2:00 pm - 9:00 pm.
24 hour	*None*
Closed	*None*

4. Repeat step 3 for each of the remaining days of the week.

    If you have the same hours every day of the week, enter the hours for **Mon** and then click **Apply to all**. Your hours for the remaining days are filled in from Monday onward. You can also use this feature to fill in Monday through Friday and then adjust Saturday and Sunday individually.

5. (Optional) If you would like to provide additional information about your business hours (e.g., you're going to be closed on a certain holiday, or you're open on an appointment-only basis outside of your regular business hours), enter it in the **Additional Hours Info** text box. Note that this text may not appear on all publisher sites.

6. Click **Save**.

    The system saves your business hours.

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Add a list of payment methods that you accept

The Location CMS allows you to indicate which of ten different payment methods a location accepts. This information is displayed in many sites in the PowerListings network. The available choices are American Express, MasterCard, Visa, Discover, Diner's Club, Cash, Check, Traveler's Check, Invoice, and Financing.

To add a list of the payment methods that your business accepts:

1. In the **Optional Business Information** section, click on the **Payment Methods** row.

    A list of payment methods appears.

2. Select the checkbox next to each payment method that your business accepts.

3. Click **Save**.

   The system saves the payment methods that you accept.

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Add a contact email address for your business

If you would like consumers to be able to reach you by email, you can add an email address to your listings.

> The contact email address is displayed on public web pages. Email addresses placed on public pages sometimes receive unsolicited messages. Do not use a personal email address as your business's contact address. If you do not have a public email address for your business, leave this field blank.

To add a contact email address for your business:

1. In the **Email and Website** section, click on the **Contact Email** row. A text box appears for you to enter an email address.
2. Enter the contact email address for your business (e.g., `info@business.example.com`).
3. (Optional) To add additional email address, click **+ Add an email address**. Note that additional email addresses are not supported on the vast majority of publisher sites.

   The first email address in your list is considered your main email address and will be the only one to appear on most publisher sites. To reorder your email addresses:

   a. Point to the handle (≡) to left of the email address that you want to move.

      Your cursor turns into a cross.

   b. Click and drag the email address up or down to the position you want it to be in within the list.

   c. Repeat steps a and b until the email addresses are in the order you want.
4. Click **Save**.

   The system saves your contact email address.

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Add your website URL

The URL that you provide for your location is displayed almost anywhere your location information is displayed. We recommend using your home page for this website URL. If you are interested in directing customers to a special offer, you may want to make that the link for your Featured Message, instead. For more information, see Make the Featured Message link to a specific URL.

To add a web site link for your business:

1. In the **Email and Website** section, click on the **Website** row.

   A text box appears for you to enter your website URL.

   > The system also displays a text box to enter a display URL. As you type a URL for your website, the system puts the same URL in the **Display URL** text box. You only need to be concerned with making the display URL something different if the main URL you enter is not memorable and you want to display a simpler URL to users. To learn more, see About adding a display URL.

2. Enter the URL for your main website (e.g., `www.yourbusiness.example.com`).
3. Click **Save**.

   The system saves the website URL for your location.

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Add your logo

Adding a logo makes your business appear more professional and credible to customers. Since the majority of listings do not contain a logo, a professional logo can set you apart.

> Any standard image in PNG, JPG, or GIF format can be used. For more details, see Reference - Guidelines for photos and videos.

To add a logo:

1. In the **Photos and Video** section, locate the **Business Logo** row.
2. Click the **+ Add business logo** link.

   The **Add business logo** dialog appears.

3. Upload a photo using one of the following methods:
   - Click **Choose File** to select an image file from your computer.
   - Drag an image file from your computer's image library to the area labeled **or drag and drop photo here**.

   You have added a logo to your location. It is added to your listings anywhere you have Listings.

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Add photos

Your location will look much better anywhere it's displayed if you accompany it with photos. We recommend adding a few photos that you plan to keep around for a while, including photographs of the store or key staff. Potential customers also respond positively to freshly-updated photos, such as photos of the employee of the month or of featured products. You can add up to 100 photos on each location, although only the first ones will be displayed on many sites in the PowerListings network.

To add photos to your listing:

1. In the **Photos and Video** section, locate the **More Photos** row.
2. Add a new photo by clicking **+ Add photos** and uploading your image using one of the following methods:
   - Click **select a file** to select an image file from your computer.
   - Drag an image file from your computer's image library to the area labeled **Drag photo here**.
   - Click **enter a URL**, and enter or paste an image's URL in the text box that appears. Press ENTER or RETURN on your keyboard to download the image from the web.
3. By default, the photo will appear in all of your listings' photo galleries. To restrict the sites where your image appears, select or deselect sites by clicking the **Use on** buttons above the caption:
   - **All** -- (default) all sites that support photo galleries
   - **PL** -- all sites in the PowerListings network that support photo galleries, other than Facebook, Foursquare, and Yelp
   - **FB** -- Facebook
   - **4sq** -- Foursquare
   - **Yelp**
4. Add a caption for your photo by entering text in the text box next to the photo. You can include other fields in your listing, such as your location's city (e.g., "Best coffee in Los Angeles!"), in your photo's caption by clicking ⊞ and selecting the field you would like to include. The caption will appear along with the photo on certain sites.
5. As long as you have more photos to add, click the **+Add photos** link and repeat steps 2 through 4.
6. Click **Save**.

   The system uploads all of your photos and saves them with your location. If you've restricted the sites where a photo appears, it is added only to the sites you selected, which are listed underneath the photo.

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Add a YouTube video

If you have a video that highlights your business, including it in your listing can increase the impact of your location details wherever they appear. The LocalLift Platform supports videos that have been uploaded to YouTube.

To add a video to your listing:

1. In the **Photos and Video** section, click on the **YouTube Video** row.

   A box appears where you can enter a URL for your YouTube video.

2. Enter the URL for your YouTube video. If you do not know the URL, click **Search for your video** to search for your video without leaving the LocalLift Platform.

3. Click **Save**.

   The system saves the video.

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Add your Twitter handle

Many of LocalLift's publishers allow you to include your Twitter handle on your listing. Adding it encourages consumers to follow you on Twitter.

To add your Twitter handle to your location:

1. In the **Social Media** section, click on the **Twitter Handle** row.

   A text box marked with **@** appears where you can enter your Twitter handle.

2. Enter your Twitter handle in the text box.

3. Click **Save**.

   The system saves the Twitter handle for the location.

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Add your Facebook Page URL

> The **Facebook Page URL** field only appears if you are not subscribed to a package that contains Facebook or if you have opted your location out of Facebook. Otherwise, we already have your Facebook Page URL in our system.

If you have a Facebook Page, you can add its URL to your listings on many of our publisher's sites. Doing so allows consumers to easily find you on Facebook.

To add your Facebook Page URL:

1. In the **Social Media** section, click on the **Facebook Page URL** row.

   A text box marked appears.

2. Enter your Facebook Page URL in the text box.

3. Click **Save**.

   The system saves the Facebook Page URL for the location.

Add Content Lists

Content Lists are a great way to highlight what's different about your business -- you can showcase your menus, calendars, lists of your products and services, and your staff members' bios on your listings. For more information about Content Lists, see Content Lists.

The steps involved in adding a Content List to your location depend on whether or not you have already created Content Lists in your account.

Add existing Content Lists

If you already have one or more Content Lists of a certain type (Products and Services, Calendars, Staff Bios, or Menus):

1. In the **Products/Services, Calendars, Staff Bios and Menus** section, find the type of Content List you would like to add to your location.
2. Click **Click to add**.
3. In the drop-down list that appears, select the List that you would like to add.
4. If you need to add more Content Lists of that same type, click **+ Add a list**, **+ Add a calendar**, or **+ Add a menu**, depending on the kind of List you are working with.
5. When you are finished adding Lists of the selected type, click **Save**.

   You have successfully added the Content Lists to your location. Repeat these steps to add other types of Content Lists.

Create new Content Lists and add them to your location

To create new Content Lists and add them to your location:

1. In the **Products/Services, Calendars, Staff Bios and Menus** section, find the type of Content List you would like to add to your location.

2. Click **Create a new list**, **Create a new calendar**, or **Create a new menu**, depending on the kind of List you want to work with.

3. Follow the steps described in Create a new Content List by typing in information, Create or update Content Lists by uploading a spreadsheet, or Create a Content List from a file, website, or photo.

   You have successfully added new Content Lists to your location.

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Related topics

- Edit many locations at once using bulk editing
- Update enhanced content for a location
- Remove enhanced content from a location
- Add or change categories for a location
- Update the business name, address, or main phone number for a location

Add a cover photo or profile picture

Using the Location CMS, you can add a cover photo or profile picture to one or more of your Facebook location Pages. While it is possible to add these images directly in Facebook, we recommend that you add them through LocalLift so you can easily update more than one Facebook Page at a time. If you encounter a problem with your cover photo or profile picture, we can only help you troubleshoot the issue if you used the Location CMS to upload the image.

> **Minimum width for cover photos:** Any image you select as your cover photo must be at least 400 pixels wide.

The steps involved in adding your cover photo or profile picture depend on whether or not you have uploaded your image to your location's gallery ("More Photos").

What would you like to do?

- Use an image from your computer as your cover photo or profile picture
- Use an image from your gallery as your cover photo or profile picture

Before you begin...

You can add your cover photo or profile picture on your "Location" page. To get there, click **Location CMS** in the navigation bar, and then click the name of the location whose Page you would like to update. If you are making the same changes to more than one location, select the check box next to each location, and then click **Edit**.

Use an image from your computer as your cover photo or profile picture

On the "Location" page, complete the following steps to add your image:

1. In the **Facebook** section, point to the gray box that represents the type of image you would like to add, and click the button that appears:
   - **+ Add Cover**, or
   - **+ Add Profile picture**
2. Upload a photo using one of the following methods:
   - Click **Choose Photo** to select an image file from your computer.
   - Drag an image file from your computer's image library to the area labeled **or drag and drop photo here**.

   After your image is uploaded, you can see it in the **Cover Photo** or **Profile Picture** field, as well as on the Facebook location Pages you added it to. Facebook also adds it to either the "Cover Photos" or "Profile Photos" album in your Facebook account.

Use an image from your gallery as your cover photo or profile picture

On the "Location" page, complete the following steps to add your image:

1. In the **Facebook** section, point to the box that represents the image you would like to add, and click the button that appears:
   - **+ Add Cover**, or
   - **+ Add Profile picture**
2. In the menu that appears, select **Choose from gallery**.
3. In the **Choose cover photo from your gallery** or **Choose profile picture from your gallery dialogue box**, click the photo you would like to use as your cover photo or profile picture.

   After you select your image, you can see it in the **Cover Photo** or **Profile Picture** field, as well as on the Facebook location Pages you added it to. Facebook also adds it to either the "Cover Photos" or "Profile Photos" album in your Facebook account.

Related topics

- About cover photos and profile pictures
- Reposition your cover photo
- Replace your cover photo or profile picture

Add or change categories for a location

In the Location CMS, *categories* are classifications of a business based on what type of business it is. Although a business may provide hundreds or thousands of products and services, there are usually one or a few categories that best classify it as a certain kind of business.

> Here are a few examples of categories: Auto Insurance, Grocery Stores, Banks, Fitness Centers, Sporting Goods.

The Location CMS allows you to associate each location with up to five categories and to order the categories based on how closely each one describes your business.

When you first signed up for Listings, you provided at least one category for your location. You can change that category or add additional categories by following the instructions below.

The categories are used by LocalLift when syncing your information across the web with our Listings

service. **Steps**

To get started adding or changing categories for a location:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. If you see a list of locations, select the location or locations you wish to work with. (If you manage only one location, you can skip this step.)

   You are redirected to a page containing information about the selected location or locations.

   > If you manage many locations and have trouble finding the one you wish to edit, see Browse and find locations on the "Locations" page.

   > If you manage multiple locations and want to work with more than one at the same time, you can follow the same basic procedure described in this topic, but you must be aware of certain differences that can arise. For more information, see Edit many locations at once using bulk editing.

What do you want to do?

- Add additional categories for a location
- Change the categories for a location
- Re-order the categories for a location

Add additional categories for a location

To add categories to your location:

1. In the **Required Listing Information** section, locate and click on the **Categories** row.
2. Click the **+ Add another category** link. A text box appears where you can begin searching for a category.
3. Start typing the name of the category you want to add. Once you type at least three letters, the system shows a list of matching categories. You can either scroll through the list to find the category you are looking for, or keep typing to narrow down your search.

> *Example:* A customer that is a bank might enter **bank** into the text box. The customer sees a list that includes two categories that best describe his business, among some others. The best match is **Financial Services > Banking Services > Banks**. The second best is **Business Services > Business Financial Services > Business Banking Services**.

> If you have entered at least three letters and no categories are shown, that means that no matching categories are present in the system. Try searching for another way of describing your business. If you cannot find any matching categories, you can browse through the complete list of categories: see "Reference: Available categories".

4. Once you see the category you want to select, click on its name. The system adds it to the list of categories.
5. Repeat steps 2- 4 for each category you want to add. The location can have up to five categories.

> *Example, continued:* The banking customer first clicks on **Financial Services > Banking Services > Banks**. They then click **+ Add another category** again, type **bank** again, and click on **Business Services > Business Financial Services > Business Banking Services**. Once they are finished, the location has two categories.

6. Click **Save**. The system saves the new list of categories for the location.

Change the categories for a location

To change the categories for a location, you remove the categories you do not want and then add the categories you do want. To do this:

1. In the **Required Listing Information** section, locate and click on the **Categories** row.
2. For each category that you no longer want to associate with the location, click on the **X** to the right of the category name. (Note that the **X** may be all the way to the right of the screen). The system removes the category from the list.
3. Add any categories that you do want, following the instructions in the section Add additional categories for a location above.
4. Click **Save**. The system saves the new list of categories for the location.

Re-order the categories for a location

Put the categories for each location in the order that best matches the business location.

To change the order of the categories for a location:

1. In the **Required Listing Information** section, locate and click on the **Categories** row.
2. Re-order the categories by dragging them up or down using the small handles (☰) that appear to the left of each category.
3. Click **Save**. The system saves the new order of categories for the location.

Make the Featured Message link to a specific URL

Normally, your location's Featured Message appears on search results pages as a link to your listing, but on your listing profile page, it is not a link. To learn more, see About the Featured Message.

If you wish, you can configure a URL that you want consumers to be sent to when they click on your Featured Message. This feature is supported on some, but not all, sites in the PowerListings network.

To make your Featured Message link to a specific URL:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. Click on the name of the location you want to work with.

   The "Location" screen appears, showing all of the information about the location.

> If you only manage one location in the Location CMS, this location will appear right away and you can skip this step. If you manage many locations and have trouble finding the one you wish to edit, see Browse and find locations on the "Locations" page.
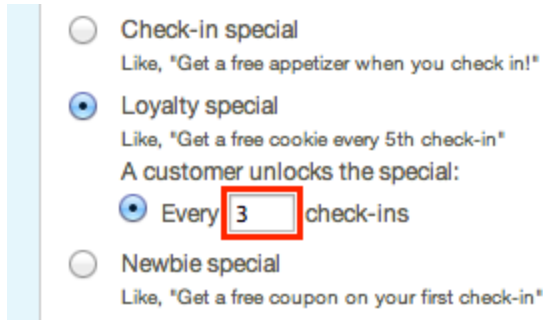
> If you manage multiple locations and want to work with more than one at the same time, you can follow the same basic procedure described in this topic, but you must be aware of certain differences that can arise. For more information, see Edit many locations at once using bulk editing.

3. In the **Required Listing Information** section, click on the **Featured Message** row.
4. In the **URL** text box, enter the URL that you want consumers to be sent to if they click your Featured Message.
5. Click **Save**.

   Your Featured Message appears as a link on supported publisher sites.

Related topics

- About the Featured Message
- Add enhanced content to a location

Set up the Foursquare special for a location

In addition to the normal content fields for each listing, listings on Foursquare, which are called *venues*, can include *specials* that are offered to customers under certain circumstances when they check in.

> **Be prepared:** If you set up a Foursquare special that offers something, Foursquare users who meet the conditions you specify will likely come to your business to redeem the special. Only enter a special that you are prepared to honor when customers visit your venue and show you on their phones that they have unlocked the special.

You have two options for setting up and maintaining your Foursquare specials:

Option	How it works	Advantages	Disadvantages
Option 1: Make a customized offer just for Foursquare	You configure a Foursquare special explicitly, choosing from all of the options available for Foursquare spe-	More flexible - you can use the full con-figurability of Foursquare spe-	More time consuming - you have to maintain your Featured Mes-sage and Foursquare special sep-arately, and you must understand

Option	How it works	Advantages	Disadvantages
	cials	cials	Foursquare specials
Option 2: Use your regular 50-character Featured Message to make the Foursquare special	Whenever you change your 50-character Featured Mes-sage, the LocalLift Platform uses it as a check-in spe-cial on Foursquare	Easier - you only have to update the Featured Message, and the rest is taken care of for you	Less flexible - you can only create check-in specials, and they can only be 50 characters long

What would you like to do?

- Make a customized offer just for Foursquare
- Use your Featured Message as a Foursquare special

Before you begin...

No matter which option you choose, you must first go to the "Location" page for the location whose Foursquare special you would like to set up.

To get to the "Location" page:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. If you see a list of locations, select the location or locations you wish to work with. (If you manage only one location, you can skip this step.)

   You are redirected to a page containing information about the selected location or locations.

   > If you manage many locations and have trouble finding the one you wish to edit, see Browse and find locations on the "Locations" page.

   > If you manage multiple locations and want to work with more than one at the same time, you can follow the same basic procedure described in this topic, but you must be aware of certain dif-ferences that can arise. For more information, see Edit many locations at once using bulk editing.

Make a customized offer just for Foursquare

To set up an offer that will only be seen on Foursquare:

1. In the **Social Media** section, click **Foursquare Special**.

2. Select **Make a customized offer just for Foursquare**.

3. Under "Select Type of Special," select the type of special you want to offer. For more details on each type of special, see Reference - Types of Foursquare specials.

   Additional text boxes may appear under your selection.

4. If additional text boxes that appear asking you to configure your special, enter the numbers requested.

5. In the **Offer Description** text box, describe what people get if they unlock the special.

6. Click **Save**.

   Your new special appears on your location's Foursquare venue.

Use your Featured Message as a Foursquare special

> **Must be a deal, discount, or coupon:** If you want to use your Featured Message as a Foursquare special, make sure that the Featured Message is a deal, discount, or coupon.

To use your existing Featured Message as your Foursquare special:

1. In the **Social Media** section, click **Foursquare Special**.

2. Select **Use my normal featured message as a Foursquare check-in special**.

3. Click **Save**.

   Your Featured Message is now a special for your venue on Foursquare.

Related topics

- Reference - Types of Foursquare specials
- About the Featured Message

Update the business name, address, or main phone number for a location

Each location in the LocalLift Platform has three types of information associated with it. The most important is the *core location information*, which is required for every listing. This article explains how to update that information. (For more details on the three types of information, see About the parts of a listing.)

Because this is core location information, updating it on publisher sites through LocalLift works differently than for other content.

> **Do not use to replace a location:** Do not change the name, address, or phone number of a location for the purposes of replacing one location with another. If you do this to a location that has Listings, the system will attempt to change the name, address, or phone number of your existing location on each publisher site, which can cause damage to your listings.

What would you like to do?

- Update the business name
- Update the address
- Update the main phone number
- List a display number that forwards to the main phone number

Before you begin…

No matter which option you choose, you must first go to the "Location" page for the location whose information you want to update.

To get to the "Location" page:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. If you see a list of locations, select the location or locations you wish to work with. (If you manage only one location, you can skip this step.)

   You are redirected to a page containing information about the selected location or locations.

   > If you manage many locations and have trouble finding the one you wish to edit, see Browse and find locations on the "Locations" page.

   > If you manage multiple locations and want to work with more than one at the same time, you can follow the same basic procedure described in this topic, but you must be aware of certain differences that can arise. For more information, see Edit many locations at once using bulk editing.

Update the business name

The business name on a location should be exactly how you want the name to be displayed on your business listings. It can be up to 100 characters in length. Use the name you would list in the phone book or on a business card. Do not include anything besides your business name in this field.

To update the name for the location:

1. In the **Required Listing Information** section, click on the **Business Name** row.

   The business name becomes editable.

2. Update the business name by editing the text.
3. Click **Save**.

   The system saves your new business name. If the location is subscribed to Listings, the system begins the update process for the location's name on each publisher site.

Update the address

To update the address for the location:

1. In the **Required Listing Information** section, click on the **Address** row.

   Your address becomes editable.

2. Enter the new street address in the first text box.

   ⓘ You must enter a valid street address. P.O. boxes are not accepted.

3. If your address contains additional information, such as a suite number, enter it in the second line.
4. Enter the new city, state, and 5-digit ZIP code.
5. If your business does not have a location that consumers go to (e.g., you travel to consumers to provide your services), hide your address by selecting **Do not display my address in my listing**.

   ⓘ If you select this option, your business is mapped on a city-and-state level, and its exact street location

   is not shown.

6. Click **Save**.

   The system saves your address. If the location is subscribed to Listings, the system begins the update process for the location's address on each publisher site.

Invalid address: If you save an invalid address, an alert appears at the top of the "Location" page and above your address on that page. Your listings will not appear on publisher sites until you change your address to a valid one.

Update the main phone number

For regular local phone numbers: These steps assume you want to enter an ordinary local phone number for your location (i.e., the one that is displayed on your web site and business cards, that appears in the phone book, and that you give out to customers), which is almost always the case. If you have an unusual circumstance where you want to list a different number, follow the instructions in the section List a display number that forwards to the main phone number below, instead.

To update the main phone number for the location:

1. In the **Required Listing Information** section, click on the **Business Phone** row.

   Your phone number becomes editable.

2. Enter the new main phone number for the location.
3. Click **Save**.

   The system saves the new main phone number for the location.

List a display number that forwards to the main phone number

In some special scenarios, you may wish to list a phone number for your location that is not the ordinary phone number that appears in the phone book and that you give out to customers. To learn more, see About the local phone number.

If you do wish to list a different number, you have to provide the ordinary local number that appears in the phone book. This number is not displayed on your listings, but it is required in order for LocalLift to process your locations prop-erly.

To enter a display number and provide the required local number:

1. In the **Required Listing Information** section, click on the **Business Phone** row.

   Your phone number becomes editable.

2. In the **Main Phone** text box, enter the phone number that you want to appear on your listings.
3. Select **This is a display number that forwards to my local number**.

   A box labeled **Local Phone** appears.

4. In the **Local Phone** text box, enter the ordinary local phone number for your location.

5. Click **Save**.

   The system saves the new display number along with the local number. If the location is subscribed to Listings, the system sends the new display number to all publisher sites so that your listings are updated.

Update enhanced content for a location

This article explains how to update enhanced content on a location.

For instructions on adding enhanced content for the first time, including explanations of why you would want

to add each field, see Add enhanced content to a location. For instructions on removing enhanced content, see Remove enhanced content from a location.

What do you want to do?

- Update the map marker
- Update additional phone numbers
- Update the Featured Message
- Update your business description
- Update your business hours
- Update the list of payment methods that you accept
- Update the contact email address for your business
- Update your website URL
- Update your logo
- Update your photos
- Update your YouTube video URL
- Update enhanced content for a location
- Update your Facebook Page URL
- Update your Content Lists

Before you begin…

No matter which option you choose, you must first go to the "Location" page for the location whose information you want to update.

To get to the "Location" page:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. If you see a list of locations, select the location or locations you wish to work with. (If you manage only one location, you can skip this step.)

   You are redirected to a page containing information about the selected location or locations.

   > If you manage many locations and have trouble finding the one you wish to edit, see Browse and find locations on the "Locations" page.

   > If you manage multiple locations and want to work with more than one at the same time, you can follow the same basic procedure described in this topic, but you must be aware of certain differences that can arise. For more information, see Edit many locations at once using bulk editing.

Update the map marker

To change the placement of your location on maps, or to change the place you would like consumers to navigate to (e.g., a parking lot or main entrance) when visiting your location:

1. In the **Required Listing Information** section, click on the **Map Marker** row.

   A map appears that shows your business's location, based on what you entered in the **Address** field.

2. If necessary, change your business's location on the map by clicking the map marker and dragging it to the correct place on the map.
3. Click **Next**.

   The map marker shows the place that consumers currently navigate to when getting directions to your location. By default, it points to the address you entered in the **Address** field.

4. If necessary, chance the place consumers should navigate to by clicking the map marker and dragging it to the correct place on the map.
5. Click **Done**.

   You have successfully updated the placement of your location on your listings' maps.

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Update additional phone numbers

Every location is required to have a main phone number, which is considered part of the core information for the location and is used in special ways in listings. If you wish, you can also add additional phone numbers to your location. This additional information can be displayed as part of your listing but is not used in any special way by LocalLift.

To update the additional phone numbers you have entered for your location:

1. In the **Required Listing Information** section, click on the **Business Phone** row.

2. Update the phone numbers in one or more of the text boxes (**Alternate Phone**, **Toll-Free Phone**, **Mobile Phone**, **Fax Number**, and **TTY Phone**).

   > You can enter phone numbers in most formats, like **XXXXXXXXXX**, **(XXX) XXX-XXXX**, **XXX-XXX-XXXX**, and so on. However, no matter which format you use, the system will store your phone number as just numbers. It will be displayed on other sites according to the conventions for that site.

3. Click **Save**.

   The system saves the updated additional phone numbers for the location.

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Update the Featured Message

The Featured Message is a short message of up to 50 characters that appears whenever your listing is shown in search results or on your profile pages in the PowerListings network. To learn more about the Featured Message, see About the Featured Message.

To update the Featured Message for your location:

1. In the **Required Listing Information** section, click on the **Featured Message** row.

   A text box appears next to the tag symbol (🏷) containing your current Featured Message.

2. Replace the current Featured Message with a message of up to 50 characters of your choice.

   ℹ For guidelines on what can be included in the Featured Message, see Reference - Guidelines for listings content.

3. Click **Save**.

   The system saves your new Featured Message.

You may also wish to make your Featured Message link to a URL of your choice. To learn how to do so, see Make the Featured Message link to a specific URL.

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Update your business description

To update your business description:

1. In the **Optional Business Information** section, click on **Business Description** row.

   The business description becomes editable.

2. Update the business description by editing the text. You can include other fields in your listing, such as your location's city (e.g., "Best coffee in Los Angeles!"), in your business description by clicking **+ Location Field** and selecting the field you would like to include.

3. Click **Save**.

   The system saves your business description.

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Update your business hours

To update the business hours for your location:

1. In the **Optional Business Information** section, click on the **Business Hours** row where your current business hours appear.

2. For each day of the week, choose when your business is open, and enter specific hours if needed:

Whether Business is Open	Specific Hours Needed
Open	Opening time (e.g., 9:00 am) and closing time (e.g., 6:00 pm)
Split	Two ranges of hours, with a break in the middle. For example, the first range could be 9:00 am - 12:00 pm, and the second range 2:00 pm - 9:00 pm.
24 hour	*None*
Closed	*None*

If you have the same hours every day of the week, enter the hours for **Mon** and then click **Apply to**

all. Your hours for the remaining days are filled in from Monday onward. You can also use this feature to fill in Monday through Friday and then adjust Saturday and Sunday individually.

3. (Optional) If you would like to provide additional information about your business hours (e.g., you're going to be closed on a certain holiday, or you're open on an appointment-only basis outside of your regular business hours), enter it in the **Additional Hours Info** text box. Note that this text may not appear on all publisher sites.

4. Click **Save**.

   The system saves your updated business hours.

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Update the list of payment methods that you accept

To update the list of the payment methods that your business accepts:

1. In the **Optional Business Information** section, click on the **Payment Methods** row.

   The system displays checkboxes for all possible payment methods and shows the ones you have currently selected.

2. Select any payment methods that you want to add to the list and de-select any that you wish to remove.

3. Click **Save**.

   The system saves your updated list of payment methods.

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Update the contact email address for your business

The contact email address is displayed on public web pages. Email addresses placed on public pages sometimes receive unsolicited messages. Do not use a personal email address as your business's contact address. If you do not have a public email address for your business, leave this field blank.

To update the contact email address for your business:

1. In the **Email and Website** section, click on the **Contact Email** row.

   Your email address appears in a text box that you can edit.

2. Change the email address to the updated one you want to use.

3. (Optional) To add additional email address, click **+ Add an email address**. Note that additional email addresses are not supported on the vast majority of publisher sites.

ⓘ The first email address in your list is considered your main email address and will be the only one to appear on most publisher sites. To reorder your email addresses:

   a. Point to the handle (☰) to left of the email address that you want to move.

      Your cursor turns into a cross.

   b. Click and drag the email address up or down to the position you want it to be in within the list.

   c. Repeat steps a and b until the email addresses are in the order you want.

4. Click **Save**.

   The system saves your new contact email address.

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Update your website URL

To update the website URL for your business:

1. In the **Email and Website** section, click on the **Website** row.

   A text box appears for you to enter your web site.

2. Update the URL for your website.

3. Click **Save**.

   The system saves the new website URL for your business.

> The system also displays a text box to enter a display URL. As you type a URL for your website, the system puts the same URL in the **Display URL** text box. You only need to be concerned with making the display URL something different if the main URL you enter is not memorable and you want to display a simpler URL to users. To learn more, see About adding a display URL.

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Update your logo

> Any standard image in PNG, JPG, or GIF format can be used. For more details, see Reference - Guidelines for photos and videos.

To update the logo:

1. In the **Photos and Video** section, find the **Business Logo** row.
2. On the rightmost edge of the **Business Logo** row, click **Replace**.
3. Upload a photo using one of the following methods:
   - Click **Choose File** to select an image file from your computer.
   - Drag an image file from your computer's image library to the area labeled **or drag and drop photo here**.

The system replaces your old logo with the new one you selected.

Update your photos

> Any standard image in PNG, JPG, or GIF format can be used. For more details, see Reference - Guidelines for photos and videos.

To update the photos on your listing:

1. In the **Photos and Video** section, click on the **More Photos** row.
2. Add a new photo by clicking **+ Add photos** and uploading your image using one of the following methods:
   - Click **select a file** to select an image file from your computer.
   - Drag an image file from your computer's image library to the area labeled **Drag photo here**.
   - Click **enter a URL**, and enter or paste an image's URL in the text box that appears. Press ENTER or RETURN on your keyboard to download the image from the web.
3. To restrict the sites where an image appears, select or deselect sites by clicking the **Use on** buttons above its caption:
   - **All** -- (default) all sites that support photo galleries
   - **PL** -- all sites in the PowerListings network that support photo galleries, other than Facebook, Foursquare, and Yelp
   - **FB** -- Facebook
   - **4sq** -- Foursquare
   - **Yelp**
4. Change the captions associated with any of the photos by editing text that appears next to the photo. You can include other fields in your listing, such as your location's city (e.g., "Best coffee in Los Angeles!"), in your photo's caption by clicking by clicking ⊞ and selecting the field you would like to include.

5. Re-order the photos by following these steps:

   a. Point to the handle (≡) to left of the email address that you want to move.

      Your cursor turns into a cross.

   b. Click and drag the email address up or down to the position you want it to be in within the list.

   c. Repeat steps a and b until the email addresses are in the order you want.

6. Click **Save**.

   The system saves all of the changes you have made to your photos.

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Update your YouTube video URL

To update the YouTube video URL for your listing:

1. In the **Photos and Video** section, click on the **YouTube Video** row.

   A box appears with the current URL of your YouTube video.

2. Enter the URL of the new YouTube video you want to use. If you do not know the URL for the new video, click **Search for your video** to search for your video without leaving the LocalLift Platform.

3. Click **Save**. The system saves the new video.

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Update your Twitter handle

To update the Twitter handle for your location:

1. In the **Social Media** section, click on the **Twitter Handle** row.

   A text box marked with **@** appears containing your current Twitter handle.

2. Change the Twitter handle that is displayed to the new one you want.

3. Click **Save**.

   The system saves the new Twitter handle for the location.

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Update your Facebook Page URL

> The **Facebook Page URL** field only appears if you are not subscribed to a package that contains Facebook or if you have opted your location out of Facebook. Otherwise, we already have your Facebook Page URL in our system.

To update the Facebook Page URL for your location:

1. In the **Social Media** section, click on the **Facebook Page URL** row.

   A text box marked appears containing your current Facebook Page URL.

2. Change the URL that is displayed to the new one you want.

3. Click **Save**.

   The system saves the new Facebook Page URL for the location.

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Update your Content Lists

To update your location's Content Lists, click its name in the **Products/Services, Calendars, Staff Bios and Menus** section to go to its page, and follow the steps described in Fill information into a Content List. Alternatively, you can update your Content Lists with a spreadsheet by following the steps outlined in Create or update Lists by uploading a spreadsheet.

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Related topics

- Add enhanced content to a location
- Remove enhanced content on a location
- Update the business name, address, or main phone number for a location
- Add or change categories for a location
- Set up the Foursquare special for a location
- Replace your cover photo or profile picture
- Edit many locations at once using bulk editing
- Reference - Available location fields

Remove enhanced content from a location

This article explains how to remove enhanced content that you have previously added for a location.

For instructions on adding enhanced content, including explanations of why you would want to add each field, see "Add enhanced content to a location"

Steps

To remove enhanced content for one of your locations:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. If you see a list of locations, select the location or locations you wish to work with. (If you manage only one location, you can skip this step.)

   You are redirected to a page containing information about the selected location or locations.

   > If you manage many locations and have trouble finding the one you wish to edit, see Browse and find locations on the "Locations" page.

   > If you manage multiple locations and want to work with more than one at the same time, you can follow the same basic procedure described in this topic, but you must be aware of certain differences that can arise. For more information, see Edit many locations at once using bulk editing.

What do you want to do?

- Remove the logo
- Remove business hours
- Remove the business description
- Remove the list of payment methods that you accept
- Remove the contact email address
- Remove the web site link
- Remove the photos
- Remove the YouTube video
- Remove the additional phone numbers
- Remove the Twitter handle

Remove the logo

To remove the logo:

> Any standard image in PNG, JPG, or GIF format can be used. For more details, see Reference - Guidelines for photos and videos.

1. In the **Photos and Video** section, locate the **Business Logo** row, where your current business logo appears.
2. On the rightmost edge of the **Business Logo** row, click the **Remove** link. The system asks if you are sure you want to remove the photo.
3. Click the **Remove photo** button. The system removes the logo.

Remove business hours

To remove the business hours for your location:

1. In the **Optional Business Information** section, click on the **Business Hours** row where your current business hours appear.
2. Uncheck the **Specify business hours** box. The list of days with business hours disappears.
3. Click **Save**. The business hours are removed from the location.

Remove the business description

To remove your business description:

1. In the **Optional Business Information** section, click on **Business Description** row where your business description currently appears. The business description becomes editable.
2. Press **Control-A** on Windows or **Command-A** on Mac to select the entire business description.
3. Press the **DELETE** key. All of the text of your business description disappears.
4. Click **Save**. The system clears the description from your location.

Remove the list of payment methods that you accept

To remove the list of the payment methods that your business accepts:

1. In the **Optional Business Information** section, click on the **Payment Methods** row, where your current list of payment methods appears. The system displays checkboxes for all possible payment methods and shows the ones you have currently selected with a checkbox.
2. Uncheck all of the payment methods that are currently checked off.
3. Click **Save**. The system clears all payment methods from your location.

Remove the contact email address

To remove the contact email address (or addresses) for your business:

1. In the **Email and Website** section, click on the **Contact Emails** row, where your current contact email address appears. Your email address appears in a text box that you can edit.

> If you have multiple contact email addresses, you will see multiple text boxes and an **X** next to each. Click the **X** to remove extra email addresses until only one remains, then continue following these instructions.

2. Press **Control-A** on Windows or **Command-A** on Mac to select the entire business description.
3. Press the **DELETE** key. The email address disappears.
4. Click **Save**. You now have no contact email addresses associated with the location.

Remove the web site link

To remove the web site link for your business:

1. In the **Email and Website** section, click on the **Website** row, where your current web site URL appears.
2. Press **Control-A** on Windows or **Command-A** on Mac to select the entire URL, then press the DELETE key. The URL disappears.
3. If anything remains in the second text box (marked **Display URL**), click that box, and then repeat the steps from step 2.
4. Click **Save**. The web site URL for your location is cleared.

Remove the photos

To remove the photos on your location:

1. In the **Photos and Video** section, point to the **More Photos** row, and click the ✏ that appears in the upper-right corner.
2. Point to one of your photos. A 🗑 appears in the upper-left corner of the photo.
3. Click the 🗑. The photo disappears.
4. Repeat steps 2 and 3 for every photo that is displayed.
5. Click **Save**. The system removes all of the photos from the location.

Remove the YouTube video

To update the YouTube video for your listing:

1. In the **Photos and Video** section, click on the **YouTube Video** row where your current YouTube video appears. A text box appears with the current URL of your YouTube video.
2. Click the X that appears below the right-hand side of the text box. The video disappears.
3. Click **Save**. Your video is removed from the system.

Remove the additional phone numbers

You cannot remove the primary phone number for a location, but you can remove the additional phone numbers that are displayed as extra information about your location.

To remove these additional phone numbers:

1. In the **Required Listing Information** section, click on the **Business Phone** row.
2. Locate the five text boxes labeled **Alternate Phone**, **Toll-Free Phone**, **Mobile Phone**, **Fax Number**, and **TTY Phone**. This is where your additional phone numbers are displayed.
3. Click on the first of these text boxes that has a phone number in it.
4. Press **Control-A** on Windows or **Command-A** on Mac to select the entire phone number, then press the **DELETE** key. The phone number disappears.
5. Repeat steps 3-4 for each of the additional phone number text boxes that has a phone number in it.
6. Click **Save**. The location is now saved without any additional phone numbers.

Remove the Twitter handle

To remove the Facebook URL and Twitter handle for your location:

1. In the **Social Media** section, click on the **Twitter Handle** row. A textbox marked with **@** appears containing your current Twitter handle.
2. Press **Control-A** on Windows or **Command-A** on Mac to select the entire Twitter handle, then press the **DELETE** key.
3. Click **Save**. The system removes the Twitter handle from your location.

Reposition your cover photo

The tools in the Location CMS allow you to reposition your existing cover photo so a different portion of it appears on your Facebook Page. This feature lets you change the look of your cover photo without uploading a new image.

> **Minimum dimensions:** If your cover photo is 851 x 315 pixels or smaller, you will not be able to reposition it.

You can reposition your cover photo on the "Location" page. To get there, click **Location CMS** in the navigation bar, and then click the name of the location whose Page you would like to update. If you are making the same changes to more than one location, select the check box next to each location, and then click **Edit**.

Once you are on the "Location" page, complete the following steps to reposition your image:

1. In the **Facebook** section, point to your cover photo, and click the **Change Cover** button.
2. In the menu that appears, click **Reposition**.
3. Click and drag the photo until the portion of it you want displayed on your Facebook Page appears in the **Cover Photo** field.
4. Click **Save**.

After you save your changes, LocalLift updates your Facebook Page or Pages with the repositioned cover photo.

Related topics

- About cover photos and profile pictures
- Replace your cover photo or profile picture

Replace your cover photo or profile picture

With LocalLift's ability to sync your data location data with Facebook, you can replace your cover photo or profile picture on one or more of your Facebook Pages. Whether or not you added the image through LocalLift, we recommend using the Location CMS to replace your cover photo and profile picture so that you can easily update more than one Face-book Page at a time. If you encounter a problem with your cover photo or profile picture, we can only help you troubleshoot the issue if you used the Location CMS to upload the image.

> **Minimum width for cover photos:** Any image you select as your cover photo must be at least 400 pixels wide.

The steps involved in replacing your cover photo or profile picture depend on whether you want to replace the image with one from your gallery or one from your computer.

What would you like to do?

- Replace your cover photo or profile picture with an image from your computer
- Replace your cover photo or profile picture with an image from your gallery

Before you begin...

You can replace your cover photo or profile picture on the "Location" page. To get there, click **Location CMS** in the navigation bar, and then click the name of the location whose Page you would like to update. If you are making the same changes to more than one location, select the check box next to each location, and then click **Edit**.

Replace your cover photo or profile picture with an image from your computer

On the "Location" page, complete the following steps to replace your image:

1. In the **Facebook** section, point to the box that represents the image you would like to replace, and click the button that appears:
   - **Change Cover**, or
   - **Change Profile picture**
2. In the menu that appears, select **Upload new photo** or **Upload new picture**.
3. Upload a photo using one of the following methods:
   - Click **Choose Photo** to select an image file from your computer.
   - Drag an image file from your computer's image library to the area labeled **or drag and drop photo here**.

   After your image is uploaded, you can see it in the **Cover Photo** or **Profile Picture** field, as well as on the Facebook location Pages you added it to. Facebook also adds it to either the "Cover Photos" or "Profile Photos" album in your Facebook account.

Replace your cover photo or profile picture with an image from your gallery

On the "Location" page, complete the following steps to replace your image:

1. In the **Facebook** section, point to the box that represents the image you would like to replace, and click the button that appears:
   - **Change Cover**, or
   - **Change Profile picture**
2. In the menu that appears, select **Choose from gallery**.
3. In the **Choose cover photo from your gallery** or **Choose profile picture from your gallery dialogue box**, click the photo you would like to use as your cover photo or profile picture.

   After you select your image, you can see it in the **Cover Photo** or **Profile Picture** field, as well as on the Facebook location Pages you added it to. Facebook also adds it to either the "Cover Photos" or "Profile Photos" album in your Facebook account.

Related topics

- About cover photos and profile pictures
- Reposition your cover photo

Edit many locations at once using bulk editing

If you manage more than one location in the Location CMS, you may wish to edit many of them at the same time. (If you do not manage more than one location, this article does not apply to you.)

Editing multiple locations at once is similar to updating a single location. Before editing many locations, be sure you are familiar with the way to edit individual locations. See:

- Update the business name, address, or main phone number for a location (*Note:* you cannot edit the address in bulk, because each location must have its own address)
- Add enhanced content to a location or Update enhanced content for a location
- Add or change categories for a location

Steps

To edit many locations at once using bulk editing:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.
2. Select the locations that you want to edit by checking the box to the left of the name and address of each location. (If you want to select a large number of locations, see "Select locations to work with")
3. Click the **Edit** button that appears to the upper left of the list of locations. The system opens up the Location screen in bulk-editing mode and shows you how many locations you are editing.

4. Locate the field you want to edit and determine which of the following situations applies:

If the system shows the value as…	…then the locations you are editing
Click to add + Add business logo + Add photos	Have no value for the field
A specific value, just as it would when you are editing a single location	Have the same value for the field
<Various content>	Have different values for the field

5. If the locations currently have no value for the field, follow the same instructions as if you were adding the value for a single location. If they all have the same value for the field, follow the same instructions as if you were editing the value for a single location. In either case, the system will save the value you enter for all of the locations that you are editing.

6. If the locations have different values for the field you want to edit, choose the correct instructions from the
    following list.

Which field has different values for the locations you want to edit?

- Business name, description, or a custom field
- Categories
- Main phone number
- Additional phone numbers
- Featured Message
- Business hours
- Payment methods
- Contact emails
- Website
- Business logo
- More photos
- YouTube video
- Apply Template to Bulk Edit

Business name, description, or a custom field

When editing business name, description, or a custom field, your only choice is to set them to the same thing for all
of the locations you are editing. If you do not want all of the locations you are editing to have the same value for the
field, do not edit them all at once.

To set the value for any of these fields to the same thing for all of the locations that you are editing:

1. Find the place on the page where the field you want to edit is displayed with the **<Various Content>** des-
    ignation. Click anywhere on the row. It becomes editable, and the system displays the text *<Various con-
    tent - start typing to overwrite all>*.

2. Begin typing the new value that you want to set for all of the locations. As soon as you press the first letter,
    the text *<Various content - start typing to overwrite all>* disappears. Keep typing the new value that you
    want to set for all of the locations.

3. Click **Save**. The system sets the value for the field to whatever you entered for all of the locations you are
    editing.

Categories

You can add or remove categories from multiple locations even if those locations do not have all of the same cat-
egories in common.

To edit categories for multiple locations:

1. In the **Required Listing Information** section, click on the **Categories** row. The system displays every category for any of the locations you are editing.

2. Each category with a checkmark (☑) next to it is on <u>all</u> of the locations you are editing. Go through these and:

   - To remove the category from all of the locations, click the checkbox once. The checkbox is cleared. This means that the category should not be on any of the locations.
   - If you change your mind and want the category to be on all of the locations, click the checkbox again. The checkmark is shown again. This means that the category should be on all locations.

3. Each category with a filled box (◼) or a line (➖) is on <u>some</u> of the locations you are editing. Go through these and:

   - To put the category on all of the locations you are editing, click the checkbox once. The checkbox shows a checkmark. This means that the category should be on all locations.
   - To remove the category from all of the locations, click the checkbox twice. After the first click, the box shows a checkmark. After the second, the checkbox is cleared. The cleared box means that the category should not be on any of the locations.

   > *Note:* If a category is on some of the locations and you click the checkbox, you must either choose to have it on all locations (checked) or no locations (unchecked). If this is not what you want, click the **Cancel** link and none of your changes will be saved.

4. Optionally, add a category to all of the locations you are editing by following the same procedure you would use to add a category to one location (see "Add or change categories for a location").

5. Optionally, re-order the categories by dragging them up and down with the handles (≡) that appear to the left of each category name. The order that you leave the categories in will be applied to all of the locations that you are editing.

6. Click **Save**. The system saves all of the changes you made.

Category Editing Example

Bank On Us is a national bank with 1,000 locations over most parts of the country. All of their branches are in the **Bank** category, but only about 300 of them offer bill paying services and so only that many are in the **Bill Paying Services** category.

The bank is rolling out business banking services across all of its branches, so they want to add the **Business Banking Services** category to all of them. When they are done, all of their branches should be in the

Bank and **Business Banking Services** categories, and the 300 branches that offer bill paying services should also be in the **Bill Paying Services** category.

Because of their requirements, Bank On Us cannot set all of their branches to have the same set of categories. But since they want to add a category to all of their locations while leaving the existing categories on each branch as they are, they can use the bulk editing feature in the Location CMS. They select all of their locations and choose to edit them.

The **Bank** category is shown with a checkbox, because all of the locations are in that category. The **Bill Paying Services** category is shown with a filled box or line because only some locations are in it. They do not click either of these boxes, because they want to leave these categories as they are.

Bank On Us chooses to add an additional category, and picks **Business Banking Services**. They leave it at the end of the category list and click **Save**. The new category is added to all of their locations, and the existing categories are not affected, which is exactly what they wanted.

Main phone number

To set the main phone number for the locations that you are editing to the same thing:

1. In the **Required Listing Information** section, click on the **Business Phone** row, which shows the **<Various Content>** designation. Click anywhere on the row. A **Main Phone** text box appears and displays *<Various content>*.

2. Enter the new main phone number to use for all of the locations.

3. If the main phone number you entered is not the primary local phone number for those locations, click

   > If you set the main phone number for multiple locations to be the same thing, it is highly recommended that you check this box and then provide individual local phone numbers for each location...[1]

4. Click **Save**. The system saves your entries for all of the locations that you are editing.

Additional phone numbers

To set one or more of the additional phone numbers for all of the locations that you are editing:

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[1]If the main phone number is the same for multiple locations, it is almost certainly not the primary local phone number for the location, so this box should be checked. If you are a LocalLift PowerListings customer and do not provide separate local phone numbers for each location, your listings will probably not go live correctly. For more inform-ation, see "About the local phone number"

1. In the **Required Listing Information** section, click on the **Business Phone** row.

2. Locate the five text boxes labeled **Alternate Phone**, **Toll-Free Phone**, **Mobile Phone**, **Fax Number**, and **TTY Phone**. This is where your additional phone numbers are displayed. For each of these textboxes:

   - If a phone number is displayed, all of the locations have the same value for that phone number.
   - If *<Various content>* is displayed, the locations have different values for that phone number.
   - If nothing is displayed,none of the locations have a value for that phone number.

3. Click the textbox for the phone number you want to edit and enter an updated phone number. (Or, to clear the phone number, delete it from the text box.)

   > You can enter phone numbers in most formats, like **XXXXXXXXXX**, **(XXX) XXX-XXXX**, **XXX-XXX-XXXX**, and so on. However, no matter which format you use, the system will store your phone number as just numbers. It will be displayed on other sites according to the conventions for that site.

4. Click **Save**. The system saves the phone numbers that you entered for all of the locations that you are editing.

Featured Message

To set the Featured Message for all of the locations that you are editing:

1. In the **Required Listing Information** section, click on the **Featured Message** row. A text box appears next to the tag symbol ( ).

   - If a particular Featured Message is displayed, all of the locations have the same value for the special offer message.
   - If *<Various content>* is displayed, the locations have different values for the special offer message.

2. Type the Featured Message that you want for all of the locations into the text box next to the tag symbol ( ).

3. If you want to make the Featured Message a link when possible, enter the URL it should link to in the **URL** text box. For details how this is done for one location, see "Make the Featured Message link to a specific URL".

4. Click **Save**. The system saves any parts of the Featured Message that you changed for all of the locations that you are editing.

Business hours

If the locations you are editing have different business hours, the only thing you can do is set them all to have the same set of hours.

To update the business hours for all of the locations you are editing:

1. In the **Optional Business Information** section, click on the **Business Hours** row, which shows the **<Various Content>** designation. The system displays **Your locations have different Business Hours. Reset all**

2. Click the **Reset all** link. The system displays each day of the week with blank values for the hours.

3. Enter the hours that you want to set for all of the locations, just as if you were adding the hours for the first time (see "Add enhanced content to a location"

4. Click **Save**. The system saves the hours you entered for all of the locations you are editing.

Payment methods

To update the payment methods for all of the locations you are editing:

1. In the **Optional Business Information** section, click on the **Payment Methods** row, where your current list of payment methods appears. The system displays checkboxes for all possible payment methods and next to each one shows:

   - A checkmark (☑) if all of the locations have that payment method
   - A filled box (■) or a line (▬) if some of the locations have that payment method
   - An unchecked box (☐) if none of the locations have that payment method

2. Go through each payment method and make sure the box is checked if you want all of the locations to have the payment method or unchecked if you want none of them to have it.

   > *Note:* If a payment method is set for some of the locations and you click the checkbox, you must either choose to have it set for all locations (checked) or no locations (unchecked). If this is not what you want, click the **Cancel** link and none of your changes will be saved.

3. Click **Save**. The system saves any changes you made.

Contact emails

You can add or remove contact emails from multiple locations even if those locations do not have all of the same contact emails in common.

To update contact emails for all of the locations you are editing:

1. In the **Email and Website** section, click on the **Contact Emails** row. The system displays every contact email address that is set on any of the locations you are editing.

2. Each email address with a checkmark (☑) next to it is on <u>all</u> of the locations you are editing. Go through these and:

    - To remove the email address from all of the locations, click the checkbox once. The checkbox is cleared. This means that the email address should not be on any of the locations.
    - To change this email address on all of the locations to something else, edit the email address that appears in the text box.

3. Each email address with a filled box (■) or a line (▬) is on <u>some</u> of the locations you are editing. Go through these and:

    - To put the email address on all of the locations you are editing, click the checkbox once. The checkbox shows a checkmark
    - To remove the email address from all of the locations, clear the checkbox by clicking it twice.
    - To change this email address to something else, edit the email address that appears in the text box.

    > *Note:* If you edit an email address that appears on only some of the locations, the checkbox will automatically be checked so that the new email address appears on all of your locations if you save your changes. If you want to edit the email address only on those locations where it appears, select only those locations to edit to begin with (see "Select locations to work with"

4. Optionally, re-order the email addresses by dragging them up and down with the handles (☰) that appear to the left of each text box. The order that you leave the email addresses in will be applied to all of the locations that you are editing.

5. Click **Save**. The system saves all of the changes you made.

Website

To update the website link for your all of the locations you are editing:

1. In the **Email and Website** section, click on the **Website** row, which shows the **<Various Content>** designation. A text box for the URL and displays *<Various content - start typing to overwrite all>*.

2. Begin typing the new value that you want to set for all of the locations. As soon as you press the first letter, the text *<Various content - start typing to overwrite all>* disappears. Keep typing the new URL.

3. Optionally, if you want to set a Display URL that is different from the main URL, enter it into the **Display URL** textbox. (For more about Display URLs, see "About adding a display URL"

4. Click **Save**. The system saves all of the changes you made.

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Business logo

If the locations you are editing have different business logos, your only options when bulk editing the locations are to replace all of the logos with a new one or to remove the logo from all locations.

To replace the logo on all of the locations with a new one:

1. In the **Photos and Video** section, locate the **Business Logo** row, which shows the **\<Various Content\>** designation.
2. On the rightmost edge of the **Business Logo** row, click the **Replace** link.
3. Click the **Browse…** button. A dialog box appears to let you search for the logo file on your computer.
4. Locate the image file containing your new logo and select it. The system sets the logo on all of the locations that you are editing with the one you selected.

To remove the logo on all of the locations:

1. In the **Photos and Video** section, locate the **Business Logo** row, which shows the **\<Various Content\>** designation.
2. On the rightmost edge of the **Business Logo** row, click the **Remove** link. A confirmation dialog appears.
3. Click the **Remove Photo** button. The system clears logos from all of the locations that you are editing.

More photos

You can add or remove photos from the locations that you are editing even if the locations do not have the same list of photos to begin with.

To edit photos for multiple locations:

1. In the **Photos and Video** section, click on the **More Photos** row. The system displays every photo that is on any of the locations that you are editing along with the caption for each.
2. Each photo with a checkmark (☑) next to it is on <u>all</u> of the locations you are editing. Go through these and:

   - To remove the photo from all of the locations, click the checkbox once. The checkbox is cleared. This means that the photo should be removed from all locations.
   - If you change your mind and want the photo to be on all of the locations, click the checkbox again, and the checkmark is shown. This means that the photo should be on all locations.

3. Each photo with a filled box (▣) or a line (▬) is on <u>some</u> of the locations you are editing. Go through these and:

   - To add the photo to all of the locations you are editing, click the checkbox once. The checkbox shows a checkmark. This means that the photo should be on all locations.

- To remove the photo from all of the locations, click the checkbox twice. After the first click, the box shows a checkmark. After the second, the checkbox is cleared. The cleared box means that the photo should be removed from all locations.

> *Note:* You can click the checkbox that appears at the top of the list of photos to automatically check or uncheck all of the individual checkboxes next to each photo. This is useful if you want to remove all of the photos from all of the locations or include all of the photos in the list on every location.

4. Optionally, add a new photo to all of the locations by clicking the **+ Add photo** link and proceeding just as you would if adding a photo to a single location (see "Add enhanced content to a location").

5. Optionally, edit the caption for any of the photos. The updated caption will be used on all of the locations that have the photo.

6. Optionally, re-order the photos by dragging them up and down with the handles (☰) that appear to the left of each photo. The order that you leave the photos in will be applied to all of the locations that you are editing.

7. Click **Save**. The system saves all of the changes you made.

YouTube video

If the locations you are editing have different YouTube videos, your only options when bulk editing the locations are to replace all of the YouTube videos with a new one or to remove the video from all locations.

To replace or remove the YouTube video on all of the locations that you are editing:

1. In the **Photos and Video** section, click on the **YouTube Video** row, which shows the **<Various Content>** designation. The system displays **Your locations have different videos. Reset all**

2. Click the **Reset all** button. The system shows a blank textbox for the YouTube video URL, just as if you are adding a YouTube video for the first time.

3. To remove the video from all locations, click **Save** while the box is empty. To replace the video with a new one, proceed as if you are adding a video for the first time (see "Add enhanced content to a location"). When you save, the system will save the new video for all of the locations you are editing.

Apply Template to Bulk Edit

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar. The *Locations* screen will display.

2. Select a group of **Locations** (choose method below):
   - Check the **checkbox** for a Folder. All Locations inside the folder are selected.
   - Check the **checkboxes** next to more than one *Location* in the *Locations* list.

3. Click the **Edit** button. The Bulk Edit screen will display a message '*Editing X Locations*'.

4. Click the **Apply Template** link. The *Apply Template > Select Template* screen will display.

5. Click the **Review** button. The *Apply Template > Review*screen displayes.

6. *Optional Step:* Edit or uncheck any template fields you wish to change. The unchecked fields will not be applied, the edited fields will reflect your changes.

7. Click the **Apply Template** button. The '*Your template has been applied'* confirmation message will display on top of the '*Editing X Locations*' label on the Bulk Edit screen.

8. Choose action:

   ○ Click the '**Back to Locations List**' link to exit the edit process. You be returned to the *Locations* screen.

   ○ Continue editing fields for bulk edit.

9. Click the '**Back to Locations List**' link to exit the edit process.You be returned to the *Locations* screen. Apply Template and Bulk Edit are complete.

Bulk editing or applying a template?

The LocalLift Platform supports a feature called templates that allows customers with many locations with shared con-tent to keep the common content in one place and base new locations off that content. (To learn more about tem-plates, see "About location templates").

If you are using location templates and the common content that you keep in the template is changing, you don't have to edit the template and bulk edit your locations. You can update the template only and then re-apply it to the locations that are out of date. To learn about this, see "Apply a template to existing locations".

Re-list a location that was previously de-listed

If you have previously de-listed one or more locations, you can reverse this by re-listing them again.

> **NOTE:** It is no longer possible to de-list locations. However, if you have de-listed locations in the past, you can re-list them by following the steps below.

Steps

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar. The *Locations* screen appears.

2. At the top of the list of locations, click the **Advanced Filter** link. The Advanced Filter pane appears.

3. Click on the button that reads **Location**, and in the dropdown list that appears, click **De-Listed**.

4. Click **Apply Filter.** The system shows all of the locations that are currently de-listed.

5. Select the locations that you want to re-list and click **Edit**. (If you want to re-list only one location, just click on it in the list.) The location edit page appears, and at the top of the page is an indication that the locations are de-listed.

6. Click on the **Re-list this Location** link to Re-list the Location (see below).
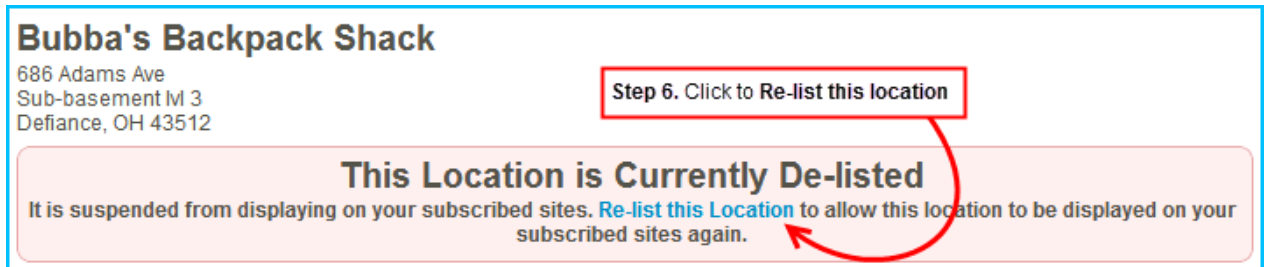
7. In the confirmation dialog that appears, click **Re-list Locations**(see below). The system marks the locations re-listed. If the locations are subscribed to Listings, the system notifies the publishers that the listings should appear again.
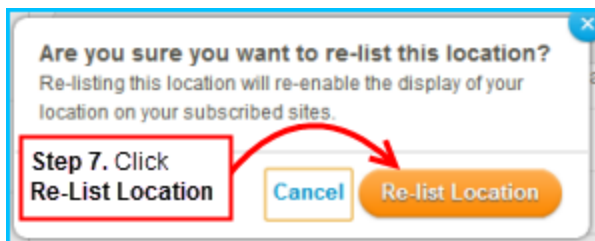
Browse and find locations on the "Locations" page

When you first signed up with LocalLift, you provided information about the business location that should receive LocalLift's features. Since then, you may have added additional locations to the Location CMS.

If you have only one location, then clicking **Location CMS** in the navigation bar will show you details about this location. If you have more than one location, the same tab shows you the "Locations" page, which enables you to browse and search for all of your locations.

Steps

To browse through the locations you have in the LocalLift Platform, first click **Location CMS** in the navigation bar at the top of the screen. If you have more than one location, the system displays a list of all of them.

What do you want to do?

- Browse through more than one page of locations
- Browse through all locations in a particular folder

- Change which columns are shown in the list of locations
- Sort the list of locations
- Search for particular locations

Browse through more than one page of locations

If you have many locations, the system displays them one page at a time. To the upper right of the table of locations, you can see how many locations are presently displayed and how many you have in total.

If not all of your locations are shown, they are being displayed on more than one page. To browse through those on the other pages:

1. Above and to the right of the table of locations, click the right arrow. The system displays the next page of locations.
2. As long as you have another page of locations, keep clicking the right arrow to display more of them. The system keeps displaying more pages until you have no more locations to see.
3. To return to a previous page, click the left arrow. The system displays the previous page of locations.
4. Optionally, you can change the number of locations shown on each screen. To do this…[1]

Browse through all locations in a particular folder

If you have organized your locations into folders, you can view all of the locations in a particular folder. To do this:

1. To the left hand side of the locations table, find the *Locations by Folder* section. (If you do not see this section, you have not organized locations by folder .)
2. If the folder you want to view is not visible, find it by clicking on the plus button for its parent folders until it is visible.
3. Click on the name of the folder that you wish to view. The list of locations updates to show only those locations in the folder.

Note: The system shows only the locations that are in the folder you select, not those that are in any folders beneath that folder. If the folder tree shows a larger count of locations in one of your folders than is displayed in the list, look at the folders underneath the folder you selected to see the remaining locations.

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[1]Click the **Show** dropdown box with the number. The choices **25**, **50**, and **100** appear. Click the number of locations that you want to see on each page. The system changes the list to show the number of locations you have selected on the page.

Change which columns are shown in the list of locations

By default, the list of locations shows the name and address of each location along with the date it was last updated. If you wish, you can choose to display other information about each location and change the order in which it is displayed.

To change which columns are shown:

1. On the upper right of the locations table, click the **Columns** button. The system displays a list of all of the available columns and indicates which ones are currently displayed with a checkmark.

2. Check off the columns that you wish to show in the locations list and uncheck any that you don't wish to show. *(Note: The Location column, which shows the name and address of the location, cannot be removed.)*

3. Click the **Apply** button. The locations table now changes to show the columns that you selected.

4. Optionally, change the order in which the columns are displayed by clicking on the name of the column at the top of the list and then dragging it to the left or the right. *(Note: The Location column, which shows the name and address of the location, is always the leftmost column and cannot be moved.)*

Your changes will stay in effect each time you return to the Locations screen. If you wish to go back to the default set of columns at any time, just click on the **Columns** button and then click the **Reset to defaults** link.

Sort the list of locations

To sort the list of locations:

1. Locate the name of the field that you wish to sort by at the top of the list of locations.

   > If the field you wish to sort by is not displayed, display it first by following the instructions in the section Change which columns are shown in the list of locations.

2. Click on the name of the field. The system sorts the list of locations according to the field you have chosen, sorting the locations from A-Z for alphabetical fields and lowest to highest for numeric fields.

3. Optionally, if you wish to sort the list in the opposite direction (Z-A for alphabetical fields or highest to lowest for numeric fields), click the name of the field again. The system reverses the order of sorting.

The list is now sorted by the field you chose.

Search for particular locations

The LocalLift Platform allows you to search for locations by name, address, phone number, or any of the enhanced con-tent in the location that is made up of text. (You can also perform much more complex searches. To learn about more advanced ways to search for locations, see "Find locations using an Advanced Filter".

1. At the top of the list of locations, click inside the **Search** textbox.

2. Enter something to search your locations by. You can search by many things, for example, location name, city, state, ZIP code, or phone number.

   Example searches:

To search for...	...enter the search term:
All locations in Arizona	**AZ**
The location on Bluefield Avenue	**bluefield**
The location with the phone number (888) 587-9100	**8885879100** or **(888) 587-9100**
All locations with the web site http://www.bank-on.us	**http://www.bank-on.us** or **www.bank-on.us**

3. Press **ENTER** or click the **Search** button. The system updates the location list to show only those locations that match your search.

4. Repeat steps 1 - 3 as many times as you like to search for different locations.

5. To go back to showing all locations instead of particular search results, click **Clear search** in the upper right hand corner of the locations table.

> *Note:*If you had a folder selected when you run the search, the system begins by showing only the matching locations that are in the folder you chose. To see matching locations in any folder, find the *Searching locations in* area at the top of the list and click **All Locations**.

> *Note:* If your search returns more locations than you would expect, it could be that your search is matching other fields in the location profile than you intend. You can solve this problem by using the Advanced Filter feature and searching only in a particular field. To learn how, see "Find locations using an Advanced Filter".

Find locations using an Advanced Filter

While you can conduct a simple search for locations using the Search tool at the top of your location list, you may want to specify multiple search criteria for a single search, or you may want to filter your locations based on their content in a certain field.

With the *Advanced Filter* feature on the "Locations", page, you can filter the list of locations based on a number of criteria, and you combine those criteria to show only locations matching all of them. You will most frequently do this in order to select a number of locations to work with (see Select a number of locations to edit, export, etc.).

This article explains how to use the Advanced Filter feature and provides instructions for building as complex of a search as you want.

What do you want to do?

- Create and use an Advanced Filter
- Use a saved Advanced Filter

Before you begin...

To create and use an Advanced Filter, you need to be on the "Locations" page of the LocalLift Platform. Click **Loca-tion CMS** in the navigation bar to get there.

Create and use an Advanced Filter

To create and use an Advanced Filter:

1. At top of your list of locations, click **Advanced Filter**.

   A set of options appears.

2. Click the **Location** drop-down list to select a type of filter. For more information on the types of filters you can create and the options available for each, see Reference - Advanced Filter options for locations.

3. Select the comparison option that matches your needs (e.g., **contains**, **is equal to**), if your filter uses them.

4. Enter or select your search criteria in the provided text box, if your filter lets you use search criteria.

5. (Optional) Add an additional filter by clicking **+ Add Filter** and repeating steps 2 - 4 for your new filter.

   ⓘ When you add multiple filters, only the locations that match the criteria set in all of your filters appear

   in the search results.

6. (Optional) If you need to delete one of your filters, click the trash can icon (🗑) to the left of it.

7. When you're finished adding filters, click **Apply Filter**.

   The search results under the filter show the locations that have the properties you specified.

8. (Optional) If you'd like to use the same set of filters again in the future, click **Save Filter**, and enter a name for your filter in the text box provided. Click **OK** in the confirmation dialogue that appears. Your saved

Advanced Filter becomes available to all users in your account.

If you are unable to complete this step, you may not have the permissions necessary to manage

Advanced Filters. Contact your account administrator for more details.

If you'd like to return to the list of all your locations, click **Clear Search**.

Use a saved Advanced Filter

If you've saved an Advanced Filter, you can use it any time you are searching for locations.

To use a saved Advanced Filter:

1. Select your Advanced Filter in one of the following ways:
   - Click the downward arrow next to the **Advanced Filter** button, and select the name of the filter from the list that appears.
   - Click **Advanced Filter**, and then click **Select a saved filter**. Select the name of the filter from the list that appears.
2. Click **Apply Filter** to use your filter.

   The search results under the filter show the locations that have the properties specified in your Advanced Filter.

   If you'd like to return to the list of all your locations, click **Clear Search**.

Related topics

- Browse and find locations on the "Locations" page
- Edit a saved Advanced Filter
- Delete a saved Advanced Filter
- Reference - Advanced Filter options for locations
- Reference - Advanced Filter examples

Edit a saved Advanced Filter

After you save an Advanced Filter on the "Locations" page, you may find that you need to change its name or its search criteria, or you might want to make it more specific by adding new filters to it. Fortunately, you can edit any aspect of your Advanced Filter without recreating it from scratch.

> **Affects other users in your account:** Because other users in your account can access your Advanced Filter, any edits you make affect those users, as well.

What would you like to do?

- Edit the contents of an Advanced Filter
- Edit the name of an Advanced Filter

Before you begin...

To edit an Advanced Filter, you need to be on the "Locations" page of the LocalLift Platform. Click **Location CMS** in the navigation bar to get there.

ℹ️ If you are unable to complete the steps listed on this page, you may not have the permissions necessary to

manage Advanced Filters. Contact your account administrator for more details.

Edit the contents of an Advanced Filter

You can change the contents of any filter in your Advanced Filter, and you can also delete filters and add new ones.

To edit the contents of a saved Advanced Filter:

1. Select your Advanced Filter in one of the following ways:
    - Click the downward arrow next to the **Advanced Filter** button, and select the name of the filter from the list that appears.
    - Click **Advanced Filter**, and then click **Select a saved filter**. Select the name of the filter from the list that appears.
2. Edit the Advanced Filter to meet your needs. You can edit the existing filters, delete filters, and add new ones using the steps outlined in Create and use an Advanced Filter.

3. When you are finished making changes to your Advanced Filter, click **Save Filter**.

    A confirmation dialogue appears.

4. Ensure that the **Update current filter** option is selected, and click **Save**.

    You have successfully saved your changes to your Advanced Filter. You can use it in the same ways you used its original version.

Edit the name of an Advanced Filter

You may want to edit the name of an Advanced Filter to reflect the changes you've made to its content.

To change the name of an Advanced Filter:

1. Select your Advanced Filter in one of the following ways:

   - Click the downward arrow next to the **Advanced Filter** button, and select the name of the filter from the list that appears.

   - Click **Advanced Filter**, and then click **Select a saved filter**. Select the name of the filter from the list that appears.

2. Click **Save Filter**.

   A confirmation dialogue appears.

3. Edit the name in the text box provided, and ensure that the **Update current filter** option is selected.

   > **Creating a new Advanced Filter:** If the **Update current filter** option is *not* selected, you will create a completely new Advanced Filter rather than saving changes to your current one.

4. Click **Save**.

   > **Overwriting another Advanced Filter:** If there's already an Advanced Filter in your account that has the name you entered, a dialogue appears, asking you if you want to overwrite the Advanced Filter that already has that name. Click **Yes** to overwrite it, or click **Cancel** to give your Advanced Filter another name.

   You have successfully changed the name of your Advanced Filter.

Related topics

- Find locations using an Advanced Filter
- Delete a saved Advanced Filter
- Reference - Advanced Filter options for locations

Delete a saved Advanced Filter

As your organization's needs or locations change, some of the Advanced Filters in your account may no longer be useful. You can remove any of your saved Advanced Filters by following the steps outlined below.

> **Affects other users in your account:** Because Advanced Filters are shared with other users in your account, deleting them affects those users, as well.

Before you begin…

To delete an Advanced Filter, you need to be on the "Locations" page of the LocalLift Platform. Click **Location CMS** in the navigation bar to get there.

ⓘ If you are unable to complete the steps listed on this page, you may not have the permissions necessary to

manage Advanced Filters. Contact your account administrator for more details.

To delete one of your saved Advanced Filters:

1. Select your Advanced Filter in one of the following ways:
   - Click the downward arrow next to the **Advanced Filter** button, and point to the name of the
     Advanced Filter in the list that appears.
   - Click **Advanced Filter**, and then click **Select a saved filter**. Point to the name of the Advanced Filter in the list that appears.
2. Click ✕ next to the Advanced Filter's name.

3. In the confirmation message that appears, click **Delete**.

   The Advanced Filter is permanently removed from your account.

Related topics

- Edit a saved Advanced Filter

Reference - Advanced Filter options for locations

When using the Advanced Filter feature on the "Locations" page of the LocalLift Platform, you can use the types of fil-ters described in the table below to find locations that meet your specific criteria. Each type of filter is based on either standard location information supported by LocalLift or a custom field that you created for your account.
To learn how to use this feature, see Find locations using an Advanced Filter.

What's on this page?

- Filters based on standard location information
- Filters based on custom fields

Filters based on standard location information

The table below describes the types of filters you can create using LocalLift's standard location

information.

Filter Type	Description	Comparison Options	Search Criteria	Examples
Address	Allows you to filter for locations in or near a specific city, state, or ZIP code, or with certain words in the address	• **in** • **contains text**	• **in**: A city, region, or postal code you enter in the text box provided • **contains text**: A search term you enter in the text box provided	• **Address in** New York, NY • **Address in** NY • **Address contains text** Pulsaki Highway
Assets Used	Filters for locations that are, or are not, using a particular asset or set of assets	• **include** • **do not include**	The name of an asset in your account Click **Select an asset**, and begin typing the asset's name in the text box that appears. Assets with names containing the text you've typed so far appear below the text box. Select the asset you want to filter by from that list. To add another asset to the filter, click **+ Add another asset**.	**Assets Used include** NYC storefront
Average Rating *[1]	Filters to show locations that have review mon-	• **greater than or equal to**	The rating that you select by clicking the star that matches the	• **Average Rating less than or equal to** ★★☆☆☆

_____

[1]Requires review monitoring feature

60

Filter Type	Description	Comparison Options	Search Criteria	Examples
	itoring enabled based on the average number of stars they were given in ratings (For more on review monitoring, see Review monitoring.)	• **equal to** • **less than or equal to**	rating you are looking for (e.g., click the second star for a two-star rating)	
Business Name	Filters locations based on their business names	• **contains** • **does not contain** • **starts with** • **is equal to**	A search term you enter in the text box provided	• **Business Name contains** `direct` • **Business Name does not contain** `bank`
Calendars	Filters for locations that do or do not have a particular Calendar Content List associated with them	• **include** • **do not include**	The name of a Calendar Content List in your account. Click the text box, and select a calendar from the list that appears. You can include several calendars in the same filter by repeating this process.	• **Calendars include Store Events**
Categories	Filters for locations that are in or not in a particular category or list of cat-	• **include** • **do not include**	The name of a business category. As you enter the category's name in the text box, a	• **Categories include Business Services > Business Financial**

Filter Type	Description	Comparison Options	Search Criteria	Examples
	egories To look for locations in any of a list of categories, use a single filter with multiple categories. To look for locations in each of two categories, add two filters.		list of categories appears that contain the text you entered. Select a category from that list. To add another category to the filter, click **+ Add another category**.	**Services > Business Banking Services**
De-Listed	Filters for locations that have or have not been de-listed (i) It is no longer possible to de-list locations, but you can use this filter to find locations that you've previously de-listed.	• **Yes** • **No** • **Either**	N/A	• **De-Listed**: **Yes**
Email Addresses	Filters for locations based on the text of their contact email addresses	• **contains** • **does not contain** • **starts with**	A search term you enter in the text box provided To add another search term to the filter, click **+ Add another email**.	• **Email Addresses contains** bank-on.us

Filter Type	Description	Comparison Options	Search Criteria	Examples
Facebook Account	Filters for locations that do or do not have a particular Facebook account associated with them in LocalLift	• **include** • **do not include**	The name on a Facebook account that you've linked to LocalLift. Click the text box, and select an account from the list that appears, or select **Any Facebook Account** to select them all. You can include several accounts in the same filter by repeating this process.	• **Facebook Account include Susan Smith**
Featured Message	Filters for locations based on the text of their 50-character Featured Message, which is used by LocalLift PowerListings. Can also be used to filter based on whether the Featured Message is marked as a deal, discount, or coupon. ⓘ It is no longer possible to indicate whether	• **contains** • **does not contain** • **starts with** • **is deal**	• **contains**, **does not contain**, or **starts with**: A search term you enter in the text box provided • **is deal**: **Yes** or **No**	• **Special Offer contains** discount • **Special Offer is deal**: **No**

Filter Type	Description	Comparison Options	Search Criteria	Examples
	a Featured Message is a deal, discount, or coupon, but you can use this filter to find locations with Featured Messages that were given that label.			
Fields with Data	Filters to show only locations that contain some value in a certain field	N/A	The name of the field (standard or custom) you would like to create a filter for. Click the text box, and select a field from the list that appears. You can include several fields in the same filter by repeating this process.	• **Fields with Data**: **Payment Methods** • **Fields with Data**: **Phone - Alternate**, (or) **Phone - Toll-Free**
Fields without Data	Filters to show only locations that do not have any value entered for a certain field	N/A	The name of the field (standard or custom) you would like to create a filter for. Click the text box, and select a field from the list that appears. You can include several fields in the same filter by repeating this process.	• **Fields without Data**: **Categories**
Foursquare	Filters for loc-	• **include**	The name on a	• **Foursquare**

Filter Type	Description	Comparison Options	Search Criteria	Examples
Account	ations that do or do not have a particular Foursquare account associated with them in LocalLift	• **do not include**	Foursquare account that you've linked to LocalLift. Click the text box, and select an account from the list that appears, or select **Any Foursquare Account** to select them all. You can include several accounts in the same filter by repeating this process.	**Account include Jordan Hunter**
Google+ Account	Filters for locations that do or do not have a particular Google+ account associated with them in LocalLift	• **include** • **do not include**	The name on a Google+ account that you've linked to LocalLift. Click the text box, and select an account from the list that appears, or select **Any Google+ Account** to select them all. You can include several accounts in the same filter by repeating this process.	• **Google+ Account include Taylor Fitzpatrick**
Last Updated	Filters based on when any field in the location was last updated	• **equals** • **before** • **on or before** • **after** • **on or**	• **equals**, **before**, **on or before**, or **on or after**: The date you specify in the text box provided. Type	• **Last Updated before** `01/31/2014`

Filter Type	Description	Comparison Options	Search Criteria	Examples
		after • **between**	the date in the text box (`MM/DD/YYYY`), or select it in the calendar that appears. • **between**: The range's start and end dates that you specify in the text boxes provided. The left box is for the start date, and the right is for the end date. Type each date in its text box (`MM/DD/YYYY`), or select it in the calendar that appears.	
Location	A text search that returns locations that contain the text provided in any field This type of filter works in the same way as the simple search fil-	• **contains**	A search term you enter in the text box provided	• **Location contains Broadway**

Filter Type	Description	Comparison Options	Search Criteria	Examples
	ter (i.e., the search that is used if you don't activate the Advanced Filter feature).			
Menus	Filters for locations that do or do not have a particular Menu Content List associated with them	• **include** • **do not include**	The name of a Menu Content List in your account. Click the text box, and select a menu from the list that appears. You can include several menus in the same filter by repeating this process.	• **Menus include Brunch Menu**
Phone Numbers	Filters for locations based on the content of any of their phone numbers (main phone, local phone, or any of the additional phones)	• **contains** • **does not contain** • **starts with** • **is equal to**	A string of digits you enter in the text box provided	• **Phone Numbers starts with** 212
Products / Services	Filters for locations that do or do not have a particular Products / Services Content List associated with them	• **include** • **do not include**	The name of a Products / Services Content List in your account. Click the text box, and select a List from the list that appears. You can	• **Products / Services include Our Brands**

Filter Type	Description	Comparison Options	Search Criteria	Examples
			include several Lists in the same filter by repeating this process.	
Review Count *[1]	Filters based on the number of reviews associated with any of the listings for the location	• **greater than** • **greater than or equal to** • **equal to** • **less than** • **less than or equal to** • **between**	A number you enter in the text box provided	• **Review Count greater than or equal to** 10
Sites *[1]	Filters for locations that do or do not have LocalLift PowerListings on one or more particular sites	• **include** • **do not include**	The name of a publisher site. Click the text box, and select a site from the list that appears. You can include several sites in the same filter by repeating this process.	• **Sites include Foursquare**, (or) **Yelp** • **Sites do not include Avantar**
Staff Bios	Filters for locations that do or do not have a particular Staff Bios Content List associated with	• **include** • **do not include**	The name of a Staff Bios Content List in your account. Click the text box, and select a List from the list that appears. You can	• **Staff Bios include Our Team**

[1]Requires review monitoring feature

[1]Requires subscription to LocalLift PowerListings

Filter Type	Description	Comparison Options	Search Criteria	Examples
	them		include several Lists in the same filter by repeating this process.	
Store ID	Filters by the Store ID that you provided for the location, if any	• **contains** • **does not contain** • **starts with** • **is equal to**	A search term you enter in the text box provided	• **Store ID starts with** 23843
Subscriptions	Filters to show only the locations that are included in a particular one of your sub-scriptions (To learn more, see Check on my sub-scriptions and their status.)	• **include** • **do not include**	The name of a LocalLift subscription. Click the text box, and select a subscription from the list that appears. You can include several sub-scriptions in the same filter by repeating this process.	• **Subscriptions include Power-Listings Complete** • **Subscriptions do not include Power-Listings Complete**
Website	Filters to show locations where the website URL starts with or includes par-ticular text	• **contains** • **does not contain** • **starts with**	A search term you enter in the text box provided To add another search term to the filter, click **+ Add another web-site**.	• **Website contains** bank-on.us • **Website does not contain** bank-on.us

Filters based on custom fields

You can also create filters based on the content of custom fields you have added to your account. The available comparison options and search criteria depend on the type of custom field you are working with.

To learn how to create custom fields, see Set up custom fields.

Hours and Daily Times: It is not possible to create filters for Hours and Daily Times custom fields.

Field Type	Comparison Options	Search Criteria	Examples
Date	**equals** **before** **on or before** **after** **on or after** **between**	**equals**, **before**, **on or before**, or **on or after**: The date you specify in the text box provided. Type the date in the text box (`MM/DD/YYYY`), or select it in the calendar that appears. **between**: The range's start and end dates that you specify in the text boxes provided. The left box is for the start date, and the right is for the end date. Type each date in its text box (`MM/DD/YYYY`), or select it in the calendar that appears.	**Date renovated after** `03/13/2014`
Number	**greater than** **greater than or equal to** **equal to** **less than** **less than or equal to** **between**	A number you enter in the text box provided	**Number of rooms greater than** `150`
Option (Multiple Options)	**includes** **does not include**	One of the available options configured for the custom field. Click the text box, and select an option from the list that appears. To add another option to the filter, click **+ Add another option**.	**Amenities includes WiFi**, (or) **Business Center**

Field Type	Comparison Options	Search Criteria	Examples
Option (Single Option)	• **is** • **is not**	One of the available options configured for the custom field. Click the text box, and select an option from the list that appears. To add another option to the filter, click **+ Add another option**.	• **Nearest city is San Diego**
Text (Multi-Line)	• **contains** • **does not contain**	A search term you enter in the text box provided	• **Directions contains** Route 95
Text (Single-Line)	• **contains** • **does not contain** • **starts with** • **is equal to**	A search term you enter in the text box provided	• **District Manager is equal to** Sam Torres
URL	• **contains** • **does not contain** • **starts with**	A search term you enter in the text box provided To add another search term to the filter, click **+ Add another option**.	• **URL contains** new_york
Yes / No	• **Yes** • **No**	N/A	• **Takes reservations**: **Yes**

Related topics

- Find locations using an Advanced Filter
- Browse and find locations on the "Locations" page
- Set up custom fields
- Reference - Advanced Filter examples
- Reference - Types of custom fields

Reference - Advanced Filter examples

There are countless ways to find locations using Advanced Filters. Some of the most common uses of Advanced Filters are listed below.

To see more details about an example, click on its title.

For more information on how to set up Advanced Filters, see Find locations using an Advanced Filter.

Find all locations that are missing a particular content field

You may wish to find locations that are missing a particular content field so that you can fill that field in. (For example, you might want to see all locations that do not have a business description.)

To see all of the locations that do not have a value for a particular content field:

1. At the top of your list of locations, click **Advanced Filter**. The **Location** filter is selected by default.
2. Click **Location**.

    A list of all the available types of filters appears.

3. Click **Fields without Data**.

    The row changes to include a text box.

4. Click on the text box.

    A list of location fields appears.

5. Click the name of the field that you want to check for. For example, if you are looking for locations that do not have a business description, click **Business Description**.
6. Click **Apply Filter**.

    The list of locations changes to show only those that do not have a business description, if any.

Find all locations with certain text in their website URL

You may wish to find all locations that have certain text in their website URL. For example, suppose you had a special website for a limited-time offer and wanted to find all of the locations with that website.

1. At the top of your list of locations, click **Advanced Filter**. The **Location** filter is selected by default.
2. Click **Location**.

    A list of all the available types of filters appears.

3. Click **Website**.

    The row changes to have a **contains** drop-down list and a text box.

4. Click the text box and type the text that you want to search for in the website URL.

5. Click **Apply Filter**.

    The list of locations changes to show only those that have the text you entered in the website URL.

See all categories that are in two specific categories

Suppose you want to see if you have any locations that are in both of two specific categories. To do this:

1. At the top of your list of locations, click **Advanced Filter**. The **Location** filter is selected by default.

2. Click **Location**.

    A list of all the available types of filters appears.

3. Click **Categories**.

    The row changes to have an **include** drop-down list and a text box.

4. Click the text box and begin typing the name of the category you want to search for. Once you type four let-
    ters, matching categories appear in the list. Keep typing until you have narrowed down to the category you
    want to search for, and then click on it.

5. Click **+ Add Filter**.

6. In the drop-down list of available filters that appears, click **Categories** again.

7. Click the text box and select the second category you want to search for, just as you did for the first cat-
    egory.

8. Click **Apply Filter**.

    The list of locations changes to show only those locations in both of the categories you selected.

> **Locations in both categories:** These steps search for locations that are in *both* of the categories you
> selected. When running an advanced filter, locations must match all of the filters you create in order to
> appear in the list. To search for locations that are in *either* one category *or* another, do not add a second
> filter. Instead, after you have added the first category, add another category to the same filter by click-
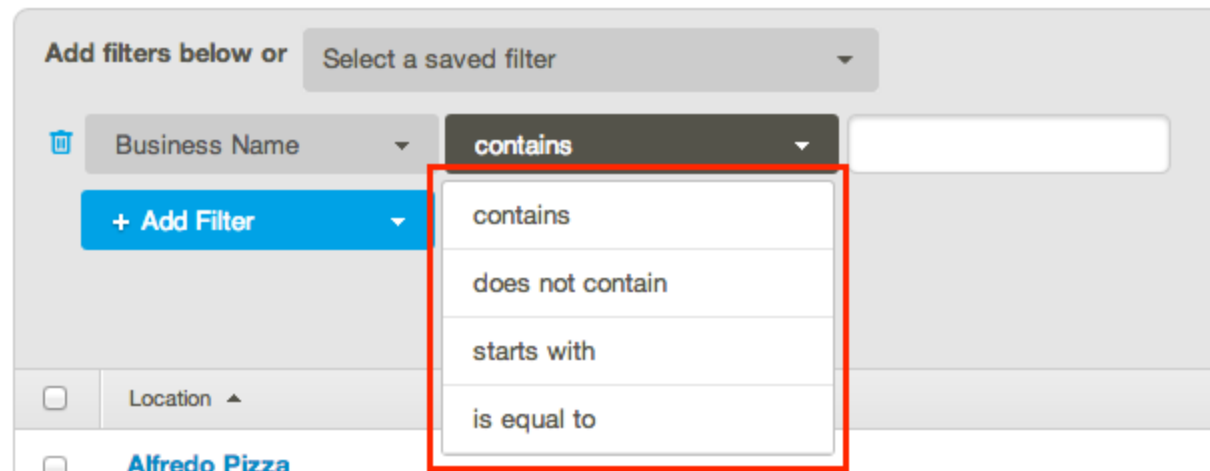> ing **+ Add another category**.

Run a complex search with multiple filters

To run a complex search with multiple filters:

1. At the top of your list of locations, click **Advanced Filter**. The **Location** filter is selected by default.

2. Click **Location**.

    A list of all the available types of filters appears.

3. Select the type of filter you would like to use.

   ⓘ To learn about types of filters you can use and the options available for each, see Reference -

   Advanced Filter options for locations.

   Notice which comparison option the system selected for you based on the filter you chose. For example, if
   you selected the **Business Name** filter, the system displays the comparison **contains**.

4. If the comparison is not what you want, click comparison drop-down list (e.g., the one marked **contains** in
   the example below) and select another one of the comparisons available.

5. In the box to the right of the comparison, enter the value that you want to compare on. For example, if you
   chose **Business Name**, you might enter `direct` to look for all locations containing the word "direct" in
   their name.

6. If you want to restrict the search further, click **+ Add Filter** and repeat steps 3 - 5 as many times as you
   want. Each filter you add narrows down your list of locations even more.

   > **Removing a filter:** If you add a filter and then later want to remove it from the list, click the trash
   > can icon (🗑) to the left of it.

7. Once you have added all of the filters you want, click **Apply Filter**.

   The system updates the list of locations to show only those that match all of the filters you specified.

Related topics

- Find locations using an Advanced Filter
- Reference - Advanced Filter options for locations

About the local phone number

You need to provide a local phone number for each location you manage in the Location CMS. This number is required even if your business uses a toll-free or display number on a daily basis rather than a normal local one.

What's on this page?

- Scenarios involving toll-free and display numbers
- Where the ordinary local number is requested
- Why the ordinary local number is needed

Scenarios involving toll-free and display numbers

Every location that you have Listings for has an *ordinary local phone number* -- the one that's listed in the local phone book and that you get directly from the local phone company. Ordinarily, businesses want this number to be listed as their main phone number on their listings.

However, in some cases, you may prefer to have a different number listed on your location. There are two main scenarios in which it makes sense to have a different number on your listings:

- You have a toll-free number that you place on your listings, which might go to a service that handles calls centrally.
- You have *display numbers*, also known as *forwarding numbers*, that you have set up with a third-party service. These numbers forward to the ordinary local number for the location but track the number of calls received and may provide recording, transcription, or other services.

The Listings service supports both of these scenarios, but if you do use a number other than your ordinary local number as the main number for your listing, we also need to you to provide the ordinary local number. This article explains where we ask for this information and why we need it.

Where the ordinary local number is requested

When you provide the main phone number for a location on the "Location" page, you will notice the following:

- If you enter a number in **Main Phone** that begins with a toll-free area code (like 800 or 888), the system tells you, "A local number is required when your main number is toll-free," and the **Local Phone** text box appears.

- Below the **Main Phone** textbox, there is a checkbox that reads, **This is a display number that forwards to my local number.** If you select this option, the **Local Phone** text box appears.

In either of these cases, you should enter your ordinary local phone number in the **Local Phone** text box.

To learn more about this process, see Update the business name, address, or main phone number for a location.

Why the ordinary local number is needed

An important feature of Listings is that it allows you to take control of your ordinary, organic listings rather than just adding additional listings. To make this benefit possible, we and our publishers need to check for any existing listings you have. (For more on this process, see About listing identification.) One of the main ways that we do so is by matching on ordinary local phone number. Therefore, even if you want to display a different number than your ordinary local phone number, we still need the ordinary number to assist with matching.

Related topics

- Update the business name, address, or main phone number for a location

About adding a display URL

The problem solved by the display URL

Normally, our Listings customers prefer to display their main website on their listings.

> *Example:* Bank On Us, a national retail bank, may list www.bankonus.com, their main website.

This serves two purposes:

- It drives people who view the listing to click and go to the website, and
- it shows visitors the company's domain name, which will help them remember it and potentially cause them to come back to it directly in the future by typing it into their browser.

In some cases, customers want to use a URL different from their main website URL on their listing because they want to send people to a special limited-time promotion or want to include tracking information in the URL.

> *Example:* Even though Bank On Us has their homepage at www.bankonus.com, they temporarily want to send customers to their limited-time promotion at www.bankonus.com/special_offers/934893843A/pl_free_checking?id=3982932.

Although you could just temporarily change the URL for the location, this would have the disadvantage that customers would not see the ordinary, simple URL on the listing. This might make them less likely to remember the simple URL that you want them to remember, and can also make your listing look unseemly.

How the display URL solves this problem

With the display URL, you can set one URL for the way the link should appear to visitors on your listings and another URL that it should send them to. This way:

- The website on your listing will look like your home page, customers will remember your main domain name, and you won't have a long unfortunate-looking URL soiling your listing
- If visitors click on the link, they will be sent to the long, more complex URL that you want them to be sent to

Display URL, then, just means *what your URL should look like to people who view your listing*. Many times, it should look the same as the actual link you want them sent to when they click. But, you can also set it something different, in which case the URL will look like one thing but the destination will be something different.

Handling publisher sites that do not support a display URL

The display URL is supported by most of the publishers in the PowerListings network, but it is not supported by all of them. On the publishers that do not support a display URL, you have the choice of whether you want your regular URL or display URL to be displayed. (This choice only applies if you have set a display URL that is different from your normal URL.)

The choices each have an advantage and disadvantage:

When a site does not support display URL:	Advantage	Disadvantage
Use your regular URL	Customers will be sent to the same place that they are from sites that do support the display URL, e.g., to your time-limited offer or tracking URL.	Customers will see your unsightly long URL on their listings.
Use your display URL	Your listing will have the nice-looking display URL on it.	Customers who click your link will be sent to your regular display URL (usually your homepage) rather than the special tracking URL or time-limited offer URL.

About improving your listing with enhanced content

This article explains enhanced profile content and why you might want to add it to your profile.

What's on this page?

- What we mean by "enhanced content"
- How enhanced content is used in listings
- Why you should add enhanced content

What we mean by "enhanced content"

When your business location is listed on Internet directories and applications, the listing consists of three parts: basic information, categories, and enhanced content. Basic information includes your name, address, and phone number, and categories say what type of business you are in. For more about the three parts of the listing, see About the parts of a listing.

By *enhanced content*, we mean everything on your listings besides basic information and categories. This extra information "enhances" your listing to make it stand out from others to improve the chances that your listings help you generate business.

Enhanced content includes things like:

- Featured Message
- Website
- Business Description
- Business Hours
- Logo
- Photos
- YouTube Video
- Additional Phone Numbers
- Content Lists

How enhanced content is used in listings

When you enter enhanced content into the Location CMS, the system sends it immediately to all of the sites for which your location has Listings. Every site displays some of the enhanced content you provide, and many of them make use of almost all of it.

Featured Message

Every site in the PowerLignts network makes use of the Featured Message, and on the majority of them it is a feature exclusively available through our Listings service. The 50-character Featured Message is displayed in search results whenever your listing appears on a search engine results page (SERP), which helps you stand out from other search results.
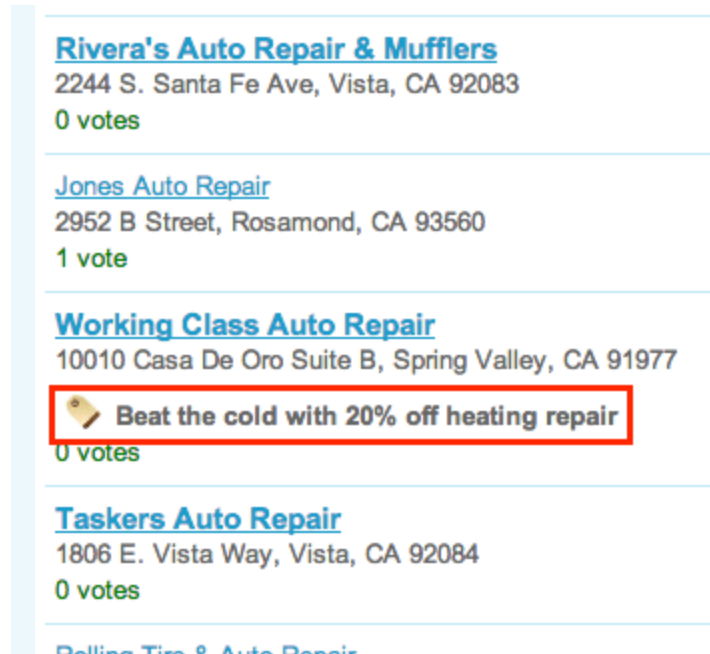
Other enhanced content

For a complete list of enhanced content fields currently supported by LocalLift, see Reference - Available location fields.

Why you should add enhanced content

Click to learn more about the benefits of adding enhanced content if your location has Listings:

Stand out in the search results with a timely, compelling Featured Message

When consumers search for businesses of a certain type in the area around them, your listing appears alongside those of your competitors. Our Listings service provides a feature--exclusive on almost all of the publisher sites-- that enables you to put a highlighted Featured Message on your listing in the search results. This message makes your listing stand out from others and significantly increases the chance that consumers will focus on your listing more than your competitors' listings.

Make your business look more attractive and professional when consumers view your listings

Most listings on local search sites have been compiled from phone books and other sources, many of which are out

of date or contain errors. Consumers have become skeptical about whether a listing they find on a local search site is a legitimate business, because they have found that so many listings are inaccurate or for businesses that are no longer operational.

The number one thing you can do to convince consumers that your listing is for a legitimate business is to add extensive content. When a consumer looks at a listing and finds that it contains a description of the business, professional photos, a logo, hours of operation, and so on, it gives them confidence that the listing is for a real, active business.

Increase customer interest by highlighting timely content and offers

The world of local search is changing from a place where customers go to simply find which businesses exist and where they are to one where customers explore different options for where to take their business. When they're making these decisions, they are drawn in to offers that seem like they are time-limited and valuable, as well as to locations that seem like they are active and fresh.

To tap into these trends, include a timely Featured Message on your listings, and keep your listing filled with content that references the season, month, or upcoming holidays.

**Content can help increase your rank in the search engines**

These days, consumers aren't the only people you need to impress with your content--if the search engine ranking algorithms think the information in your listings is relevant to the searches that consumers are running, they will put links directly to your listings high in the search results.

Related topics

- Add enhanced content to a location
- Reference - Guidelines for listings content
- About the Featured Message

About cover photos and profile pictures

The most prominent element of a Facebook Page is the *cover photo*—the large image that appears across the top of the Page. Overlapping this picture on the lower left is the *profile picture*. Because consumers form their opinions of a Facebook Page based largely on its cover photo and profile picture, Facebook considers these two photos to be a very important part of the quality of your Page.
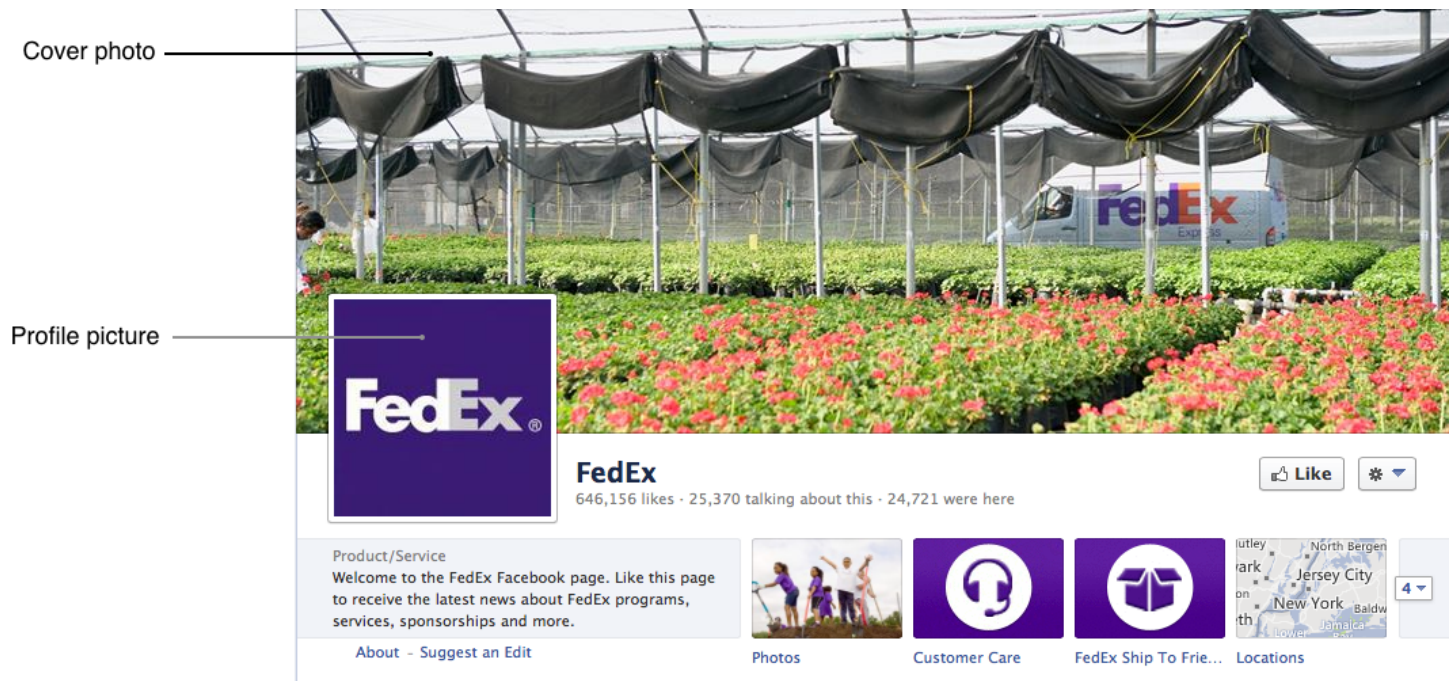
You can use the Location CMS to add or replace these images, or you can set them in Facebook.

If you choose to set your cover photo or profile picture for a location Page directly in Facebook, it will also appear on the "Location" page for that location in the Location CMS.

Whether or not you use LocalLift to set your cover photo and profile picture, all current and previous versions are stored in Facebook albums called "Cover Photos" and "Profile Pictures," respectively. If you change your cover photo in the Location CMS, a post is automatically added to your timeline indicating that you have changed your cover photo.

TIPS:

- When selecting which images to use, consider the way they will appear on the Facebook Page. If your images are too small, Facebook will automatically expand them to fit the default dimensions, which will change their appearance.
- For information on recommended image dimensions, see Facebook's Cover Photo Size Helper page.

Related topics

- Add a cover photo or profile picture

- Reposition your cover photo

- Replace your cover photo or profile picture

- Reference - Content changes that result in Facebook posts

- Why do I need a cover photo and profile picture?

Reference - Available location fields

The tables below list the fields where you can enter information about your location in the LocalLift Platform, along with details about each one.

What's on this page?

- Required Listing Information

- Optional Business Information

- Email and Website

- Photos and Video

- Social Media

- Facebook

- Products/Services, Calendars, Staff Bios and Menus

- Internal Use Only

Required Listing Information

Field	Description	Example	For more information
Business Name	The business name on a location should be exactly how you want the name to be displayed on your business listings. It can be up to 100 characters in length. Use the name you would list in the phone book or on a business card. Do not include anything besides your business name in this field.	Best Cuts Barber Shop	
Categories	In the Location CMS, *categories* are classifications of a business based on what type of business it is. Although a business may provide hundreds or thou-	Auto Insurance, Grocery Stores, Banks, Fitness Centers, Sporting Goods	

Field	Description	Example	For more information
	sands of products and services, there are usually one or a few categories that best classify it as a certain kind of business.		
Address	The street address that should be displayed with your listing. The address is also used to determine which customers should be shown your listing, based on the location that they are searching for. Address, Address 2, and City should all be no more than 100 characters in length.	115 Main St. McLean, VA 22101	
Map Marker	The map marker for your location determines the placement of your location on maps within your listings. The address you specify in the **Address** field is used as the default location for your map marker. If consumers should first navigate to another place when visiting your location (e.g., a parking lot, a particular building entrance), you can set additional map marker for that place. When consumers get directions to your business, this second place on the map is used as their destination. The address you specify in the **Address** field is used as the default location for this map marker.		To learn how to change the placement of your location's map markers, see Update enhanced content for a location.
Business Phone	This is the primary phone number that will appear on your listings. Normally, you will enter ordinary local	*Normal example:* Main Phone 212-555-1212 *Complex example:* Main	If you do not enter an ordinary local phone number, you must also

Field	Description	Example	For more information
	phone number for your location (i.e., the one that is displayed on your web site and business cards, that appears in the phone book, and that you give out to customers). If you have an unusual circumstance where you want to list a different number, you must also include a Local Number along with the Main Number.	Phone 800-555-1212 is a display number. Local Number 703-432-8324.	enter a local phone number along with the main number. To learn more, see "About the local phone number"
More Phone Numbers	Every location is required to have a main phone number, which is considered part of the core information for the location and is used in special ways in listings. If you wish, you can also add additional phone numbers to your location. This additional information can be displayed as part of your listing but is not used in any special way by LocalLift. These additional phone numbers are: Alternate Phone (which can be anything you like), Toll-Free Phone, Mobile Phone, Fax Number, and TTY Phone.	Alternate Phone: 212-555-1213 Toll-Free Phone: 800-555-1212 Mobile Phone: 917-555-0544 Fax Number: 212-555-1298 TTY Phone: 212-555-9388	
Featured Message	The Featured Message is a short message of up to 50 characters that appears whenever your listing is shown in search results or on a profile page if you have Listings. On some sites, you can also make the Featured Message link to a URL of your choice. If you do this, you can customize the text that displays for the Featured Message when it is a link to the	Come in today for $10 off!	To learn more about the Featured Message, see "About the Featured Message". To learn about making your Featured Message a link to a specific URL, see "Make the Featured Message link to a specific URL"

Field	Description	Example	For more information
	URL that you enter.		

Optional Business Information

Field	Description	Example	For more information
Business Description	On most sites, your business description is the first thing consumers will see after your name, address, and phone number. Use it to highlight aspects of your business that you think will be most appealing to potential customers who may be comparing your business with the competition. Since you can update your listings instantly, don't be afraid to put time-specific information in the business description--it can help set you apart. The business description can be up to 5,000 characters, although some sites will only show the beginning of it.	Welcome to the people's bank. One of the largest banks in the US, Bank on Us holds one of the country's most extensive branch networks with some 1,000 locations and more than 5,000 ATMs throughout the US & Internationally. Our bank's core services include consumer and small business banking, corporate banking, retail financial services, credit cards, mortgage lending, and asset management. With over 32 years of banking experience, Bank on Us is a leader in customer centered service and can handle all of your personal and business banking needs.	
Business Hours	Adding business hours lets customers know when you are open. It prevents customers from coming to your location	• Monday - Friday, 10 am - 9 pm	see "Add enhanced content to a location"

Field	Description	Example	For more information
	when you are closed, and it gives you a chance to highlight any extended hours that may differentiate your business.	• Saturday 10 am - 10 pm • Sunday 12 pm - 5 pm	
Payment Methods	The Location CMS allows you to indicate which of ten different payment methods a location accepts. This information is displayed in many sites in the PowerListings network. The available choices are American Express, MasterCard, Visa, Discover, Diner's Club, Cash, Check, Traveler's Check, Invoice, and Financing.	American Express, Visa, MasterCard	

Email and Website

Field	Description	Example	For more information
Contact Email	The contact email address is displayed on some sites to customers who are interested in sending an email inquiry to your business. If you wish, you can add more than one contact email address, and you can organize them in a certain order. Only the first contact email address is currently used in Listings.	info@bank-on.us	

Field	Description	Example	For more information
	Each email address can be up to 100 characters in length.		
Website	The URL that you provide for your location is displayed almost anywhere your location information is displayed. We recommend using your home page for this website URL. If you are interested in directing customers to a special offer, you may want to make that the link for your Featured Message, instead. For more information, see Make the Featured Message link to a specific URL. If the URL that you want to send people to is complex-looking (e.g., it contains a long tracking code), you can also include a Display URL. Visitors will see this instead of the Website URL on some sites, but they will still be sent to the	*Simple example:* http://www.bank-on.us *Complex example:* http://www.bank-on.us/offers/tracking/349389483943948, with a Display URL of http://www.bank-on.us	see "About adding a display URL"

Field	Description	Example	For more information
	Website URL. The URL can be up to 2,048 characters in length.		

Photos and Video

Field	Description	Example	For more information
Business Logo	Adding a logo makes your business appear more professional and credible to customers. Since the majority of listings do not contain a logo, a professional logo can set you apart.	BANK ON US	To learn about what kinds of photos are accepted and what works best, see "Reference - Guidelines for photos and videos"
More Photos	Your location will look much better anywhere it's displayed if you accompany it with photos. We recommend adding a few photos that you plan to keep around for a while, including photographs of the store or key staff. Potential customers also respond positively to freshly-updated photos, such as photos of the employee of the month or of featured products. You can add up to 100 photos on each location, although only the first ones will be displayed on many sites in the PowerListings network. The photo caption can be up to 512 characters in length.		To learn about what kinds of photos are accepted and what works best, see "Reference - Guidelines for photos and videos"

Field	Description	Example	For more information
YouTube Video	If you have a video that highlights your business, including it in your listing can increase the impact of your location details wherever they appear. The LocalLift Platform supports videos that have been uploaded to YouTube.		

Social Media

Field	Description	Example	For more inform- ation
Foursquare Special	ⓘ This field is displayed only if your Listings sub-scription includes Foursquare. A Foursquare special is an offer made available to cus-tomers who check in to your location under certain conditions. You can either choose to make your Featured Message (above) a simple check-in special or you can set up any of the more sophisticated types of Foursquare specials.	Check in after 8 PM and get 25% off your order.	For detail on the types of Foursquare spe-cials you can set up, see "Reference - Types of Foursquare spe-cials".
Twitter Handle	If you have a Twitter account for your business, enter your username here. It will be displayed along with your listing in many locations.	@BusinessName	

Field	Description	Example	For more inform- ation
	You should only enter a handle here that you already own on Twitter.		
Facebook Page URL	This field is displayed only if you are not sub- scribed to a package that contains Facebook or if you have opted your location out of Facebook. Other- wise, we already have your Facebook Page URL in our system. If you have a Facebook Page for your business, enter the URL for it here. It will be displayed along with your listing in many loc- ations.	http://www.facebook.com/BusinessName	

Facebook

Field	Description	Example	For more information
Cover Photo	The cover photo that you want to appear on your location's Facebook Page. Any location Page you sync to LocalLift must have a cover photo.		For more information about cover photos, see About cover photos and profile pictures.
Profile Picture	The profile picture that you want to appear on your location's Facebook Page. Any location Page you sync to LocalLift must have a profile picture.		For more information about profile photos, see About cover photos and profile pictures.

Products/Services, Calendars, Staff Bios and Menus

Field	Description	Example	For more information
Products and Ser-vices	If you have products and/or services that you would like to display on your listings, you can create a Products/Services Content List and associate it with your location. This field shows the Products/Services Lists currently included in your location's listings. For a list of publishers who support Content Lists, see Question: Which sites will my Content Lists appear on?	"Landscaping," "Auto Repair"	For more information about Content Lists, see Content Lists. To find out how to associate a List with your location, see Change the locations associated with a Content List.
Calendars	If you have events at your location that you would like to display on your listings, you can create a Calendar Content List and associate it with your location. This field shows the Calendar Lists currently included in your location's listings. For a list of publishers who support Content Lists, see Question: Which sites will my Content Lists appear on?	"Free Classes," "Lectures," "Book Signings"	For more information about Content Lists, see Content Lists. To find out how to associate a List with your location, see Change the locations associated with a Content List.
Staff Bios	If you would like to include information about the professionals or staff members at your location in your listings, you can create a Staff Bios Content List and associate it with your location. This field shows the Staff Bios Lists currently included in your location's listings. For a list of publishers who support Content Lists, see Question: Which sites will my Content Lists appear on?	"Our Team," "Our Styl-ists"	For more information about Content Lists, see Content Lists. To find out how to associate a List with your location, see Change the locations associated with a Content List.
Menus	If you serve food and drinks at your loc-	"Brunch," "Dessert,"	For more information

Field	Description	Example	For more information
	ation and want to display your menu on your listings, you can create a Menus Content List and associate it with your location. This field shows the Menu Lists currently included in your location's listings. For a list of publishers who support Content Lists, see Question: Which sites will my Content Lists appear on?	"Wines"	about Content Lists, see Content Lists. To find out how to associate a List with your location, see Change the locations associated with a Content List.

Internal Use Only

The fields in this section are not part of the public information associated with their location. They include:

- The folder that your location is in, which is only relevant if you are managing many locations (see "Overview: Organizing locations with folders")
- The Facebook and/or Foursquare Facebook, Foursquare, and/or Google+ accounts that are linked to your location. The owners of these accounts have authorized LocalLift to automatically update the location's page on the network when location information is changed in the LocalLift Platform.
- Any custom fields that you have set up for organizing your locations inside the LocalLift Platform user interface (see "Custom fields")

> **This list may change for your location:** Certain additional fields may be added to your listing by LocalLift that are not listed in this reference.

Reference - Guidelines for photos and videos

When uploading photos to the Location CMS or adding a YouTube video link to your listings, please keep the following guidelines in mind.

Photos

The Location CMS supports the uploading of logos and photos for customer locations. Publishers in the Power-Listings network who support images in their listings will use the material you supply in your location's listings.

Location Field	Guideline Description	File Format	Additional Information
Business Logo	200 x 200 pixels	.GIF, .JPG, .PNG	Logos will be displayed on main listing pages, but may not always be included in the mobile version of the listings.
More Photos	There is a 5 MB storage limit for photos in LocalLift. You can add up to 100 photos for each location, although only the first ones will be displayed on many LocalLift Power-Listings sites.	.GIF, .JPG, .PNG	Because many consumers may view your listing on a mobile device with a small screen, lower resolution (pixel height and width) images will reach a wider audience.

Video

The **Location CMS** lets you include a YouTube video on your listings. Publishers in the PowerListings network who support videos in their listings will display the YouTube video link that you add to the **Photos and Video** section of your "Location" page.

The table below lists the supported video file formats that you can upload to YouTube.

YouTube-Supported Video File Format	Notes
.WebM	Vp8 video codec and Vorbis Audio codecs
.MPEG4, .3GPP .MOV	Typically supporting h264, mpeg4 video codecs, and AAC audio codec
.AVI	Many cameras output this format - typically the video codec is MJPEG and audio is PCM.
.MPEGPS	Typically supporting MPEG2 video codec and MP2 audio
.WMV	
.FLV	Adobe-FLV1 video codec, MP3 audio

Related topics

- About improving your listings with enhanced content
- Add enhanced content to a location
- Update enhanced content for a location

Reference - Types of Foursquare specials

The Listings service enables you to set custom Foursquare specials for your listings. These specials can be unlocked and used by customers who check in to your venue on Foursquare. This article describes the three types of customer Foursquare specials.

What's on this page?

- Check-in special
- Loyalty special
- Newbie special

Check-in special
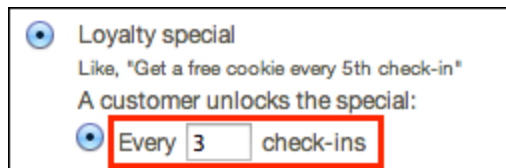
A *check-in special* is the most basic kind of Foursquare Special, and can be redeemed by your customers any time they check in.

When creating a Check-in special, you simply provide a deal, discount, or coupon that can be redeemed every time a customer checks in.

Loyalty special

Loyalty specials are designed to reward your customers for repeat business.

When using a Loyalty special, you first specify the terms of the special, as shown below. Then, you enter your deal, discount, or coupon offer.

Newbie special

A "newbie" is someone who is new at something. In this case, a "newbie" is a new customer of your business.

When you set a *Newbie special*, your deal, discount, or coupon offer is available only to customers who are checking in to your business for the first time.

Related topics

- Set up the Foursquare special for a location

How can I find locations that I previously marked as de-listed?

The Location CMS displays your actively listed locations and hides your de-listed locations by default when you are viewing your location information on the *Locations* screen. This article explains how you can find the de-listed locations again.

> **NOTE:** It is no longer possible to de-list locations. However, if you have de-listed locations in the past, you can find them by completing the steps below.

Solution

Use the advanced filter tool to make your de-listed locations visible again.

To view de-listed locations:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar. (By default, locations marked as de-listed are not displayed.)

2. Click the **Advanced Filter** link located next to the **Search** button. The *Advanced Filter* toolbar is displayed (see below).

3. Click the dropdown marked **Location** and select '**De-listed**' from the menu list (see below).

4. Configure the filter options located next to the Advanced Filter button:
   - Select **Yes** to display de-listed Locations only
   - Select **Either** to display both listed and de-listed locations
5. Click the **Apply Filter** button. The location list updates to display locations according to your selection.

Issue: Changes to location data not immediately reflected in search results

Background

The Location CMS allows users to make edits to information about their locations, and it lets users search for locations with criteria based on the information they edit. Normally, if you make a change to locations and then return to the "Locations" page to search for locations matching the new value you entered, the locations you just made a change to will appear in the list of results.

Description of Issue

Sometimes, when you make a change to one or more locations and then return to the "Locations" page and search for locations matching that value, the location(s) you just changed may not appear in the list. If you come back later and search, the locations do appear in the list.

Status

This is a known issue with the LocalLift Platform. We are attempting to resolve this issue. There is no estimated com-pletion date.

Details

After changes are made to locations, it takes a short amount of time before they are reflected in the index used to search locations on the "Locations" page. Normally, this only takes a few seconds, so there is no noticeable impact. In certain cases, it can take longer, and that causes the behavior described in this issue.

Workarounds

There is no direct workaround for this issue. However:

- The issue will resolve itself, usually in a few more seconds. In the most extreme cases, it could take up to 30 minutes, but this is rare.
- If there are different search criteria to find the locations you're looking for, try using those instead. Updates that were made longer ago will be reflected in the search results already.

This issue does not impact the amount of time it takes for listings to be updated on publisher sites by our Listings service. It is an issue in the user interface for the LocalLift Platform only.

Content Lists

Content Lists are additional content to include on your local business listings, allowing you to tell consumers what makes up your business -- whether it's your staff, events, products, or services. The links to these Lists appear not only on your listing, but also in search engine results to differentiate your business and help customers find you.

There are four List types - Products & Services, Calendars, Staff Bios, and Menus:

List Type	Recommended Content
Products & Services	Circulars or featured products for retail stores, or services offered by businesses such as spas, medical practices, automotive centers
Calendars	In-store events, class schedules, special events, open houses
Staff Bios	Local staff (e.g., gym trainers, medical professionals, teachers)
Menus	Menus for restaurants or any location that serves food

An example of a Products & Services Content List, as shown on Facebook, appears below.

Print & Ship Services

Computer Rental and Office Services

On the go? Stop in here. The FedEx Office location at 212 Broadway is your office away from the office featuring computer rental, laptop docking stations and free Wi-Fi access. Then print, scan or fax your documents at your convenience.

Computer Workstations

Rent a computer to access the internet, send email, print your resume or complete your project at a nearby FedEx Office Print & Ship Center.

Free Wi-Fi with AT&T

Get free Wi-Fi access from your laptop or mobile device at FedEx Office where you can upload your files and print professional documents for your next presentation or event.

Fax & Scanning Services

Traveling for work, on the road with a client or simply don't have a fax machine or scanner in your home office? Visit one of our locations.

Copy & Print Services

Business presentations? Personal projects? FedEx Office at 212 Broadway is here to make you look good on paper. Our broad range of copying and printing services and expertise can help you not just complete your projects, but bring them to life.

Color Copies

Reproduce full-color or black & white documents with copying services. Our experts on staff can help you or access our self-service copiers and printers to do the job yourself.

Signs & Banner Printing

Promote your business — or your next big event — with indoor and outdoor banners, signs and oversized printing at the 212 Broadway FedEx Office location.

Self-Service Copy & Printing

Print to our self-service printers using your mobile device. Then reproduce black and white documents or full-color presentations and photos in sizes up to 11" x 17".

Packing Supplies and FedEx Shipping

The FedEx shipping specialists at 212 Broadway are ready to help you securely pack, accurately process and safely ship your next FedEx Express®, FedEx Ground® or FedEx Express® Freight shipment. Visit our location for custom packaging of all shapes and sizes including specialty boxes for gadgets, artwork and golf bags.

Packaging and Shipping Supplies

Buy everything you need to pack and ship gifts, fragile items and more. We sell shipping supplies including: boxes, tape, bubble wrap and mailing supplies.

Professional Packing Services

Get help packing your items at FedEx Office. We can help you pack and ship laptops, golf clubs, luggage, fragile packages, non-standard shapes and sizes.

FedEx Shipping

Ship with FedEx Express and FedEx Ground services, even request FedEx Office to hold your shipment at a nearby location so you can pick it up at your convenience.

Getting started

To learn more about how Content Lists can work for your business and how to create one, we recommend that you read the following articles:

- What type of Content List will work for my business?
- Create a new Content List by typing in information
- Create a Content List from a file, website, or photo
- Fill information into a Content List
- Organize a Content List with sections
- Show Content Lists

After you have set up your first Content Lists, you can use them to meet your unique needs by following the steps in these articles:

- Upload a spreadsheet to create Content Lists
- See or change the locations that use a Content List
- Hide Content Lists

Create a new Content List by typing in information

This article explains how you can create a new Content List by typing information into the Location CMS. To learn more about why you may want to do this, see the Content Lists overview.

> **Other ways to create Content Lists:** Alternatively, you can also create your Content List by uploading a spreadsheet or file that contains the information needed to fill out your list. If you have a spreadsheet, see Upload a spreadsheet to create Content Lists. If you have an image, file, or URL with your list inform-ation, see Create a Content List from a file, website, or photo.

To create a new Content List in your account:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

   > **Types of Content Lists:** There are four types of Content List (products/services, calendars, staff bios, or menus) that you can create. To see example use cases for each type, see the Content Lists overview.

2. Your screen now looks different depending on whether you've created a list yet or not. Click the appropriate

button, as described in the table below:

If you see three "Get Started" buttons...	If you see an "+ Add New List, " + Add New Menu," or "+ Add New Calendar" button...
...then under **Manual**, click **Get Started**.	...then click that button, and in the drop-down list that appears, select **Create a list manually**, **Create a menu manually**, or **Create a calendar manually**.

The "Create New List," "Create New Menu," or "Create New Calendar" page appears.

3. In the **List Title** box, enter the name for your list as it should appear on your listings.

4. If the **Associate with** section appears, choose whether you want to associate the list with a particular location, a particular folder, or all of your locations.

   ⓘ If this choice isn't listed, it means you have only one location, and your list will automatically be used for that.

   > **Changing associations:** You can always change the location association later by going to the settings section for the list screen.

5. Click **Save and Continue >**. The system adds your new list.
6. (Optional) If you would like to add an internal-only name to your List, click on the List's title, and select **Create a unique Internal ID**. In the **Internal ID** text box, enter an internal name for your List, and then click **Save**.

The new Content List is now in the system.

To learn how to enter information into the list, see Fill information into a Content List.

Related topics

- Fill information into a Content List
- Upload a spreadsheet to create Content Lists
- Create a Content List from a file, website, or photo

Fill information into a Content List

This article describes how to fill information into a Content List after you have already created it. To learn how to create one, see Create a new Content List by typing in information.

> **Other ways to enter items:** If you don't want enter information one item at a time, you can also upload a spreadsheet (see Upload a spreadsheet to create Content Lists) or send an image or URL that we will convert to a Content List for you (see Create a content list from a file, website, or photo).

To fill information into a Content List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

3. Click the **+ Add Item**, **+ Add Bio**, or **+ Add Event** button on the left hand side of the screen.

   The "Add Item," "Add Bio," or "Add Event" page appears.

4. Fill out the information for the first item you want to add to the List. The information you need to enter depends on which type of Content List you are filling out:

Type of List	Examples of Items	For More Information...
Products/Services	• NordicTrack Elliptical Machine (for a fitness equipment retailer) • Systematic Investing Program (for a financial advisor) • Pre-Kindergarten (child care/early education center) • Factory-Recommended Maintenance (auto service center)	See Reference - Product/Service details
Staff Bios	• Steve Johnson, CFA (financial advisor) • Lucy Stackhouse, Personal Trainer Level 5 (gym) • Dr. Ned Smith, MD (medical practice)	See Reference - Staff Bio details

Type of List	Examples of Items	For More Information...
Calendars	• Do-It-Yourself: Retiling the Bathroom (home improvement store) • Super Cardio Boot Camp (gym)	See Reference - Calendar event details
Menus	• Chicken Burrito Dinner • Guacamole Dip	See Reference - Menu item details

Optional fields in a Content List: Most of the details about each item are optional. It's up to you whether you want them to appear in the List when consumers see it.

5. (Optional) If you have more items to enter, click **Save and add another**. The system adds the item and brings you back to a new "Add Item," "Add Bio," or "Add Event" page to add another item.

6. When you are finished entering information into your List, click **Save**.

   The complete Content List you are working on appears.

7. Review your List to make sure everything is correct. If you want to make corrections, click any item to edit it.

   You have successfully entered information into your Content List.

Related topics

- Reference - Product/Service details
- Reference - Staff Bio details
- Reference - Calendar event details
- Reference - Menu item details

Organize a Content List with sections

If your Content List has a large number of items, you can help make the list easier for customers to understand by organizing it into sections.

Example: If you have a menu that has different sections for appetizers, entrees, and desserts, you can organize the menu that way in the Location CMS. If you have a list of featured products, you could organize them into sections for different departments like appliances, home audio, and mobile phones.

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> **Not applicable to Calendars** There are no sections for Calendars. Sections are available for Menus, Products/Services, and Bios Lists.

Steps

To begin organizing your list into sections, first locate the List you want to organize:

To create new sections for your Content List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, or **Bios** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

What do you want to do now?

- Create a new section
- Move items into sections
- View the items in a section
- Edit the name or description of a section
- Delete a section

Create a new section

To create a new section in the Content List (products/services, staff bios, or menus) that you are viewing:

1. Click **+ Add a Section**. The *Add a Section* pop-up appears.
2. Fill in the section name and, optionally, a section description. (Both will appear to customers when they are viewing your list).
3. Click **Add Section**.

The system creates the new section in your list after all of the existing sections.

Move items into sections

Once a sections are created, you can organize your lists with them by moving items into those sections. There are two ways you can move items into sections: you can drag and drop lists to a different section or you can edit the item to change the section that it is associated with.

Method 1: Move items by dragging and dropping

To move items into sections by dragging and dropping:

1. Find the item that you want to move to another section. (If the item is in a different section from the one you are currently viewing, click on that section in the section list on the left hand side of the screen so that the items appears.)

2. Move your mouse to the left of the checkbox for the item that you want to move until the cursor turns into a cross:

3. Click the mouse button, then drag the item to the section on the left that you want to move the item to.

4. Release the mouse button. The system moves the item to the new section.

5. Repeat these steps for every item you want to move.

Method 2: Move items by editing them

To move items into sections by editing them:

1. Find the item(s) that you want to move to another section. (If the item is in a different section from the one you are currently viewing, click on that section in the section list on the left hand side of the screen so that the items appears.)

2. Select each item that you want to move by placing a checkmark next to it.

3. Click the **Edit** button. The Edit Items page appears.

4. Click on the **Section** row, and in the dropdown that appears, choose the section that you want to move the items to.

5. Click **Save**. The system moves the items to the selected section.

6. To move more items, click the **Back to...** link in the upper left hand corner of the screen and repeat the steps for the next item(s).

View the items in a section

To see the items in a section of the Content List (products/services, staff bios, or menus) that you are viewing:

1. In the *Sections* list on the left of the screen, locate the section that you want to view. (If you have many sections, you may have to scroll down to find it.)

2. Click on the name of the section that you want to view.

The section you chose, with all of its items, appears in the main part of the screen.

Edit the name or description of a section

To edit the name or description of a section of the Content List (products/services, staff bios, or menus) that you are viewing:

1. In the *Sections* list on the left of the screen, locate the section that you want to edit. (If you have many sections, you may have to scroll down to find it.)

2. Click on the upside down triangle near the name of the section that you want to edit.

3. In the dropdown that appears, click **Edit**. The *Edit Section* dialog appears.

4. Change the section name and, optionally, the section description.

5. Click **Save**.

The new section name and description are now saved.

Delete a section

To delete a section of the Content List (products/services, staff bios, or menus) that you are viewing:

1. In the *Sections* list on the left of the screen, locate the section that you want to delete. (If you have many

   sections, you may have to scroll down to find it.)

2. Click on the upside down triangle near the name of the section that you want to delete.

3. In the dropdown that appears, click **Delete**. The *Delete Section* dialog appears.

4. Click **Delete**. The system deletes the section.

The section is now deleted. If the section had any items in it, they are automatically moved to the first section of

your list.

Re-order sections or items in a Content List

Once you have entered items into a Content List and organized it into sections, you can change the order of the sec-

tions and the items within the section. Sections and items will appear on your listings in the order in which you

arrange them.

What do you want to do?

- Re-order the sections in a Content List
- Re-order the items in a section

Re-order the sections in a Content List

To create new sections for your Content List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events**

   at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Con-

   tent List of the selected type, the system takes you directly to that List, so you do not have to click on it.

3. On the left-hand side of the page under **Sections**, point to the section you want to move, and then click and

   drag the section up or down to the place where you want it.

4. Repeat step 3 until the sections are in the order you want.

You have now re-organized the sections in the List, and they will appear in that order when consumers view your listings.

Re-order the items in a section

To re-order the items within a section in a Content List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

3. On the left hand side of the screen under **Sections**, click on the section whose items you would like to re-order.

   The items in that section are displayed on the main area of the screen.

4. Point to the handle (≡) to left of the checkbox for the item that you want to move.

   Your cursor turns into a cross.

5. Click and drag the item up or down to the position that you want in the list.

6. Repeat steps 3 through 5 until the items are in the order you want.

You have now re-organized the items within the section, and they will appear in that order when consumers view your listings.

Related topics

- Fill information into a Content List
- Organize a Content List with sections

Create a Content List from a file, website, or photo

Rather than spending time entering your List by hand, customers may upload a document, website link, or photo, and LocalLift will convert the data on your behalf.

Prerequisites

You must have one of the following:

- A document describing the List in Microsoft Word or PDF format
- A link to an existing List on your web site
- A photo of the physical List

Steps

To create a new Content List in your account by submitting a file:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

   > *Note:* There are four types of Content List (products/services, calendars, staff bios, or menus) that you can create. To see example use cases for the different List types, see "Content Lists".

2. Your screen now looks different depending on whether you've created a List yet or not:

   If you see three [Get Started] **buttons...**

   ...then under *Let Us Do it For You*, click the **Get Started** button.

   The *Submit a File or Link* page appears.

   If you see an [+ Add New Menu ▾] **button (or an Add New List button, etc.)...**

   ...then click the **+ Add New** button, and in the drop-down that appears, click **Submit a file or link**.

3. Under *Submission Type*:

   - If you have a photo or document, select **Upload a file**
   - If you have a link to a web page containing the information for your List, select **Submit a link**

4. In the **Published name** box, enter the name that you want to appear on your List for your customers on your listings.

5. In the **Internal name** box, optionally change the way the List will appear internally to you. (This name will only appear inside the LocalLift Platform.)

   > *Example:* You might choose to refer to your Content List as "my_menu" within the LocalLift Platform and as "Uber Pancakes" to customers on your listings.

6. *(Optional:)* Under **Comments/Instructions**, enter any notes or instructions for agents who may help process your submission.

   > *Example:* If you are submitting a picture of your "Brunch" menu, and the menu contains a "Dessert" section that you do not want included in the List because you're entering it separately, you could

> indicate that in the *Comments/Instructions* box.

7. Click **Continue**. The system submits your request for processing.

Once you've submitted your request, LocalLift will process your submission and create a List based on it. This process is normally finished within 3-5 days. Once it is finished, you will receive an email with a link with instructions for pre-viewing and publishing your new List.

Show Content Lists

Before a Content List appears on your listings or in your widgets, you need to make it visible. This topic describes how to do so.

What do you want to do?

- Make a single Content List visible
- Make multiple Content Lists visible at the same time

Make a single Content List visible

To make a single Content List visible:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

3. In the box that appears in the upper-right corner of the page, click **Show**.
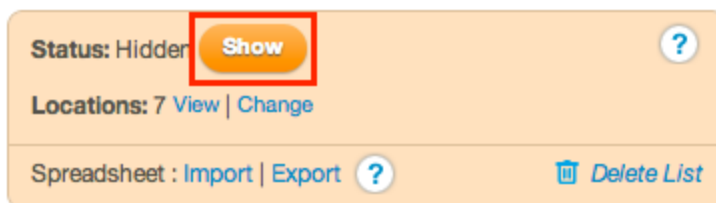
The Content List is now visible. It appears on its associated locations' listings on sites that support Content Lists, along with any widgets the List is included in.

> **List must be associated with locations:** In order for the Content List to appear on a location's listings, it must be associated with that location. For more information, see Change the locations associated with a Content List.

Make multiple Content Lists visible at the same time

In some cases, you may have prepared multiple Lists of the same type and want to show them all at once. To do this:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. Select the checkbox next to each List you want to show.
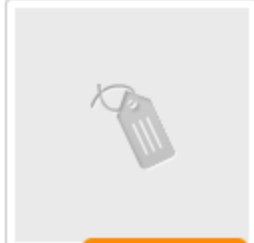
> **Show all the Lists:** To show all of the Lists, click **Select all** above the Lists. This method works even if some of the Lists are already visible.

> **See which Lists are not visible:** To quickly see which Lists are not visible, click the **Sort by** drop-down list, and select **Hidden First**. The hidden Lists appear at the top of the page.

3. Click **Select Action**, and then click **Show**.
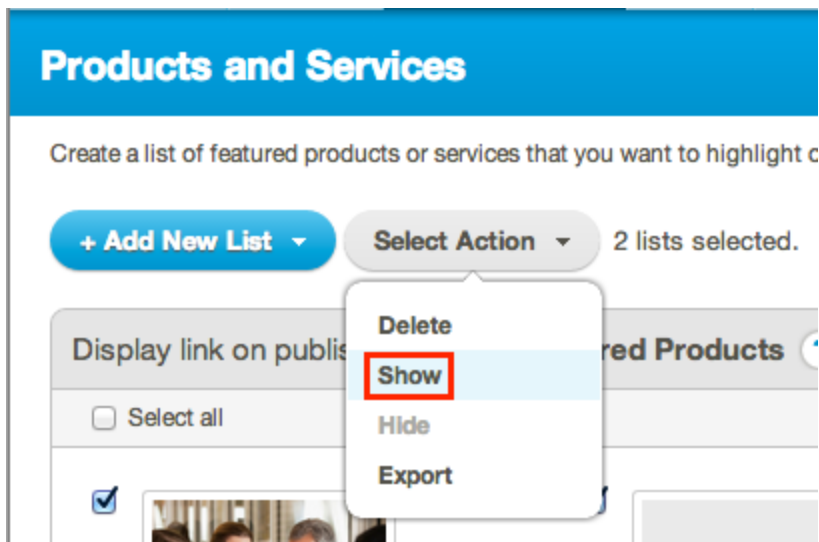
The "Show Lists" dialog box appears.

4. Click **Show**.

Each Content Listthat you selected is now visible. It appears on its associated locations' listings on sites that support Content Lists, along with any widgets the List is included in.

Related topics

- Change the locations associated with a Content List
- Hide Content Lists

Change the locations associated with a Content List

If you manage multiple locations in the Location CMS, each Content List that you have in the system may be associated with one or more of them (or, in some cases, none at all). The association feature allows you to use the same List for more than one location. For example, if several of your locations have the same set of products, you can use a single Products & Services List for all of those locations.

This topic describes how to change which locations a List is associated with.

What do you want to do?

- Associate an unassociated Content List or override current associations
- Associate a Content List with additional locations
- Remove a List from some set of locations

Associate an unassociated Content List or override current associations

> **Affects current associations:** Using this method overrides any associations that the List currently has. To associate a List with additional locations, see Associate a Content List with additional locations below.

To associate a List with one or several locations:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

3. In the box in the upper-right corner of the screen, click **Change**.
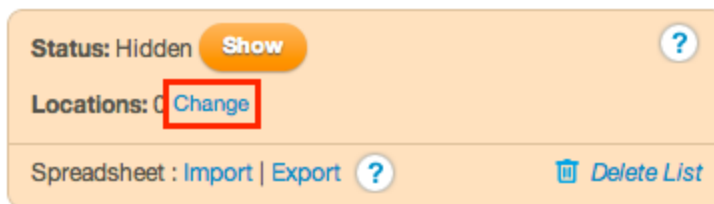
   The "Associate List with Locations" dialog box appears.

4. Select the radio button for one of the following options:

   - **All available locations** -- associates the List with all of your locations
   - **All locations currently in folder...** -- associates the List with locations in a folder that you choose.
     - If you choose this option, a list of your folders appears. Select the one that contains the locations you would like to associate with the List.
   - **Select location...** -- associates the List with a single location
     - If you choose this option, a list of your locations appears. Select the one you would like to associate the List with.
   - **None** -- removes all current associations

5. Click **Save**.

The List is now associated with only the locations you selected. If the List is visible, appears on its associated locations' listings sites that support Content Lists, and it will be seen in the widgets that are set up to display it.

Associate a Content List with additional locations

To associate a particular List with additional locations without affecting its current associations:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. Select the locations that you want to associate the List with by selecting the checkbox to the left of the name and address of each location. If you want to select a large number of locations, see Select a number of locations to edit, export, etc.

3. Click the **Edit** button that appears above the list of locations.

   The "Editing X Locations" page appears, where X is the number of locations that you are editing.

4. Scroll down to the **Products/Services, Calendars, Staff Bios and Menus** section, and click the row for the type of List you want to associate with the locations.

5. Click **+ Add a list**, **+ Add a calendar**, or **+ Add a menu**, and then choose a List from the drop-down list that appears.

6. In the list that appears, click the name of the List you want to associate.

   > **List associated with all of the locations:** If the List you want is already associated with all of the locations you selected, its checkbox will contain a checkmark. In this case, you can still fol-low the instructions here for other Lists, or you can just ensure that the List has a checkmark next to it.

   > **List not associated with all the locations:** If the List you want is already associated with some, but not all, of the locations you selected, its checkbox will contain a horizontal line (⊟) or a square (▣). In this case, you can associate the List with all of the locations by clicking the checkbox so that a checkmark appears within it.

7. Click **Save**.

The List is now associated with the locations you selected. If the List is visible, it will appear on its associated locations' listings sites that support Content Lists, and it will be seen in the widgets that are set up to display it.

Remove a List from some set of locations

To remove a List from some locations without affecting its associations with other locations:

1. From anywhere in the LocalLift Platform, click **Location CMS** in the navigation bar.

2. Select the locations that you want to remove the List from by selecting the checkbox to the left of the name and address of each location. If you want to select a large number of locations, see Select a number of loc-ations to edit, export, etc.

3. Click the **Edit** button that appears above the list of locations.

   The "Editing X Locations" page appears, where X is the number of locations that you are editing.

4. Scroll down to the **Products/Services, Calendars, Staff Bios and Menus** section, and click the row for the type of List you want to remove from the locations.

5. In the list that appears, locate the List you want to remove, and then do one of the following:

    - Click the trash can icon (🗑) next to the name of the List.

    - Click the checkbox next to the List, which contains a horizontal line (➖) or a filled square (◼), twice to clear it.

6. Click **Save**.

The List is no longer associated with the locations that you selected. If the List was on any listings or in any widgets for those locations, it will be removed.

Related topics

- Show Content Lists
- Hide Content Lists
- Delete Content Lists permanently

Export Content Lists to a spreadsheet

The LocalLift Platform allows you to export the data in one or more of your Content Lists to an Excel (.xls) or CSV (.csv) file.

Exporting the data may be useful for you to review in Excel or use in another system. It can be especially helpful if you want to edit Lists in Excel rather than use the LocalLift Platform, since you can make edits to the downloaded files and then upload them immediately back into the system. For more information on uploading spreadsheets, see Create or update Content Lists by uploading a spreadsheet.

What do you want to do?

- Export a single Content List
- Export multiple Content Lists at the same time

Export a single Content List

To export a single Content List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

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3. In the box that appears in the upper-right corner of the page, click **Export**.
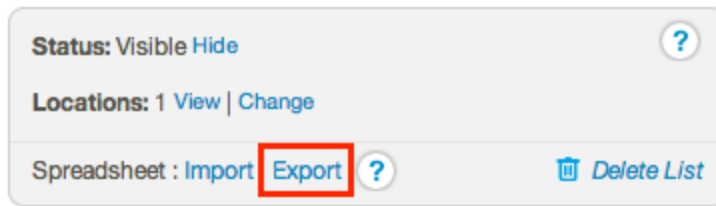
The "Export list" dialog box appears.

4. Select either the **Excel** or **CSV (comma separated values)** radio button.
5. Click **Confirm Export**.

Your browser begins downloading the spreadsheet. The file name consists of the type of List that was exported (`List`, `Menu`, or `Calendar`), followed by the name of the List.

The file you downloaded includes all of the content from the selected List, including URLs for any photos. You can open the file in Excel or another program to review it.

If you edit the file and want to upload your changes back into the LocalLift Platform, see Create or update Content Lists by uploading a spreadsheet.

Export multiple Content Lists at the same time

To export the content of multiple Lists at the same time:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. Select the checkbox next to each List you want to export.

> **Export all the Lists:** To export all the Lists, click **Select all** above the Lists.

3. Click **Select Action**, and then click **Export**.
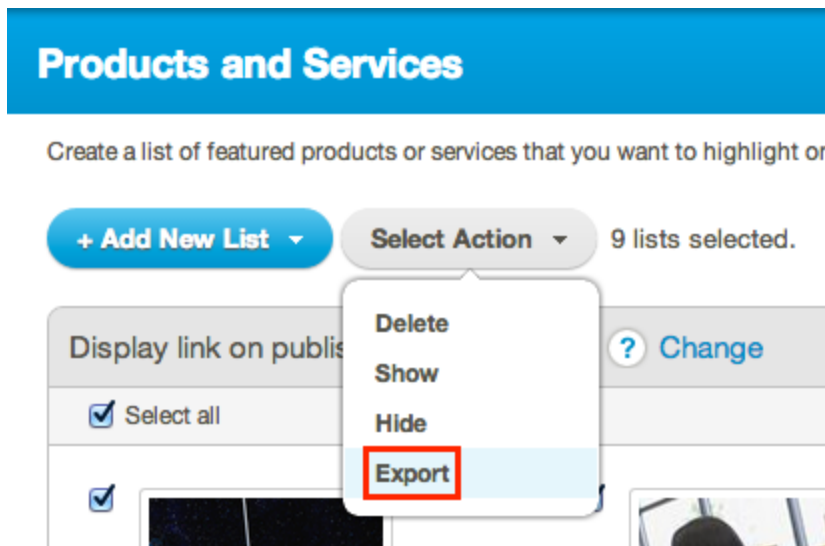
The "Export X lists" dialog box appears, where "X" is the number of Lists you have chosen to export.

4. Select either the **Excel** or **CSV (comma separated values)** radio button.
5. Click the **Confirm Export** button.

Your browser begins downloading the spreadsheet. The file name is the type of Lists you exported (`Products and Services`, `Menus`, `Staff Bios`, or `Calendars`).

The file you downloaded includes all of the content for all of the selected Lists, including URLs for any photos. You can open the file in Excel or another program to review it.

If you edit the file and want to upload your changes back into the LocalLift Platform, see Create or update Content Lists by uploading a spreadsheet.

Related topics

-   Create or update Content Lists by uploading a spreadsheet
-   Prepare a spreadsheet to upload Content Lists

Hide Content Lists

Normally, when you make changes to a Content List, those changes are reflected immediately on any listings or in any widgets they're included in.

If you wish to make changes to a List but don't want consumers to see the changes while you're working on them, you can temporarily take the List down by hiding it before making the changes, and then show the List again once the changes are complete. This topic describes how to do so.

> **Hiding is not deleting:** Hiding a List temporarily removes it from your listings and widgets. If you want to permanently delete it, see Delete Content Lists permanently. If you want to remove it from some locations while leaving it live for others, see Change the locations associated with a Content List.
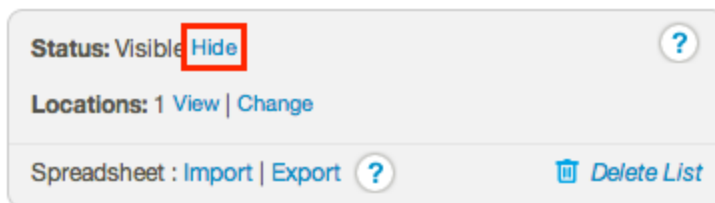
What do you want to do?

- Hide a single Content List
- Hide multiple Content Lists at the same time

Hide a single Content List

To hide a single Content List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

3. In the box in the upper-right corner of the page, click **Hide** .

The Content List is no longer visible on any listings or in any widgets.

Once you want the List to be visible again, you need to show it. For more information, see Show Content Lists.

## Hide multiple Content Lists at the same time

In some cases, you may want to hide a number of Lists at once so that you can make changes to all of them without having those changes seen by consumers. To do this:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. Select the checkbox next to each List you want to hide.

> **Hide all the Lists:** To hide all the Lists, click **Select all** above the Lists. This method works even if some of the Lists are already hidden.

3. Click **Select Action**, and then click **Hide**.
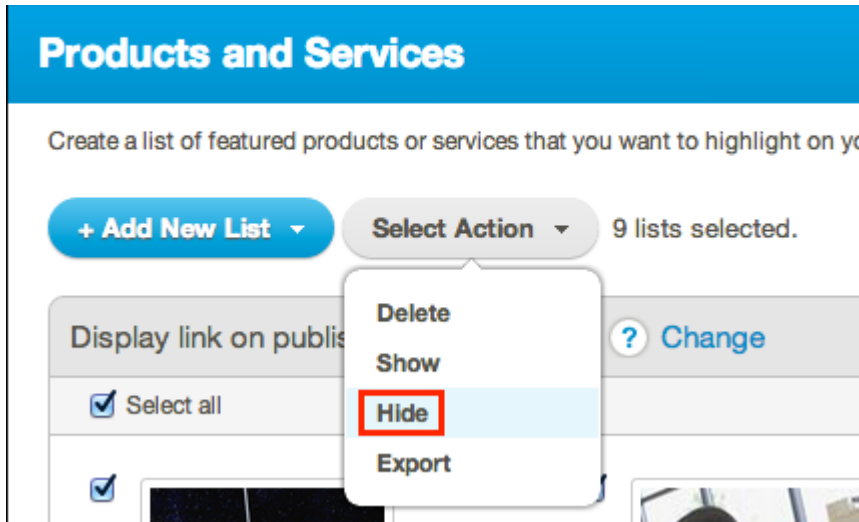
The "Hide Lists" dialog box appears.

4. Click **Hide**.

Each Content List that you selected is no longer visible on any listings or in any widgets.

Once you want the Lists to be visible again, you need to show them. For more information, see Show Content Lists.

Related topics

- Show Content Lists
- Delete Content Lists permanently
- Change the locations associated with a Content List

Delete Content Lists permanently

This topic describes how to permanently delete Content Lists.

Removes List from all locations When you delete a List, it is no longer available to use on listings for any of your locations. If you have multiple locations and want to remove a List from some of the while continuing to use it for others, see Change the locations associated with a Content List.
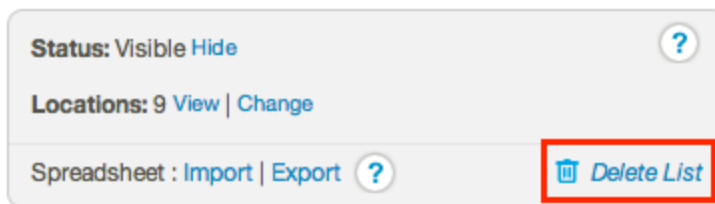
What do you want to do?

- Delete a single Content List
- Delete multiple Content Lists at the same time

Delete a single Content List

To delete a single Content List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. If more than one Content List is shown, click on the one that you want to work with. If you have only one Content List of the selected type, the system takes you directly to that List, so you do not have to click on it.

3. In the box that appears in the upper-right corner of the page, click **Delete List**.

The "Delete List" dialogue box appears.

4. Click **Delete list**.

The Content List is now deleted. If it was associated with any locations, that association is removed, and the List is no longer visible on any listings.

Delete multiple Content Lists at the same time

To delete a number of Lists at once:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).
2. Select the checkbox next to each List you want to delete.

Delete all the Lists: To delete all the Lists, click **Select all** above the Lists.

3. Click **Select Action**, and then click **Delete**.

   The "Delete Lists" dialog box appears.

4. Click **Delete lists**.

Each Content List that you selected is now deleted. If they were associated with any locations, those associations are removed, and the Lists are no longer visible on any listings.

Related topics

- Change the locations associated with a Content List
- Hide Content Lists

Create or update Content Lists by uploading a spreadsheet

If you have the data needed for your Content List (products/services, calendars, staff bios, or menus) in a structured format like a spreadsheet, you can upload the spreadsheet into the LocalLift Platform to create Lists automatically. (If the data you need for your List is not in a spreadsheet format, see "Create a new Content List by typing in information" to enter the data in manually, or see "Create a Content List from a file, website, or photo" to supply a document or URL and have LocalLift create the List for you.)

> *Note:* You can also edit Lists by downloading them as a spreadsheet, editing the spreadsheet, and then uploading the spreadsheet again. Export the Lists (see "Export Content Lists to a spreadsheet"), make changes to the downloaded file, and then upload them again following the instructions in this article.

When creating Lists from a spreadsheet, most users just upload a single List in a spreadsheet file (for example, you may have all of your featured products in a spreadsheet file). However, in some cases, you may have a single spreadsheet that contains a large number of Lists (for example, if you have many locations, one spreadsheet might contain the featured items for all of your locations).

This article describes how to prepare your spreadsheet in either case and then upload it to the system.

What do you want to do?

- Create new List(s) by uploading a spreadsheet
- Update existing List(s) by uploading a spreadsheet

Create new List(s) by uploading a spreadsheet

To create Lists by uploading a spreadsheet:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. Your screen now looks different depending on whether you've created a List yet or not:

   If you see three **buttons...**

   ...then under *Do it with a Spreadsheet*, click the **Get Started** button.

   If you see an **button (or an Add New List button, etc.)...**

   ...then click the **+ Add New** button, and in the drop-down list that appears, click **Upload from Spreadsheet**.

3. In the upper-right hand corner of the screen, click **Download Template**. Your browser downloads a sample template for the kind of List you want to upload (it will be called *List Template.csv*, *Calendar Template,csv*, or *Menu Template.csv*).

Products and Services / Upload Lists From a Spreadsheet

Upload Lists From a Spreadsheet

Upload your lists from a spreadsheet. Select the file you want to upload, or create a new one by downloading our template. You must upload your spreadsheet in the CSV format. Learn more

[Choose File] No file chosen

Cancel Continue ⌄

Download

Download template

Already have your list in a file or website?

Send us a file (e.g., Microsoft Word document, PDF) or a link to a website that includes your up-to-date list information and we will create a new list for you filled in with your data.

Submit a file or link

4. Open the template CSV file in Excel and add your own data in following the example provided in the template. (For more help on preparing this file, see "Prepare a spreadsheet for uploading Content Lists".)

5. Save the CSV file with a filename that you choose (e.g., **April 2014 Menu.csv**) and close Excel.

6. In your web browser, on the *Upload from Spreadsheet* page, click **Choose File** and then pick the *csv* file you just saved.

7. Click **Continue**. The *Review Changes* screen appears.

8. On the *Review Changes* screen, check to be sure that the number of Lists that you think you are adding matches the number shown. Also check that the total number of sections and items in each List match what you expect.

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> *Note:* If the system indicates that any Lists are being *Updated*, not just *Added*, it means that those Lists will be entirely replaced with the Lists you are uploading. That is fine as long as it's what you intend to do, but if not, see "Prepare a spreadsheet for uploading Content Lists" for more guidance.

9. Click **Upload all lists in spreadsheet**. The system adds your new Lists.

You have added the new Lists based on the data in your spreadsheet.

Update existing List(s) by uploading a spreadsheet

If you have exported existing Lists (as described in Export Content Lists to a spreadsheet), made changes, and now want to upload those changes:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. In the upper-left corner of the screen, click the **+ Add New** button, and in the drop-down list that appears, click **Upload from Spreadsheet**.

3. Click **Choose File** and then pick the *CSV* file that contains the updated List information.

4. Click **Continue**. The *Review Changes* screen appears.

5. On the *Review Changes* screen, check to be sure that the number of Lists that you think you are adding and updating matches the number shown. Also check that the total number of sections and items in each List match what you expect.

> *Note:* If you only mean to be updating existing Lists, make sure the system says that 0 Lists are to be *Added*. If you mean to be adding some and updating others, ensure that the *Added* and *Updated* counts are correct.

6. Click **Upload all lists in spreadsheet**. The system uploads your data.

When your data is processed:

- Any Lists in the system with the same Internal Name as one in the spreadsheet are *completely replaced* with the data in the spreadsheet.
- Any Internal Names that appear in the spreadsheet but are not yet in the system are made into a new List and filled with data in the spreadsheet.

Prepare a spreadsheet for uploading Content Lists

If you have the data needed to create a Content List (products/services, calendars, staff bios, or menus) in a structured format like a spreadsheet, you can upload the information directly into Location CMS to create a List, rather than typing the information in.

To do this, however, you must structure the spreadsheet in a particular format. This topic describes how to do that.

What do you want to do?

- Obtain a template for a List upload
- Prepare a spreadsheet from a template
- Update a spreadsheet of List data that you exported from the system

Obtain a template for a List upload

To obtain a template to use for uploading a particular kind of List:

1. In the navigation bar, click **Location CMS**, and then click **Menus**, **Products & Services**, **Bios**, or **Events** at the top of the page (depending on which type of Content List you want to work with).

2. Your screen now looks different depending on whether you've created a List yet or not:

If you see three [Get Started] **buttons...**

...then under *Do it with a Spreadsheet*, click the **Get Started** button.

If you see an [+ Add New Menu ▾] **button (or an Add New List button, etc.)...**

...then click the **+ Add New** button, and in the drop-down that appears, click **Upload from Spreadsheet**.

3. In the upper-right corner of the screen, click **Download Template**. Your browser downloads a sample template for the kind of List you want to upload (it will be called *List Template.csv*, *Calendar Template,csv*, or *Menu Template.csv*).

You now have a template that you can use to begin preparing a spreadsheet to upload. (For details on how to do this, see the next section, Prepare a spreadsheet from a template.)

Prepare a spreadsheet from a template

Once you have a template for the type of List you want to upload, follow these steps to prepare it:

Note: You may not want to follow the steps in this exact order--this just gives you an idea of what format you need to end up with for the file to be valid.

1. Determine how many Lists you want to include in the spreadsheet. (In many cases, you will only want to include one.) For each, determine a:
   - Internal Name - how you want to refer to the List internally
   - Published Name - how you want the List to appear to customers (which could be the same or could be different)

2. *(For all list types except Event Calendars:)* Within each List, determine how many sections you want to include, up to 20. For each, determine a:
   - Section Name - will be displayed as the section title to customers
   - Section Description - optionally, text to display under the title for the section

3. For each section (or, in the case of Calendars, for the List overall), determine how many items you want to have in the section. For each, determine its name.

4. In the second row of the spreadsheet (the first after the headers), enter the first item in the first List. Include:
   - Internal Name of the List
   - Published Name of the List
   - Section Name for the section
   - Section Description for the section (if any)
   - Item name
   - Values for any additional columns (for details, Reference - Products/Services Content List spreadsheet columns, Reference - Staff Bios Content List spreadsheet columns, Reference - Calendar Content List spreadsheet columns, or Reference - Menu Content List spreadsheet columns, as applicable).

5. In the third row, enter the second item in the first List. This should be just like the previous row, except that you do not need to repeat the Published Name of the List or Section Description for the section if you don't want to. (If you do repeat the Published Name for a given List or the Section Description for a given section in your spreadsheet, the last one you provide will be used.)

6. Continue to enter items in the first section until you have entered them all. Then, begin entering items in the second section. The first item in the second section should contain the Section Description for the section second, if any.

7. Repeat this process until you have entered all items in the first List. Then, begin entering items in the second List, if any. The first item of the second List should contain the Published Name of the second List.

8. Continue entering items for the second List, and any subsequent Lists, until you have entered all items.

9. Save the spreadsheet as a *CSV* file.

> *Note:* This process can be difficult to understand just from the description. It may be helpful to download one of your existing Lists and see how the system formats it.

Your spreadsheet is now ready to upload to create new Lists. To learn how to upload it, see "Create or update Content Lists by uploading a spreadsheet".

Update a spreadsheet of List data that you exported from the system

After you export your Lists from the system (see "Export Content Lists to a spreadsheet"), you can make changes to that spreadsheet and upload it back to the system to update your List.

To do this:

1. Find the first item that you want to edit and then update the values. (For details on formatting the values, see Reference - Products/Services Content List spreadsheet columns, Reference - Staff Bios Content List spreadsheet columns, Reference - Calendar Content List spreadsheet columns, or Reference - Menu Content List spreadsheet columns, as applicable).
2. Continue this process for each item that you want to edit.
3. If you want to add any entirely new Lists, follow the same procedure as described in the previous section, Prepare a spreadsheet from a template.
4. Save the spreadsheet as a *CSV* file.

> *Note:* Although you can make other edits to Lists that you have downloaded, such as changing List or section names, re-ordering and deleting items, adding items, etc., doing so is an especially advanced procedure and can result in data corruption if you are not careful. For changes other than modifying indi-vidual items, we recommend either editing the Lists within the LocalLift Platform or generating the import files automatically from another system.

Your spreadsheet is now ready to upload to modify or create Lists. To learn how to upload it, see "Create or update Content Lists by uploading a spreadsheet".

Reference - Menu item details

The table below describes the fields that you can edit for each item in a Menu Content List.

Field	Required?	Format	Explanation
Section	Yes	Drop-down list (if the Menu has multiple sections) or pre-populated text (if the Menu has one or no sections)	If your Menu has more than one section, then you can select an appropriate section for the item from the drop-down list. By default, the Menu item's current section is displayed.

Field	Required?	Format	Explanation
Name	Yes	Text box	The name of the item (100 characters or less) **e.g.,** `Penne Alla Vodka`
Price	No	Text box	You can enter the price of the item in any format you choose (e.g., `$12-15`, `$2 per slice`, `$9.99`).
Calories	No	Text box	You can enter the calories of the item as a single value or a range (e.g., `150` or `150-190`).
Options	No	• Three text boxes: one for the option's description, one for its calories, and another for its price • **+ Add an addition or option** link	You can add up to five additions or options for each Menu item. If you have added multiple additions or options, you can drag them by their handles (≡) to reorder them. To delete an addition or option, click its trash can icon (🗑).
Description	No	Text box	Description of the item (5000 characters or less) **e.g.,** `Fresh tomato sauce with pros-ciutto, scallions, and herbs and a touch of cream flambee with vodka`
Photo	No	**+ Add a photo** link	Click **+ Add a photo** to bring up the **Add Photo** dialogue box. Either click **Choose File** to browse for a photo, or simply drag a photo from your desktop to the dialogue box. You can add one photo per Menu item.

Related topics

- Fill information into a Content List
- Reference - Product/Service details

- Reference - Staff Bio details
- Reference - Calendar event details

Reference - Product/Service details

The table below describes the fields that you can edit for each item in a Products/Services Content List.

Field	Required?	Format	Explanation
Section	Yes	Drop-down list (if the List has multiple sections) or pre-populated text (if the List has one or no sections)	If your List has more than one section, then you can select an appropriate section for the product or service from the drop-down list. By default, the List item's current section is displayed.
Name	Yes	Text box	The name of the product or service (100 characters or less) **e.g.,** `The Men's Antique Crew`
Description	No	Text box	Description of the product or service (5,000 characters or less) **e.g.,** `We were inspired by the $50 tees we found at your favorite boutiques, but not by the price. Our process starts in Los Angeles with 100% American-sourced cotton.`
Price	No	Text box	You can enter the price of the product or service in any format you choose (e.g., `$12-15`, `$4 per pound`, `$19.99`).
Options	No	• Two text boxes: one for the option's description and another for its price • **+ Add an addition or option** link	You can add up to five additions or options for each List item. If you have added multiple additions or options, you can drag them by their handles (≡) to reorder them. To delete an addition or option, click its trash can icon (🗑).

Field	Required?	Format	Explanation
Photos	No	**+ Add photos** link	Click **+ Add photos** to bring up the **Add Photo** dialogue box. Either click **Choose File** to browse for a photo, or simply drag a photo from your desktop to the dialogue box. You can add up to five photos per List item. If you have added multiple photos, you can click rearrange them by clicking the **Photos** field and dragging them by their handles (≡). To delete a photo, point to it and click the trash can icon (🗑) that appears in its upper-left corner.
YouTube Video	No	Text box	You can add the URL of a YouTube video for the product or service. Additionally, you can click on **Search for your video** to search for your YouTube video in a dialogue box that appears.
URL	No	Text box	The URL of the web page for the product or service
ID Code	No	Text box	A unique code for the product (e.g., its SKU) Consumers see this unique code beneath the product's name.

Related topics

- Fill information into a Content List
- Reference - Staff Bio details
- Reference - Calendar event details
- Reference - Menu item details

Reference - Calendar event details

The table below describes the fields that you can edit for each event in a Calender Content List.

Field	Required?	Format	Explanation
Name	Yes	Text box	The name of your event (100 characters or less)
Type of Event	No	Text box	A description of the event's type. Examples include `Class`, `Workshop`, `Book Signing`, or `Meeting`. (100 characters or less)
Time	Yes (**Start** date and time only)	- Two text boxes: one for the event's start date and another for its start time **Display end time** check box. If the check box is selected, two more text boxes appear for the event's end date and time.	Click the first **Start** text box, and select the start date in the calendar that appears. In the next text box, specify a start time for the event. By default, the start time is set to 12:00 PM). Select the **Display end time** option if you would like to specify an end time for the event. Otherwise, the event will end at 12:00 AM on the following calendar date. If you have selected the **Display end time** option, specify the event's end date and time in the **End** text boxes.
Description	No	Text box	Description of the event (5,000 characters or less)
Photos	No	**+ Add photos** link	Click **+ Add photos** to bring up the **Add Photo** dialogue box. Either click **Choose File** to browse for a photo, or simply drag a photo from your desktop to the dialogue box. You can add up to five photos per event. If you have added multiple photos, you can click rearrange them by clicking the **Photos** field and dragging them by their handles (≡). To delete a photo, point to it and click the trash can icon (🗑) that appears in its upper-left corner.

Field	Required?	Format	Explanation
YouTube Video	No	Text box	You can add the URL of a YouTube video for the event. Additionally, you can click on **Search for your video** to search for your YouTube video in a dialogue box that appears.
URL	No	Text box	The URL of the event's web page

- Fill information into a Content List
- Reference - Product/Service details
- Reference - Staff Bio details
- Reference - Menu item details

Reference - Staff Bio details

The table below describes the fields that you can edit for each item in a Staff Bios Content List.

Field	Required?	Format	Explanation
Section	Yes	Drop-down list (if the List has multiple sections) or pre-populated text (if the List has one or no sections)	If your List has more than one section, then you can select an appropriate section for the bio from the drop-down list. By default, the bio's current section is displayed.
Name	Yes	Text box	The staff member's name (100 characters or less)
Title	No	Text box	The staff member's title (100 characters or less)
Description	No	Text box	Description of the staff member (5,000 characters or less)
Photo	No	**+ Add a photo** link	Click **+ Add a photo** to bring up the **Add Photo** dialogue box.

Field	Required?	Format	Explanation
			Either click **Choose File** to browse for a photo, or simply drag a photo from your desktop to the dialogue box. You can add one photo per bio.
Education	No	**+ Add an item** link	Click **+ Add an item** and enter the information in the text box that appears. You can add up to 10 Education entries per staff member. If you have added multiple entries, you can drag them by their handles (≡) to reorder them.
Affiliations and Cer-tifications	No	**+ Add an item** link	Click **+ Add an item** and enter the information in the text box that appears. You can add up to 10 Affiliations and Certifications entries per staff member. If you have added multiple entries, you can drag them by their handles (≡) to reorder them.
Services Provided	No	**+ Add an item** link	Click **+ Add an item** and enter the information in the text box that appears. You can add up to 100 Services Provided entries per staff mem-ber.

Field	Required?	Format	Explanation
			If you have added multiple entries, you can drag them by their handles (≡) to reorder them.
URL	No	Text box	The URL of the staff member's web page

Related topics

- Fill information into a Content List
- Reference - Product/Service details
- Reference - Calendar event details
- Reference - Menu item details

Reference - Maximums for Content Lists

The Content Lists feature is subject to certain maximums:

- Each List can have up to 25 sections (except for Calendars, which don't have sections).
- Each section can have up to 100 items.
- Each location can have up to 5 Lists of each type (20 Lists total).

Therefore:

- Maximum number of Lists in an account = [# of locations in the account] * 5 * 4
- Maximum number of items in a List = 25 sections * 100 items per section = 2,500 items per List (except Calendars, which can have 100 items total)
- Maximum number of items in an account = [# of locations in the account] * 20 Lists per location * 2,500 items per List

Reference - Menu Content List spreadsheet columns

The table below describes the contents of a Menu Content List spreadsheet.

Column Name	Required Column?	Field in Platform	Notes
`MenuInternalName`	No	**Internal ID**	

Column Name	Required Column?	Field in Platform	Notes
MenuPublishedName	Yes	**Menu Title**	
SectionName	No	**Section name**	
SectionDescription	No	**Section description**	
ItemName	Yes	**Name**	
ItemPrice	No	**Price**	
ItemCalories	No	**Calories**	
ItemOption	No	**Options**	This column appears five times in the spreadsheet. Use one column for each of the item's options.
ItemDescription	No	**Description**	
Photo	No	**Photo**	Contains the URL of the item's photo

Related topics

- Reference - Menu item details
- Prepare a spreadsheet for uploading Content Lists
- Export Content Lists to a spreadsheet

Reference - Products/Services Content List spreadsheet columns

The table below describes the contents of a Products/Service Content List spreadsheet.

Column Name	Required Column?	Field in Platform	Notes
ProductListInternalName	No	**Internal ID**	
ProductListPublishedName	Yes	**List Title**	
SectionName	No	**Section name**	

Column Name	Required Column?	Field in Platform	Notes
`SectionDescription`	No	**Section description**	
`ProductName`	Yes	**Name**	
`ProductDescription`	No	**Description**	
`ProductPrice`	No	**Price**	
`ProductOption`	No	**Options**	This column appears four times in the spreadsheet. Use one column for each of the List item's options.
`Photos`	No	**Photos**	Contains a pipe-delimited list of the URLs of the List item's photos
`Video`	No	**YouTube Video**	Contains the URL of the List item's YouTube video
`Url`	No	**URL**	
`idCode`	No	**ID Code**	

Related topics

- Reference - Product/Service details
- Prepare a spreadsheet for uploading Content Lists
- Export Content Lists to a spreadsheet

Reference - Staff Bios Content List spreadsheet columns

The table below describes the contents of a Staff Bios Content List spreadsheet.

Column Name	Required Column?	Field in Platform	Notes
`BioListInternalName`	No	**Internal ID**	
`BioListPublishedName`	Yes	**List Title**	

Column Name	Required Column?	Field in Platform	Notes
`SectionName`	No	**Section name**	
`SectionDescription`	No	**Section description**	
`BioName`	Yes	**Name**	
`BioTitle`	No	**Title**	
`BioDescription`	No	**Description**	
`Photo`	No	**Photo**	Contains the URL of the staff member's photo
`Education`	No	**Education**	Contains a pipe-delimited list of the staff member's education credentials
`Certifications`	No	**Affiliations and Certifications**	Contains a pipe-delimited list of the staff member's affiliations and certifications
`Services`	No	**Services Provided**	Contains a pipe-delimited list of the services that the staff member provides
`Url`	No	**URL**	

Related topics

- Reference - Staff Bio details
- Prepare a spreadsheet for uploading Content Lists
- Export Content Lists to a spreadsheet

Reference - Calendar Content List spreadsheet columns

The table below describes the contents of a Calendar Content List spreadsheet.

Column Name	Required Column?	Field in Platform	Notes
`CalendarInternalName`	No	**Internal ID**	

Column Name	Required Column?	Field in Platform	Notes
`CalendarPublishedName`	Yes	**Calendar Title**	
`EventName`	Yes	**Name**	
`EventType`	No	**Type of Event**	
`StartTime`	Yes	**Start** portion of **Time**	`YYYY-MM-DDTHH:MM` format, 24-hour time
`EndTime`	No	**End** portion of **Time**	`YYYY-MM-DDTHH:MM` format, 24-hour time
`EventDescription`	No	**Description**	
`Photos`	No	**Photos**	Contains a pipe-delimited list of the URLs of the event's photos
`Video`	No	**YouTube Video**	Contains the URL of the event's YouTube video
`Url`	No	**URL**	

Related topics

- Reference - Calendar event details
- Prepare a spreadsheet for uploading Content Lists
- Export Content Lists to a spreadsheet

Question: What type of Content List will work for my business?

There are four Content List types - Products/Services, Staff Bios, Calendars, and Menus. Products/Services works for most businesses, so that List type is a good place to start. Read the information on each type of List below and see additional uses below to see which suits your business.

- Products/Services
- Calendars
- Staff Bios
- Menus

Products/Services

Who should use the Products/Services?

The Products/Services List can be used by almost all businesses. A label called "Products" will work for many, but if not, here are other options:

- Retail stores (from shoe stores to grocery stores) can use the Products/Services List to showcase particular brands or products (e.g., Nike sneakers or tents)
  - Circulars - The Products/Services List is particularly valuable to supplement print circulars, emails, and newsletters sent to current customers.
- Medical practices (including Doctors, Dentists, Veterinarians) can use the List to explain in-office procedures.
- Spas and salons can create one List with two sections - one for the services you offer (e.g., haircut, manicure, leg wax) and another for any products or brands you sell (e.g., Aveda Rosemary Mint Shampoo).
- Automotive Repair and Detailing companies can use this List to walk through the considerations for each service offered (e.g., time required, inspections included).

What if I don't like the label name "Products"? Can I change it and what would be a good label for my business?

Yes. You can change it, and the best names are descriptions that help customers understand what you offer - whether that's departments within your store or the difference between the products and services.

Business	Potential Label Names	Examples: Sections and Items
Store	Seasonal Items, Shoes (for a shoe	Sections like "Shoes", including Nike and

Business	Potential Label Names	Examples: Sections and Items
	store), Featured Brands	Adidas
Store with weekly pro-motions	Weekly Deals, Circular	Sections like "Lawn Care", including garden hoses for $10
Medical Services	Procedures, Dental Procedures, Pet Services	Sections like "Cleanings", including whitening
Spa or Salon	Products/Services, Haircare Services, Products	Sections like "Coloring" or "Nail Services", including manicures
Automotive repair and/or detailing	Repair Services, Detailing Services	Sections like "Tune-Up", including oil changes

Calendars

Who should use the Calendars?

The Calendars List is great for any business that has showings or events to share with their customers.

- Businesses with instructional sessions like DIY classes can use Calendars to share sessions and requirements.
- Gyms can use this List type to show class lists and times, broken down by studio or genre (e.g., yoga and weight classes).
- Theaters can use Calendars for movie or show information and times.
- Museums can use Calendars to show special activity days or movie schedules.

What if I don't like the label name "Calendars"? Can I change it and what would be a good label for my business?

Yes. Although "Calendar" is a label that works for most businesses, you can customize to help pique customer interest.

Business	Potential Label Names	Examples: Sections and Items
Home improvement stores	DIY Sessions or Home Repair Sessions	Sections like "Bathroom projects", including retiling the bathroom
Gyms	Class Schedule	Sections like "Mind/Body Classes", including yoga and pilates classes
Theaters	Showtimes	Sections like "Family Friendly", including kids films

Business	Potential Label Names	Examples: Sections and Items
Museums	Special Exhibitions	Sections like "IMAX", including dinosaur movies

Staff Bios

Who should use the Staff Bios List?

The Staff Bios List is great for any business whose people are their business.

- Medical practices can use the Bios list to share information about doctors, nurses, dentists, and veterinarians.
- Gyms can use Staff Bios to show personal trainers.

What if I don't like the label name "Bios"? Can I change it and what would be a good label for my business?

Yes. You can change it, and the best names are descriptions that show who is on the List.

Business	Potential Label Names	Examples: Sections and Items
Medical offices	Our Doctors and Nurse Practitioners, Dentists, Veterinarians	Sections like "Cardiologists" or "Pulminologists"
Law offices	Our Attorneys	Sections like "Family Law"
Spas	Our Team, Masseuses	No sections or divide by service
Gyms	Personal Trainers	No sections or divide by service

Menus

Who should use Menus?

The Menus List is great for restaurants or establishments that serve food, including:

- Gyms can use Menus to show off healthy snack bar selections, from juices and smoothies to lunch and dinner options.
- Child care facilities might want to use Menus to show sample menus.
- Museums can use Menus to show cafeteria options, complete with calorie counts and allergy considerations.

What if I don't like the label name "Menus"? Can I change it and what would be a good label for my business?

Yes, you can change it to better describe the type of food your business serves.

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Business	Potential Label Names	Examples: Sections and Items
Any restaurant where the name does not show the type of cuisine	Chinese Specialties or Dim Sum	Sections for Breakfast, Lunch, and Dinner, including the items available
Gym	Cafe Options, Smoothies	No sections or ones by category of food
Child care facilities	Sample Menu	Sections like "Lunch," including chicken tenders
Museums	Cafeteria Choices	No sections or ones by category of food

Why will I lose access to a List after removing it from a location?

Background

When users are changing with locations a List is associated with (see "Change the locations associated with a Content List"), they may choose to remove some of those locations. When they do this, under certain circumstances, they will no longer have access to the List at all if they save their changes. Before this happens, the system warns them about this.

Explanation

This condition arises only for users whose access to the system is limited to certain locations. These users may have access to Content Lists only when the Lists are associated with those locations. When they create a List, the List is associated with a location that they have access to, and so they have access to that List.

However, if they later decide to remove the association between the List and all of the locations to which they have the proper access, they will thereby lose access to the List itself. Once they save the new association, the List will no longer appear in their account.

In this case, the List is still accessible to any user who has access to Content Lists for the entire account (including any administrative user who has full access to the account). These users can restore access for the user who lost it by re-associating the List with a location that the user has access to.

(If you are removing a List from a location so that it will temporarily not appear on listings for that location and you receive this message, you can hide it from the location's listings without losing access to it by temporarily un-publishing the list. To learn more, see "Hide Content Lists".)

Listings

The listings pages show you all of your individual listings that are synced with LocalLift.

Each location that you manage in the Location CMS has listings on many different sites, so you will normally have

many more listings than locations.

Each listing's record in the LocalLift Platform is displayed as follows:

	Site ▲	Site Name	Location	Status	
☐	🟢	MapQuest	**China Gourmet** 877 8th Ave New York, NY 10019 United States (212) 246-8181	✓ Live	**View Listing** ⤢

For each listing, you can see:

- **Site** -- The name and logo for the site that the listing is on.
- **Location** -- Which location the listing is for. (Note that this shows the information as you have supplied it to LocalLift, not the way it currently appears on the publisher site.)
- **Status** -- The current status of the listing. (For details, see Reference - Listings statuses.)
- **View Listing** -- A link to view the listing as it actually appears on the site.

Different types of listings

In the LocalLift Platform, your listings are divided into categories, based on the kinds of sites they appear on:

- *Publisher listings* -- Most of your listings appear on directory sites that specialize in providing information about local business to consumers. Listings on these sites can be found on the "Publishers" page, which you can access by clicking **Listings** in the navigation bar.
- *Aggregator listings* -- In addition to directories, the PowerListings network includes aggregator sites, which scan the web to gather information on local businesses and then provide this data to companies who specialize in location-based services (e.g., "local deal" websites, mobile apps). With LocalLift, your listings on these sites are based on what you enter in the Location CMS rather than content from other websites. Listings on aggregator sites can be found on the "Aggregators" page. To see them, click **Listings** in the navigation bar, and then click **Aggregators**.

- *Social listings* -- If your Listings subscription includes listings on social networks, like Facebook and Foursquare, those listings can be found on the "Social Pages" page. To get there, click **Social** in the navigation bar, and then click **Social Pages** at the top of the page.

Getting started with listings

To learn more about listings and how to manage them in the LocalLift Platform, we recommend that you read the fol-lowing articles.

Common tasks with listings

- Browse through your listings - Browse and find listings
- After you first sign up for Listings, speed up the initial process by identifying matching listings yourself - Identify listings that match my location

Advanced tasks with listings

- Find listings using an Advanced Filter
- Opt in or out of Listings
- See how your listing looks on a publisher's site

More about listings

- About search results pages and profile pages
- About the parts of a listing

Browse and find listings

The listings pages shows you all of the listings that are synced to LocalLift. For every location, on every site where it has a listing, you will see a record of it on these pages.

This article describes how to browse through or find particular listings.

Steps

To browse through your listings, first do one of the following:

- To see listings on directory sites, click **Listings** in the navigation bar.
- To see listings on aggregator sites, click **Listings** in the navigation bar, and then click **Aggregators**.
- To see listings on social networks, click **Social** in the navigation bar, and then click **Social Pages**.

The system displays all of the listings in a table.

What do you want to do?

- See a listing as it appears on the publisher site
- Browse through more than one page of listings
- Browse through the listings for a particular site
- Browse through the listings for a particular location
- Browse through listings that are in a particular status
- Sort the table of listings

See a listing as it appears on the publisher site

To see how one of your listings appears on the publisher site:

1. Locate the listing you want to see in the table of listings.
2. On the right-hand side of the listing row, click **View Listing**.
3. The system opens up a new browser tab (or in some cases a new browser window) showing the listing as it appears on the publisher site.
4. When you are finished, close the new tab or window where your listing appears and continue working on the listings page.

> *Note:* This shows you your listing, or profile page, as it appears on the publisher site, which consumers will see if they click on your listing in search results. To learn more about profile pages and search results, see About search results pages and profile pages. To see how the listing appears when it is in search results, follow the steps outlined in See how your listing looks on a publisher's site.

Browse through more than one page of listings

If you have many listings, the system displays them one page at a time. To the upper right of the table of listings, you can see how many listings are presently displayed and how many you have in total.

To browse through listings on other pages:

1. Above and to the right of the table of listings, click the right arrow. The system displays the next page of listings.
2. As long as you have another page of listings, keep clicking the right arrow to display more of them. The system keeps displaying more pages until you have no more listings to see.

3. To return to a previous page, click the left arrow. The system displays the previous page of listings .

4. Optionally, you can change the number of listings shown on each screen. To do this...[1]

Browse through the listings for a particular site

To see only the listings for a particular site:

On the left-hand side of the listings page, in the **Sites** list, click the name of the site that you want to see listings for.

The table of listings updates to show only those listings for the site you selected.

Browse through the listings for a particular location

If you have a Listings subscription for multiple business locations, you can browse the listings for a particular location only. *(Note: If you have only one location, this section does not apply to you.)*

To see the listings for a particular location only:

1. In the search box at the top of the listings table, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Name/Address/Phone*, on the list.

2. Click the dropdown that reads **Name/Address/Phone**. A list of all of the fields that you can filter by appears.

3. Click **Location**. The row changes to include a text box with the label *Select a location*.

4. Click in the text box. A list of all of your locations appears.

5. Click the name of the location for which you want to see listings. (If you have many locations, you many need to first search for the location by typing its name, address, or phone number into the location search box).

6. Click the **Apply Filter** button.

The table of listings changes to show only those listings for the location you selected.

> *Note:* You can also jump to the listings page pre-filtered to a particular location by drilling in from the "Locations" page. To learn how, refer to See listings information on the "Locations" page.

---

[1]Click the **Show** dropdown box with the number. The choices **25**, **50**, and **100** appear. Click the number of listings that you want to see on each page. The system changes the list to show the number of listings have selected on the page.

Browse through listings that are in a particular status

You can search for only those listings that are in a particular status. (For details about what each status means, see Reference - Listings statuses.)

To see only the listings in a particular status:

On the left-hand side of the listings page, in the **All Statuses** section, click the name of the status that you want to filter on.

The table of listings updates to show only those listings in the status you selected.

Sort the table of listings

To sort the table of listings:

1. Locate the name of the field that you wish to sort by at the top of the table.
2. Click on the name of the field. The system sorts the list of listings according to the field you have chosen, sorting from A-Z for alphabetical fields and lowest to highest for numeric fields.
3. Optionally, if you wish to sort the list in the opposite direction (Z-A for alphabetical fields or highest to lowest for numeric fields), click the name of the field again. The system reverses the order of sorting.

The list is now sorted by the field you chose.

Find listings using an Advanced Filter

With the Advanced Filter feature on the listings pages, you can filter the table of listings based on a number of criteria, and you can combine those criteria to show only reviews matching all of them.

This article explains how to use the Advanced Filter feature. It contains some common examples followed by instructions for building as complex of an advanced search as you want.

Steps

Do one of the following to open the listings page that meets your needs:

- To see listings on directory sites, click **Listings** in the navigation bar.
- To see listings on aggregator sites, click **Listings** in the navigation bar, and then click **Aggregators**.
- To see listings on social networks, click **Social** in the navigation bar, and then click **Social Pages**.

What do you want to do next?

- See all listings for locations in a specified folder
- See all listings that are Processing or Unavailable for locations in a specified folder

- Run a complex search with multiple filters

See all listings for locations in a specified folder

To see all of the listings for locations in a specified folder:

1. In the search box at the top of the listings table, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Name/Address/Phone*, on the list.

2. Click the dropdown that reads **Name/Address/Phone**. A list of all of the fields that you can filter by appears.

3. Click **Folder**. The row changes to read as follows:

4. Click the **Select Folder** dropdown, and click the name of the folder that you want to see listings for.

5. Click the **Apply Filter** button.

The table of listings updates to show only listings for locations in or below the folder you chose.

See all listings that are Processing or Unavailable for locations in a specified folder

1. In the search box at the top of the listings table, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Name/Address/Phone*, on the list.

2. Click the dropdown that reads **Name/Address/Phone**. A list of all of the fields that you can filter by appears.

3. Click **Status**. The row changes to include a text box with the label *Choose a status*.

4. Click in the text box. A list of the sites that you can search from appears. Click **Processing**. This status is added to the text box.

5. Click in the text box again, to the right of the status you already added. The list of statuses you can search by appears again. Click **Unavailable**. The text box now reads *Processing or Unavailable*.

6. Click the **+ Add Filter** button. In the dropdown list that appears, click **Folder**. The row changes to read as follows:

7. Click the **Select Folder** dropdown, and click the name of the folder that you want to see listings for.

8. Click the **Apply Filter** button.

The table of listings changes to show only those listings that are "Processing" or "Unavailable" and are for locations in or below the folder you selected.

Run a complex search with multiple filters

To run a complex search with multiple filters:

1. In the search box at the top of the listings table, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Name/Address/Phone*, on the list.

2. Click the dropdown that reads **Name/Address/Phone**. A list of all of the fields that you can filter by appears.

3. Choose which field you want to filter on first:

Field	Description	Examples
Folder	Filters to show only listings for locations in or below a particular folder. Applies only if you have multiple locations and have organized them into folders.	**Folder** *is in* **Atlanta** or **Georgia** **Folder** *is in* **Northeast**
Location	Filters to show only listings for one or more particular locations. (If you pick only one location, this is the same as selecting a location from the *Locations* filter on the left hand side of the screen.)	**Location** *is* **Bank on Us, 100 Main St., New York, NY**
Name/ Address/ Phone	Filters based on the name, address, or phone number of the location that a listing is for.	**Name/Address/Phone** *contains* **Bank On Us** **Name/Address/Phone** *contains* **Main St.**
Site	Filters the list to show only those listings from one or more particular sites. (If you pick only one site, this is the same as selecting a site from the *Sites* filter on the left hand side of the screen.)	**Sites** *is* **Citysearch** or **Foursquare** **Sites** *is not* **Citysearch**
Status	Filters the list to show only listings in one or more particular statuses. (To learn about what the statuses mean, see Reference - Listings statuses.)	**Folder** *is in* **Atlanta** or **Georgia** **Folder** *is in* **Northeast**

4. Click on the name of the field you want to filter on first.

5. Notice which *comparison* the system selected for you based on the filter you chose. For example, if you chose *Sites*, the system displays the comparison **include**.

6. If the comparison is not what you want, click on the comparison dropdown and pick another one of the comparisons available.

7. In the box to the right of the comparison box, enter the value that you want to compare on. For example, if you chose *Sites*, you might enter **Yelp** to look for all listings on Yelp.

8. If you want to restrict the search further, click the **+ Add Filter** button and repeat steps 3 - 7 as many times as you want. Each filter you add will narrow down your list of reviews further.

> *Note:* If you add a filter and then later want to remove it from the list, click the **X** button to the left of the field dropdown.

9. Once you have added all of the filters you want, click the **Apply Filter** button. The system updates the table of listings to show only those that match all of the filters you specified.

10. Browse or work with the filtered list of listings.

11. If you wish, add additional filters or change the filters you already have, and then click **Apply Filter** to see the listings that match your updated selections.

Clear any filters or searches on a listings page

On a listings page, you may have filtered the list of listings using the filters on the left side of the page or with the Advanced Filter. To clear these and return to viewing all available listings, use one of these two methods:

Method 1: Close filters

1. If the **Advanced Filter** section is open, click the **Close Filter** link, which appears to the immediate left of the **Apply Filter** button.

2. Under the **Status** section on the left hand side of the screen, click **All Statuses** if it is not already selected.

3. Under the **Sites** section on the left hand side of the screen, click **All Sites** if it is not already selected.

The screen now shows all of the available listings without any filters.

Method 2: Reopen the listings page

Do one of the following to reopen the listings page you're currently on:

- To reopen the "Publishers" page, click **Listings** in the navigation bar.
- To reopen the "Aggregators" page, click **Listings** in the navigation bar, and then click **Aggregators**.
- To reopen the "Social Pages" page, click **Social** in the navigation bar, and then click **Social Pages**.

The page re-loads with no filters.

Identify listings that match my location

When you first subscribe to Listings, our system checks on each of the publisher sites to see if you already have a listing. Sometimes, we need confirmation about the results of these checks from a person. We can perform these checks for you, but if you want to get your listings up even more quickly, you can do them yourself. This article explains how. (To learn more about listing identification and how it works, see "About listing identification".)

What do you want to do?

- Determine if there are any listing identifications to do
- Go through the listing identifications
- Search for your listing on the publisher site (part of an identification
- task) Have LocalLift do the listing identifications for you
- Browse listing identifications for more than one location.

Determine if there are any listing identifications to do

Normally, you will do listing identification after adding a location (for details, see "Add a location".) If you do not do listing identification at that time, you can also go back and do it later.

You can determine whether you have any tasks to do via either of two methods:

Method 1

1. From anywhere in the LocalLift Platform, click the LocalLift logo in the upper left hand corner of the screen. The *Overview* page appears.

2. Under the *Get the Most from PowerListings* section, look for an item that says *Get your listings live faster by checking our automated listing matches.*

3. If you find the link, click **Get your listings live faster by checking our automated listing matches** and go on to the next section, Go through the listing identifications.

If you do not see the link, that means you have no listing identifications that you can perform.

Method 2

1. From anywhere in the LocalLift Platform, go to the listings page that has the kinds of listings you want to work with:

   - To see listings on directory sites, click **Listings** in the navigation bar.
   - To see listings on aggregator sites, click **Listings** in the navigation bar, and then click **Aggregators**.
   - To see listings on social networks, click **Social** in the navigation bar, and then click **Social Pages**.

2. Under the *Status* section on the left hand side of the page, click **Processing**. The system updates the list to show only listings that are currently processing. (If there are no processing listings, you do not have any listing identifications to do.)

3. Scroll through the processing listings and look for any marked with the indication *Tasks Pending*:

! Tasks Pending
Identify Listings

4. If there are any listings marked this way, there are listing identifications that you can do. Click the **Identify Listings** link to begin doing them.

Details about how to perform the tasks after clicking this link are in the next section, Go through the listing identifications.

Go through the listing identifications

As the last step of adding a location (or if you later go back and look for listing identifications to do), you are presented with a list of one or more boxes asking you to help identify your listings. You need to do something for each of these boxes. You can go through them in any order.

If the box says, "Is this your listing?"

If the box says, "is this your listing?", as shown to the right, has identified a listing that most likely matches your location, but we still want a person to confirm the match.

Foursquare

◂ **Is this your listing?**

Yes   **No**

More Options ▾

- If this <u>is</u> your listing, click **Yes**. The box goes away, and you can go on to the next one.
- If this <u>is definitely not</u> your listing, click **No**. The next step is for you to search for the listing yourself on the publisher site. You will either find it and select it or determine that it is not there. To learn how, see the next section, Search for your listing on the publisher site (part of an identification task)
- If you would like to see the listing as it appears on the publisher site before you decide, click **More Options**, and then click **View full listing**. The listing opens up in a new tab or new window. Take a look at it, and then come back to make your choice.
- If you are not sure what to do, have us do this one for you. Click **More Options**, and then click **We'll do this one for you**. The box goes away, and you can go on to the next one.
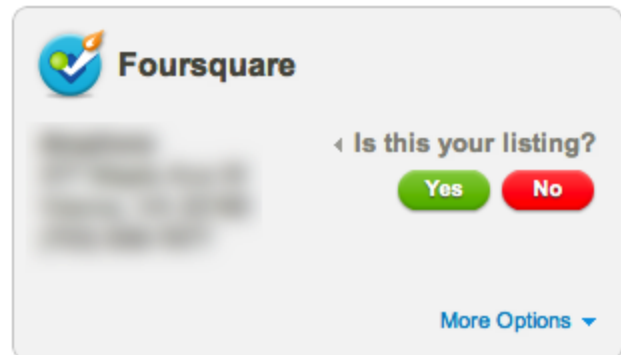
Note: If the listing that was identified is your listing but it has an error, you should still say it is your listing. This way, LocalLift can correct your listing with accurate information. If you say it is not your listing, the publisher may add a duplicate listing, and you will be left with one that has incorrect information.

If the box says, "We couldn't automatically find your listing"

If the box says, "We couldn't automatically find your listing," LocalLift was unable to identify a listing that matches yours. Your task is to search the publisher site yourself to ensure that you are not there.

- To proceed, click **Find Listing**.You will search for the listing yourself on the publisher site. You will either find it and select it, or confirm that there is no matching listing there. To learn how, see the next section, Search for your listing on the publisher site (part of an identification task)
- If you are not sure what to do, have us do this one for you. Click **More Options**, and then click **We'll do this one for you**. The box goes away, and you can go on to the next one.
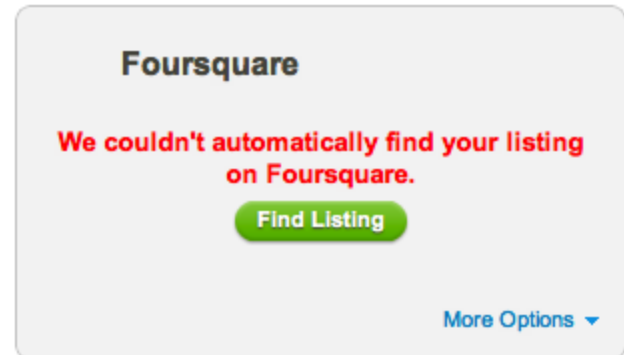
Search for your listing on the publisher site (part of an identification task)

If LocalLift cannot find a match for your location on a publisher site, or if you say that the match it found is not correct, you are given a chance to search for the listing yourself with the *Identify Your Listing* dialog:

Identify Your Listing on Foursquare

Search for a listing matching:

Business Name

Address

City, State, ZIP

Phone

Search

If your business is known by a different name or has other phone numbers, try changing around your search to see if it helps you find your listing.

We found the following listings that match the listing information you provided.
If one of these locations is your business, click the "Select" button below.

1

Select

2

Select

Possible matches appear here. If one of them is you, click Select.

If, after searching, you cannot find your listing, click here. A new listing will be added for you.

mapquest
lapquest, Directions ©2012 NAVTEQ, Intermap | Terms

Can't find your business listing? **Add Listing to Foursquare**

To identify your listing:

1. Look at the listings next to the map in the bottom half of the dialog. If you see your listing, click the orange **Select** button. (You may have to scroll through the list to see all of the possible results.)

   Note: If your listing appears more than once in the list, you can pick any of them. It is usually best to pick the one that appears first.

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2. If there are different variations of your business name that could appear in search results, if you have other phone numbers that may be listed, if you used to be at an old address, etc, try changing the values in the **Business Name**, **Address**, and **Phone**text boxes and then clicking **Search** again. If your listing appears now, click the orange **Select** button next to it.

3. If, after trying to look for your business, you cannot find it, click the **Add listing** button in the lower right hand corner of the dialog. A new listing will be added for you on the publisher site.

The dialog closes and you have completed the identification.

Have LocalLift do the listing identifications for you

Listing identifications are an important part of getting your listings live, but we are happy to do them for you. We normally complete these for you within one business day. We offer you the chance to do the identifications yourself to speed up this process.

To have LocalLift do the listing identifications for you:

- If you want LocalLift to do all of the identifications, just don't do anything! We will take care of them, usually within one business day.

- If you want LocalLift to do just one or a few verifications for you, find the box for the identification you want us to perform, and click **More Options**. In the menu that appears, click **We'll do this one for you**.

Browse listing identifications for more than one location

When you are doing listing identifications, if you have more than one location that has listings you need to identify, the identifications that you need to do are shown one location at a time.

The location that you are currently working on is shown at the top of the screen. When you identify listings, keep in mind that you're looking for the listing that corresponds to the location shown.

To move between the listing identification screens for different locations, click the arrows that appear to the left and right of the location name:

Identify Listings

Let us know if we found the right listings for your location. If you cannot find your location, don't worry, we'll help you. Onc‹

sites instantly, and on the rest within 24-48 hours.

Location 1 of 2

‹   Amphora Restaurant
377 Maple Ave W
Vienna, VA 22180   ›

See listings information on the "Locations" page

If you manage multiple locations in the Location CMS and they are subscribed to Listings, you can use listings status information as a column on the "Locations" page.

The column shows the number of listings for the location that are in each status. (To learn about the statuses, see Reference - Listings statuses.)

32	0	0	2	34
Live	Processing	Unavailable	Opted Out	Total

Steps

If you are not already on the "Locations" page, click **Location CMS** in the navigation bar. The "Locations" page appears.

What do you want to do?

- Add listings status information to the location list
- Find only locations that have listings on a particular site

Add listings status information to the location list

To add a column with listing status information to the locations list (if it's not already there):

1. On the upper right of the locations table, click the **Columns** button.
2. Check off **Listings Status**.
3. Click the **Apply** button. The **Listings Status** column is added to the location list.

Find only locations that have listings on a particular site

To find only locations that have listings on a particular site:

1. At the top of your list of locations, click **Advanced Filter**. The **Location** filter is selected by default.
2. Click the dropdown that reads **Location**. A list of all of the fields that you can filter by appears.
3. Click **Sites**. The row changes to include a dropdown labeled *includes* followed by a text box.
4. Click the text box. A list of sites in the LocalLift PowerListings network appears.
5. Click the name of the site you want to filter on. The site's name gets added to the text box.
6. Click **Apply Filter**.

The list updates to show only those locations that have listings on the site you selected.

See how your listing looks on a publisher's site

When your listing is managed by LocalLift, you may want to see how it actually appears on the publisher sites.

Your listing appears in two different ways on the publisher site: it appears as one search result among many on the search results page, and it appears by itself on a profile page. This article explains how to view your listing as it is shown on a profile page.

To learn more about search results pages and profile pages, see "About search results pages and profile pages".

See your listing as it appears on the profile page

To see your listing as it appears on the profile page:

1. From anywhere in the LocalLift Platform, do one of the following:
   - To see listings on directory sites, click **Listings** in the navigation bar.
   - To see listings on aggregator sites, click **Listings** in the navigation bar, and then click **Aggregators**.
   - To see listings on social networks, click **Social** in the navigation bar, and then click **Social Pages**.
2. Find the listing in the table of listings that appears. (If you have many listings and want to use filters to narrow down the list, see "Browse and find listings"
3. On the right side of the row containing the listing you're looking for, click **View Listing**. The system opens the profile page for the listing in a new window or new tab.
4. When you are finished, close the new window or tab and continue working in the LocalLift Platform.

> *Note:* Some of the publishers in the PowerListings network are mobile apps. If you follow these instructions, the system will show you a mockup of what the listing would appear like in the mobile app, but the actual listings can vary from platform to platform.

See listings statuses by site

If you have multiple locations subscribed to Listings, the "Summary" page shows you all of the sites where the locations are subscribed and how many are in each status on each.

Steps

To see PowerListings status by site:

1. From anywhere in the LocalLift Platform, click **Listings** in the navigation bar, and then click **Summary** at the top of the page. The "Summary" page appears:

Sites

411

4219	2	0	0
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

Avantar

4220	1	0	0
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

BestOfTheWeb

4219	0	2	0
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

Citysearch

2831	24	548	818
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

CitySquares

4219	2	0	0
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

CoPilot

4220	1	0	0
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

Cricket

4221	0	0	0
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

EZlocal

4219	2	0	0
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

Foursquare

0	0	0	4221
Live	Processing	Unavailable	Opted Out

Total Listings: 4221

✓ PowerListings Synced

2. Review each of the boxes on the page. There is one box for each site. Each box shows how many total listings are subscribed to that site, and how many are Live, Processing, Unavailable, or Opted Out. (To learn about what these statuses mean, see "Reference - Listing statuses"

3. To drill in to see all of the listings for a particular site, click the name of the site in the box. A listings page appears, filtered to the site you selected.

4. To drill in to see all of the listings for a particular site that are in a particular status, click on the number of listings that are in that status. A listings page appears, filtered to the site you selected and for the status you selected.

Opt in or out of Listings

In some cases, even though you have subscribed a location to Listings on a site, you may not want to have a listing for that location on that site. This could be because you have a Listings package that includes many sites but want to exclude a particular site from it. Or, you may want to keep the listings from going live temporarily .

Steps

To opt listings in or out of the Listings service, do one of the following:

- To see listings on directory sites, click **Listings** in the navigation bar.
- To see listings on aggregator sites, click **Listings** in the navigation bar, and then click **Aggregators**.
- To see listings on social networks, click **Social** in the navigation bar, and then click **Social Pages**.

What do you want to do?

- Opt a location out on a single site
- Opt all of your locations out on a single site
- Opt a location out on all sites
- Opt a listing back in on a single site
- Opt in all listings that are currently opted out

Opt a location out on a single site

To opt a location out on a single site:

1. On the left hand side of the screen under the **Sites** section, click the name of the site where you want to opt the location out. The table updates to show only listings for the site you chose.

2. Locate the row for the location that you want to opt out. (If you have many locations, first filter to the specific location you're looking for. To learn how, see Browse and find listings on the "Listings" page.)

3. Hold your mouse over the row for the listing that you want to opt out. A blue **Opt Out** link appears:

4. Click **Opt Out**. A confirmation dialog appears asking you if you want opt out this listing.

5. Click **Opt out of this listing**. The system opts the selected location out of that site.
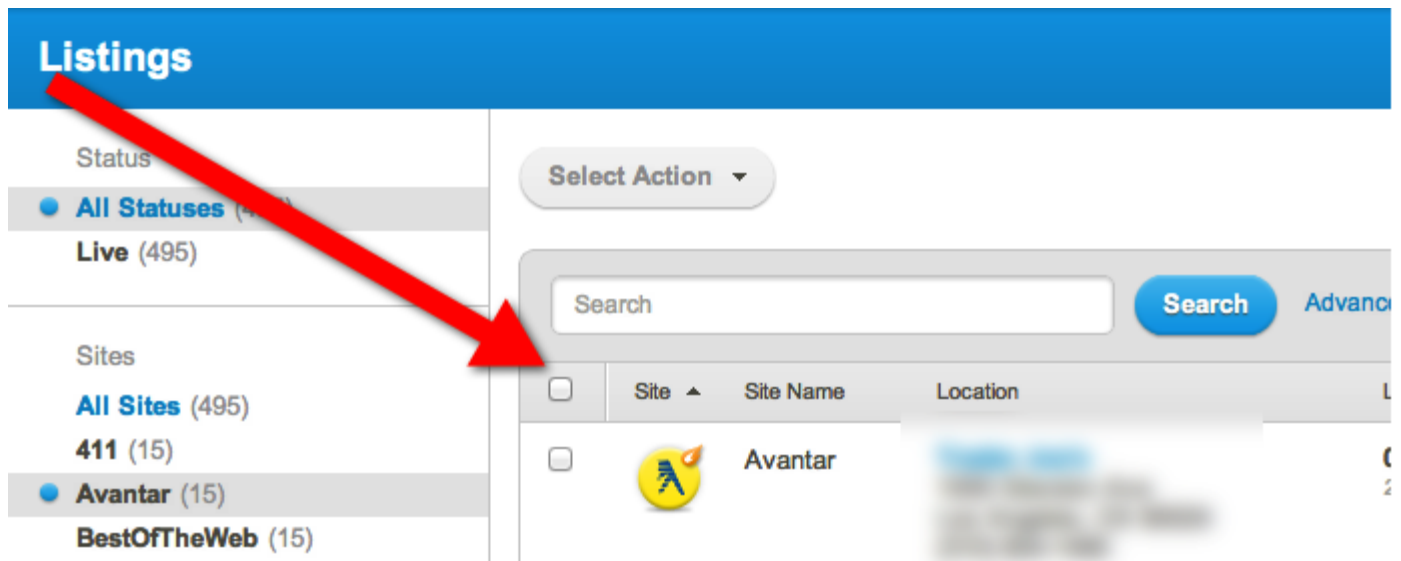
On the Listings screen, the listing now shows as "Opted Out." If your listing was live before, the system stops sending it to the publisher. In most cases, the listing on the publisher reverts to how it was before you had a Listings subscription.

Opt all of your locations out on a single site

If you have multiple locations using Listings and don't want to manage their listings on one of the sites, you can opt all locations out of that site in bulk.

To opt all locations out on a single site:

1. On the left hand side of the screen under the **Sites** section, click the name of the site where you want to opt the location out. The table updates to show only listings for the site you chose.

2. Click the checkbox in the upper left of the table of listings. The system selects all of the listings on the page.

3. If the table has more than one page of listings, select the remaining listings on all of the pages by clicking
    the **Select all N listings** link that appears at the top of the listing table. (If this link does not appear, you
    only have one page of listings to select.)

4. Click the **Select Action** button at the top of the listings table, and in the dropdown that appears, click **Opt
    out**. The *Opt out of multiple listings?* dialog appears.

5. Click the **Opt out of multiple listings** button. The system opts all of the selected locations out of the selec-
    ted site.

On the "Listings" page, the listings now show as "Opted Out." If your listings were live before, the system stops

sending them to the publisher. In most cases, the listings on the publisher revert to how they were before you had a

Listings subscription.

Opt a location out on all sites

If you want to temporarily stop sending listings to publishers for a particular location, you can opt that location out

of all publisher sites.

> *Note:* If you want to remove a location from Listings on all sites for good, rather than opting it out of all
> sites, you should remove it from the subscription entirely. That way, it will not be included when your
> subscription renews.

To opt a location out on all sites:

1. In the search box at the top of the listings table, click **Advanced Filter**. The system displays advanced filter
    mode with a single filter, *Name/Address/Phone*, on the list.

2. Click the dropdown that reads **Name/Address/Phone**. A list of all of the fields that you can filter by
    appears.

3. Click **Location**. The row changes to include a text box with the label *Select a location*.

4. Click in the text box. A list of all of your locations appears.

5. Click the name of the location for which you want to see listings. (If you have many locations, you many
    need to first search for the location by typing its name, address, or phone number into the location search
    box).

6. Click the **Apply Filter** button. The list updates to show only those listings for the selected location.

7. Click the checkbox in the upper left of the table of listings. The system selects all of the listings on the page.
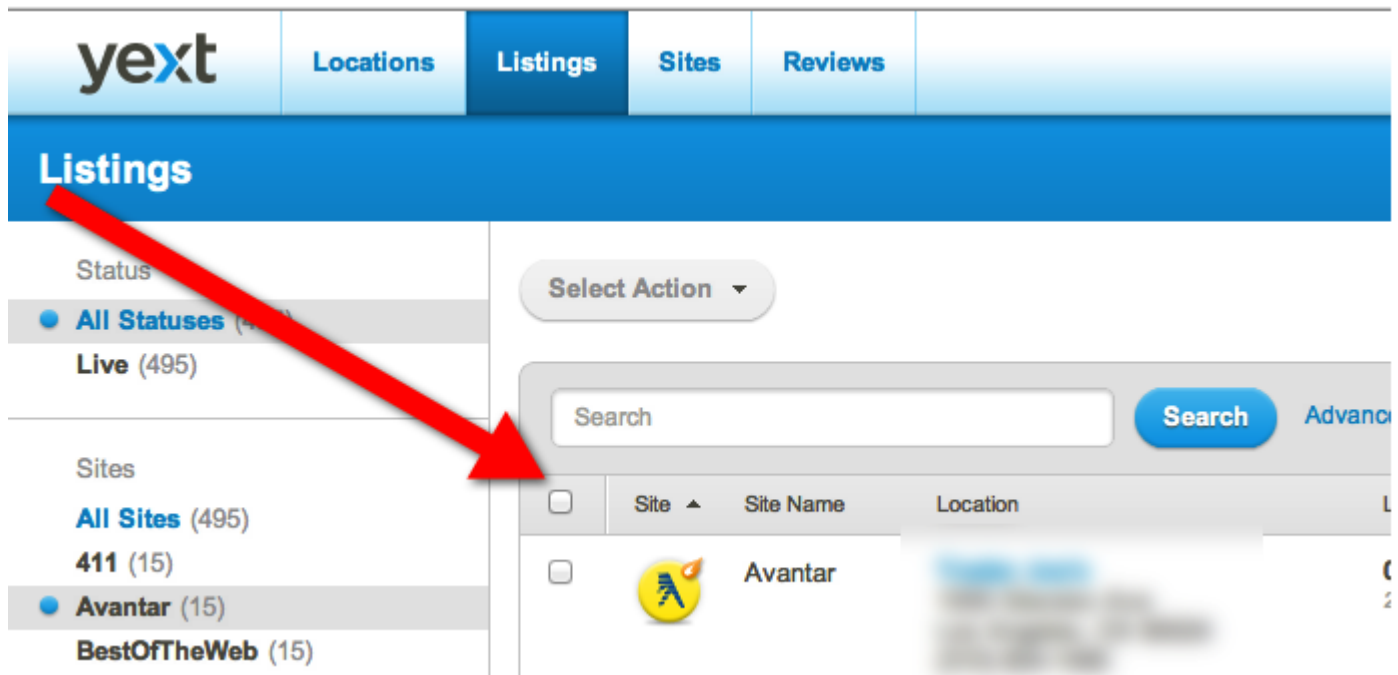
8. If the table has more than one page of listings, select the remaining listings on all of the pages by clicking the **Select all N listings** link that appears at the top of the listing table. (If this link does not appear, you only have one page of listings to select.)

9. Click the **Select Action** button at the top of the listings table, and in the dropdown that appears, click **Opt out**. The *Opt out of multiple listings?* dialog appears.

10. Click the **Opt out of multiple listings** button. The system opts all of the selected locations out of the selected site.
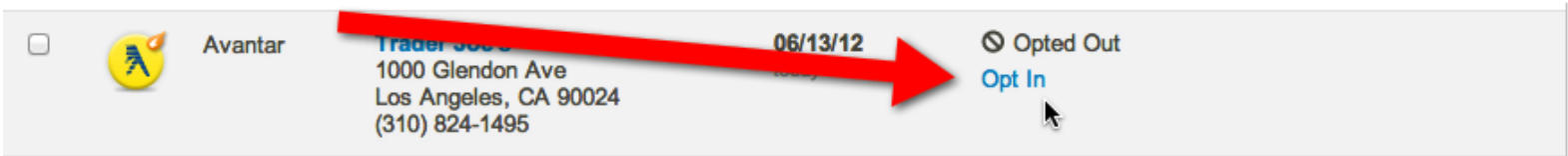
On the "Listings" page, the listings for the location now show as "Opted Out". If your listings were live before, the system stops sending them to the publisher. In most cases, the listings on the publisher revert to how they were before you had a Listings subscription.

Opt a listing back in on a single site

When browsing through your listings on the "Listings" page, if you see a listing marked as "Opted Out," you can opt it back in and resume the Listings service for it.

To opt an individual listing out on a single site:

1. Locate the row for the location that you want to opt back in.

2. Hold your mouse over the row for the listing that you want to opt out. A blue **Opt In** link appears:

3. Click **Opt In**. A confirmation dialog appears asking you if you want to opt this listing back in.

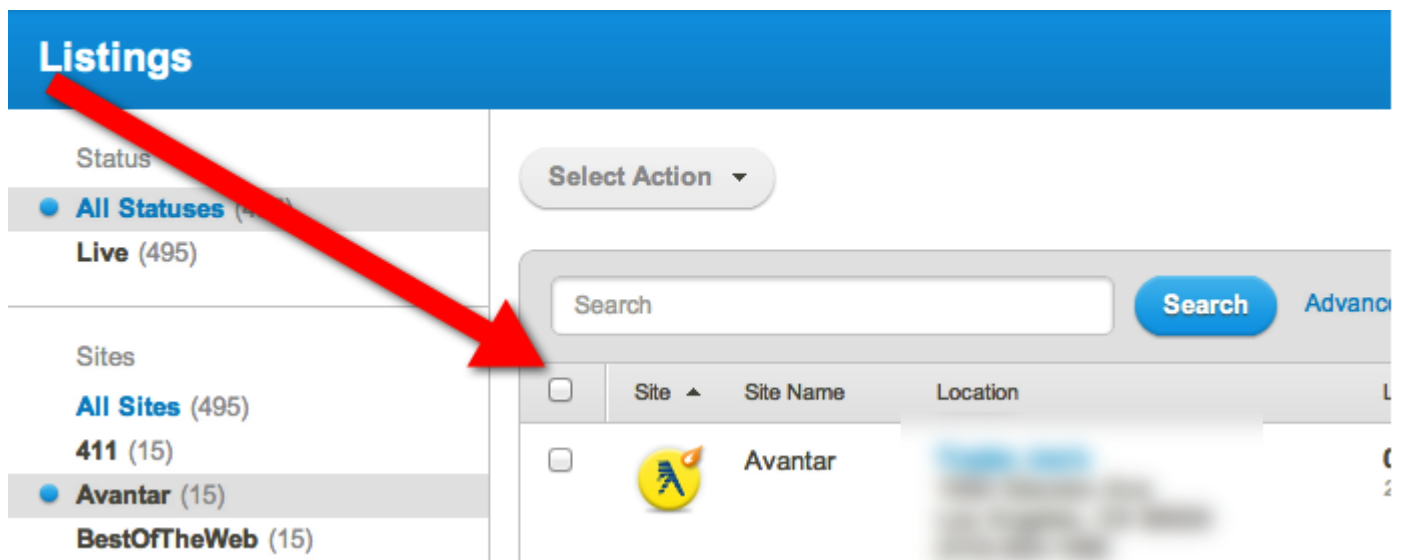4. Click **Opt in to this listing**. The system opts the selected location back in on the site.

On the "Listings" page, the listing now shows as "Processing." LocalLift immediately re-starts the process of putting the listing live on the publisher site. (To learn about "Processing" and the other listings statuses, see Reference -Listings statuses.)

Opt in all listings that are currently opted out

If you have previously opted out locations on various sites, you can opt them all back in in one bulk action.

To opt in all of the locations you previously opted out:

1. In the **Status** area at the top left of the screen, click **Opted Out**. (If you do not see the **Opted Out** option, you do not have any listings opted out, and this section does not apply to you.) This table of listings updates to show only those that are opted out.

2. Click the checkbox in the upper left of the table of listings. The system selects all of the listings on the page.

3. If the table has more than one page of listings, select the remaining listings on all of the pages by clicking the **Select all N listings** link that appears at the top of the listing table. (If this link does not appear, you only have one page of listings to select.)

4. Click the **Select Action** button at the top of the listings table, and in the dropdown that appears, click **Opt in**. The *Opt in to multiple listings?* dialog appears.

5. Click the **Opt in to multiple listings** button. The system opts in all of the listings that were previously opted out.

On the "Listings" page, the listings now all show as "Processing." LocalLift immediately re-starts the process of putting the listings live on the publisher sites. (To learn about "Processing" and the other listings statuses, see Reference -Listings statuses.)

About the parts of a listing

When your business location is listed on Internet directories and applications, the listing consists of three parts. Likewise, the content that you can enter about each location in the Location CMS falls into these three parts.

Part of List- ing	Contains	Example	Why It's Important
Core Loca- tion Infor- matio- n	• Na- me • Ad- dre- ss • Ph- one Nu- mb- er	Bank On Us 125 Main St., New York, NY 10003 (212) 555-1234	• Cus- tom- ers who sear- ch by nam- e can find you • You sho- w

Part of List- ing	Contains	Example	Why It's Important
			up in sear- ch res- ults for the cor- rect geo- grap- hica- l area • Cus- tom- ers can call you • Cus- tom- ers can get dir- ecti- ons to and

Part of Listing	Contains	Example	Why It's Important
			drive to your location
Categories	One to five business categories that reflect the type of business you have or the main products/services you provide at the location.	• Financial Services > Banking Services > Banks • Business Services > Business Financial Services > Business Banking Services	• Customers who are searching or browsing for a certain kind of business in your area will see you

Part of Listing	Contains	Example	Why It's Important
			listed in the search results
Enhanced Content	- Featured Message - Web Site - Business Description - Business Hours - Log-		Makes your business look more attractive and professional when customers

Part of List- ing	Contains	Example	Why It's Important
	o • Ph- oto- s • Yo- uT- ube Vid- eo • Ad- diti- ona- l Ph- one Nu- mb- ers • (...- and mo- re)		vie- w your list- ings • Feat- ured Mes- sag- e mak- es you stan- d out in the sear- ch res- ults • Lets you high- light time- ly con- tent and

| Part of List-ing	Contains	Example	Why It's Important
			offer-s, whi-ch incr-eas-es cus-tom-er inter-est • Con-tent can help incr-eas-e your rank in the sear-ch engi-nes

About search results pages and profile pages

On each of the sites in the LocalLift PowerListings network, your listing appears in two main

formats:

- **On the search results page** - also knows as the *search engine results page* or *SERP*. Here, your listing is one search result of many and appears in abbreviated format.
- **On the profile page** - sometimes also known as the *details page* or *leaf page*. Here, the visitor is viewing information about your business only.

This article describes when people would see your listing in each of these situations and how it looks in each.

Flow of visitors to local listings sites

When visitors are searching for a local business, there are a few different ways they can make their way through the publisher sites in the LocalLift PowerListings network. They are shown in the following diagram:
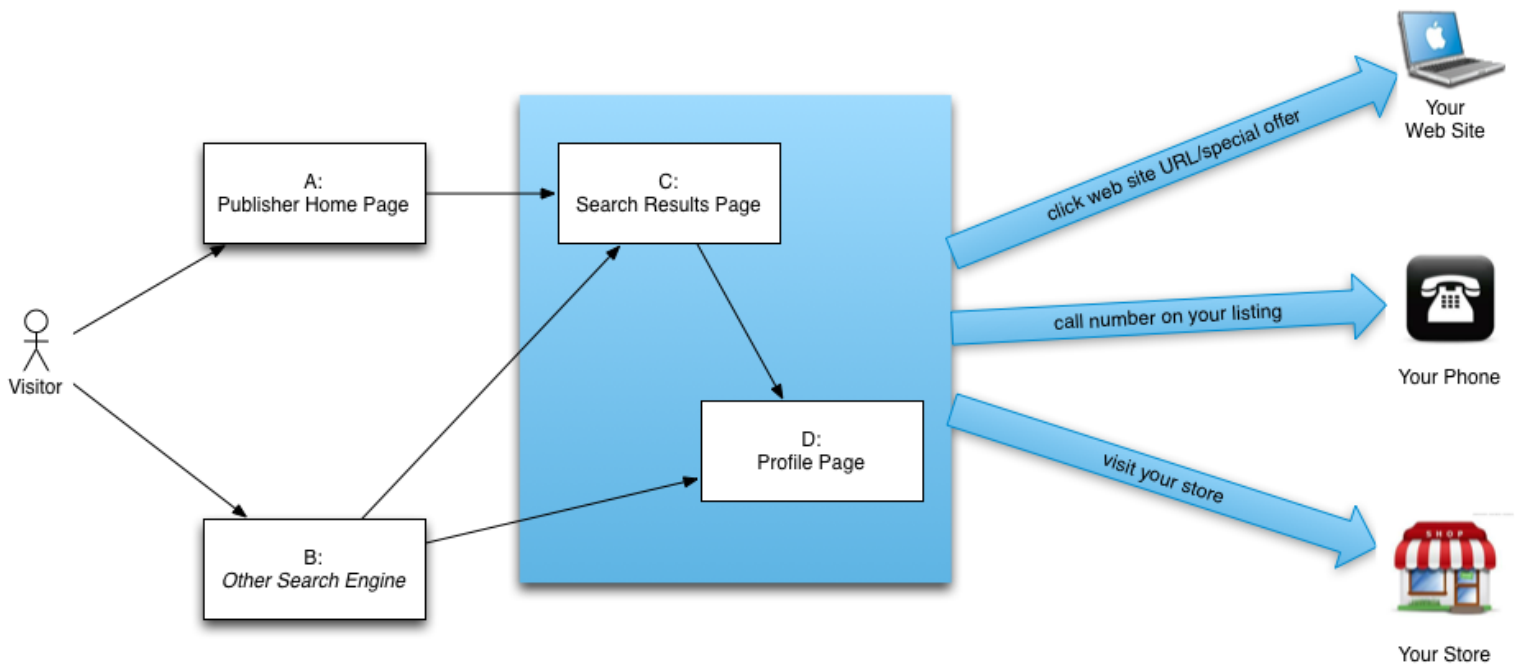
- In one case, the visitor begins by going to the home page of the publisher site to search for a business **(labeled A above)**. They search either by category or by name of the business, and the search always

includes the place they are looking for a business in. (Sometimes, the user supplies their location by typing it in, and other times the site can detect their location automatically, or at least suggests a location for them.)

- Once the visitor enters their search, the publisher sites displays a search results page with listings that match their search **(labeled C above)**. These listings contain the name, address, and phone number of the business, so the visitor may call your business directly based on the information on this page. Some publisher sites also include your web site URL on this page, so the user may click directly to your web site from the search results page. (If you are using a clickable Featured Message tag, the user may click on that and arrive at a web site from there as well. For more, see "About the Special Offer".)

- From the search results page, the user might alternatively click on the name of your listing, indicating that they want to see more information about your business. This takes them to the profile page **(labeled D above)**, which displays more details about your business, like photos, business description, hours, etc. If the visitor is interested in your business after viewing this, they may call you, click on your web site link, or visit your store. (To make visiting your store especially easy, many publishers provide a way to get directions to your store by clicking on a link on your profile page).

- Search engines also index the information on the publisher sites. A visitor may go to Google, Bing, Yahoo!, etc., and run a search for a type of business in a certain area **(labeled B above)**. The results returned might include search results page on a publisher site. If the user clicks on that result, they are shown a search results page on the publisher site, just as if they had run the search on the publisher site themselves. The story then proceeds as if they had run the search themselves--they might call, visit, or go to your web site from the search results page, or click through to the profile page.

- Finally, search engines index individual profile pages on publisher sites. The visitor may see the individual profile page for your business as a result when they run a search on Google, Bing, Yahoo!, etc. If they click on that result, they arrive directly at your profile page on the publisher site. The story proceeds as if they had arrived at the profile page in any other way.

Listings on the search results page (SERP)

When your listing appears in the search results page on a publisher site **(labeled C above)**, it appears alongside other listings. Normally, only the name, address, and phone number is shown for listings on the search results pages. But, with LocalLift PowerListings, you are able to display a 50-character Featured Message tag that highlights your listing. This helps it stand out from the other listings on the page.

Here is an example of search results as they appear in Yahoo!. The Featured Message on the LocalLift PowerListings listing is labeled:
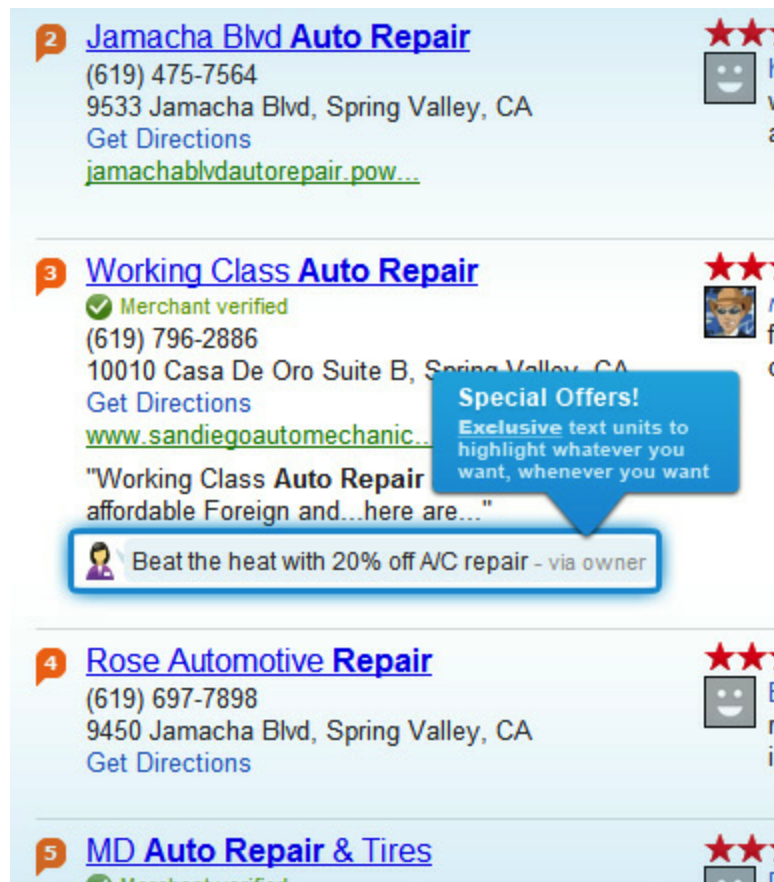
Listings on the details page

When a visitor is looking at information about your location on the profile page **(labeled D above)**, much more information is displayed, and your business is featured prominently.

Here is an example of how a profile page appears on MapQuest:

About listing identification

The need for listing identification

Unlike other local advertising products, which promote you on space specially designated for advertising, Listings puts you in control of your *organic* listings on each of the partner sites. This is important, because it means you are put in control of your business's information in the place where a very high percentage of consumers look when they run searches. For example, if a customer on their mobile device is looking for businesses in their area, the results

that are returned and appear on the map are organic results. These organic listings are the ones that it's most important to correct and enhance with timely content.

The publishers assemble *base data* for these organic listings from a number of sources, such as companies that aggregate local phone books and public data sources. Because of this, you likely already have a listing on many of the sites where you sign up for Listings.

Because we want to put you in control of the listings you already have, when you first sign up for Listings, we need to determine:

- Whether you already have a listing on each of the sites and,
- If so, which listing it is

How listing identification works

When you first subscribe to Listings, LocalLift automatically searches for a matching listing on each of the publisher sites, using our privileged integrations with each publisher.

If a perfect match is found, listing identification is complete. Your listing on the publisher site will be the one that was identified.

If the match found by LocalLift is not perfect, or if no match was found at all, the next step is to have a further process, sometimes including human review, check the match and determine whether your location should be matched with a particular listing on the publisher site or a new listing should be added.

This process is carried out by LocalLift and usually takes no more than one business day. If you want, you can expedite this review stage by perform the listing identification yourself (see "Identify listings that match my location").

If the review stage reveals that your location does have a listing on the publisher site, that listing on the publisher site will be used by LocalLift PowerListings. If the conclusion is that you have no listing on the publisher site, a new list-ing will be added with the information you provided.

Further considerations

- In some cases, the publisher site will already have two listings for your location. In this case, one of them is selected to be managed by LocalLift. (For more information, see Issue: My listing appears more than once on a publisher's site, but only one of them is powered by LocalLift.)
- Some publishers have their own processes designed to match listings and prevent duplication of listings. In some cases, the publisher will reach a different decision than we do.. In that case, the publisher will use the listing they match to as the listing managed by LocalLift.

About support for businesses without customer-facing locations

Traditional business listings have a name, address, and phone number associated with them, but many LocalLift cus-tomers operate businesses that visit consumers at their locations, instead of having consumers come to them. This article describes the support available to these businesses in LocalLift.

What's on this page:

- Support for hiding your street address
- Implications for businesses without customer-facing locations

Support for hiding your street address

LocalLift allows you to request that your street address not be displayed with your listing. Businesses without con-sumer-facing locations will most likely want to select this option because they do not want consumers showing up at the street address they use, which could be a service center, warehouse, or home.

This setting is supported by some publishers, but not all. Publishers who support this setting will hide the street address for the location when it appears in the search results or the profile page. In some cases, they will substitute the name of a neighborhood or general area where the location is. The city, state, and ZIP code will be displayed.

> **Not applicable to all publishers:** Not all publishers in the PowerListings network can display a listing without an address. Following the instructions in this section will hide your address whenever possible, but it will still display on some sites. If you do not want your address displayed under any cir-cumstances, you should not subscribe to Listings.

Implications for businesses without customer-facing locations

Businesses without customer-facing locations can subscribe to Listingsas long as they provide a street address for a physical place of business that they operate in or from, even if it is not a consumer -facing location. In many cases, the service areas they enter will dictate which consumers see their listing, and in many cases, their street address can be hidden if they want.

Related topics

- Update the business name, address, or main phone number for a location

Reference - Listing statuses

When a location is subscribed to Listings, the listing for that location on each subscribed site is in a certain status. This status is used:

- When displaying or filtering the listings on the "Listings" page (see "Browse and find listings")
- When viewing aggregate status counts for a location on the *Locations* page (see "See listings information on the "Locations" page")
- When viewing aggregate status counts by site on the *Summary* page (refer to See listing statuses by site)

This article explains each of the possible statuses and what they mean.

Processing

When a location is first subscribed to Listings, it is in the *Processing* status for each of the sites in the subscription.

The first thing LocalLift does when your listing is in the *Processing* status is attempt to identify a listing on the publisher site that matches the location information you provided to LocalLift. If a perfect match is found, the listing is sent to the publisher for delivery.

If the match found by LocalLift is not perfect or if no match was found at all, the next step is to have a further process, sometimes including human review, check the match and determine whether your location should be matched with a particular listing on the publisher site or a new listing should be added.

LocalLift will perform this step within one business day, but you can also accelerate the process by performing this step yourself. During the time when this is possible, the listings in the *Processing* status are displayed differently on the LocalLift Platform's listings pages.

! Tasks Pending
Identify Listings

If you click the **Identify Listings** link, you can perform the identifications yourself (see "Identify listings that match my location"). Otherwise, LocalLift will perform this task for you.

Once the matching process is complete, the listing is sent to the publisher to go live. On most publishers, this happens immediately, and the listing enters the *Live* status. On a few publishers, this can take up to a few days, during which time the listing will remain in the *Processing* status. (If the listing remains in this status for more than a few days, see "Issue: My listing has shown as "Processing" on a site for a while".)

Live

If a listing is shown as *Live*, the publisher has processed the listing and it is showing the content you have entered into the LocalLift Platform. You can see the live listing by clicking on a link from the "Listings" page.

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Normally, you can also find your listing in search results on publisher sites as soon as it appears as *Live*. However, some publishers experience occasional delays in updating their search indexes, which causes the listings to appear on their sites before they can be found in search. (To check whether your listing can be found in search, see "See how your listing looks on a publisher's site". For more on the difference between profile pages and search results, see "About search results pages and profile pages".)

Unavailable

Occasionally, when you sign up for Listings for a location, one of the sites tells us that they are unable to provide listings to you for some reason. Details about this reason are listed next to the listing on the "Listings" page.

In some cases, you can resolve this issue easily, and if so, instructions will be provided with the details about the reason. When the issue cannot be resolved for some reason, the explanation will say why. If you have further questions after reading the explanation, see "How to get support"

Opted Out

In some cases, you may purchase a package of Listings but decide that you do not want listings on one of the sites in the package. To prevent LocalLift from trying to manage that listing, you can opt out, and nothing will be done to manage the listing. You can opt back in to re-enable management of your listing at any time. (To learn more, see "Opt in or out of PowerListings".)

Submitted

> **Only for certain publishers:** This status only appears for TomTom and Factual.

Once a listing has been delivered to the feed that we send to the publisher, its status changes from *Processing* to *Submitted*. We say the listing is "submitted" rather than "live" because we don't receive any confirmation from the publisher that the listing is actually live on its site.

Google+ page statuses

The following statuses apply only to Google+ pages.

Linked

If a local Google+ page is *Linked*, it means that you have both verified the local page with Google and linked it to your LocalLift account. You can post to this page through LocalLift, and your Google+ reviews can be found in the
"Reviews" page of the LocalLift Platform.

Unlinked

A local Google+ page is *Unlinked* if you have verified the page with Google but have not yet linked it to your LocalLift account.You cannot post to the page or see your Google+ reviews through LocalLift.

Unverified

If a page is *Unverified*, one of the following likely applies:

- You have not upgraded your Google Places page to be a local Google+ page. If so, your Google reviews are included on the "Reviews" page of the LocalLift Platform, but you cannot post to your Google page through LocalLift. To learn more about upgrading from Google Places, see this post in the Google and Your Business forum.
- You have created a local Google+ page, but you have not yet verified the page with Google. If your Google+ page is not verified, your Google+ reviews are not included in the "Reviews" page of the LocalLift Plat-form. However, if you have linked you Google+ page to your LocalLift account, you can post to your page through LocalLift. For more information on verifying your page, see the bottom portion of Google's Create a local Google+ page.

None

The *None* status appears if we cannot find a Google Places or Google+ page for your location.

Reference - Content guidelines

In order to preserve the user experience on the sites that are in the PowerListings network, we have developed guidelines for what can and cannot be included in content for locations subscribed to Listings. If your content does not meet these guidelines, it may be rejected by LocalLift or by the publishers.

If you have any questions about our content policy, see How to get support.

Details about what is and is not allowed are provided below. This policy is updated routinely based on feedback from our customers and publishers.

What's on this page?

- Grammar and syntax
- Offensive content
- Illegal or restricted activity
- Tricks
- Other restrictions

Grammar and syntax

Content Type	Examples	Policy
Unclear or unreadable		Forbidden
Insufficient spacing or no spaces between words	`please_come_by`, `openeveryday`, `best-deal-in-town`	Forbidden
Gimmicky text		Forbidden
Basic grammar violations	wrong word, wrong verb tense, subject-verb disagreement, incorrect spelling	Forbidden
Illegible or nonsensical abbreviations	`Call X.zQ. today!`	Forbidden
Excessive capitalization	`Can Only Capitalize The First Letter Of Each Word!`	Forbidden
Repeated / unnecessary punctuation or symbols	`Get yours ... Now!!!`	Forbidden
More than one exclamation point	`Buy now!!`	Forbidden
Uses of symbols, numbers, or letters that do not adhere to their true meanings	`Big $avings`	Forbidden
Gimmicky repetition of words or phrases		Forbidden
HTML content	`No <b>HTML</b> <i>injection</i>`	Forbidden
URLs or domain names in non-website fields	`Visit us at www.example.com`	Forbidden

Offensive content

Content Type	Examples	Policy
Bad words, crude, offensive, indecent, and / or inappropriate language		Forbidden
Proxies for bad language		Forbidden
Inappropriate sexual content		Forbidden
Gruesome language		Forbidden
Material intended for persons over 18		Forbidden
Descriptions of graphic violence		Forbidden
Material offensive to the average reasonable person on the		Forbidden

Content Type	Examples	Policy
basis of race, gender, religion, sexual orientation, or disability		
Political advertising (in compliance with local laws)		Forbidden
Hate groups, revisionist concepts, or self-harm	suicide, pro-anorexia, street violence	Forbidden
Sensitive issues	capitalizing on natural disasters or tragic occurrences	Forbidden

Illegal or restricted activity

Content Type	Examples	Policy
Specific pharmaceuticals		Forbidden
Competitor trademarks / intellectual property		Forbidden
Adult sexual services	escorts, prostitution, intimate companionship, erotic massage services	Forbidden
Endangered animals and associated products	corals, elephant ivory, shark products, tiger products, whale products, rhinoceros horns, etc.	Forbidden
Traffic devices	radar jammers, scramblers, traffic signal changers, license plate covers	Forbidden
Illegal drugs, paraphernalia, or aids to pass drug tests		Forbidden
Fraudulent documents	fake IDs, fake invoices, fake passwords, fake social security cards, fake birth certificates	Forbidden
Illegal gambling		Forbidden
Lawful gambling institutions / services	a licensed casino or poker training school	Conditional
Guns, firearms, ammunition, bombs		Conditional
Alcohol (beer and wine)		Allowed
Tobacco products	cigarettes, tobacco, tobacco alternatives, electronic cigarettes	Allowed

Tricks

Content Type	Examples	Policy
Pretend to know details about the user's computer	`You have a virus! Click here to fix.`	Forbidden
Mimic news headlines in design, tone, third-person sentence structure, or topic		Forbidden

Other restrictions

Content Type	Examples	Policy
Phone numbers in non-phone fields		Forbidden
Academic cheating aids		Forbidden
"Get rich quick" schemes	exaggerated payout for low-risk and / or minimal effort	Forbidden
Hacking	CAPTCHAs	Forbidden
Information harvesting	offering a free gift / survey / quiz in exchange for personal information	Forbidden
Proper names		Forbidden
Solicitation of donations that are not tax exempt		Forbidden
Mentions of the listing having a special status on the site		Forbidden

Related topics

- Add enhanced content to a location
- Update enhanced content for a location

Issue: Yahoo! listing is unavailable

When viewing your listings on the "Listings" page, you may find that your Yahoo! listing is showing as "Unavailable." This article explains possible causes for this issue and how to solve it.

Cause

Yahoo! has established the following guidelines for businesses and the content that they display in Yahoo! Local Listings. If your business or the content you provided does not meet these guidelines, Yahoo! may not display your listing, and it is shown as "Unavailable" on the "Listings" page.

To participate in Local Listings, a business must meet the following minimum criteria:

- The listing must be for a business based in the United States.
- The business must operate a physical store location or service a local region.
- The categorization provided for the business must be appropriate.
- The website provided for the business must be functional.
- Each business can only be submitted once. Duplicate or substantially similar listings will not be accepted.
- In order to qualify for the program, the business must provide either a website for the business or detailed information about the business, such as hours of operation, credit cards accepted, and other information that is valuable to the user. The business can also provide both a website and detailed information about the business.
- The website for the listing, if any, must be in the English language with the official business name visible to any visitor to that site.
- The website for the listing, if any, must not contain any content, products, services or other information that, in Yahoo!'s reasonable determination, may be illegal to sell under any applicable law, statute, ordinance or regulation; that may infringe or violate anyone's rights; or that, Yahoo! believes, in its sole discretion, is inflammatory, offensive, or otherwise inconsistent with the spirit of the Service.

Complete and up-to-date guidelines for Yahoo! Local Listings are available from Yahoo! at http://help.yahoo.com/l/us/yahoo/ysm/ll/guidelines/local-01.html.

Solution

If you do not meet any of these criteria and are able to make changes to your listing to meet them, try making those changes and see if your listing goes live on Yahoo!. If your type of business is not supported by Yahoo!, there is nothing you can do to resolve this issue.

If you do meet these criteria but your listing still has this problem, please contact support for help (see How to get support for more information).

Related topics

- Update enhanced content for a location
- Reference - Listing statuses

Issue - My Yelp listing is processing for a long time or is unavailable

When viewing your listings on the "Listings" page, you may find that your Yelp listing has been in the "Processing" state for a long time (i.e., days or longer) or is showing as "Unavailable." This article explains possible causes for this issue along with some solutions.

Cause

The "Processing" state indicates that the publisher is still processing your listing and has not yet made it live, and the "Unavailable" reason indicates that the publisher has told us that they cannot put your listing live.

For more information about listing statuses, see Reference - Listings statuses.

Yelp has a strict set of guidelines that each new listing submitted to their site must meet before going live. If your business or the content you provide do not meet these criteria, Yelp may hold your listing in the "Processing" state or indicate that it is "Unavailable."

Review these criteria below and ensure that your business meets all of them:

- Businesses must have a local, personal presence and provide local services.
- New businesses added to Yelp must have a website included in their listing.
- Businesses must have an address listed, and this address must also be reflected on their website for support.
- The name, address, and phone number for your business as provided to LocalLift must exactly match what is on your website.
- No lead-generation networks or dispatch services are permitted.
- No direct-sales organizations (e.g., Tupperware parties, Mary Kay) are permitted.
- No online-only businesses are permitted.
- No product vendors are permitted.
- No short-term events are permitted. Yelp does host listings for performing arts, but they should be in a single location for an extended period of time. For example, a show on Broadway is acceptable, but a single concert is not.
- There is no outright prohibition on B2B providers, but they should fit within Yelp's category structure. For example, accountants or web design firms that serve small local businesses are acceptable, but industrial suppliers are not.

Solution

If you do not meet any of these criteria and are able to make changes to your listing to meet them, make those changes and see if your listing goes live on Yelp. If your type of business is not supported by Yelp, there is nothing you can do to resolve this issue.

If you do meet these criteria but your listing still has this problem, please contact support for help (see How to get support). Our operations team monitors each listing closely and may already be working on your case. If you contact us, we would be happy to provide you with details about any known issues affecting listings going live on Yelp.

Related topics

- Issue - Certain content is not appearing on Yelp
- Reference - Listings statuses

Issue - Certain content is not appearing on Yelp

Even if your LocalLift-powered listing is live on Yelp, you may find that certain parts of the content you provided are not reflected on your Yelp listing, or they are modified from the way you entered them. This article explains what causes this issue and what you can do to resolve it.

Cause

The restrictions that Yelp places on content are stricter than those enforced in LocalLift overall. When you enter con-tent that does not meet Yelp's guidelines, we attempt to warn you when we can, but are not always able to do so. Therefore, we sometimes send content to Yelp that does not meet their guidelines, and they either do not show it at all or modify it before showing it.

In order for your content to be displayed on Yelp, it must meet the following guidelines:

- The business description must properly formatted, grammatical prose that accurately describes your business (i.e., it cannot be a list of keywords).
- The business description cannot be longer than 1000 characters—if it is longer, LocalLift truncates your descrip-tion accordingly.
- Photo captions cannot be longer than 128 characters.
- URLs are not allowed in any fields except for your website.
- The website URL must be all lowercase.
- The website URL cannot be longer than 255 characters.
- Text fields must be properly capitalized (i.e., all caps or all lower case is not allowed).
- No more than 30% of text may be capitalized in any field.
- No more than 10 consecutive capital letters are permitted in any field.
- No more than 1 exclamation mark is permitted in any field.
- No more than 6 asterisks are permitted in any field, and they cannot be consecutive.
- No excessive use of special characters (non-alphanumeric) is permitted in any field.
- Special characters are not supported—if you enter any, LocalLift converts or removes the characters accord-ingly. (For example, characters like the "é" in "Soirée" are not allowed.)

Solution

If the content you have entered does not meet these criteria, try updating it and see if that helps. To learn how to update this content, see Update enhanced content for a location.

Related topics

- Update enhanced content for a location
- Issue - My Yelp listing is processing for a long time or is unavailable

Question - Why do some listings need to be opted out together?

When you choose to opt listings out on one or more sites (as described in Opt in or out of Listings) using the tools on the listings pages, you may see the message *NOTE: Some listings must be opted out together*.

This article explains what that message means and what the impact is if you do choose to continue with opting out the listings after you see this message.
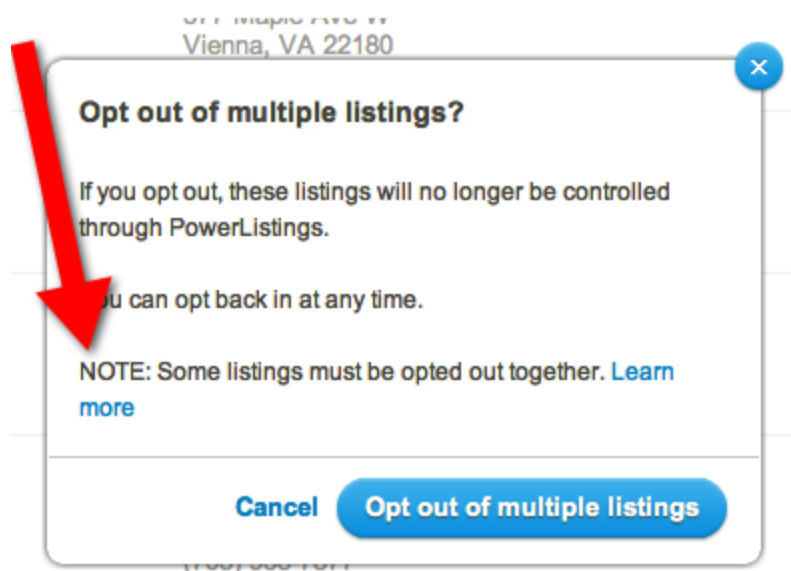
Explanation

In the PowerListings network, there are a few pairs or small groups of sites that all share the same publisher integration. Because of this, there is no way for us to opt a listing out on one of these without opting a location out on the other (and the same goes with opting in a location).

Therefore, if you opt a location out on one of those sites, the location will be opted out on certain other sites automatically.

Impact

Because of this, when you opt a listing out on one of the sites in one of these groups, you will receive the message *NOTE: Some listings must be opted out together*:

Note: If you do not see this message on the dialog box when you opt out listings, the sites you selected are not affected by this behavior.

If you proceed with opting out, the locations you selected to opt out will be opted out on the other sites that go along with the one(s) you chose to opt out. Then, if you choose to opt in the location on any of those sites later, the rest will be opted in along with it.

When you see this dialog, if you're not certain whether you want to proceed, you can opt out the sites to see which other sites are opted out with it. If, after seeing the results, you no longer want to opt out on those sites, you can opt any one of them back in and the rest will be opted in automatically.

Example: If you opt a listing out on WhitePages, you will find that it also becomes opted out on PhoneNumber, Switchboard, and 411.

Question: Why can't I put a website in my Featured Message text? What should I do if I want people to visit my site?

According to our content policy (see Reference - Guidelines for listings content), which is based on our publishers' requirements, the text in the 50-character Featured Message cannot contain a domain name or URL. This article explains why this restriction exists and what customers can do to promote their website through LocalLift.

Explanation

Publishers have designed a location for the Featured Message field so that it is suited to a message from your business to their visitors, not to the display of a URL. For this reason, we do not allow customers to enter Featured Message text that contains a URL.

When thinking about how to best use our Listings service, it is important to remember that much of the business traffic you get from your listings will not come through your website, but phone calls you receive and visits to your physical location.

But sending customers to your website is important, too, and there are two great ways to do so with LocalLift, as described in the next section.

Solution 1

The primary way to use your listing to encourage people to visit your website is to enter it in the **Website** field as part of your location profile (to learn how, see Add enhanced content to a location).

When you enter the website for your location, every publisher in the PowerListings network will display the website as part of your profile page. This means that anyone who clicks to see details about your listing will see a link to your website.

Furthermore, many publishers display the website for your listing on the search results page, or they send visitors who click your name in the search results page directly to your website.

To learn more about the difference between the search results page and the profile page, see About search results pages and profile pages.

Solution 2

LocalLift Listings gives you yet another way to get publishers' visitors to go to your website--you can associate a URL with the 50-character Featured Message that appears next to your listing in search results on each publisher's site.

When you associate a URL with your Featured Message, most publishers will use it as the destination whenever people click on your Featured Message on either the search results page or your profile page.

To learn more, see Make the Featured Message link to a specific URL.

Question - What happens if I cancel a Listings subscription?

When you cancel a Listings subscription, you can be impacted in three main areas:

- Guaranteed presence
- Enhanced listings
- Listings monitoring

Guaranteed presence

LocalLift keeps your listings safe with Guaranteed Presence. When LocalLift syncs your listings on each publisher site, we lock them from anyone else editing them. This guarantees your basic information – name, address, and phone number – will be correct on our publisher sites. We lock your listing down so other sources of bad inform-ation can't overwrite with that wrong info.

If you cancel your Listings subscription, we release our lock on your information on each publisher – and the original source of data with wrong information could overwrite it at any time. Unfortunately, it often does, and we cannot control this unless we have an active sync.

Enhanced content

The Listings service enhances your basic listings with extra features like photos, videos, Featured Messages, link to your website, hours of operation, descriptions, and more. This extra fields help you stand out from the pack in local search results and can have a positive impact on your SEO.

This feature is only available to Listings customers. Canceling your Listings subscription means that we will stop syncing your photos, videos, website links, and other enhanced content on your listings everywhere, and publishers will remove those extra fields from your listings.

Listings monitoring

With Listings, you can monitor your local search performance at all times. You can see the number of clicks and impressions that are occurring on your listings everywhere.

This feature is available exclusively to Listings customers. If you cancel your subscription, you will not be able to monitor clicks and impressions to your listings.

Question - Why do some listings need to be opted out together?

When you choose to opt listings out on one or more sites (as described in Opt in or out of Listings) using the tools on the listings pages, you may see the message *NOTE: Some listings must be opted out together*.

This article explains what that message means and what the impact is if you do choose to continue with opting out the listings after you see this message.
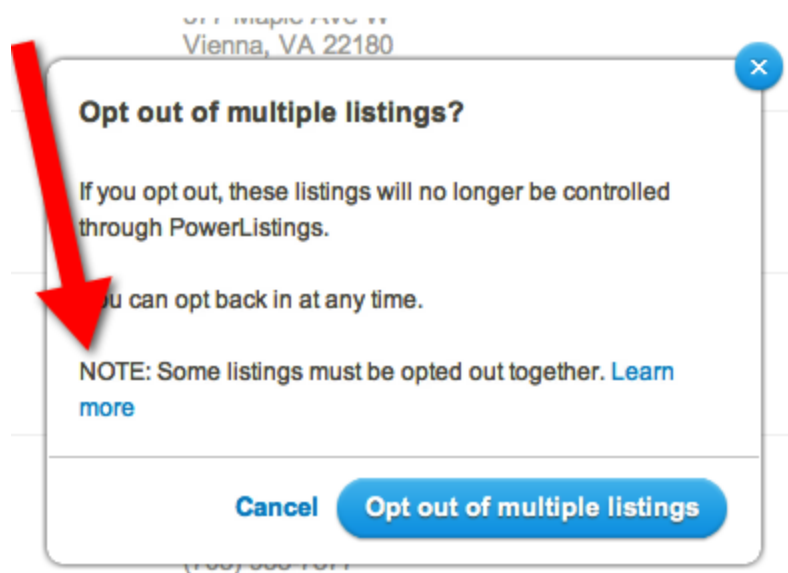
Explanation

In the PowerListings network, there are a few pairs or small groups of sites that all share the same publisher integration. Because of this, there is no way for us to opt a listing out on one of these without opting a location out on the other (and the same goes with opting in a location).

Therefore, if you opt a location out on one of those sites, the location will be opted out on certain other sites automatically.

Impact

Because of this, when you opt a listing out on one of the sites in one of these groups, you will receive the message *NOTE: Some listings must be opted out together*:

> Note: If you do not see this message on the dialog box when you opt out listings, the sites you selected are not affected by this behavior.

If you proceed with opting out, the locations you selected to opt out will be opted out on the other sites that go along with the one(s) you chose to opt out. Then, if you choose to opt in the location on any of those sites later, the rest will be opted in along with it.

When you see this dialog, if you're not certain whether you want to proceed, you can opt out the sites to see which other sites are opted out with it. If, after seeing the results, you no longer want to opt out on those sites, you can opt any one of them back in and the rest will be opted in automatically.

> *Example:* If you opt a listing out on WhitePages, you will find that it also becomes opted out on PhoneNumber, Switchboard, and 411.

Question: Should I say yes to *Is this your listing?* if the listing has incorrect information?

Question

After first signing up for LocalLift PowerListings, you may choose to expedite the go-live process by performing reviews of listing identification (to learn about this process, see "About listing identification"

During this process, when you encounter, the system shows you a listing from one of the publisher sites and asks, *Is this your listing?* If the listing clearly matches your business, you will click the **Yes** button.

However, in some cases, the listing that the system shows is roughly correct but has an error in spelling, address, or phone number. In these situations, many customers wonder whether they should click **Yes** or **No**.

Solution

If the listing that was identified is your listing but it has an error, you should still click **Yes** to say it is your listing.

This way, LocalLift PowerListings can correct your listing with accurate information. If you say it is not your listing, the publisher may add a duplicate listing, and you will be left with one that has incorrect information. One of the main benefits of LocalLift PowerListings is that it enables you to make changes to incorrect listings for your business that appear on the web.

If you click **No**, the partner will not correct your listing. Instead, they will create an additional listing with your new information, but your old listing will remain. This is likely to confuse consumers.

If you encountered this situation and clicked **No** before, but would prefer to manage and correct your existing listing with LocalLift PowerListings, see "Issue: Chose the wrong listing on one of the sites".

Issue: Chose the wrong listing on one of the sites

Issue

After first signing up for LocalLift PowerListings, you may choose to expedite the go-live process by performing reviews of listing identification (to learn about this process, see "About listing identification"

When you do this, you may accidentally select the wrong listing to match your location to, and there is no way to "go back" during a listing identification.

Solution

You can resolve this problem by opting the location out of the site where you made the mistake and then opting it back in again. This will cause the system to re-start the identification process, and after a few moments, the listing identification will appear again for you to perform.

To learn how to opt the location out and back in, see "Opt in or out of Listings"

## Issue: My listing has shown as "Processing" on a site for a while

Normally, when you sign up for add a new location or subscribe to additional Listings packages, your listing goes live on the publisher sites within two days, and in most cases instantly. If it is not instant, your listing for that site appears with the indication *Processing* when you browse your listings (see "Browse and find listings".)

However, in certain cases, you may find that the listing remains in the *Processing* state for longer than you would expect.

Solution

First, make sure that you have waited longer than the expected time for the listing to go live. These times differ from site to site. The current times for each site can be found in Reference - Listing processing times on each site.

If the expected amount of time has passed, be sure that we have not posted a known issue for the publisher where the listing is not yet live. Sometimes, publishers experience delays because of major upgrades to their web sites or unexpected issues. Our operations teams seeks to make this information available to all of our customers whenever possible. If there is a known issue posted, you can find it on the listings page next to any listing on the affected site. It appears as follows:
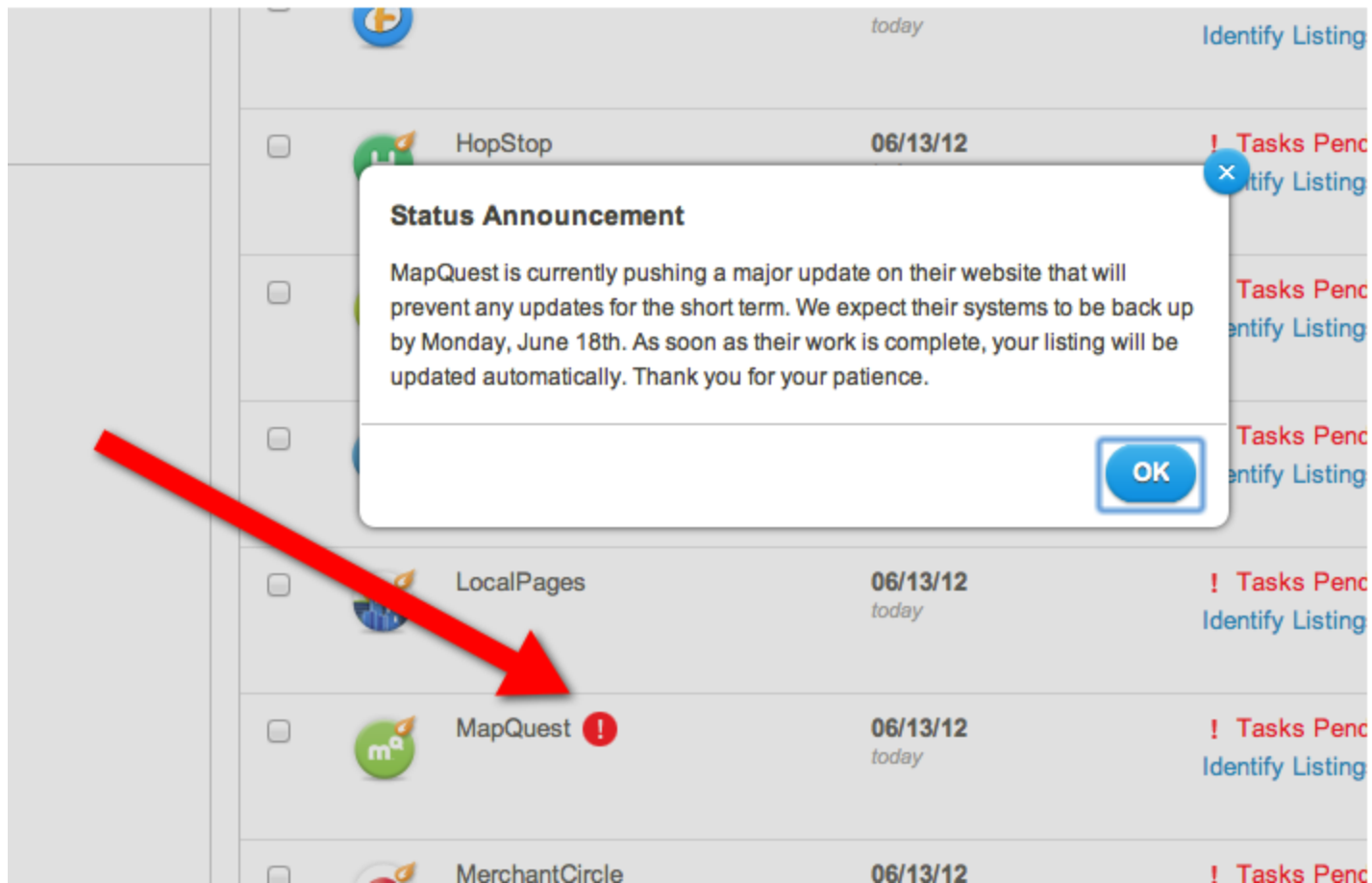
If neither of these situations explains the delay in your listing, please contact support for help (see "How to get support"). Our operations team monitors each listing closely and will probably already be working on your case, but if you contact us we would be happy to provide you with details about any known issues affecting listings going live.

Issue - I canceled, but my listings are still live

Issue

When you cancel your Listings subscription, you may notice that you can still update your Featured Message and that your listing still displays Featured Message on some partner sites.

Solution

In most cases, this is the expected behavior. LocalLift Listings is a subscription service, and customers pay for their sub-scription in advance. When you make a payment, it extends the "Paid Through" date for the subscription to the date that you have paid for. (Similarly, if you have received a trial, the "Paid Through" date is the date on which the trial ends.)

When you cancel a subscription, you still get all of the time that you previously paid for or that was included in your trial. Once that time is over, your Featured Messages will be removed from partner sites within a few days.

If, for some reason, you need your Featured Message removed more quickly, we can help you with this. See How to get support for how to contact us.

Issue: My listing appears more than once on a publisher's site, but only one of them is powered by LocalLift.

Issue

Each of our publishers attempts to maintain a comprehensive listing of local businesses and also to list each location only once. However, in order to achieve this comprehensiveness, many of them aggregate information from a number of sources. The result is that your listing may appear more than once on some of the sites, sometimes with minor variations in spelling, phone number, address, and so on. The listings will also have different enhanced content (such as photos and videos) and, if they have user reviews, there will usually be different ones on each listing.

When this happens, you will notice that only one of the duplicate listings is synced to LocalLift.

Solution

The Location CMS enables you to manage one listing on each publisher site for your location. If we perform the setup for you, we will pick the one that has the most content already and/or comes up highest in the search results, since this is the one that people will most often see. If you enhance this listing further through LocalLift, it will come up highest in search results as a result of getting almost all of the traffic.

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Issue - Listings on publisher sites do not match all of the information entered

LocalLift Listings a product designed to highlight your listings on sites, increasing the number of potential customers who choose your business, both by making your listing stand out from others and by enabling you to deliver a cus-tomized special offer to potential customers directly in the search results. This Listings service also ensures that all of your business contact information is consistent across all publisher sites and corrects any out-of-date or incorrect information for you.

Most publishers will update your listings with the information you have provided to LocalLift. However, some publishers must be manually contacted by our support team and asked to update the listings. If you notice a particular pub-lisher site has incorrect information, and it has been more than 48 hours since you updated the information in the Location CMS, please contact support (see How to get support for details). In your email you should include the name of the publisher that has incorrect information, what part of the listing is incorrect (business name, phone number, etc.), and the correct information you would like added to the listing.

Once you have put in a listing update request, a member of our support staff will contact you via email as soon as all of your listings have been corrected.
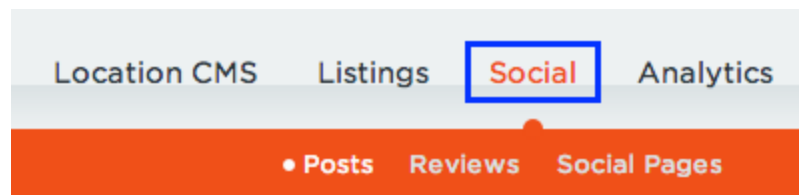
Social

Having a presence on social networks allows consumers to discover your business and find out more about it, both from their computers and from their mobile devices. You can post updates on your social media pages to let consumers know what's new at your business, like special sales or updated product offerings, and you can respond to any comments and concerns that they leave for you. Doing so demonstrates that you're accessible and interested in what your customers think, which are key traits to success when they have many alternatives to choose from.

Just as LocalLift lets you update your business information across our publisher network, we also give you the tools you need to post to your Facebook, Google+, and Foursquare pages at the same time. If you have a posts widget on your website, you can post to it along with your social media pages.

In addition to our suite of social media tools, we offer review monitoring for all sites in the PowerListings network that let consumers post reviews of businesses. Reviews are yet another way consumers can reach out to you and, on some sites, for you to acknowledge their feedback.

All of our social features can be found in the "Social" section of the LocalLift Platform.

This section contains three sets of tools:

- **Posts** -- gives you the tools you need to post to your LocalLift-enabled social network pages and manage your previous posts. For more information, see Posts.
- **Reviews** -- lets you read and search for reviews that consumers have posted on your listings. To learn more, see Reviews.
- **Social Pages** -- shows you a list of your social network pages that are synced to LocalLift. You can manage your social pages the same way you manage your publisher and aggregator listings. For more information, see Listings.

Posts

Using the tools on the "Posts" page of the LocalLift Platform, you can post content to all or some of your LocalLift-enabled social pages at once. You can also manage posts you've previously created through LocalLift and see what consumers have posted on your Facebook Pages.

To learn more about posting through LocalLift, we recommend that you read the following articles:

- Post photos, text, or links

- View previous posts

- Search for posts

- Comment on a post

- Delete a post

- About posts and engaging consumers

Once you have created some posts, these articles will help you get the most out of LocalLift's posting features:

- Like a comment on a Facebook post

- Delete a comment

- Post a positive review

- About Foursquare Local Updates

- About Google+ posts

- Reference - Social network capabilities in

- LocalLift Reference - Social network
  limitations in LocalLift

Post photos, text, or links

Using the tools available in the LocalLift Platform, you can post several different types of content to your

social net-working pages and widgets, including photos and links, as well as information from your profile.

You can also choose which pages to post to.

To create a post, you need to be on the "Posts" page. To get there, click **Social** in the navigation bar. If you're

already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page.
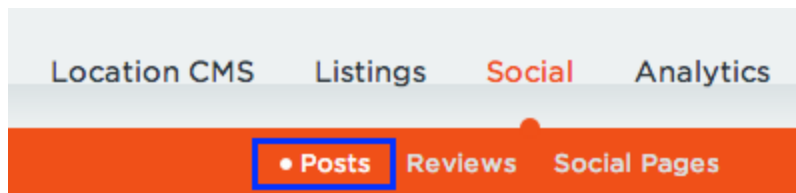
Complete the following steps to create and share your post:

1. Decide whether your post applies to all of your locations. If it does not, click **all locations** to select one or
   more locations.
   - If you have folders set up in your account, you can post to all locations in a particular folder. To do so,
     select **All locations currently in folder…** and click the name of the folder. Click **Save**.

- To post to a single location, select **Select location...** and click the name of the location in the drop-down list. If you have more than 50 locations, type any part of the location's name or address in the search box that appears, and click its name in the search results. Click **Save**.

2. Review the icons under the **Make a new post...** text box and make sure that the icons of the networks you want to post to are selected (i.e., not faded). Click an icon to toggle its status as selected or unselected.

If the post's locations do not have a LocalLift-enabled page in a particular network, that network's icon does not appear.

Below is a list of the icons and what they mean.
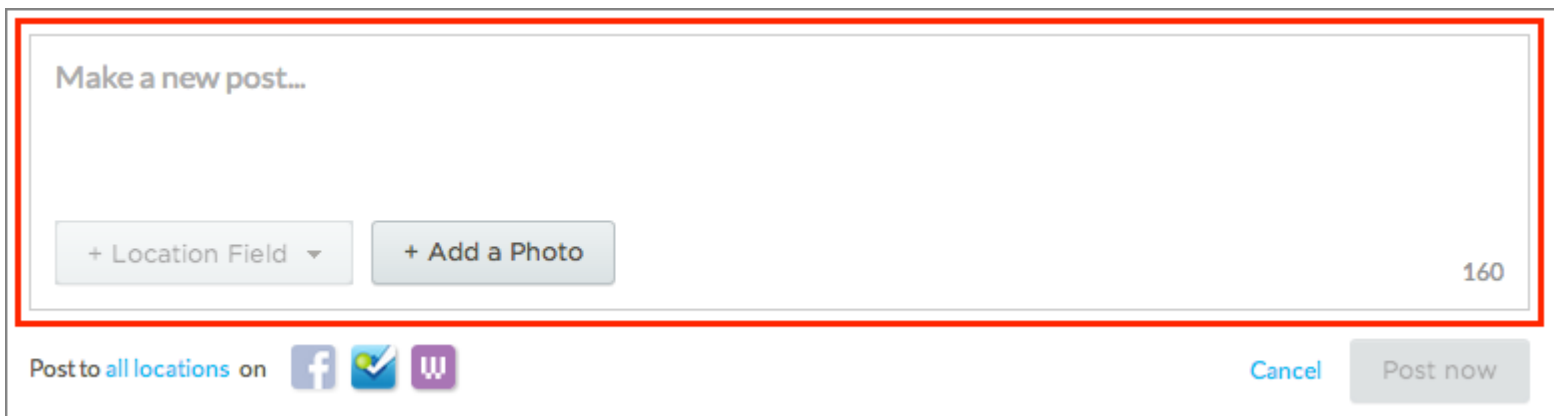
-- Facebook

-- Google+

-- Foursquare

-- LocalLift Cloud (powers your widgets)

> If the LocalLift Cloud icon is gray (   ), it means that you have no posts widgets to post to. To create one, follow the steps outlined in Create a posts widget in LocalLift.
>
> You can still toggle this icon as selected or unselected. If selected, your post is saved to the LocalLift Cloud and can appear in posts widgets once they are created.

3. In the **Make a new post...** text box, enter the content of your message.

> **Character limit in Foursquare posts:** If you are posting to Foursquare, your post cannot contain more than 160 characters. The number in the lower-right corner of the text box indicates how many more characters you can include in your post.

- You can add a link to a URL by entering it in the text box.
- You can include a location field (e.g., phone number, Featured Message) by clicking **+ Location Field** and selecting the field you would like to include from the drop-down list:
  - **Business Name**
  - **Address**
  - **Address 2**
  - **City**

- **State**
- **Zip**
- **Phone**
- **Featured Message**
- **Website**
- any custom fields that you have created in your account

Note that if you are posting to pages for multiple locations, each post will contain the correct value for its location.

> **Not available in Foursquare posts:** If you are posting to Foursquare, you cannot use Location Fields in your post.

- You can add an image from your computer by clicking **+ Add a Photo**. Upload a photo using one of the following methods:
  - Click **Choose Photo** to select an image file from your computer.
  - Drag an image file from your computer's image library to the area labeled **or drag and drop photo here**.

4. Click **Post now** .

   You have created a social post through LocalLift. The post appears on the "Posts" page and on the network pages you selected.

Related topics

- View previous posts
- About posts and engaging consumers
- Overview - Organizing locations

Post a positive review

To get the most from your social network pages and to keep consumers engaged with your business, it is important to regularly post content. One great type of content to post is positive reviews from your customers, which LocalLift already collects from your listings. If you find a review that you want to share on your social network pages, it's easy to do that.

Note that you need to go to the "Reviews" page to post a review to social networks. To go there, click **Social** in the navigation bar, and then click "Reviews" at the top of the page. If you're already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page

On the "Reviews" page, complete the following steps:

1. Find the review that you would like to post. For more information on finding reviews, see Browse and search for reviews.

2. Point to the review you would like to share on your social networks, and click the **Post** icon ( ).

★★★★★　Facebook Review by Donna Nicholson
This place is a dream!!!!!!!
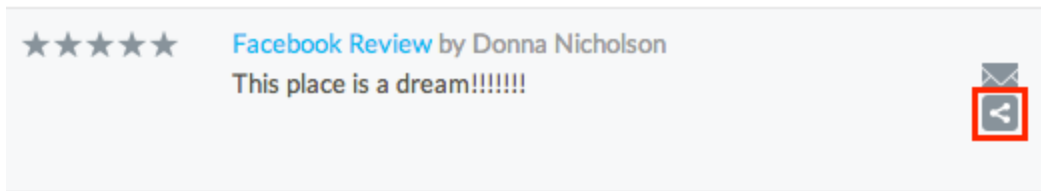
3. Decide whether you want your review to be seen only on the pages for the location that was reviewed. If you want to post it on the pages of additional locations, click the name of the location under the review's text.
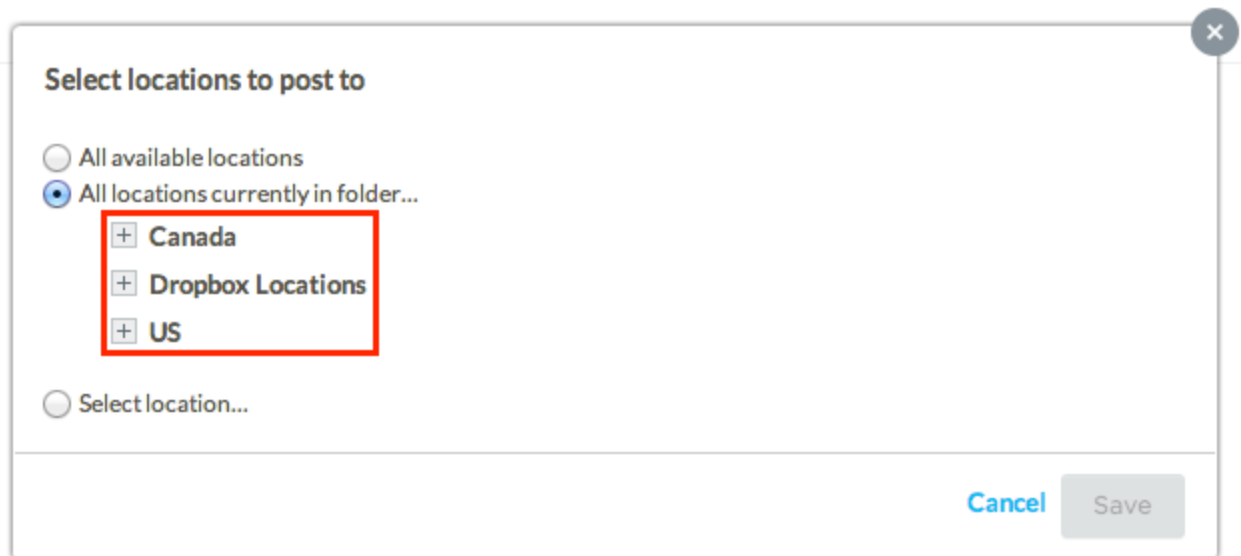
- If you have folders set up in your account, you can post to all locations in a particular folder. To do so, select **All locations currently in folder...** and click the name of the folder. Click **Save**.

Select locations to post to

○ All available locations
◉ All locations currently in folder...
　　　＋ **Canada**
　　　＋ **Dropbox Locations**
　　　＋ **US**
○ Select location...

Cancel　Save

- To post to a single location, select **Select location...** and click the name of the location in the drop-

down list. Click **Save**.

Select locations to post to

○ All available locations
○ All locations currently in folder...
◉ Select location...

Awesome Vacuum Repair 3.1, 111 Worth Street, New York, ... ▼

Cancel   **Save**

4. Review the icons to under the review's text and make sure that the icons of the networks you want to post to are selected (i.e., not faded). Click an icon to toggle its status as selected or unselected.

   If the post's locations do not have a LocalLift-enabled page in a particular network, that network's icon does not appear.

   Below is a list of the icons and what they mean.

   -- Facebook

   -- Google+

   -- Foursquare

   -- LocalLift Cloud (powers your widgets)

   If the LocalLift Cloud icon is gray (   ), it means that you have no posts widgets to post to. To create one, follow the steps outlined in Create a posts widget in LocalLift.

   You can still toggle this icon as selected or unselected. If selected, your post is saved to the LocalLift Cloud and can appear in posts widgets once they are created.

5. Review the text that appears in the text box and make any necessary edits. Note that the phrase "Check out this <number of stars> star review by <review author> posted on <site name>:" is automatically added to the beginning of the review, but you can change it if you'd like. By default, a link to the review is included at the bottom of the post, but you can delete it by clicking the trash can icon (🗑).

> **Character limit in Foursquare posts:** If you are posting to Foursquare, your post cannot contain more than 160 characters. The number in the lower-right corner of the text box indicates how many more characters you can include in your post.

- You can add a link to a URL by entering it in the text box.
- You can include a location field (e.g., phone number, Featured Message) by clicking **+ Location Field** and selecting the field you would like to include from the drop-down list. Your options are:
    - **Business Name**
    - **Address**
    - **Address 2**
    - **City**
    - **State**
    - **Zip**
    - **Phone**
    - **Featured Message**
    - **Website**
    - any custom fields that you have created in your account

Note that if you are posting to multiple location pages, each post will contain the correct value for its location.

> **Not available in Foursquare posts:** If you are posting to Foursquare, you cannot use Location Fields in your post.

- You can add an image from your computer by clicking **+ Add a Photo**. Upload a photo using one of the following methods:
    - Click **Choose Photo** to select an image file from your computer.
    - Drag an image file from your computer's image library to the area labeled **or drag and drop photo here**.

6. When you are happy with the how the review looks, click **Post now**.

   The review appears as a post on the social network pages you selected.

TIP: If you want to make a habit of posting positive reviews, set up review notifications. When you receive an email about good reviews, log in and complete this process.

Related topics

- Browse and search for reviews
- Find reviews using advanced filter
- Reference - Available location fields

View previous posts

LocalLift offers you a convenient way to keep track of all the posts you have created using the tools on the "Posts" page or through location profile updates. You can view your posts in LocalLift or on your social network pages.

To see your posts, you need to be on the "Posts" page of the LocalLift Platform. To get there, click **Social** in the nav-igation bar. If you're already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page.
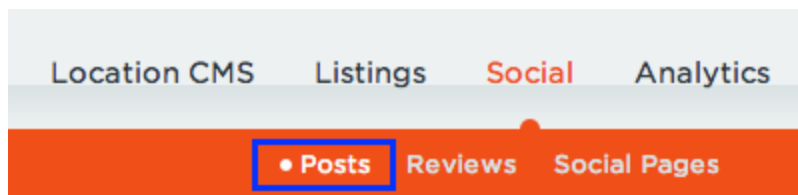
What would you like to do?

- View posts in LocalLift
- View posts on social network pages

View posts in LocalLift

A list of your previous posts is shown under the **Make a new post...** text box. This list includes all posts generated through LocalLift, including any Facebook posts created when you made changes to your location information (for more details, see Reference - Content changes that generate Facebook posts). If consumers have posted content to your Facebook timeline, their posts appear in the list, as well.

To view older posts, scroll down the page. As you scroll, posts are loaded until all of your posts have been dis-played.

By default, posts with the most recent activity (i.e., creation of the post or addition of comments) appear at the beginning of the list. To sort posts according to when they were created, click the **Sort by** drop-down list near the top of the page, and select **most recent post**. To go back to the default setting, select **most recent activity**.

1. In the list of posts, find the post you would like to see on your social network page.

2. At the top of the post, click either the name of the location or **<X> locations**, where "<X>" is the number of locations the post applies to.

    A list of the post's locations appears.

3. In **Select a Location**, find the location whose social network page you would like to view the post on. You can either scroll down the list or enter search criteria in the text box to narrow your results.

4. Click the icon of the social network where you would like to see the post.
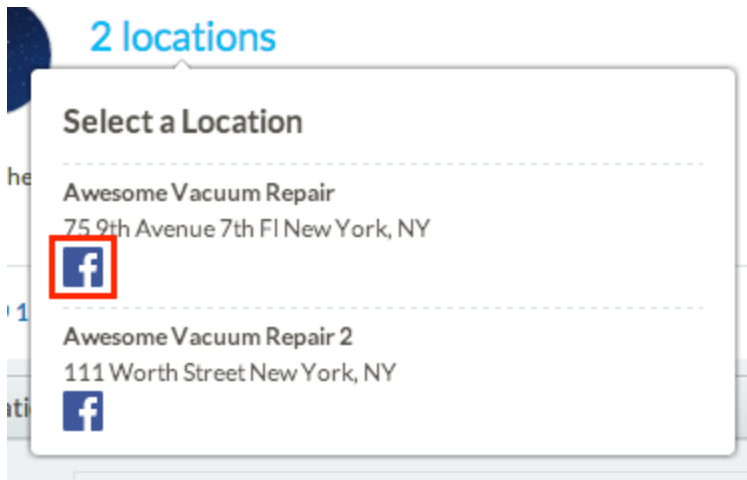
The location's social network page loads in a new browser window. You may need to scroll down the page to find the post you are looking for.

**Related topics**

- Search for posts
- Post photos, text, or links
- Reference - Content changes that create Facebook posts

Search for posts

If you have many posts, scrolling through the list to find a particular post can be tedious. To easily find what you're looking for, you can use the filters on the "Social" page. These filters sort through your posts for you based on the criteria you select.

To search for a post, you need to be on the "Posts" page of the LocalLift Platform. To get there, click **Social** in the nav-igation bar. If you're already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page.
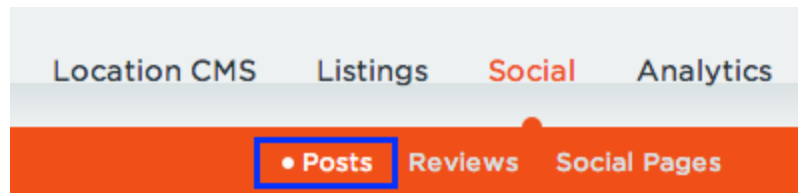
To search for posts:

1. In the left-hand sidebar of the "Posts" page, click **Advanced Filters**.

   A list of filters appears.

2. Change the filter settings to match what you're looking for. You can use the filters individually, or you can combine some or all of the filters to search through your posts.
   Click here to learn more about the available filters.

Filter's default text	What it does	Options
All posts	Filters posts accord-ing to who created them	• **All posts** • **Posts by you** (includes Facebook posts generated by changes to location information. For more details, see Reference - Content changes that create Facebook posts.) • **Posts by customers** (Facebook posts only)
All loc-ations	Filters posts accord-ing to which loc-ation's pages they appear on	• **All locations** • **Select a location** • **Select a folder** (only appears if you have location folders)
All sites	Filters posts accord-ing to which sites they were posted to	• **All sites** • **Facebook** • **Google+** • **Foursquare** • **Your site** (refers to your posts widget. For more details,

Filter's default text	What it does	Options
		see LocalLift Pages.)
Keywords	Searches the posts' text for the keywords you specify	Enter the keywords you want to search for in the **Enter keywords** text box. Specify additional keywords by clicking **+ Add more keywords** and entering them in the text box that appears.

As you change the filters, the list of posts is automatically updated to match the criteria you specify. The only exception is the **Keywords** filter -- to activate it, you must click **Search** after entering your keywords.

If necessary, scroll down the filtered list to find the post or posts you are looking for. If you need to reset the filters to their default settings, or if you would like to start a new search, click **Clear filters**.

Related topics

- View previous posts
- Post photos, text, or links
- Delete a post
- Reference - Content changes that create Facebook posts

Comment on a post

Commenting on posts is a great way to maintain a dialogue with your customers and respond to any messages they have posted for or about you. If your posts are on Facebook or Google+, you are able to comment on them.

To comment on a post, you need to be on the "Posts" page. To get there, click **Social** in the navigation bar. If you're already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page.
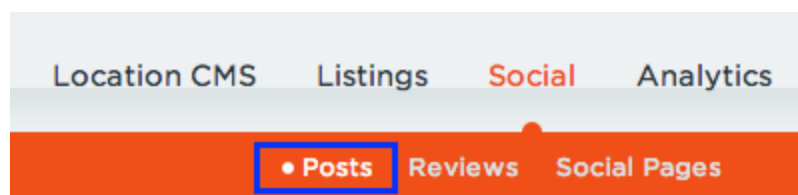
Follow these steps to comment on a post:

1. In the list of posts, find the post you would like to add a comment to. If necessary, follow the steps described in Search for posts.

2. At the bottom of the post, click the Facebook icon ( ), if it's not already selected. click the icon of the social network where you would like the comment to appear. You can choose between Facebook and Google+.

3. If the post appears on more than one location pages in the chosen network, choose a location from the **Select a location** drop-down list.
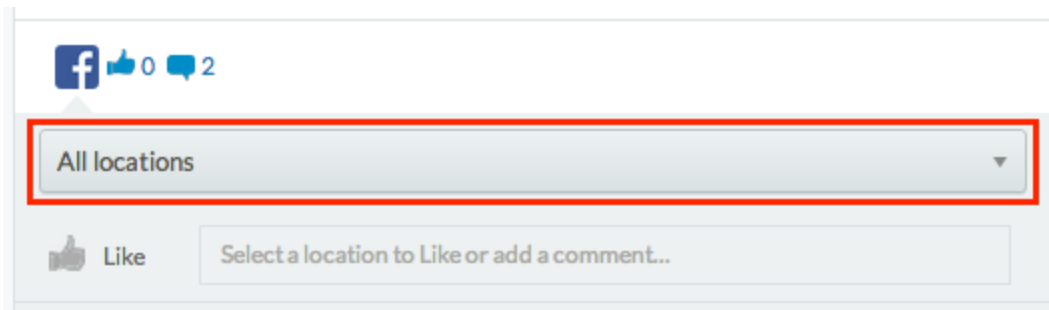
4. Enter your comment in the **Write a comment...** text box.

5. When you are finished entering your comment, click **Post**.

   You have successfully added a comment to your post. You can find it on the "Posts" page in the LocalLift Plat-form and on the social network page you selected.

Related topics

- View previous posts
- Search for posts

Like a comment on a Facebook post

Liking comments lets your customers know that you're listening to what they say and that you appreciate the positive feedback they give you.

Currently, you can only like comments on Facebook posts.

To like a post's comment, you need to be on the "Posts" page. To get there, click **Social** in the navigation bar. If you're already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page.
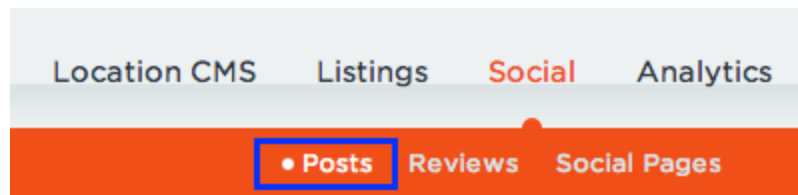
Follow these steps to like a comment:

1. In the list of posts, find the post whose comment you want to like. If necessary, follow the steps described in Search for posts.

2. At the bottom of the post, click the Facebook icon ( ), if it's not already selected.

3. (Optional) If the post appears on more than one location Pages, and the post has many comments, choose a location from the **Select a location** drop-down list to narrow your results.
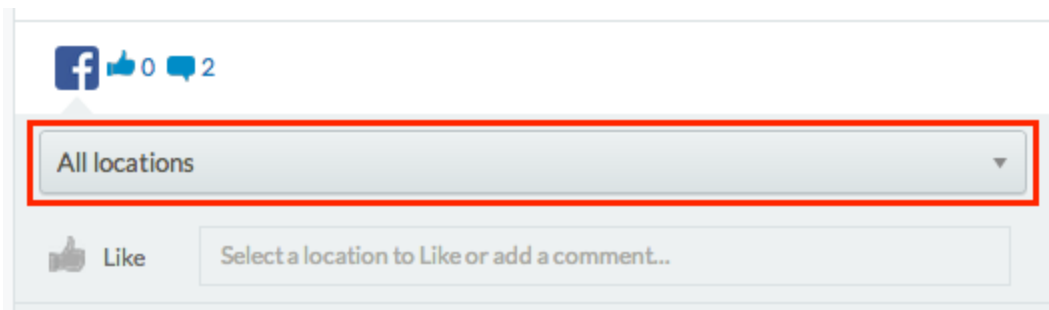
4. Under the post, find the comment you want to like. Only the five most recent comments are shown. To view older comments, click either **See all comments** or **See more comments…**.
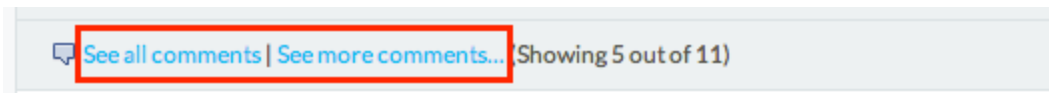
5. Point to the comment, and click the **Like** icon that appears to the right of the comment's content.

   You have liked the comment you selected. Your like is recorded on the "Posts" page in the LocalLift Platform and on the Facebook Page you selected.

   When you like a comment, the **Like** icon changes to an **Unlike** icon. If you liked the wrong comment, or want to unlike a comment, simply follow these steps again and click **Unlike**.

- Comment on a post
- View previous posts
- Search for posts

Delete a comment

Occasionally, you may need to remove a comment from one of your posts (e.g., if it contains false or misleading information about your business). You can easily delete comments as necessary in the LocalLift Platform.

To delete a post's comment, you need to be on the "Posts" page. To get there, click **Social** in the navigation bar. If you're already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page.
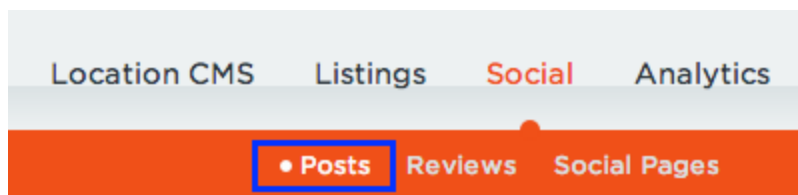
Follow these steps to delete a comment:

1. In the list of posts, find the post whose comment you want to delete. If necessary, follow the steps described in Search for posts.

2. At the bottom of the post, click the Facebook icon ( ), if it's not already selected. click the icon of the social network that you would like to delete the comment from. You can choose between Facebook and Google+.

3. (Optional) If the post appears on more than one location Page, and the post has many comments, choose a location from the **Select a location** drop-down list to narrow your results.
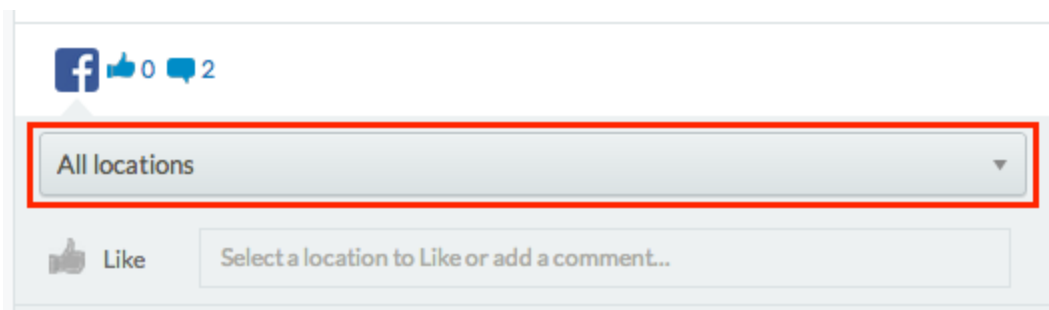
4. Under the post, find the comment you want to delete. Only the five most recent comments are shown. To view older comments, click either **See all comments** or **See more comments…**.

5. Point to the comment, and click the **Remove** link that appears on the right of the comment's content.

You have deleted the comment you selected. The comment no longer appears on the "Posts" page in

the LocalLift Platform or on the Facebook Pagesocial network page you specified.

Related topics

- Comment on a post
- View previous posts
- Search for posts

Delete a post

Just as you can use LocalLift to post to multiple social network pages at the same time, you can also delete a post from several social networks at once.

To delete a post, you need to be on the "Posts" page. To get there, click **Social** in the navigation bar. To get there, click **Social** in the navigation bar. If you're already in the "Social" section, you can also get to the "Posts" page by clicking **Posts** at the top of the page.
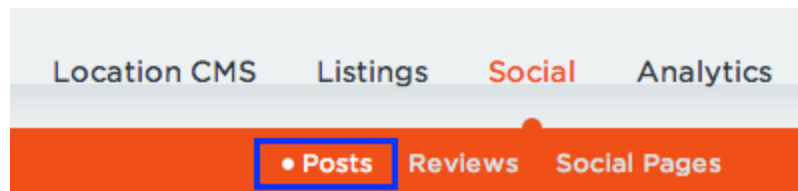
Follow these steps to delete a post:

1. In the list of posts, find the post you would like to delete. If necessary, follow the steps described in Search for posts.

2. Point to the post, and click on the arrow that appears in the upper-right corner of its row in the list.
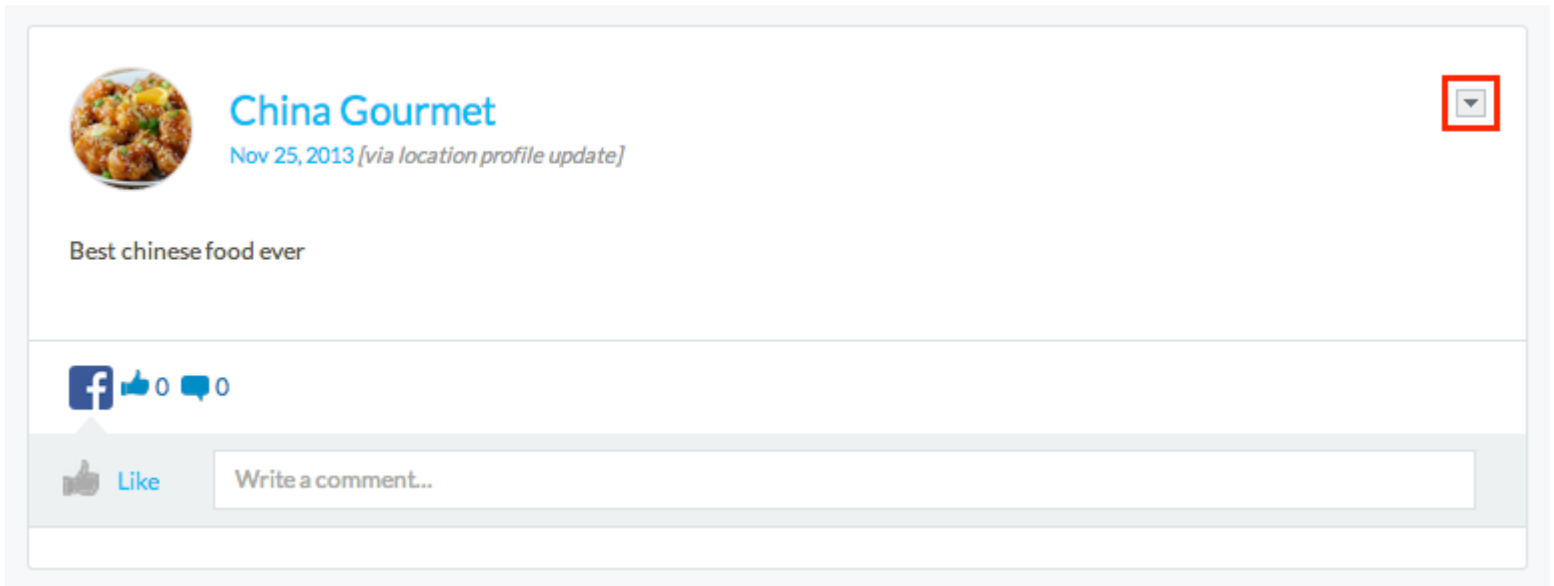
3. In the drop-down list that appears, click **Delete…**.
4. Click **Delete** at the bottom of the confirmation message.

> **Posts created from gallery updates:** If the post you are trying to delete was created automatically when you added a photo to your gallery, you are not able to delete it from the "Social" page. Instead, you must delete the photo from your gallery, and we will automatically delete the post at that point.

Your post is deleted from all of the social network pages it appeared on.

Related topics

- View previous posts
- Search for posts

About posts and engaging consumers

To maximize the benefits of social networks for your business, you should use the features in LocalLift to engage in dia-logues with your current and potential customers. Doing so helps you to create a connection between you and your current customers, and it makes your business look inviting to those who have yet to visit your location.

You can foster a dialogue with consumers in the following ways:

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- Post status updates, pictures, and videos from time to time. We generally recommend that you create a new post at least once a week, but only if doing so makes sense for your type of business.
- Comment on posts left by consumers.
- Reply to comments on your posts.

If consumers enjoy your updates and want to see your posts in their feeds, they will "like" or "+1" your page. "Likes" and "+1s" can be seen as a form of free advertising for your business:

- If people like your page, their friends may see that, want to find out why, and then learn more about your business.
- People who like your page will often see your posts in their feeds without any additional action required on their part.
- Having a page with a high number of likes makes your page look more popular and lively when people visit it.

How LocalLift can help

Creating posts regularly can be tedious, especially if you have pages on several social networks. However, LocalLift makes it more convenient for you to do so:

- We automatically post to your Facebook timeline whenever you upload new content to LocalLift or update your Featured Message.
- You can post directly to one or more of your social network pages from the "Social" page of the LocalLift Plat-form.
- You can share reviews that appear on your other LocalLift-managed listings.

Related topics

- Reference - Content changes that create Facebook posts
- Post photos, text, or links
- View previous posts
- Post a positive review

About Foursquare Local Updates

As mobile search becomes a more integral part of how consumers find local businesses, it's important for your location to have a presence on leading mobile search sites and apps. Foursquare's combination of social networking and location-specific pages have made it a leader in the mobile search space.

Creating a Foursquare page, or *venue*, for your location helps you connect with Foursquare's large and growing user base. You can use your venue to share posts, or *Foursquare Local Updates*, which can contain text, links, and

photos. Anyone who visits your venue can see your updates, and consumers who have checked in at or liked your venue see your updates in their Friend Feeds. For more information, see Foursquare's Who gets my Local Updates?

When you link your Foursquare venue to LocalLift, you can send updates to consumers on Foursquare by using the tools on the "Social" page of the LocalLift Platform.

How your updates appear on Foursquare

An example of a Foursquare update created in the LocalLift Platform appears below. Updates created in the LocalLift Plat-form look exactly the same as those created in Foursquare.
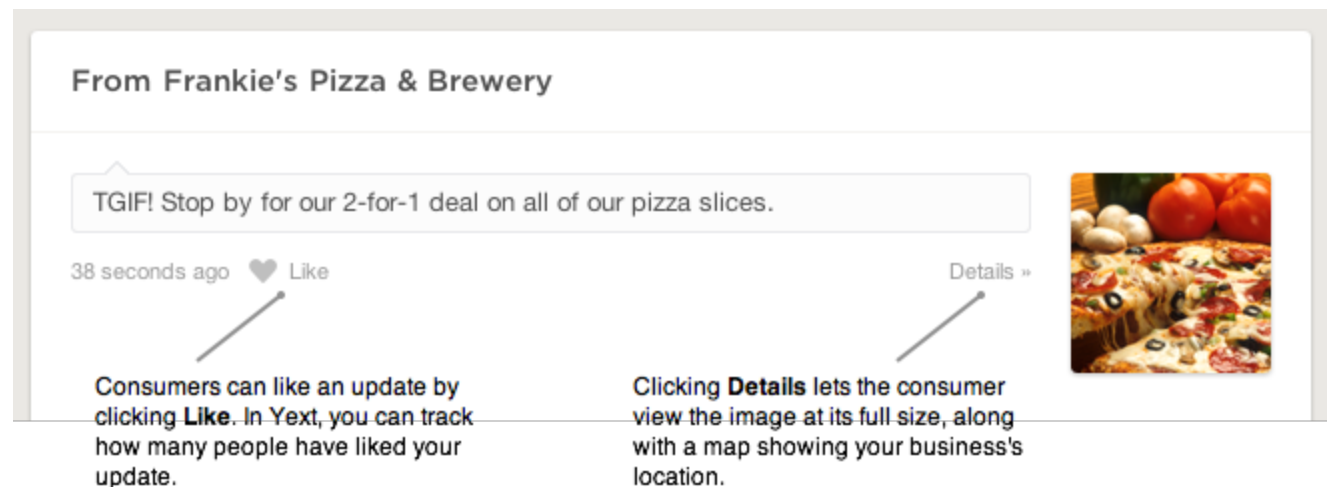
Things to keep in mind when creating updates

Foursquare updates have some special characteristics that make them different from Facebook and Google+ posts:

- Updates are hidden from consumers after 7 days.
- Text in Foursquare updates is limited to 160 characters.
- Images included in Foursquare updates must be less than 1000 x 1000 pixels and under 5 MB.
- Any image you include in an update is automatically cropped to be square shaped on your venue.
- You cannot include dynamic Location Fields in an update.

Related topics

- Post photos, text, or links
- Post a positive review
- View previous posts

About Google+ posts

Creating a Google+ Local page for your business allows you to reach the millions of consumers who use Google Search and Google Maps to find businesses in their area. Posting updates to your page lets you share the latest news about your business with anyone who visits your page. Consumers who follow you on Google+ sees your posts in their streams when they sign in to their Google+ accounts.

Getting started

If you already have a Google+ page for your business, you need to complete the following tasks before creating Google+ posts in the LocalLift Platform:

- claim and verify the page using the tools in Google+
- link your Google+ account to the account you have with LocalLift

Google offers other benefits when you verify your Google+ page. To learn more, see Google's Types of Local Pages in Google+.

> **Need to upgrade from Google Places for Business:** If you have a Google Place page, you need to upgrade it to a Google+ Local page before you can create posts in LocalLift. For more information on upgrad-ing, see the Google and Your Business forum.

How your posts appear on Google+

An example of a Google+ post created in the LocalLift Platform appears below. Posts created in the LocalLift Platform look exactly the same as those created in Google+.

Laguette's Buffet
Shared publicly · 4:14 PM

#Brunch

Visit us between 11 AM and 2 PM on weekends to enjoy our new brunch menu!

+1   Add a comment...

Google's related hashtags appear here. Pointing to a hashtag reveals any additional hashtags that Google has added.

Consumers can click +1 to show that they like your post.

Consumers can click the arrow to share the post with all of Google+ or with people in their personal or extended circles.

Things to keep in mind when working with posts

As you create and manage Google+ posts in the LocalLift Platform, it may be helpful to remember the following facts:

- Only you can post to your Google+ local page -- consumers are not able to create posts.
- You are not able to +1 your own posts.
- Anything included in a Google+ post is indexed by Google.
- The recommended minimum size for pictures in posts is 800 X 600 pixels.
- In posts, pictures look best if they have a 4:3 aspect ratio.
- Google automatically scans your post's content and adds related hashtags. You can disable this feature by following the steps described in Google's Hashtags on Google+.
- You can use Google's text formatting options in the LocalLift Platform just as you would in Google+. To learn more about these options, see How to format text on Google+ posts and comments.

Related topics

- Post photos, text, or links
- Post a positive review
- View previous posts

Reference - Content changes that create Facebook posts

After you give LocalLift permission to edit the content of your Facebook Page, we add a post to your Facebook timeline by default when you complete any of the following tasks in the LocalLift Platform:

- change your cover photo
- create a post using the "Social" page in the LocalLift
- Platform add a Featured Message for the location
- edit the Featured Message for the location
- add a video link for the location
- change the video link for the location
- add a picture to your location's gallery via the LocalLift
- Platform share a review

Related topics

- Reference - Content that is synced from LocalLift to Facebook
- About Facebook Pages for local businesses

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Can I delete a photo that I posted to Facebook through LocalLift?

Yes, but the method you use depends on how you posted the photo to Facebook:

- If it was posted because you added it to your location gallery (i.e., "More Photos") in the "Locations" page of the LocalLift Platform, you can remove it from the gallery. We then automatically remove it from
- Facebook.
  If you posted the photo using the "Social" page in the LocalLift Platform, you can delete the photo by deleting the post you included it in. For more information, see Delete a post.

Related topics

- Post photos, text, or links
- View previous posts

Can I promote a post that I made in LocalLift?

Yes, but you must log in to Facebook directly to do so. Once you're there, follow the steps described in Facebook's How do I promote a post from my Page?

Related topics

- About posts and engaging consumers
- Manage your Facebook Page directly through Facebook
- Reference - Social network limitations in LocalLift
- Post photos, text, or links

Reviews

Many of the sites in the LocalLift PowerListings network let customers post ratings and reviews on listings. Your List-ings subscription includes a service that monitors all of your listings for reviews and lets you see them all in one place.

The heart of the review monitoring feature is the list of all of the reviews that have appeared on any of your listings.

☐	Date ▼	Location	Site	Rating	Review
☐	Tue 03/25/14 *8:00 PM* **NEW**	**China Gourmet** 878 8th Ave New York, NY 10018	⦿	★★★★★	**Citysearch Review** by Katie Love it!

For each review, you can see:

- **Date:** The date that the review was posted to the publisher site. (In some cases, the publisher does not provide this date. In that case, we will show the date when the review was first retrieved by LocalLift.)
- **Location:** If you are managing multiple locations in the Location CMS, which one the review is for.
- **Rating:** The rating that was given along with the review. (*Note:* Normally, this corresponds to the 5-star rat-ing system on the site where the review was posted, but if the site has a different system, it is converted to a 5-star scale here.)
- **Name of Reviewer:** The name of the author of the review.
- **Text of Review:** The actual review text that the customer supplied.

Common tasks with reviews

- Turn on review monitoring - see Activate or deactivate review monitoring
- Browse the reviews that have been posted for your listings - see Browse and search for reviews

Advanced tasks with reviews

- Find reviews using advanced search - see Find reviews using an Advanced Filter
- Email reviews - see Email reviews
- Export reviews to a spreadsheet - see Export reviews to a spreadsheet

Activate or deactivate review monitoring

Our Listings service allows you to monitor your listings on our publisher sites for new reviews. In order to turn on this feature, you must first activate review monitoring in your LocalLift account. If you no longer want review monitoring,

you can deactivate this feature. This article explains how you can activate and deactivate review monitoring for your listings.

What do you want to do?

- Activate review monitoring
- Deactivate review monitoring

Activate review monitoring

To activate review monitoring for all your locations:

1. From anywhere in the LocalLift Platform, click **Social** in the navigation bar, and then click **Reviews** at the top of the page. The "Reviews" page appears with the title "Activate Review Monitoring Now."

   > Note: If the *Reviews* screen appears and shows a list of reviews, review monitoring is already active on your account. This article does not apply. To learn about looking through your reviews, see Browse and search for reviews.

2. Click the **Activate review monitoring now** button. The system begins to prepare your listings for review monitoring.
3. Click the **See your reviews** button once it appears. The "Reviews" page appears, showing all of the reviews that the system has found for your listings so far.

You have activated review monitoring for all your locations.

> *Note:* When you activate review monitoring, LocalLift begins to scan all of your PowerListings for reviews. The process to scan all of your listings for the first time can take up to 24 hours. Until the initial scan is complete, a message appears at the top of the "Reviews" page to remind you that your reviews may not all appear yet.

Deactivate review monitoring

To deactivate review monitoring for all of your locations:

1. From anywhere in the LocalLift Platform, click **Social** in the navigation bar. The "Reviews" page appears.
2. At the bottom of the left-hand sidebar, click **Deactivate review monitoring**. A confirmation dialog appears.
3. Click the **Deactivate** button. The system deactivates review monitoring.

The system stops scanning your listings for reviews, and reviews are no longer visible to you or other users in your account.

Browse and search for reviews

To browse through the reviews on your listings, first click **Social** in the navigation bar, and then click **Reviews** at the top of the page. The system displays all of the reviews that have been posted on your listings on our publisher sites.

What do you want to do?

- See the full text of a review
- See one of the reviews as it appears on the publisher site
- Sort the list of reviews
- Browse through more than one page of reviews
- Browse through the reviews on a particular site
- Browse through the reviews for a particular location
- Search for reviews containing a certain keyword

See the full text of a review

If the text of a review is over a few lines, the whole thing may not be displayed in the list of reviews, and in some cases may not be available without looking at the original review.

To see the full text of a review:

1. Locate the review in the list of reviews.
2. In the *Review* column for the review you want to see, click on the **more** link (more ▼). The system displays more of the text from the review.

If the review text still goes on beyond what it shown, the full text is not available through LocalLift. To see the whole review, look at the review as it appears on the publisher site as described in the next section, See one of the reviews as it appears on the publisher site

See one of the reviews as it appears on the publisher site

To see how one of your reviews appears to visitors on your listing, you can visit the review directly. To do so:

1. Locate the review in the list of reviews.

2. To the immediate right of the star rating for the review, click on the title of the review.

   Sometimes, this title is provided by the reviewer (for example, **Great service, great prices!**).

Other times it is just the name of the site where the review appears followed by the word "Review" (for example, **Superpages Review**).

3. The system opens up a new browser tab (or in some cases a new browser window) showing the review as it appears on your listing.

> *Note:* Some sites cannot provide links directly to individual reviews. If this happens, the system will take you to the listing where the review appears. You can find the individual review by scrolling down and looking for it or, if there are many reviews, searching on the page for something that appears in the review, such as the author's name.

4. When you are finished, close the new tab or window where your review appears and continue working on the *Reviews* page.

Sort the list of reviews

To sort the list of reviews:

1. Locate the name of the field that you wish to sort by at the top of the list of reviews.
2. Click on the name of the field. The system sorts the list of reviews according to the field you have chosen, sorting from A-Z for alphabetical fields and lowest to highest for numeric fields.
3. Optionally, if you wish to sort the list in the opposite direction (Z-A for alphabetical fields or highest to lowest for numeric fields), click the name of the field again. The system reverses the order of sorting.

The list is now sorted by the field you chose.

> *Example:* If you want to see all of your lowest-rating reviews, click on the **Rating** column to sort the reviews from lowest to highest rating. To see all of the highest-rating reviews, click on the **Rating** column again.

Browse through more than one page of reviews

If you have many reviews, the system displays them one page at a time. To the upper right of the table of reviews, you can see how many reviews are presently displayed and how many you have in total:

Reviews

Reports   Help

Ratings Breakdown

Reviews by Site

tal **3341**
ws

ge **4.2**
ng

★★★★☆

1   2   3   4   5
star   stars   stars   stars   stars

YellowBot   Yahoo!   ◀ 1/5 ▶

rt

Show   **25** ▾   **1 - 25** of **1660**   ◀   ▶

Search   Advanced Filter

Location   Site   Rating   Review
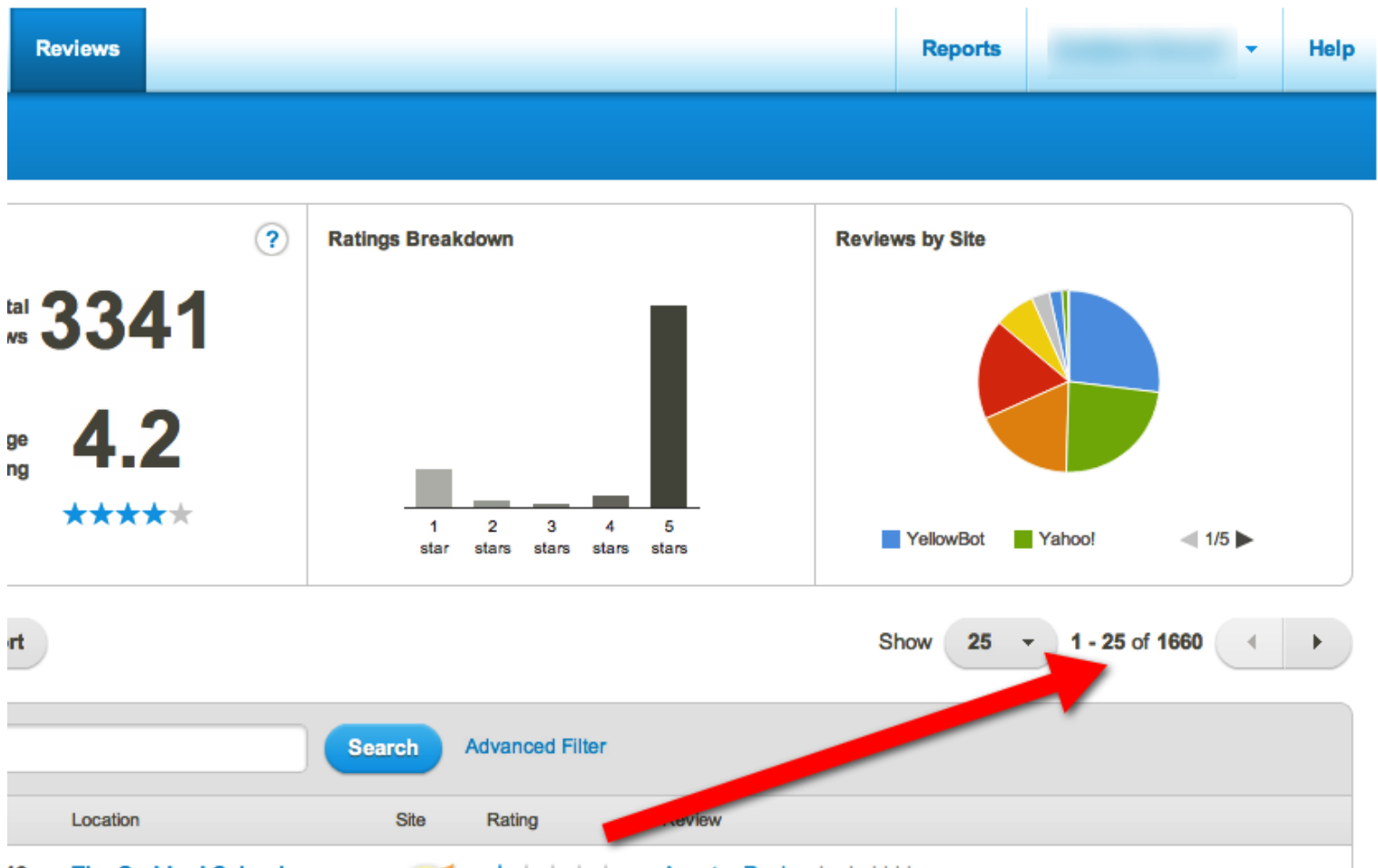
If not all of your reviews are shown, they are being displayed on more than one page. To browse through those on the other pages:

1. Above and to the right of the table of reviews, click the right arrow. The system displays the next page of reviews.

2. As long as you have another page of reviews, keep clicking the right arrow to display more of them. The system keeps displaying more pages until you have no more reviews to see.

3. To return to a previous page, click the left arrow. The system displays the previous page of reviews.

4. Optionally, you can change the number of reviews shown on each screen. To do this...[1]

---

[1]Click the **Show** dropdown box with the number. The choices **25**, **50**, and **100** appear. Click the number of reviews that you want to see on each page. The system changes the list to show the number of reviews you have selected on the page.

Browse through the reviews on a particular site

To see only the reviews for a particular site:

On the left-hand side of the *Reviews* screen, under the *Sites* list, click the name of the site that you want to see reviews for.

The list of reviews updates to show only those reviews for the site you selected, if any.

> *Note:* As you filter the list of reviews, the numbers and graphs on the top of the *Reviews* screen are updated to include only the reviews that match your selections.

Browse through the reviews for a particular location

If you have a Listings subscription for multiple business locations, you can browse the reviews for a particular location only. *(Note: If you have only one location, this section does not apply to you.)*

To see the reviews for a particular location only:

1. On the left-hand side of the *Reviews* screen, under the *Locations* section, click the **Select a location** drop-down. A list of all of your locations appears.

    > *Note:* If you do not see the Locations section, you do not have access to more than one location with review monitoring.

2. Click the name of the location for which you want to see reviews. (If you have many locations, you many need to first search for the location by typing its name, address, or phone number into the location search box).

The list of reviews updates to show only those reviews for the location you selected, if any.

> *Note:* As you filter the list of reviews, the numbers and graphs on the top of the *Reviews* screen are updated to include only the reviews that match your selections.

Search for reviews containing a certain keyword

You can search for reviews containing a certain keyword in the text, review title, or author name. To do so:

1. At the top of the list of reviews, click inside the **Search** textbox.

2. Enter text that you want to search for in your reviews.

> *Example:* Bank On Us is a retail bank that has recently rolled out a new checking product. The marketing manager wants to see if any customers have left reviews mentioning the new product. They search for the keyword **checking** and then sort the list to see all recent reviews containing that word.

3. Press **ENTER** or click the **Search** button. The system updates the reviews list to show only those locations that match your search.
4. Repeat steps 1 - 3 as many times as you like to search for different reviews.
5. To go back to showing all reviews instead of particular search results, click **Clear search** in the upper right hand corner of the locations table.

> *Note:* As you filter the list of reviews, the numbers and graphs on the top of the *Reviews* screen are updated to include only the reviews that match your selections.

You can also combine the different types of searches and do more complex searching for your reviews. To learn how, see Find reviews using an Advanced Filter.

Find reviews using an Advanced Filter

With the advanced filter feature on the "Reviews" page, you can filter the list of reviews based on a number of criteria, and you combine those criteria to show only reviews matching all of them.

> *Example:* You may want to see all one-star reviews, or you may want to see all reviews that contain the word **fries**. You may also want to see all one-star reviews that contain the word **fries**. You may further want to restrict your search to include only those one-star reviews containing the word **fries** that appear on Citysearch.

This article explains how to use the advanced filter feature. It contains some common examples followed by instructions for building as complex of an advanced search as you want.

> *Note:* As you filter the list of reviews, the numbers and graphs on the top of the *Reviews* screen are updated to include only the reviews that match your selections.

Steps

If you are not already on the "Reviews" page, click **Social** in the navigation bar, and then click **Reviews** at the top of the page.

What do you want to do next?

- See all reviews for locations in a specified folder
- See all one- or two-star reviews for a specified location
- See all reviews posted on two specific sites in a date range
- Run a complex search with multiple filters

See all reviews for locations in a specified folder

To see all of the reviews for locations in a specified folder:

1. In the search box at the top of the reviews list, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Review Content*, on the list.

2. Click the dropdown that reads **Review Content**. A list of all of the fields that you can filter by appears.

3. Click **Folder**. The row changes to read as follows:

4. Click the **Select Folder** dropdown, and click the name of the folder that you want to see reviews for.

5. Click the **Apply Filter** button.

The list of reviews changes to show only those that are for locations in or below the folder you selected.

See all one- or two-star reviews for a specified location

1. In the search box at the top of the reviews list, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Review Content*, on the list.

2. Click the dropdown that reads **Review Content**. A list of all of the fields that you can filter by appears.

3. Click **Location**. The row changes to include a text box with the label *Select a location*.

4. Click in the text box. A list of all of your locations appears.

5. Click the name of the location for which you want to see reviews. (If you have many locations, you many need to first search for the location by typing its name, address, or phone number into the location search box).

> *Note*: You can also select a location before opening the Advanced Filter option by using the *Locations* section on the left hand side of the screen. If you do this, it has the same effect as picking the location as described in the previous steps.

6. Click the **+ Add Filter** button. In the dropdown list that appears, click **Rating**. The row changes to let you select which ratings you want to see.

7. Click the **greater than or equal to** dropdown to the right of *Rating*, and in the dropdown that appears, choose **less than or equal to**.

8. In the star ratings box, click on the second of the five stars to indicate that you want to see reviews with a rating less than or equal to two stars.

9. Click the **Apply Filter** button.

The list of reviews changes to show only those reviews for the location you selected that have a rating of two stars or fewer.

See all reviews posted on two specific sites in a date range

1. In the search box at the top of the reviews list, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Review Content*, on the list.

2. Click the dropdown that reads **Review Content**. A list of all of the fields that you can filter by appears.

3. Click **Sites**. The row changes to include a text box with the label *Choose a site*.

4. Click in the text box. A list of the sites that you can search from appears. Find the first site you want to include and click on it. The name of that site appears in the text box.

5. Click in the text box again to the right of the first site. The dropdown list of sites appears again. Find the second site you want to include and click on it. The name of both sites now appears in the textbox:

6. Click the **+ Add Filter** button. In the dropdown list that appears, click **Review Date**. The row changes to let you set the dates you want to filter by.

7. Click the **equals** dropdown to the right of *Review Date*, and in the dropdown that appears, choose **Between**. The row changes to show two date boxes.

8. Click on the first date box and pick the earliest date that you want to see reviews for.

9. Click on the second date box and click the latest date you want to see reviews for.

10. Click the **Apply Filter** button.

The list of reviews changes to show only those reviews on the sites you selected that appeared in the date range you provided.

Run a complex search with multiple filters

To run a complex search with multiple filters:

1. In the search box at the top of the reviews list, click **Advanced Filter**. The system displays advanced filter mode with a single filter, *Review Content*, on the list.

2. Click the dropdown that reads **Review Content**. A list of all of the fields that you can filter by appears.

3. Choose which field you want to filter on first:

Field	Description	Examples
Folder	Filters to show only reviews for locations in or below a particular folder. Applies only if you have multiple locations and have organized them into folders.	• **Folder** *is in* **Atlanta** or **Georgia** • **Folder** *is in* **Northeast**
Location	Filters to show only reviews for one or more particular locations. (If you pick only one location, this is the same as selecting a location from the *Locations* filter on the left hand side of the screen.)	• **Location** *is* **Bank on Us, 100 Main St., New York, NY**
Rating	Lets you filter on reviews where the star rating is equal to, greater than or equal to, or less than or equal to a certain star rating from 1 to 5. For sites that support half stars, the reviews are rounded down for matching. (Note that if you want to search for reviews with a rating between two values, you can add the filter twice.)	• **Rating** *greater than or equal to* **4 stars** • **Rating** *is* **1 star**
Review Content	Filters for reviews where the text contains or does not contain a certain word. (To look for reviews that contain one word but do not contain another, add the filter twice.)	• **Review Content** *contains* **fries** • **Review Content** *does not contain* **pie**
Review Date	Filters for reviews by the date when they were posted.	• **Review Date** *on or after* **Jan 1, 2012** • **Review Date** *between* **Feb 1, 2012** and **Feb 28, 2012**
Reviewer Name	Filters for reviews by the name of the reviewer. (Useful for finding additional reviews from a customer who posted a particular review.)	• **Reviewer Name** *contains* **Marcus**
Sites	Filters the list to show only those reviews from one	• **Sites** *is* **Citysearch** or

Field	Description	Examples
	or more particular sites. (If you pick only one site, this is the same as selecting a site from the *Sites* filter on the left hand side of the screen.)	**Foursquare** • **Sites** *is not* **Citysearch**

4. Click on the name of the field you want to filter on first.

5. Notice which *comparison* the system selected for you based on the filter you chose. For example, if you chose *Review Content*, the system displays the comparison **contains**:

Advanced Filter

✕ **Review Content** ▾   **contains** ▾   [   ]

6. If the comparison is not what you want, click on the comparison dropdown (e.g., the one marked **contains** in the example above) and pick another one of the comparisons available.

7. In the box to the right of the comparison box, enter the value that you want to compare on. For example, if you chose *Review Content*, you might enter **fries** to look for all reviews containing the word "fries".

8. If you want to restrict the search further, click the **+ Add Filter** button and repeat steps 3 - 7 as many times as you want. Each filter you add will narrow down your list of reviews further.

> *Note:* If you add a filter and then later want to remove it from the list, click the **X** button to the left of the field dropdown.

9. Once you have added all of the filters you want, click the **Apply Filter** button. The system updates the list of reviews to show only those that match all of the filters you specified.

10. Browse or work with the filtered list of reviews.

11. If you wish, add additional filters or change the filters you already have, and then click **Apply Filter** to see the reviews that match your updated selections.

Email reviews

When using the review monitoring feature, you may encounter one or more reviews that you wish to share with a colleague. You can email reviews directly from the "Reviews" page of the LocalLift Platform. The email that is sent can contain the reviews in the email body, as a CSV attachment, or both.

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> *Example:* You may notice especially positive reviews and want to email them to your marketing manager to consider for inclusion in your marketing materials. Or, you might notice negative reviews and want to email them to a store manager or office manager to use for feedback.

Steps

To email reviews, you first need to locate the review or reviews you wish to share. For help doing this, see Browse and search for reviews or Find reviews using an Advanced Filter. The next steps depend on whether you are emailing one review or many reviews.

What do you want to do next?

- Email a single review
- Email multiple reviews

Email a single review

To email a single review:

1. In the list of reviews, place your mouse over the review you want to share. The row becomes darker and an **Email** button appears to the right of the review.
2. Click **Email**. The *Email Review* dialog appears.
3. In the **Send to** box, enter the email address of the person that you wish to email the review to. (If you want to email the review to more than one person, enter all of their email addresses separated by commas).
4. If you want to receive a copy of the email yourself, select the **Send a copy to myself at <youremail@example.com>** option.
5. The text in the **Message** box will appear at the top of the email that is sent, before the review itself. If you wish, change this from the default message to something else.

   > *Example*: If you are emailing someone to let them know that they may want to include the review in marketing materials, you might change this message to: **Hi Steve, here's a review that appeared on our listings. You may want to see if we can put this on our blog.**

6. Click **Send**.

The email is sent to the address(es) you entered.

Email multiple reviews

When emailing multiple reviews, you can choose to include them either directly in the body of the email or as a spreadsheet attachment.

To email multiple reviews :

1. Select the reviews that you want to share by clicking the checkbox next to each. As you do, the system shows you how many reviews you have selected.

   > *Note:* To email all of the available reviews, click the checkbox that appears at the top of the table. All of the reviews on the page are selected. Then, click the **Select all N reviews** button to the right of the export button. All of the reviews you have access to are selected. If you want to email only those reviews for a certain location or site, filter the list to show only those reviews and then follow the same procedure. To learn how to filter the list, see Browse and search for reviews.

2. Click the **Email** button. The *Email Reviews* dialog appears.

3. In the **Send to** box, enter the email address of the person that you wish to email the reviews to. (If you want to email the reviews to more than one person, enter all of their email addresses separated by commas).

4. In the **Format** section, choose whether you want to have the reviews themselves appear in the body of the email, want them attached as a spreadsheet, or both.

   > *Note:* If emailing more than 25 reviews, the only option is to attach the reviews as a spread-sheet.

5. If you want to receive a copy of the email yourself, select the **Send a copy to myself at <youre-mail@example.com>** option.

6. The text in the **Message** box will appear at the top of the email that is sent, before the review itself. If you wish, change this from the default message to something else.

7. Click **Send**.

An email with the selected reviews is sent to the address(es) you entered.

Export reviews to a spreadsheet

If your business receives a number of reviews, you may wish to export them to a spreadsheet so that you can work with them in Microsoft Excel. LocalLift allows you to export all or a selection of your reviews to a spreadsheet with the

following columns:

- Date that the review was posted
- Store ID, name, and address of the location that the review is for
- Site that the review appears on
- Author name
- Text of review
- Star rating in the review (1-5)
- URL of the review on the site

What do you want to do?

- Export all of the reviews that you can access
- Export all of the reviews from certain site or for a certain location
- Export selected reviews

Export all of the reviews that you can access

To export all of the reviews that you can access:

1. If you are not already on the "Reviews" page, click **Social** in the navigation bar, and then click **Reviews** at the top of the page.
2. Click the **Export** button that appears above the list of reviews.
3. Wait until your browser tells you that a new file has been downloaded.
4. Open the file by double-clicking it. The file opens in Excel, or whichever program you normally use to edit CSV files.

The name of the file with the reviews is **reviews_customer_name_YYYYMMDD**.csv, where **customer_name** is the main name of your account in the LocalLift Platform and the numbers at the end are the date when the file was cre-ated.

> *Note:*Once you click **Export**, the system downloads the exported file without any additional notice. The file appears wherever you browser normally downloads files.

Export all of the reviews from certain site or for a certain location

1. If you are not already on the "Reviews" page, click **Social** in the navigation bar, and then click **Reviews** at the top of the page.
2. If you want to limit the export to the reviews for a particular site, click on the name of that site in the *Sites* section on the left-hand side. The list changes to show only the reviews for that site.
3. If you want to limit the export to the reviews for a particular location, click the **Select a location** button on

the left-hand side of the screen, and then click the name of the location for which you want to export reviews. (If you have many locations, you many need to first search for the location by typing its name, address, or phone number into the location search box).

> *Note:* If you do not see the Locations section, you do not have access to more than one location with review monitoring.

4. Click the **Export** button that appears above the list of reviews.
5. Wait until your browser tells you that a new file has been downloaded.
6. Open the file by double-clicking it. The file opens in Excel, or whichever program you normally use to edit CSV files.

Export selected reviews

To export a particular selection of reviews:

1. If you are not already on the "Reviews" page, click **Social** in the navigation bar, and then click **Reviews** at the top of the page.
2. If you want to use filtering to limit the selection of reviews you are exporting, filter the list as you normally would (see Browse and search for reviews or Find reviews using an Advanced Filter).
3. Select the reviews that you want to export by clicking the checkbox next to each. As you do, the system shows you how many reviews you have selected.

> *Note:* If you don't place a checkmark next to any reviews, the system assumes that you want to export all of the reviews that appear, including any that may be on other pages of the list.

4. Click the **Export** button that appears above the list of reviews.
5. Wait until your browser tells you that a new file has been downloaded.
6. Open the file by double-clicking it. The file opens in Excel, or whichever program you normally use to edit CSV files.

Clear any filters or searches on the "Reviews" page

On the "Reviews" page, you may have filtered the list of reviews using the filters on the left side of the page or with the advanced filter. To clear these and return to viewing all available reviews, use one of these two methods:

Method 1: Close filters

1. If the **Advanced Filter** section is open, click the **Clear Search** link (which appears to the immediate left of the **Apply Filter** button).

2. Under the **Sites** section on the left hand side of the screen, click **All Sites** if it is not already selected.

3. Under the **Locations** section on the left hand side of the screen, click **All Locations** if it is not already selected.

The page now shows all of the available reviews without any filters.

Click **Reviews** at the top of the page. The "Reviews" page re-loads with no filters.

See review information on the "Locations" page

If you manage multiple locations in the Location CMS and you have review monitoring enabled, aggregate inform-ation about reviews is available for each location on the "Locations" page. This powerful capability lets you identify locations that are doing particularly well or poorly according to customer reviews, or that do not have many reviews and could benefit from an effort to solicit more reviews from customers.

This article describes some of the things you can do with review information on the "Locations" page.

Steps

If you are not already on the "Locations" page, click **Location CMS** in the navigation bar. The "Locations" page appears.

What do you want to do?

- Add rating and review count information to the location list
- Find the locations with the best or worst average rating
- Find the locations with the most or fewest reviews
- Filter the list to include only locations with at least some number of reviews
- Drill in from the locations list to see individual reviews

Add rating and review count information to the location list

To add the average rating and total review count for each location as columns in the location list:

1. On the upper right of the locations table, click the **Columns** button.

2. Check off **Average Rating** and **Review Count**.

3. Click the **Apply** button. The *Average Rating* and *Review Count* columns are added to the location list.

> *Note:* Average rating is shown rounded to the nearest half-star, but if you hold your mouse over one of the ratings, a more precise numeric rating appears.

4. Optionally, change the order in which the columns are displayed by clicking on the name of the column at the top of the list and then dragging it to the left or the right.

Find the locations with the best or worst average rating

To find the locations with the best average rating:

1. Ensure that the *Average Rating* column appears in the location list (if it does not, follow the instructions in the section Add rating and review count information to the location list above).

2. Click on the **Average Rating** column. The system sorts the list to show the locations with the lowest average rating first. These are the locations with the worst average rating.

> *Note:* If the list begins with locations that have no average rating, you may need to browse further through the list until you find the first one that does, since the system puts locations with no rating at the beginning of the list. Alternatively, you can filter the list to include only locations with reviews. see "Filter the list to include only locations with at least some number of reviews" below.)

3. Click on the **Average Rating** column again. The system sorts the list to show locations with the highest average rating first. These are the locations with the highest average rating.

Find the locations with the most or fewest reviews

To find the locations with the best average rating:

1. Ensure that the *Review Count* column appears in the location list (if it does not, follow the instructions in the section Add rating and review count information to the location list above).

2. Click on the **Review Count** column. The system sorts the list to show the locations with the fewest reviews first.

> *Note:* If the list begins with locations that have no reviews, you may need to browse further through the list until you find the first one that does, since the system puts locations with no reviews at the beginning of the list. Alternatively, you can filter the list to include only locations with reviews. see "Filter the list to include only locations with at least some number of reviews" below.)

3. Click on the **Review Count** column again. The system sorts the list to show locations with the greatest number of reviews first.

Filter the list to include only locations with at least some number of reviews

If you are analyzing reviews by location, you may wish to exclude locations that have a small number of reviews. You can do this by adding an advanced filter:

1. At the top of your list of locations, click **Advanced Filter**. The **Location** filter is selected by default.
2. Click the dropdown that reads **Location**. A list of all of the fields that you can filter by appears.
3. Click **Review Count**. The row changes to include a dropdown labeled *greater than*.
4. Click the **greater than** dropdown and select the option **greater than or equal to**.
5. In the textbox to the right of the dropdown, type the fewest number of reviews a location should have to be on the list.
6. Click **Apply Filter**.

The list updates to show only those locations that have at least the number of reviews you entered.

Drill in from the locations list to see individual reviews

If you have added the *Average Rating* or *Review Count* columns to the locations list, you can quickly switch over to the *Reviews* page and see just the reviews for that location.

To see the reviews for a particular location:

1. Find the location in the locations list.
2. Click on either the average star rating or the review count.

The system switches over to the *Reviews* screen filtered to the location that you just clicked.

Reference - Review monitoring details by site

ChamberOfCommerce.com

- ChamberOfCommerce.com allows registered users to post ratings and reviews. Ratings are on a five-star scale.

Citysearch

- Citysearch allows visitors to its site to post reviews. It also sources reviews from other places, including InsiderPages.

- Citysearch reviews and reviews from other places are displayed in separate sections on Citysearch listings:

Reviews from Citysearch

Citysearch (1) | Around the Web (1)

Sort by: **Date**   Rating   Popular

- Reviews from Citysearch and other "around the web" providers will appear under your listing as Citysearch reviews on the *Reviews* screen.
- Citysearch does not allow users or businesses to comment on or reply to reviews.

CitySquares

- CitySquares allows registered users of its site to post reviews, which appear on the listing on CitySquares.
- All reviews from CitySquares will appear under your listing as a CitySquares review on the *Reviews* screen.
- The only way of responding to a CitySquares review is to flag it as inappropriate.

EZLocal

- EZLocal allows registered customers to post reviews including a rating, a headline, and text.
- EZLocal also uses CityGrid to aggregate reviews from other websites, such as GrubHub and CitySearch.

Facebook

- Facebook allows any consumer with a Facebook account to give your business both a rating on a five-star scale and a review.
- You can respond to reviews by commenting on them. When doing so, you can post your comment under your business's name rather than your own.

Foursquare

- Foursquare gives your business a rating on a 10-point scale, based on the number of check-ins, saves, and likes your business has received from Foursquare users. Ratings are updated daily.

LocalDatabase

- LocalDatabase allows registered users to post reviews. Each review consists of a title and review text.

MerchantCircle

- MerchantCircle allows registered users of its site to post reviews, which appear on the listing on MerchantCircle.
- All reviews from MerchantCircle will appear under your listing as a MerchantCircle review on the *Reviews* screen.
- MerchantCircle does not support replying to reviews.

ShowMeLocal

- ShowMeLocal allows registered users to post ratings and reviews for your business. Ratings are on a five-star scale, and reviews consist of a title and review text.
- Business owners can respond to reviews, provided they have claimed their listings.

Superpages

- Superpages allows visitors to its site to post reviews.
- All reviews are retrieved by the LocalLift Platform.
- Any user can indicate if the review was helpful to them and report abuse.
- The business owner can respond to reviews without claiming the listing, using these three steps:

- Step 1:
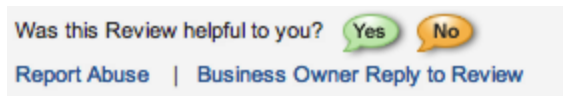
- Step 2:

- Step 3:

Topix

- Topix allows all visitors to post reviews on business listing pages, regardless of whether they are registered users of the site.

USCity.net

- USCity allows all visitors to rate and review businesses. Ratings are on a five-star scale, and reviews consist only of review text.

WhereTo?

- WhereTo? is entirely mobile -- users access and post content via the WhereTo? mobile apps.
- WhereTo? displays ratings and reviews from its registered users and from Google. Ratings are on a five-star scale.

Yahoo!

- Yahoo! allows visitors to its sites to post reviews, which appear on the listing on Yahoo! Local.
- Yahoo! also shows reviews from other providers, including MerchantCircle, but they are in a separate section on the listing.
- All reviews posted by Yahoo! users will appear as a Yahoo! review on the *Reviews* screen. The reviews that Yahoo! pulls from other places (such as MerchantCircle) do not appear as Yahoo! reviews.
- Anyone who is signed in to Yahoo! can comment on a review or report abuse. There is no special mode for the business owner to post a response.
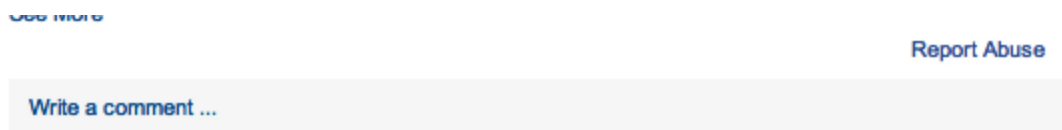
YellowBot

- YellowBot allows registered customers to post reviews including a rating, a headline, and text. All of these reviews will appear as YellowBot reviews on the *Reviews* screen.
- YellowBot also aggregates reviews from around the web from sources including Google and Citysearch. If these reviews contain star ratings, they influence the total review count and average rating reported for YellowBot, but the individual reviews do not appear in the reviews list.

Yellowise

- Yellowise allows visitors to its sites to post reviews, which appear on the listing on Yellowise.
- All reviews posted on Yellowise appear as Yellowise reviews on the *Reviews* screen.
- There is no way to respond to reviews on Yellowise.

Yelp

- You need to claim your business in order to respond to reviews.

YP.com

- YP.com allows visitors to post ratings and reviews. Ratings are on a five-star scale.
- Visitors can also flag reviews as abuse and indicate if a review was helpful or not.

Question: Why are some of my reviews missing from the "Reviews" page?

Introduction

Your Listings subscription includes a review monitoring capability that monitors listings for reviews and makes them accessible on the "Reviews" page.

If you have review monitoring enabled, then in most cases, all of the reviews that appear on your listings will appear on the "Reviews" page. This article addresses the various reasons that reviews might be missing.

Scenarios where reviews may be missing

The initial scanning for review monitoring has not completed

When you activate review monitoring, LocalLift begins to scan all of your listings for reviews. The process to scan all of your listings for the first time can take up to 24 hours.

Until the initial scan is complete, a message appears at the top of the "Reviews" page to remind you that your reviews may not all appear yet. This message appears roughly as follows (though the text may vary):

If you are missing reviews but still see this message, scanning is still in progress. Wait until this message disappears and check again for the missing reviews.

Review monitoring not supported on site

On the vast majority of sites in the LocalLift PowerListings network where reviews are supported, they can be mon-itored by review monitoring. However, from time to time a publisher will add support for reviews on their listings, and it takes us a few months to add review monitoring capability for it. If you see a review on one of your listings but it does not appear on the "Reviews" page, make sure that the site appears in the list of sites in the left-hand side-bar:

If the site does not appear in this list, then review monitoring is not yet supported on the site. This explains why your review may be missing.

Review appeared before you activated review monitoring

Normally, when you activate review monitoring for a location, LocalLift is able to retrieve all of the reviews on each of your listings, no matter when the reviews first appeared.

However, on some sites, there are limits to how many historical reviews can be retrieved for your listings. For example, one known limitation is that only the five most recent reviews on your Yelp listing at the time review monitoring was activated can be retrieved.

If the missing review appeared before you activated review monitoring, this could be the reason. Reviews that are posted now that you enabled review monitoring will all appear on the "Reviews" page.

Review is not on a LocalLift-powered listing

Each location that you manage in the Location CMS corresponds to exactly one listing on each publisher site. Only this listing is monitored for reviews. (For details on this issue, see My listing appears more than once on a publisher's site, but only one of them is powered by LocalLift.)

To see which listing on a publisher site is synced with LocalLift, see See how your listing looks on a publisher's site. If the listing where your review appears is not the listing powered by LocalLift, that explains why the review does not appear.

At the present time, it is not possible to monitor duplicate listings for reviews.

Further information

If you believe a review is missing from your "Reviews" page but none of these scenarios applies to you, and you wish to have us investigate further, see How to get support.

Question - Why can't I access the "Reviews" page?

Introduction

Your Listings subscription includes a review monitoring capability that monitors listings for reviews and makes them accessible on the "Reviews" page.

Customers who have a Listings subscription should be able to access the "Reviews" page by clicking the **Social** in the navigation bar and then clicking **Reviews**.

This article addresses situations in which the "Reviews" page may not appear.

Reasons why the "Reviews" page may not appear

You're subscribed to Listings only for sites without review monitoring

The "Reviews " page is only shown when the account has at least one location subscribed to Listings on a site that supports review monitoring.

If your location is only subscribed to a few sites on the PowerListings network, check to see if any of them have support for review monitoring (see Reference - Review monitoring availability by site). If none of them do, that explains why the "Reviews" page does not appear.

No active Listings subscription

The "Reviews" page only appears if you have an active Listings. If your Listings subscription has expired, the "Reviews" page will no longer appear.

To check on the current status of your subscriptions, see Check on my subscriptions and their status.

Access restricted by administrator

If your LocalLift account was set up by someone else, it is possible that they have set up your user account in a way that gives you access only to certain parts of the LocalLift Platform. If someone else manages this account and set up your login for you, check with them to see what permissions they have given you.

Further information

If you have reviewed this article and still believe that you should have access to the "Reviews" page, see How to get support.

Question - Why doesn't the date shown for a review match the date on the site?

Question

Normally, when a review is displayed on the "Reviews" page of the LocalLift Platform, the date shown for the review matches the date when the review appeared on the publisher's site. However, these sometimes do not match.

Occasionally, when first activating review monitoring, you may notice a number of reviews that have the same date, and you then may wonder why so many reviews are listed with the exact same time when they couldn't have all been posted at the same time.

Solution

For most of the publishers where review monitoring is supported, LocalLift is able to retrieve the date of the review as it appears on the publisher's site. However, some publishers do not supply that information to our systems. In those cases, the date displayed is the date that LocalLift first retrieved the review while conducting a scan.

> *Note:* As of 6/10/2012, this only site impacted by this issue is Avantar.

Because of this, when you first activate review monitoring, you may see a number of reviews with the date approximately when you activated review monitoring.

The impact of this issue is reduced going forward, because scanning for reviews happens regularly. So, even if the dates do not match exactly, they will be very close.

Listings

The listings pages show you all of your individual listings that are synced with LocalLift.

Each location that you manage in the Location CMS has listings on many different sites, so you will normally have many more listings than locations.

Each listing's record in the LocalLift Platform is displayed as follows:

	Site ▲	Site Name	Location	Status	
☐					
☐	mq	MapQuest	**China Gourmet** 877 8th Ave New York, NY 10019 United States (212) 246-8181	✔ Live	**View Listing** ⤢

For each listing, you can see:

- **Site** -- The name and logo for the site that the listing is on.
- **Location** -- Which location the listing is for. (Note that this shows the information as you have supplied it to LocalLift, not the way it currently appears on the publisher site.)
- **Status** -- The current status of the listing. (For details, see Reference - Listings statuses.)
- **View Listing** -- A link to view the listing as it actually appears on the site.

Different types of listings

In the LocalLift Platform, your listings are divided into categories, based on the kinds of sites they appear on:

- *Publisher listings* -- Most of your listings appear on directory sites that specialize in providing information about local business to consumers. Listings on these sites can be found on the "Publishers" page, which you can access by clicking **Listings** in the navigation bar.
- *Aggregator listings* -- In addition to directories, the PowerListings network includes aggregator sites, which scan the web to gather information on local businesses and then provide this data to companies who specialize in location-based services (e.g., "local deal" websites, mobile apps). With LocalLift, your listings on these sites are based on what you enter in the Location CMS rather than content from other websites. Listings on aggregator sites can be found on the "Aggregators" page. To see them, click **Listings** in the navigation bar, and then click **Aggregators**.

- *Social listings* -- If your Listings subscription includes listings on social networks, like Facebook and Foursquare, those listings can be found on the "Social Pages" page. To get there, click **Social** in the navigation bar, and then click **Social Pages** at the top of the page.

Getting started with listings

To learn more about listings and how to manage them in the LocalLift Platform, we recommend that you read the fol-lowing articles.

Common tasks with listings

- Browse through your listings - Browse and find listings
- After you first sign up for Listings, speed up the initial process by identifying matching listings yourself - Identify listings that match my location

Advanced tasks with listings

- Find listings using an Advanced Filter
- Opt in or out of Listings
- See how your listing looks on a publisher's site

More about listings

- About search results pages and profile pages
- About the parts of a listing

Reference - Social network capabilities in LocalLift

The table below outlines which LocalLift features can be used for each of our supported social

Capability	Facebook	Foursquare	Google+	LocalL Pages
Create a page	Yes	Yes	No	N/A
Claim a page	Yes	Yes	No	N/A
Update listing information	Yes	Yes	No	N/A
Create post	Yes	Yes	Yes	Yes
Comment on a post	Yes	No	Yes	No
See posts from consumers	Yes	Yes ("Tips" can be found on the "Reviews" page of the LocalLift Platform)	N/A	N/A

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Capability	Facebook	Foursquare	Google+	LocalL Pages
See comments from con-sumers	Yes	No	No	N/A
Delete a comment	Yes	No	Yes	N/A
Like a post	Yes	No	No	N/A
Like a comment	Yes	No	No	N/A
See how many consumers have liked a post	Yes	No	No	N/A
See how many consumers have liked your page	Yes	No	No	N/A
Use Location Fields in a post	Yes	No	Yes	Yes

Related topics

- Reference - Social network limitations in
- LocalLift Social

Reference - Social network limitations in LocalLift

For each of our supported social networks, there some features and tasks that are available in the network, itself, but not in LocalLift.

Facebook

Features

Currently, these features are only available in Facebook, not through LocalLift:

- Question posts
- Event posts
- Video posts
- pinned posts
- sponsored posts

Tasks

These tasks cannot currently be completed through LocalLift:

- monitor recommendations
- target posts to certain demographics
- change the order of the Content List apps
- edit your business's name or category

Foursquare

Tasks

These tasks cannot currently be completed through LocalLift:

- like an update
- see how many consumers have liked an update
- see how many consumers have liked your venue

Google+

Tasks

These tasks cannot currently be completed through LocalLift:

- create and verify your Google+ page
- update location information on your Google+ page (i.e., location data from LocalLift is not synced to Google+ pages)
- monitor comments from consumers
- see how many consumers have liked your post
- see how many consumers have liked your page

Related topics

- Reference - Social network capabilities in
- LocalLift Social

Facebook

Because consumers are using Facebook to discover new businesses and find out more about them, it has become very important to ensure that any information about your locations on Facebook is accurate. To be sure that your Facebook presence is engaging those consumers, you need a way to gauge the effectiveness of your Facebook marketing efforts.

While Facebook does offer you some tools to help you manage your content and connect with consumers, it has several limitations:

- In order for you to update or add content to your Facebook location Pages, you need to log in to your Facebook account and manually make any necessary changes. If you have more than one location Page that requires updating, you must update each Page individually.
- All of this editing can be tedious, so it's easy for information to become outdated.
- If your business has more than one location, you can see statistics about how your individual Facebook Pages are being used (e.g., number of likes, Page views, check-ins, people talking about the locations), but you cannot see collective statistics for all of your Pages.
- You cannot add posts to multiple location Pages at once, even if you want to post the same content on all of your Pages.

...and that's where LocalLift comes in!

With LocalLift Sync for Facebook, you are able to manage your Facebook Pages more easily and view collective stat-istics about how those Pages are being used by consumers.

After the initial setup process, you can use LocalLift to perform all of the following tasks:

- automatically update business information on Facebook when you make updates in the LocalLift
- platform set cover photos and profile pictures for one, several, or all of your location Pages
- post to one, some, or all locations with a single post in the LocalLift platform, complete with location-specific information like addresses or phone numbers
- post positive reviews that users have written on your other listings
- add content lists to Facebook location Pages (see Content Lists for more information on this feature)
- view aggregated statistics about all of your location Pages

You will still be able to log in to Facebook directly to take advantage of features that aren't currently available in the LocalLift platform, such as Question, Event, or Video posts.

Getting started

To learn more about what LocalLift Sync for Facebook can do for your business, we recommend that you read the following articles:

- About Facebook Pages for Local
- Businesses Features of LocalLift Sync for Facebook

Once you're ready to implement LocalLift Sync for Facebook, these articles will help you get up and running on Facebook:

- Authorize the LocalLift (Yext) Facebook app to update your Pages
- Add a cover photo or profile picture
- Post photos, text, or links
- Post a positive review
- View reporting on listing activity

Features of LocalLift Sync for Facebook

LocalLift Sync for Facebook offers a rich set of features that allow you to use the data you have stored in LocalLift to create or enhance your presence on Facebook. It also simplifies the administrative aspects of Page and content man-agement, and it lets you know how consumers are using your location Pages.

Page management

One of the key features of LocalLift Sync for Facebook is our ability to help you set up a Facebook Page or find one for you if one already exists. If you have more than one location, we can repeat this process for each of your locations.

Content management

You can use LocalLift Sync for Facebook to make sure the location information on your location Pages is accurate. Changes you make to a number of location fields in the Location CMS appear on your Facebook in real time, unless otherwise indicated.

For example you can use LocalLift Sync for Facebook to:

- automatically fill in each Page's profile data, such as the address, phone number, and photo gallery with the correct information in the LocalLift platform and keep it up to date
- set the cover photo and profile picture to be the same for each location or to differ by location
- add your content lists--Products and Services, Menus, Calendars, and Staff Bios--to your Facebook Pages, including any per-location customization

You grant each user in your LocalLift account different privileges for adding content.

For additional details, see Reference - Content that is synced from LocalLift to Facebook.

Page posts

LocalLift Sync for Facebook makes engaging consumers through posts easy and convenient. In the the LocalLift Platform, you can create posts containing text, photos, and links and add them to one or more of your location Pages. Even when posting to more than one Page, you can include location-specific content, such as the phone number or city, in your posts, and each Page's post will contain the correct information for that Page's location.

Another type of content that you can post to Facebook is reviews from your other listings. If you see a review on one of your LocalLift-managed listings that you would like to share with consumers, you can easily post it on that loc-ation's Facebook Page.

More information on posting to your Pages can be found in Post photos, text, or links and Post a positive review.

Usage reports

You can view usage statistics for any single location Page or aggregated data for several or all of your Pages. Available metrics include Page views, likes, the number of people talking about your Page, and the number of people who have visited your location, as recorded by Facebook.

For more details on reporting, see Create a report.

Related topics

- Post photos, text, or links
- Post a positive review
- Create a report
- Reference - Content that is synced from LocalLift to
- Facebook Reference - Social network limitations in
  LocalLift

Reference - Content that is synced from LocalLift to Facebook

One of the core features of LocalLift Sync for Facebook is the ability to automatically update your business information on your Facebook location Pages when you edit it in LocalLift .

There are two types of content that are synced from LocalLift to Facebook: location fields and Content Lists.

Location fields

The following location fields are synced from LocalLift to Facebook:

- **Address**
- **Business Phone**
- **More Photos**
- **YouTube Video**
- **Featured Message**
- **Cover Photo**
- **Profile Picture**

Content Lists

Your Content Lists are shown as apps, or "tabs," on your Facebook location Pages. By default, the apps are called "Products/Services," "Events," "Bios," and "Menus," but if you customize the names of these List types in the LocalLift platform, their names on your Facebook Pages change, as well.

We sync your changes to all four types of Content Lists to Facebook:

- **Products and Services**
- **Calendars** (does not currently create native Facebook events)
- **Staff Bios**
- **Menus**

NOTE: With the exception of **Name**, **Categories**, **Cover Photo**, and **Profile Picture**, you can choose not to sync your changes to any of these location fields and Content Lists on Facebook. Contact us for more information.

Related topics

- Reference - Available location fields
- Overview - Content Lists
- Content changes that create Facebook posts

Authorize the LocalLift (Yext) Facebook app to update your Pages

If you are already an administrator of your Facebook location Page, you need to link it to LocalLift during the LocalLift Sync for Facebook setup process. When you link your Page to LocalLift, you give the LocalLift (Yext) Facebook app permission to edit the Page on your behalf.

The steps below must be completed by someone with a Facebook account that has admin access to the location Page. If you have more than one location Page, you must follow this process for each Page.

1. If you are logged in to Facebook as someone other than an administrator for the Page, log out of your current account and then log in to the account that has admin access.
2. In the LocalLift platform, point to your name in the upper-right corner, and click **Account Settings**.
3. In the left sidebar, click **Linked Accounts**.
4. In the **Facebook** section, click **Link with Facebook** (if you have not linked previously) or **+ Link another account** (if you have already linked an account with Facebook).
5. Facebook asks you to confirm that the LocalLift app should be allowed to access your public profile and friend list. Click **Okay**.

- **NOTE:** The way some of the permissions are worded can be confusing, but be assured that the LocalLift platform will never post to your personal timeline—it deals with business place Pages only.

6. Facebook then asks you to confirm that the LocalLift app can post to your friends on your behalf. You can click either **Okay** or **Skip**, since posting to your friends isn't necessary to update your listings.

7. When you get back to the LocalLift platform, select **All available locations** and click **Link this account**.

Related topics

- Reference - Content that is synced from LocalLift to Facebook

Manage your Facebook Page directly through Facebook

There are some tasks that can only be completed directly through Facebook (e.g., creating Events, targeting content to specific demographics). To do them, you must view your business's Page in Facebook and use Facebook's interface.

1. In the LocalLift Platform's navigation bar, click **Social**, and then click **Social Pages** at the top of the page.
2. In the entry for your Facebook Page, click **View Listing**.
3. If you can see the **Edit Page** button at the top of the Page, you are now able to manage your page directly in Facebook. See Facebook's Basic Page Information for additional information.
   - If the **Edit Page** button is not there, make sure you are logged in to Facebook.
   - If you are logged in to Facebook and you still cannot see **Edit Page**, your Facebook account does not have access to the Page. See How do I give individual access to a single Facebook location Page? for details on how to gain access.

NOTE: Some tasks, like updating your address, can be done through either LocalLift or Facebook. Your Facebook Page will reflect whatever update you made last. For example, if you update your address on Facebook, the Face-book Page will change, but your address won't change in LocalLift. However, if you later update your address in LocalLift, that update will be made on Facebook, as well. The exceptions to this rule are cover photos and profile pictures: if you choose to set your cover photo or profile picture for a location Page directly in Facebook, the "Location" page for that location in the Location CMS is updated to include the new image, and vice versa.

Related topics

- Capabilities of LocalLift Sync for Facebook for Small
- Businesses Reference - Social network limitations in
- LocalLift
  Reference - Content that is synced from LocalLift to
  Facebook

About Facebook Pages for local businesses

If you want to engage consumers and make your business easier to find online, it is essential to have a Facebook Page for your each of your business's locations.

Facebook Pages for Local Businesses, or location Pages, are much like the personal timelines that Facebook offers to individuals. You can post pictures, links, and status updates to them, and visitors to your Pages can reply to your posts and make posts of their own.

To help make Facebook more useful for businesses, Facebook has created some key differences between location Pages and personal timelines:

- Pages for local businesses have information that would only apply to a business, like an address and hours.
- People do not become "friends" with a business—instead, they "like" it. Businesses can use their number of likes to gauge the success of their marketing efforts on Facebook.
- When consumers are searching for things near them in the Facebook app on their mobile phones, local business pages appear in the search results.
- Consumers can use their mobile phones to "check in" to your business to show that they were there. To encourage people to check in to your location, you can offer "check-in deals."

One of the key benefits of Facebook Pages is that they can create word-of-mouth marketing for your business. As consumers interact with your Pages (e.g,, using them to check in to locations, like them, post messages to them, tag them in their photos), their friends see that they were visiting your business.

Despite the advantages of having Facebook Pages, many businesses do not have them, and even if they do, they are not in control of them. Managing your Pages lets you do the following:

- ensure that you have a Page for each of your locations and that the information on your Pages is correct
- post to your Page. When you do, your post may appear in the newsfeeds for people who have liked your Page. You can also pay Facebook a small fee to make your posts more likely to appear in newsfeeds.
- moderate the page and posts or photos that you do not approve of

Although you can create and control a Facebook Page for your business by yourself, LocalLift Sync for Facebook makes the process much simpler.

Related topics

- Features of LocalLift Sync for
- Facebook About claimed Facebook
- Pages About posts and engaging consumers

About claimed Facebook Pages

In order to improve the quality of its content and to engage the Facebook community more fully, Facebook wants business owners to manage the Pages for their locations. Therefore, they let business owners "claim" their Pages, which gives them administrative control of the Pages for their businesses.

NOTE: If you have a Page on Facebook that has not been claimed yet, we will claim it on your behalf when you set up LocalLift Sync for Facebook.

There are three possible ownership states for Facebook Pages for local businesses:

1. No one controls it. This type of situation occurs when a customer creates a Page by checking in to your business. Customers make Pages so that they can post photos and comments, but no one has administrative access to these "community Pages." In this case, you can claim your business's Page.

2. There is an administrator for it, but he or she has not claimed it (i.e., shown proof of business ownership to Facebook). This scenario usually happens when someone has created a Page for the business through the Facebook website and indicated that they're the business owner, but they have not sent Facebook proof that they are indeed the owner of the business. In this case, you can claim the Page and take control over it.

3. There is an administrator for it, and they have claimed the Page. In this situation, someone has sent information to Facebook to prove that they are authorized to manage the Page.

In either of situations 1 and 2, visitors to the page will see the **Is this your business?** option:
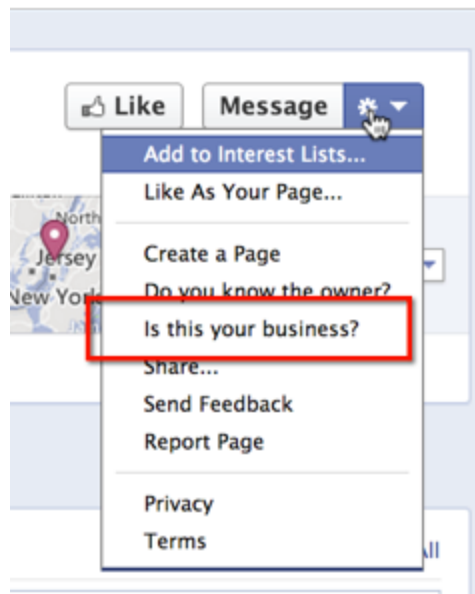
By clicking **Is this your business?**, the Facebook user initiates the Page-claiming process. The user completes the process by sending information to Facebook that proves his or her ownership of the business.

In situation 3, the Page is already claimed by someone else. If someone has wrongly claimed the Page for your business, contact the person who may be the administrator of the Page. If you do not know who the administrator is, you must report the Page to Facebook. For details, see Facebook's Claiming & Merging Duplicate Pages support page.

Related topics

- About Facebook Pages for Local Businesses
- Authorize the LocalLift (Yext) Facebook app to update your Pages

About Facebook photos and your location photo galleries

You can add photos to your Facebook Page either through LocalLift or directly in Facebook. The method you chose, however, determines how and where your photos are stored.

Adding photos through LocalLift

All of your locations in the Location CMS have a photo gallery associated with them. You can add, remove, and re-order photos for your locations, and the changes are reflected on the corresponding listings across the Internet. For information on adding or updating your photos, see Add enhanced content to a location or Update enhanced content on a location.

When you link a LocalLift location to a Facebook Page, an album called "Gallery" is created on the Page. We sync the content of this album with the location's gallery ("More Photos") in the Location CMS. As you add new photos to your gallery through LocalLift, we automatically create a post with the photo and its caption on your location's Facebook Page. We do not post to your Page when you re-order or delete photos.

If you would like to add a photo to your Facebook Page through LocalLift without adding it to a location's gallery, you can use the "Social" page in the LocalLift Platform to post it to the timeline of one or more of your location Pages. To learn more about this method, see Post photos, text, or links.

When you post a photo using the tools on the "Social" page, the photo appears on your Facebook timeline, just as if you had shared it directly through Facebook. The photo is stored in a Facebook album called "Posted Photos." The photos in this album are not kept in sync with LocalLift. If the album reaches 100 photos, the oldest ones are auto-matically deleted. There is no way to delete or re-order these photos through LocalLift.

Adding photos through Facebook

You can add photos directly through Facebook and organize them however you like in albums. However, photos added through Facebook are not synced with LocalLift in any way, and you cannot use Facebook to add photos to more

than one location Page at a time. For more information this method, see Facebook's How do I upload photos and create a new album? and How do I add more photos to an existing album? support pages.

Related topics

- Post photos, text, or links
- Update enhanced content on a location
- Reference - Content that is synced from LocalLift to
- Facebook Reference - Content changes that create
  Facebook posts

If I post to my pages, does anyone see the post unless they go to those pages?

Yes! When you create a post on social networks, consumers who have "liked" or "+1ed" your page may see it in their feeds.

> **Sponsored posts:** You can also promote, or "sponsor," the post so that more people can see it. For
>
> details, see Facebook's Page Posts support page.

Related topics

- Post photos, text, or links
- Post a positive review
- Reference - Content changes that create Facebook posts

How do I check if my social network pages are synced to LocalLift?

If at any point you would like to double-check that your social network pages are synced to LocalLift, you can easily do so in the LocalLift Platform.

1. Click **Social** in the navigation bar, and then click **Social Pages** at the top of the page.
2. If you would like to narrow your results, click **Advanced Filter** to add filters for a particular location or social networking site.
3. In the table on the "Social Pages" page, look for the name of the social network whose sync status you would like to check.
   - If a page for this location is being correctly managed by LocalLift, it appears as "Live" in the list, and click-ing on the **View Listing** button takes you to the social network page.
   - If the location is not marked "Live" (e.g., it's unavailable), then LocalLift is not managing a page for this location on the selected social network .

> ⓕ **Duplicate listings:** If you can find a Page for a location in Facebook, even though it
> doesn't appear in LocalLift, then there may be a duplicate listing. For details, refer to I see
> Pages other than my own Facebook Page that have my business name and address.

Related topics

- How can I find and view my social network pages?

How can I find and view my social network pages?

There are two main methods to find and look at your LocalLift-enabled social network pages: through LocalLift

and through the social networks, themselves.

Through LocalLift

To find and view your pages through the LocalLift Platform:

1. In the navigation bar, click **Social**, and then click **Social Pages** at the top of the page.
2. In the **Sites** section in the left sidebar, click the name of the social network site where you would like to view your listing.
3. Next to any of the pages listed, click **View Listing**.

   The social network page that you selected opens in a new tab.

Through social networks

You can search for your business's pages on individual social networking sites using the methods described

below. Note that you can use these methods to find your business's pages regardless of whether they are linked

to LocalLift. **Facebook**

To find and view your Page on Facebook, use either of the following methods:

- The search bar that appears at the top of Facebook Pages (i.e., Facebook Graph Search)
- Facebook Local Search (on mobile devices)

Foursquare

To find and view your venue on Foursquare, refer to Foursquare's Find Your Business on Foursquare.

Google+

To find and view your business's Google+ page, search for your business on any of the following sites and click its

Google+ link:

- Google Web Search
- Google Maps
- Google Mobile Search
- Google Earth
- Google+

Related topics

- How do I check if my social network pages are synced to

LocalLift?**What are unclaimed Pages, and how are they created?**

Unclaimed, or "community," Pages are pages that have no official owner. Any Facebook user can suggest edits to them, including what its profile picture should be. However, no one can post to community Pages, and they do not have cover photos.

A community page can be created in one of two ways:

- By a user attempting to check into a location that does not have a Page on Facebook
- By Facebook importing data from an outside source, such as Wikipedia or a data aggregator

Click here to see an example of an unclaimed page.

facebook   Search for people, places and things   Find Friends | Home

Shake Shack - Battery Park City

Suggest Photo

Like   ★ Recommend   Edit

Fast Food Restaurant · Burger Restaurant · Street

Address   215 Murray St
           New York, NY 10282
Phone   (646) 545-4600
Website   http://shakeshack.com
Status   Today 11:00 am – 11:00 pm
Hours   Mon – Sun: 11:00 am – 11:00 pm

New York, New York

488 people like this

14,566 people have been here

127 people are talking about this

Overcast 65°F

Photos at Shake Shack - Battery Park City

Map

Links
- TripAdvisor
- Foursquare
- Yelp
- SCVNGR

Related Searches
- shake shack battery park city
- shake shack battery park city menu

Places near Shake Shack - Battery Park City

Fast Food Restaurants ✕   Burger Restaurants ✕   Streets ✕

Mcdonalds Tribeca (24/7)
Fast Food Restaurant · Breakfast & Brunch Restaurant · Burger Restaurant
167 chamber street, New York, New York 10007
1 likes this
105 were here

Like

Dunkin Donuts
Donuts & Bagels · Fast Food Restaurant · Coffee Shop
125 Lafayette St, New York, New York 10013-3100
1,013 like this
3,161 were here

Like

More Places ▾

Recommendations

★★★★★
What do you like about this place?

🌐 Public ▾   Recommend

All   Friends · Public

Had a great lunch there today!
about 2 months ago

Amazing burgers and shakes!
about 4 months ago

Best by far!
Like · over a year ago

More Recommendations ▾

Business location information provided by American Express

About   Create Ad   Create Page   Developers   Careers   Privacy   Cookies   Terms   Help

Facebook © 2013 · English (US)

Chat (Off)

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For more information and helpful links, see Facebook's What is a community Page? support page.

Issue - LocalLift is saying that my account is not authorized for this Page.

Cause

If you or someone else claimed your Facebook Page before setting up LocalLift Sync for Facebook, you need to link a Facebook account that has administrative rights for that Page to LocalLift. You received this message because you linked a Facebook account to LocalLift (see Authorize the LocalLift (Yext) Facebook app to update your Pages), but that Face-book account is not an administrator for the Page that you're managing.

Solution

The easiest way to resolve this issue is to log in to an account that does have administrative access to the Page and link that account to LocalLift.

If that's not possible, your options depend on whether or not you know the administrator of the Page.

If you *know* who the administrator is, ask him or her to add your account as a Page administrator, and then unlink and re-link your account to LocalLift.

If you *don't know* who is an administrator for the Page, try managing your Page through Facebook directly (see Manage your Facebook Page directly through Facebook), just to be sure that the problem is actually with your authorization for the Page and not with your setup in LocalLift. If you cannot manage the Page through Facebook dir-ectly, then it has been claimed by someone else. Your only choice is to report the Page to Facebook and explain that you are an authorized representative of a Page that is under someone else's control. For details on how to report Pages, see Facebook's How do I claim a Page that already exists for my business? Can I merge it with my business's official age?

Related topics

- About claimed Facebook Pages
- Authorize the LocalLift (Yext) Facebook app to update your Pages
- Manage your Facebook Page directly through Facebook

Why do I need a cover photo and profile picture?

A cover photo and profile picture make your Facebook Page look active and professional. Although Facebook doesn't strictly require these images, they prefer greatly if you have them because they know that your Page will appear much more favorably to users.

Because of these factors, we require LocalLift customers to have a cover photo and profile picture before they can man-age their Facebook Pages through LocalLift.

Related topics

- About cover photos and profile pictures
- Add a cover photo or profile picture

What happens if I change my information on Facebook directly?

Your Facebook Page will reflect whatever update you made last. For example, if you update your address on Face-book, the Facebook Page will change, but your address won't change in LocalLift. However, if you later update your address in LocalLift, that update will be made on Facebook, as well.

The exception to this rule applies to cover photos and profile pictures: if you change either of these images through Facebook, the version stored in LocalLift is also updated.

Related topics

- Reference - Content that is synced from LocalLift to Facebook
- Manage your Page directly through Facebook

What happens to my Facebook Page if I cancel Listings?

If you cancel your Listings subscription, your Page stays the same as it was before you synced it to LocalLift. You can continue to manage the Page directly through Facebook (see How to manage your Facebook Page directly through Facebook).

Can I stop other people from posting on my Facebook Page?

Yes, but you must do so directly through Facebook.

1. Go to your Facebook Page while logged in as an administrator of your Page.
2. Then, follow the steps described in Facebook's How do I choose who can post on my Page's timeline?

> **Adding recommendations:** You cannot prevent people from adding recommendations to your Page.

Related topics

- Manage your Facebook Page directly though Facebook
- About posts and engaging consumers

The name on my Facebook Page is not the same as the location's name in LocalLift.

At present, there is no way to update the name of your Facebook Page automatically through the LocalLift Platform. To update the name on your Page in Facebook, you need to log into Facebook directly and change it there (see How to manage your Facebook Page directly through Facebook).

I see Pages other than my own Facebook Page that have my business name and address.

In some cases, you may find that there are other Facebook Pages that have the name and address of your business or that have the same name and are located near your business. These Pages were probably created by consumers trying to check in to your location.

There are two ways to resolve this issue: you can take action yourself, or you can contact LocalLift for support.

Self-service

Claim the duplicate Page yourself on Facebook, and then merge the Pages together. For more information, see Facebook's How do I claim a Page that already exists for my business? Can I merge it with my business's official page?

NOTE: You can only merge the Page with fewer likes into the one with more. If the Page you were previously man-aging from LocalLift has been merged away, you need to change which Page you are managing on Facebook through LocalLift. For assistance, contact LocalLift Support.

LocalLift Support

Contact LocalLift Support and provide the URL of the Page that you're managing on Facebook and the URL of each duplicate Page.

Related topics

- About Facebook Pages for local businesses
- About claimed Facebook Pages
- Manage your Facebook Page directly through Facebook

Pages

Just as LocalLift allows you to publish your menus, product lists, calendars, and other business content on a network of publisher sites, LocalLift Pages gives you the ability to post your Content Lists and social posts to your website.

Publish LocalLift-powered content on your website

Using LocalLift Pages, you can create *website* widgets that contain the Lists or posts you specify. You can create as many widgets as you like, and they are all automatically updated when you edit their content in LocalLift.

Customize your content's appearance

When you create a widget, not only do you get to choose its content, but you can also customize its appearance--including its fonts and colors--to match the design of your website. Edit a widget's appearance as many times as you want in the LocalLift Platform after it's created.

Embed your content quickly and easily

After you have finished creating a widget, a code is automatically generated that you can embed anywhere you want the widget to appear on your website. If you prefer, you can also ask your webmaster to embed the code for you by sending an email with instructions via LocalLift.

Use the LocalLift (Yext*) plugin for WordPress

If you use WordPress to create content for your site, you can install the LocalLift (Yext*) WordPress plugin, which allows you to create embeddable content and edit its appearance directly in WordPress. Any changes you make via WordPress are automatically synced to your site and the LocalLift Platform.

*LocalLift is compatible with the Yext WordPress plugin.

Examples

Below is an example of each type of widgets you can create using LocalLift Pages, along with an illustration of how wid-gets appear on mobile devices.

Products and services widget   **Calendars widget**

Rita's Flowers

Fresh and beautiful arrangements

ABOUT US   SEASONAL WREATHS   FLORAL ARRANGEMENTS   PREMIUM POTTED PLANTS

POTTED PLANTS

Lucky bamboo plant
$24.99

Potted daffodils
$15.00

Premium flowers
$18.00

INFO
LIVE MUSIC
MENU
LOCATIONS
NEWS
READ ME

THE STANTON ROOM

MUSIC. COCKTAILS. CUISINE.

Nov 19, 2013

6:00PM - 9:00PM
The Hysterics
Live Show

Nov 20, 2013

1:30PM - 4:00PM
The Brooklyn Brass Ensemble
Live Show

Raised in New Orleans, the Shay brothers are heralded as the Brass movements top soldiers. If you haven't seen them, they're a must.

6:00PM - 2:00AM
Melting Pot
Live Show

Nov 22, 2013

7:00PM
The Frolicking Daisies
Live Show

263

Menus widget

Staff Bios widget

LOUIE'S

WELCOME MENU RESERVATIONS NEWS

MENU

BREW • FOOD

STARTERS

New England Clam Chowder	$6.95	Housemade Guacmole	$9.95
Manhattan Clam Chowder	$6.95	Belgium Frites	$5.50
Cheese Plate	$15.00	House cut Kennebec potatoes served with seasonal dippings	
Served with local seasonal fruits and vegetables, roasted nuts, crostini. All cheeses are made 100% with milk from grass-fed cows.		Buffalo Chicken Wings	$8.50
		Extra Blue cheese	$0.50

PIZZA

Pizzas		Toppings	$2.00 each
Small - 10" (4 slices)	$11.99	Black olives, onions, roasted peppers, mushrooms, garlic, sliced tomatoes, sun dried tomatoes, pineapple, extra cheese, pepperoni, sausage	
Medium - 12" (6 slices)	$13.99		

Allford **&** Associates
attorneys at law

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OUR PEOPLE

Craig D. Allford
Attorney at Law

Craig D. Allford is a seasoned, respected civil trial lawyer who handles high-stakes litigation for small to medium companies. He practices in California, nationwide and internationally.

Education:
University of Chicago, Bachelor of Laws, 1970
University of Alberta, Bachelor of Commerce, 1966

Services Provided:
Securities and Mergers & Acquisitions
Equity and debt financings
Initial public offerings
Reorganizations and restructurings

Alex G. Graham
Attorney at Law

Alex G. Graham is an experienced commercial litigator who has been lead counsel on cases including contract disputes, tortious interference, trade secrets, restrictive covenants, construction, property damage, foreclosure, and business divorces. He has deep knowledge in legal disputes in industries including oil and gas, construction, real estate and securities.

Education:
University of Houston Law Center, Houston, Texas, J.D., 1987
Washington University in St. Louis, Missouri, B.A., English (writing emphasis), Chancellor's Honorary Scholar, 1983

Affiliations and Certifications:
State Bar of California

Services Provided:
Contract Disputes
Partnership & Shareholder Disputes
Business Litigation

Karen E. Meredith
Attorney at law

Karen's practice focuses on wills, trusts, estate planning, probate and trust administration, business succession, and tax planning.
Karen works with individuals and families to achieve their estate planning objectives. By taking the time to understand each client's family and personal relationships as well as their financial situation, Karen helps clients evaluate their options and develop an estate plan tailored to a their specific circumstances.

Education:
Gonzaga University School of Law (J.D., 1982)
Washington State University (B.S.N., 1979)

Services Provided:
Business Law
Estate planning and probate
Real estate transactions

FOLLOW US:

Calendars widget on a mobile device

The Hysterics

Live Show

9:30PM - 10:30PM

Melting Pot

Live Show

Nov 20, 2013

1:30PM - 4:00PM

The Brooklyn Brass Ensemble

Live Show

Raised in New Orleans, the Shay brothers are heralded as the Brass movements top soldiers. If you haven't seen them, they're a must.

Getting started

Before you create your first widgets, you may find it helpful to read the following articles:

- Create a Content List widget in LocalLift
- Create a posts widget in LocalLift
- Change a widget's appearance in LocalLift
- Set up the LocalLift (Yext) WordPress plugin
- Create a widget in WordPress
- Change a widget's appearance in WordPress
- Embed a widget's embed code
- Embed a widget's shortcode

Once you have created some widgets for your site, read these articles to learn more about managing your widgets:

- Reference - Widget theme customization options
- Change the location a posts widget is linked to in
- LocalLift Delete a widget from your account

Create a Content List widget in the Platform

In addition to displaying your Content Lists on your PowerListings, you can use the LocalLift Platform to create Content List widgets for your website. A widget can contain one or all of your Content Lists of a given type, and you can cus-tomize its appearance to match your site.

> **Content Lists are required:** To create a widget, you need to set up at least one Content List first. See the Content Lists overview for more information.

What would you like to do?

- Create a Content List widget for a single-location account
- Create a Content List widget for a multiple-location account

Create a Content List widget for a single-location account

The steps involved in creating a Content List widget depend on whether or not you already have a widget for that type of Content List.

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

Create your first widget for a type of Content List

1. In the left-hand menu, click on the type of Content List you would like to include in your widget. **Create** should appear to the right of the type's name.
2. If you have more than one Content List of that type, select the List you would like your widget to contain. To create a widget that displays all your Lists of the chosen type, select **All Product Lists**, **All Bios**, **All Calendars**, or **All Menus**.
3. Under **Choose your Theme**, select one of the available themes.

   A live preview of what your widget will look like with the chosen theme appears on the right-hand side of the page.

4. (Optional) To view or edit specific settings within a theme, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.

   Any changes you make are shown in the live preview on the right-hand side of the page.

5. Under **Choose your installation method**, select one of the following options:
   - **WordPress** - If you have not already created a widget for WordPress, you are prompted to install the LocalLift (Yext) plugin and are given an authentication code. Otherwise, you are given a shortcode that you can embed in your WordPress site, along with your authentication code, in case you need to reinstall the LocalLift (Yext) plugin.
   - **Embed code** - Selecting this option gives you a JavaScript code that you can put anywhere on your website. Simply copy and paste it into your site's HTML code.
   - **Send to my webmaster** - If you select this option, you are asked to enter or review information in the following fields:
     - **From** - Your LocalLift email address automatically appears in this field. You can change it, if necessary. Changing your email address here does not change the email address in your LocalLift user settings.
     - **To** - Enter your webmaster's email address in this field. You can only enter one email address. If you need to send the email to multiple people, enter your email address here, and forward the email to whomever needs it.
     - **Message** - A suggested message automatically appears in this field, but you can edit it to meet your needs. Your message can contain up to 5,000 characters.

     When you have finished making your edits, click **Send email**.

You have successfully created a Content Listwidget.

Create an additional widget for a type of Content List

1. In the left-hand menu, click on the name of the List you would like to include in your widget. **Create** should appear to the right of the List's name. To create a widget that displays all your Lists of the chosen type, select **All Product Lists**, **All Bios**, **All Calendars**, or **All Menus**.

2. Under **Choose your Theme**, select one of the available themes.

   A live preview of what your widget will look like with the chosen theme appears on the right side of the page.

3. (Optional) To view or edit specific settings within a theme, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.

4. Under **Choose your installation method**, select one of the following options:

   - **WordPress** - If you have not already created a widget for WordPress, you are prompted to install the LocalLift (Yext) plugin and are given an authentication code. Otherwise, you are given a shortcode that you can embed in your WordPress site, along with your authentication code, in case you need to reinstall the LocalLift (Yext) plugin.

   - **Embed code** - Selecting this option gives you a JavaScript code that you can put anywhere on your website. Simply copy and paste it into your site's HTML code.

   - **Send to my webmaster** - If you select this option, you are asked to enter or review information in the following fields:

     - **From** - Your LocalLift email address automatically appears in this field. You can change it, if necessary. Changing your email address here does not change the email address in your LocalLift user settings.

     - **To** - Enter your webmaster's email address in this field. You can only enter one email address. If you need to send the email to multiple people, enter your email address here, and forward the email to whomever needs it.

     - **Message** - A suggested message automatically appears in this field, but you can edit it to meet your needs. Your message can contain up to 5,000 characters.

       When you have finished making your edits, click **Send email**.

   You have successfully created a Content Listwidget.

Create a Content List widget for a multiple-location account

The steps involved in creating a Content List widget depend on whether or not you want the widget to include all your Content Lists of a certain type.

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

Create a widget that contains specific Content Lists

1. In the left-hand menu, click on the type of Content List you would like to include in your widget. **Create** should appear to the right of the type's name.
2. Click **Let me select specific lists**.
3. In the drop-down list that appears, select the location whose Content Lists you would like to include in your widget.
4. In the drop-down list that appears, select the List you want the widget to contain. If you would like your widget to include all of a location's Content Lists of a certain type, select **All Product Lists for this Location**, **All Menus for this Location**, **All Bios for this Location**, or **All Calendars for this Location**.
5. Click **Next**.
6. Under **Choose your Theme**, select one of the available themes.

   A live preview of what your widget will look like with the chosen theme appears on the right side of the page.

7. (Optional) To view or edit specific settings within a theme, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.
8. Under **Choose your installation method**, select one of the following options:
   - **WordPress** - If you have not already created a widget for WordPress, you are prompted to install the LocalLift (Yext) plugin and are given an authentication code. Otherwise, you are given a shortcode that you can embed in your WordPress site, along with your authentication code, in case you need to reinstall the LocalLift (Yext) plugin.
   - **Embed code** - Selecting this option gives you a JavaScript code that you can put anywhere on your website. Simply copy and paste it into your site's HTML code.
   - **Send to my webmaster** - If you select this option, you are asked to enter or review information in the following fields:
     - **From** - Your LocalLift email address automatically appears in this field. You can change it, if necessary. Changing your email address here does not change the email address in your LocalLift user settings.
     - **To** - Enter your webmaster's email address in this field. You can only enter one email address. If you need to send the email to multiple people, enter your email address here, and forward the email to whomever needs it.
     - **Message** - A suggested message automatically appears in this field, but you can edit it to

meet your needs. Your message can contain up to 5,000 characters.

When you have finished making your edits, click **Send email**.

You have successfully created a Content Listwidget.

Create a widget that contains all Content Lists of a certain type

Only five Lists per widget: A widget can contain a maximum of five Content Lists. If you have more than five Content Lists of a given type, you need to create multiple widgets to display them all on your website.

1. In the left-hand menu, click on the type of Content List you would like to include in your widget. **Create** should appear to the right of the type's name.
2. Click **All my product lists**, **All my calendars**, **All my bios**, or **All my menus**, depending on the type of Content List you have selected.
3. Under **Choose your Theme**, select one of the available themes.

   A live preview of what your widget will look like with the chosen theme appears on the right side of the page.

4. (Optional) To view or edit specific settings within a theme, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.
5. Under **Choose your installation method**, select one of the following options:
   - **WordPress** - If you have not already created a widget for WordPress, you are prompted to install the LocalLift (Yext) plugin and are given an authentication code. Otherwise, you are given a shortcode that you can embed in your WordPress site, along with your authentication code, in case you need to reinstall the LocalLift (Yext) plugin.
   - **Embed code** - Selecting this option gives you a JavaScript code that you can put anywhere on your website. Simply copy and paste it into your site's HTML code.
   - **Send to my webmaster** - If you select this option, you are asked to enter or review information in the following fields:
     - **From** - Your LocalLift email address automatically appears in this field. You can change it, if necessary. Changing your email address here does not change the email address in your LocalLift user settings.
     - **To** - Enter your webmaster's email address in this field. You can only enter one email address. If you need to send the email to multiple people, enter your email address here, and forward the email to whomever needs it.
     - **Message** - A suggested message automatically appears in this field, but you can edit it to

meet your needs. Your message can contain up to 5,000 characters.

When you have finished making your edits, click **Send email**.

You have successfully created a Content Listwidget.

Related topics

- Change a widget's Content Lists in
- LocalLift Change a widget's
- appearance in LocalLift Embed a
- widget's embed code

LocalLift Pages

Create a posts widget in the Platform

When you embed a social posts widget on your website, you can post to your website just as you would any other social network. Your posts widget is automatically updated to include the most recent posts you've created in LocalLift, and you can customize its appearance to match your site.

What would you like to do?

- Create a posts widget for a single-location account
- Create a posts widget for a multiple-location account

Create a posts widget for a single-location account

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

1. In the left-hand menu, click **Posts**.
2. Under **Choose your Theme**, select one of the available themes.

   A live preview of what your widget will look like with the chosen theme appears on the right side of the page.

3. (Optional) To view or edit specific settings within a theme, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.

4. Under **Choose your installation method**, select one of the following options:
   - **WordPress** - If you have not already created a widget for WordPress, you are prompted to install the LocalLift (Yext) plugin and are given an authentication code. Otherwise, you are given a shortcode that you

can embed in your WordPress site, along with your authentication code, in case you need to reinstall the LocalLift (Yext) plugin.

- **Embed code** - Selecting this option gives you a JavaScript code that you can put anywhere on your website. Simply copy and paste it into your site's HTML code.
- **Send to my webmaster** - If you select this option, you are asked to enter or review information in the following fields:
  - **From** - Your LocalLift email address automatically appears in this field. You can change it, if necessary. Changing your email address here does not change the email address in your LocalLift user settings.
  - **To** - Enter your webmaster's email address in this field. You can only enter one email address. If you need to send the email to multiple people, enter your email address here, and forward the email to whomever needs it.
  - **Message** - A suggested message automatically appears in this field, but you can edit it to meet your needs. Your message can contain up to 5,000 characters.

    When you have finished making your edits, click **Send email**.

You have successfully created a posts widget.

Create a posts widget for a multiple-location account

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

1. In the left-hand menu, click **Posts**.
2. In the drop-down list under **Which location's posts would you like to show?**, select the location whose posts you would like to include in your widget. You can include posts to all locations by selecting **All Locations**.
3. Under **Choose your Theme**, select one of the available themes.

   A live preview of what your widget will look like with the chosen theme appears on the right side of the page.

4. (Optional) To view or edit specific settings within a theme, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.
5. Under **Choose your installation method**, select one of the following options:
   - **WordPress** - If you have not already created a widget for WordPress, you are prompted to install the LocalLift (Yext) plugin and are given an authentication code. Otherwise, you are given a shortcode that you can embed in your WordPress site, along with your authentication code, in case you need to reinstall

the LocalLift (Yext) plugin.

- **Embed code** - Selecting this option gives you a JavaScript code that you can put anywhere on your website. Simply copy and paste it into your site's HTML code.

- **Send to my webmaster** - If you select this option, you are asked to enter or review information in the following fields:

  - **From** - Your LocalLift email address automatically appears in this field. You can change it, if necessary. Changing your email address here does not change the email address in your LocalLift user settings.

  - **To** - Enter your webmaster's email address in this field. You can only enter one email address. If you need to send the email to multiple people, enter your email address here, and forward the email to whomever needs it.

  - **Message** - A suggested message automatically appears in this field, but you can edit it to meet your needs. Your message can contain up to 5,000 characters.

    When you have finished making your edits, click **Send email**.

You have successfully created a posts widget.

Related topics

- Change the location a posts widget is linked to in
- LocalLift Change a widget's appearance in LocalLift
- Embed a widget's embed code
- LocalLift Pages

Embed a widget's embed code

When you create a widget and select Embed code as your installation method, you are given an *embed code* that you can put in the markup of any page in your site. This code is in JavaScript and is in the format of

```
<script type="text/javascript" src="//sites.LocalLift.com/123-
widgettype.js"></script>.
```
To embed the embed code into one of your website's pages, complete the following steps:

1. In software you use to create and maintain your web content, log in as an administrator, and find or create the page that you would like the widget to appear on.

2. Enter edit mode so that you can change the page's content.

3. In your software's page editor, make sure that you are in the HTML, or markup, editor and not the visual, or "what you see is what you get" (WYSIWYG), editor.

4. Within the editor, place your cursor where you would like the widget to appear on the page.

5. Paste the embed code in your page's markup. Consult your software's documentation for specific instructions related to embedded code or JavaScript.

    Below are examples of pasted embed code in Wix (left) and SquareSpace (right).
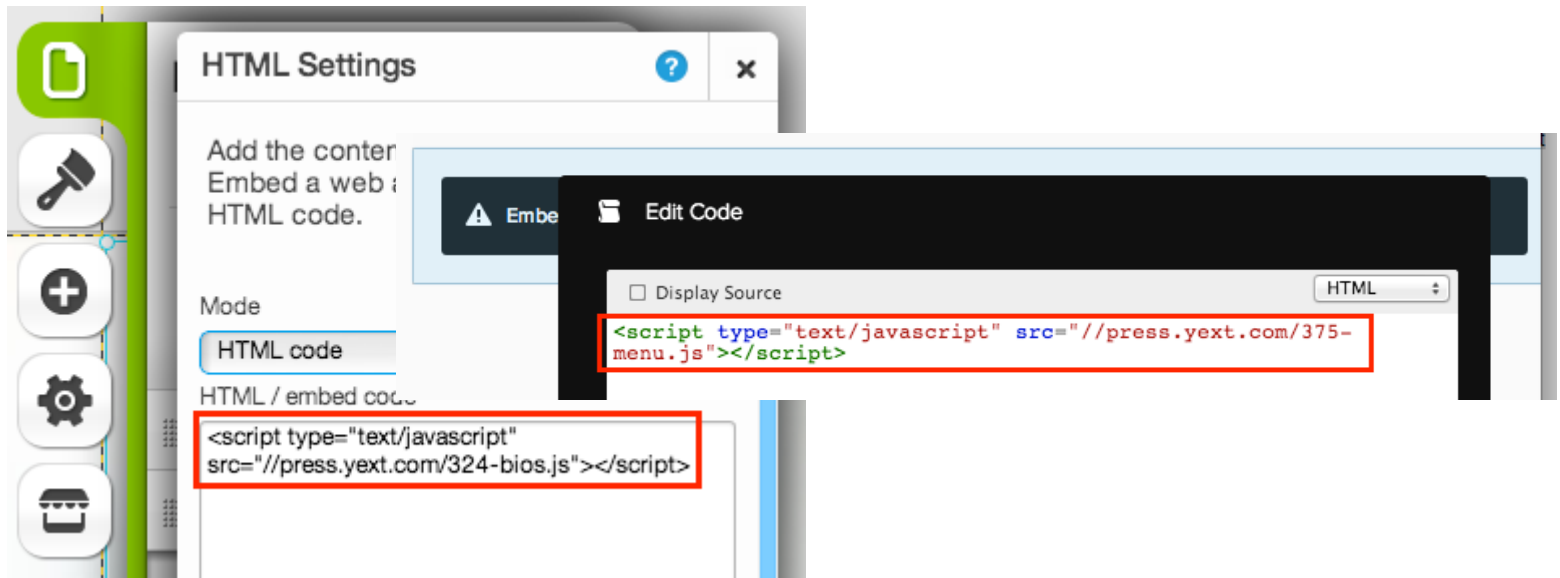
6. Save your changes.

    You have successfully embedded, or installed, your widget on your site. Your widget now appears in the place you selected on the page.

Related topics

- About widget embed codes
- LocalLift Pages

Change a widget's appearance in the Platform

If you would like to change how your widget looks, or if you would like to see how your widget looks with different col-ors or fonts, you can do so at any point in the LocalLift Platform.

> **No need to reinstall the widget:** You do not need to reinstall your widget or make any changes to its code. We automatically update it to reflect the edits you make in the LocalLift Platform.

What would you like to do?

- Change the appearance of a widget in a single-location account
- Change the appearance of a widget in a multiple-location account

Change the appearance of a widget in a single-location account

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

1. In the left-hand menu, find the widget whose appearance you would like to change, and click **Edit** next to its name.
2. Click **Change the theme**.
3. (Optional) See what your widget looks like with one of the pre-built themes by selecting one from the list.

   A live preview of what your widgetlooks like with the chosen theme appears on the right-hand side of the page.

4. (Optional) To edit specific aspects of your widget's appearance, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected.

   Any changes you make are shown in the live preview on the right-hand side of the page.

   Your widget is updated to reflect your changes.

> **No "Save" button:** There is no "Save" button, since your changes are automatically saved.

Change the appearance of a widget in a multiple-location account

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

1. On the right-hand side of the page, find the widget whose appearance you would like to change, and click **Edit** next to its name.
2. Click **Change the theme**.
3. (Optional) See what your widget looks like with one of the pre-built themes by selecting one from the list.

   A live preview of what your widgetlooks like with the chosen theme appears on the right-hand side of the page.

4. (Optional) To edit specific aspects of your widget's appearance, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected.

Any changes you make are shown in the live preview on the right-hand side of the page.

Your widget is updated to reflect your changes.

> **No "Save" button:** There is no "Save" button, since your changes are automatically saved.

Related topics

- Embed a widget's embed code
- LocalLift Pages

Change a widget's Content Lists in the Platform

> **Only for multiple-location accounts:** The instructions on this page apply only to widgets created in multiple-location accounts. If you have a single-location account and want to change a widget's Content Lists, you need to delete the widget and create a new one that contains the desired Lists.

If you would like your widget to display different Content Lists, or if you chose the wrong Lists when creating your widget, you can change your widget's Content Lists in the LocalLift Platform.

To change the Content Lists that a widget displays:

1. From anywhere in the LocalLift Platform, click **Pages** in the navigation bar.
2. On the right-hand side of the page, find the widget whose Content Lists you would like to change, and click **Edit** next to its name.
3. Click **Change your selected product lists**, **Change your selected calendars**, **Change your selected bios**, or **Change your selected menus**, depending on the type of Content List you are working with.
4. In the drop-down list that appears, select the Content List you would like to display in the widget. To display all your Lists of the chosen type, select **All Product Lists**, **All Calendars**, **All Bios**, or **All Menus**.

   A live preview of what your widgetlooks like with the new Content Lists appears on the right-hand side of the page, and your widget is updated to reflect your changes.

> **No "Save" button:** There is no "Save" button, since your changes are automatically saved.

Related topics

- Content Lists
- LocalLift Pages

Change the location a posts widget is linked to in the Platform

If you would like your posts widget to display posts for a different location, or if you chose the wrong location when creating your widget, you can change your widget's location in the LocalLift Platform.

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

1. On the right-hand side of the page, find the widget whose location you would like to change, and click **Edit** next to its name.

2. Click **Change your widget's location**.

3. In the drop-down list that appears, select the location whose posts you would like to display.

   A live preview of what your widgetlooks like with the new location's posts appears on the right-hand side of the page.

   Your widget is updated to reflect your changes.

> **No "Save" button:** There is no "Save" button, since your changes are automatically saved.

Related topics

- Post photos, text, or links
- Post a positive review
- LocalLift Pages

Delete a widget from your account

To remove a widget from your site, simply remove its code from the page it is embedded in.

If you also want to completely remove the widget from your account, you need to log in to the LocalLift Platform and delete the widget from there.

What would you like to do?

- Delete a widget from a single-location account
- Delete a widget from a multiple-location account

Delete a widget from a single-location account

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

1. In the left-hand menu, find the widget you would like to delete, and click **Edit** next to its name.
2. Scroll down to the bottom of the left-hand side of the page, and click **Delete Widget**.

   Your widget is removed from your account.

Remove the code from your website: To completely remove the widget from your site, you must delete its code from the page it is embedded in. Otherwise, an empty box appears in place of the widget's content.

Delete a widget from a multiple-location account

Before you begin, make sure you are on the "Pages" page of the LocalLift Platform by clicking **Pages** in the navigation bar.

1. On the right-hand side of the page, find the widget you would like to delete, and click **Edit** next to its name.
2. Scroll down to the bottom of the left-hand side of the page, and click **Delete Widget**.

   Your widget is removed from your account.

Remove the code from your website: To completely remove the widget from your site, you must delete its code from the page it is embedded in. Otherwise, an empty box appears in place of the widget's content.

Related topics

- Embed a widget's embed code
- Embed a widget's shortcode

About widget embed codes

Widget embed codes are pieces of JavaScript code that you can put in your site's HTML in the place you would like your widget to appear. Your widget's embed code appears when you select **Embed code** as your installation method when creating or editing the widget.

When you put a widget's embed code in the HTML markup for a page on your website, your widget's content is served dynamically from LocalLift each time that page is loaded in a web browser. Because the content is refreshed from LocalLift each time the widget loads, you can be sure that your widgets are always updated to reflect and changes you made to the widget's content or appearance in the LocalLift Platform.

An example of a widget's embed code as it appears in the LocalLift Platform is shown below.

Related topics

- Create a Content List widget in

- LocalLift Create a posts widget in

  LocalLift

Reference - Widget theme customization options

The table below outlines the parts of a widget that you can customize by clicking **Advanced** under the list of avail-able widget themes. These customization options are the same in the LocalLift Platform and WordPress.

Feature Name	What It Controls	Method of Entry	Options
Colors - Font	The parts of a widget affected by the "accent color" depends on the type of widget you are working with: • Posts -- Post date and time • Product List -- (no effect) • Calendar -- Event title • Bios -- List names, section names, staff members' names and lines underneath, colored bars under photos, header titles in sidebars • Menu -- Item and section names	Enter hex code or select from color picker	Any valid hex code
Colors - Background	The background color for the widget's text and images Changing this color also changes the font color of certain text in your widget (e.g., changing the background color to black makes the font color white): • Posts -- Post content • Product List -- List names, sec-tion names and lines above and below, item names	Enter hex code or select from color picker	Any valid hex code or the trans-parent/no color option ( )

Feature Name	What It Controls	Method of Entry	Options
	• Calendar -- Event date and time • Bios -- Section descriptions, staff members' descriptions, content under sidebar header titles • Menu -- Item description		
Colors - Border	The color of the border around the widget that separates the widget's content from the rest of your site	Enter hex code or select from color picker	Any valid hex code or the transparent/no color option (▨)
Fonts - Font Style	The font style of all text in the widget	Select from drop-down list	• **Arial** • **Helvetica** • **Verdana** • **Tahoma** • **Garamond**
Fonts - Font Size	The relative size of all text in the widget. The actual size you choose applies to the List's item names or posts' content.	Select from drop-down list	• **10px** • **11px** • **12px** • **14px** • **16px**
Widget Size - Height	The widget's height on your website	Enter a value (in pixels)	Any pixel value. Defaults to `auto`, which means that the height of the widget expands to fit its container on your website (e.g., a div or iframe). To set a specific value, deselect the **auto** check box and edit the widget's current height, which appears automatically in the **Height** text box.
Widget Size - Width	The widget's width on your website	Enter a value (in	Any pixel value. Defaults to `auto`, which means that the width of the wid-

Feature Name	What It Controls	Method of Entry	Options
		pixels)	get expands to fit its container on your website (e.g., a div or iframe). To set a specific value, deselect the **auto** check box and edit the widget's current width, which appears automatically in the **Width** text box.

Related topics

- Change a widget's appearance in LocalLift
- Change a widget's appearance in WordPress

Set up the WordPress plugin

LocalLift Pages allows you to create and edit widgets, as well as view their shortcodes, in WordPress. To do so, you must first set up the WordPress plugin in your instance of WordPress.

There are three ways to install and activate the plugin. Once the installation and activation are complete, you need to submit the provided authentication code to link your account with LocalLift to your instance of WordPress,

What's on this page?

- Install and activate the plugin
    - Search for it in WordPress
    - Upload it in WordPress
    - Use an FTP application
- Authenticate the plugin

Install and activate the plugin

Choose one of the following methods to install and activate the plugin.

Search for it in WordPress

1. In the left-hand menu of your WordPress Dashboard, point to **Plugins**, and select **Add New** from the list that appears.

2. In the **Search** text box, enter `Yext`, and click **Search Plugins**.

3. Under **LocalLift (Yext) Plugin**, click **Install Now**.

4. When the installation is complete, click **Activate Plugin**.

Upload it in WordPress

1. Go to the LocalLift (Yext) plugin homepage at http://wordpress.org/plugins/yext/. You can also get to this page by click-ing either the **Get the plugin** button or the **Get the WordPress plugin right here** link after selecting WordPress as your widget's installation method.

2. Click the red **Download** button to download `LocalLift.zip`.

3. In the left-hand menu of your WordPress Dashboard, point to **Plugins**, and select **Add New** from the list that appears.

4. Click **Upload** near the top of the page.

5. Click **Choose File**, select `LocalLift.zip`, and then click **Open**.

6. Click **Install Now**.

7. When the installation is complete, click **Activate Plugin**.

Use an FTP application

1. Go to the LocalLift (Yext) plugin homepage at http://wordpress.org/plugins/yext/. You can also get to this page by click-ing either the **Get the plugin** button or the **Get the WordPress plugin right here** link after selecting WordPress as your widget's installation method.

2. Click the red **Download** button to download `LocalLift.zip`.

3. Unzip `LocalLift.zip`and upload the folder's contents to your `wp-content/plugins`directory.

4. In the left-hand menu of your WordPress Dashboard, click **Plugins**. Under **LocalLift (Yext) Plugin**, click **Activate**.

Authenticate the plugin

Before you can start using the LocalLift (Yext) plugin, you need to enter an authentication code. This code is shown to you when you have finished creating a widget in the LocalLift Platform and have chosen WordPress as your installation method.

Once you get an authentication code:

1. In the left-hand menu of your WordPress Dashboard, click **LocalLift**.

2. In the **Authentication Code** field, enter your authentication code, and then click

   Submit. You can now use all the available features of the LocalLift (Yext) plugin.

Related topics

- About the LocalLift (Yext) WordPress plugin
- Create a Content List widget in LocalLift
- Create a posts widget in LocalLift

Create a widget in WordPress

Single-location accounts only: The instructions on this page apply to customers who have only one loc-ation. If you have more than one location in your LocalLift account, you need to create your widgets in the LocalLift Platform. For more information, see Create a social posts widget in LocalLift or Create a Content List widget in LocalLift.

1. If you've installed LocalLift (Yext) WordPress plugin, you can use it to create widgets within WordPress.

   Before you begin, make sure you are logged in to WordPress as an administratorWordPress of your

   Dashboard, click LocalLift In the left-hand menu of your site. A list of current and potential widgets

   appears.

   If your location does not have any LocalLift-enabled social network pages, you are not able to create
   a social posts widget in WordPress. Similarly, if you have not created a Content List of a certain type, you
   are not able to create widgets for that type of Content List using the WordPress plugin.

2. Find the row that names the content you want to include in your widget, and click **Create** to the right of its name.

3. Select one of the pre-built themes (**Classic Light**, **Classic Dark**, or **Modern**) for your widget, or select **Custom** to create your own theme.

4. (Optional) To edit specific aspects of your widget's appearance, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.

5. When you are finished editing, click **Done**.

   You have successfully created a widget. Your widget also appears in the LocalLift

   Platform.
   To put the widget on your site, you need to embed the shortcode in the markup of one of your site's
   pages. You should find the widget's shortcode to the right of its name. If you don't see the shortcode after
   clicking **Done**, try refreshing the plugin's page.

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Related topics

- Reference - Widget theme customization options
- Change a widget's appearance in WordPress
- Set up the LocalLift (Yext) WordPress plugin
- LocalLift Pages

Embed a widget's shortcode

> **Need LocalLift (Yext) WordPress plugin:** Before you begin, make sure you have the LocalLift WordPress plugin set up in your instance of WordPress. For more information, see Set up the LocalLift (Yext) WordPress plugin.

When you create a widget and select WordPress as your installation method, you are given a *shortcode* that you can embed in the markup of any page in your WordPress site. This code can only be used in WordPress and is in the format of `[LocalLift-widgettype id="123"]`.

To embed the shortcode into one of your WordPress pages, complete the following steps:

1. In your instance of WordPress, log in as an administrator, and find or create the page that you would like the widget to appear on.
2. Enter edit mode by clicking **Edit** under the page's name in the list of your pages.
3. In the upper-right corner of the page editor, make sure that the **Text** or **HTML** tab (depending on your version of WordPress) is selected.
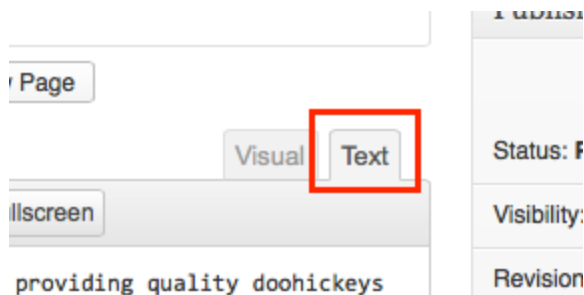
4. In the text box, place your cursor where you would like the widget to appear on the page.
5. Click the **code** button twice.
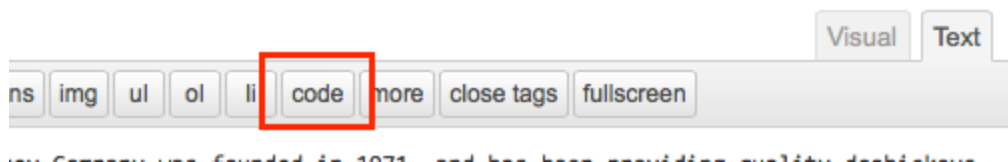
The markup `<code></code>` appears in the text box.

6. Place your cursor between `<code>`and `</code>`, and enter the widget's shortcode.

   The markup should be similar to `<code>[LocalLift-widgettype id="123"]</`

7. Click **Update** to save your changes.

   You have successfully embedded, or installed, your widget in WordPress. Your widget now appears in the

   place you selected on the page.

Related topics

- Set up the LocalLift (Yext) WordPress plugin
- About the LocalLift (Yext) WordPress plugin
- Create a widget in WordPress

Change a widget's appearance in WordPress

If you've installed LocalLift (Yext) WordPress plugin, you can use it to change the appearance of your widgets. All of the cus-tomization options that were available to you when you created your first widgets in the LocalLift Platform can also be used in WordPress.

Before you begin, make sure you are logged in to WordPress as an administrator of your site.

1. In the left-hand menu of your WordPress Dashboard, click

   LocalLift. A list of widgets appears.

2. Find the widget whose appearance you would like to change, and click **Edit** to the right of its shortcode.
3. (Optional) Select one of the pre-built themes (**Classic Light**, **Classic Dark**, or **Modern**) for your widget.
4. (Optional) To edit specific aspects of your widget's appearance, such as colors and fonts, click **Advanced**. If you make any edits to one of the pre-built themes, the **Custom** theme is automatically selected. For more information, see Reference - Widget theme customization options.

5. When you are finished editing, click **Done**.

   Your widget is updated to reflect your changes, both on your website and in the LocalLift

   Platform.

Related topics

- About the LocalLift (Yext) WordPress plugin
- Embed a widget's shortcode
- LocalLift Pages

About the WordPress plugin

If you use WordPress to create and maintain content for your website, you can use the WordPress plugin to man-age your widgets directly from WordPress.

To install the plugin, you must first download and activate it, just as you would any other plugin in WordPress. However, to access your LocalLift content via the plugin, you need to complete a one-time authentication process, which links your LocalLift account to your instance of WordPress.

After you install the plugin and link it to your LocalLift account, you can see the shortcodes of the widgets you've cre-ated and change how your widgets look without logging in to the LocalLift Platform. If you have only one location in LocalLift, you can also create widgets using the WordPress plugin.

WordPress.org, not WordPress.com: To use the LocalLift (Yext) WordPress plugin, your site must be powered by software downloaded from WordPress.org, not by WordPress.com. For more information on the dif-ferences between these two platforms, see WordPress's WordPress.org and WordPress.com.

For more information about the LocalLift (Yext) WordPress plugin, see the plugin's page on WordPress.org.

Related topics

- Set up the LocalLift (Yext) WordPress plugin
- Create a widget in WordPress
- Change a widget's appearance in WordPress

Can I edit a widget's appearance using CSS?

We recommend using the customization tools in the LocalLift Platform to make changes to your widget's appearance whenever possible. However, if you need to edit the widget in ways that the LocalLift Platform does not allow you to, such as using a different font family, you can edit your site's CSS to override the styling of the part of the widget you would like to change. To find out which CSS rules you need to override, use a web developer's tool of your choice to inspect the element you want to change.

Please note that any changes you make to your widget's appearance using CSS are not reflected in the LocalLift Platform or in the LocalLift (Yext) WordPress plugin, nor can we help you troubleshoot any customizations made through CSS.

Related topics

- Change a widget's appearance in LocalLift
- Change a widget's appearance in

   WordPress

What happens to my widgets if I cancel my subscription?

If you cancel your subscription, you lose access to the widgets you created in the LocalLift Platform or in WordPress.

Because LocalLift hosts and serves all widget content, you need to maintain an active subscription in order for your wid-gets to appear on your site. If you do not remove the widget's shortcode or embed code from your site after you can-cel your subscription, an empty box appears in the widget's place.

Related topics

- Delete a widget from your account

Why can't I create a widget in WordPress?

To create, or activate, a widget in WordPress, you must first install and authenticate the LocalLift (Yext) plugin for WordPress. For more information, see Set up the LocalLift (Yext) WordPress plugin.

If you have successfully installed and authenticated the plugin but are still unable to activate widgets in WordPress, one of the following is most likely true:

- You have more than one location in your LocalLift account. While you can use the WordPress plugin to edit your widgets, you must use the tools within the LocalLift Platform to create new ones.
- You have already activated all possible widgets for the content in your LocalLift account. You can activate wid-gets for individual Content Lists (e.g., single Menus or Calendars) or for all Content Lists of a certain type (e.g., all your Menus or Calendars). You can also activate posts widgets for individual locations in your account.

Related topics

- Set up the LocalLift WordPress (Yext) plugin
- Create a Content List widget in LocalLift
- Create a posts widget in LocalLift
- Change a widget's appearance in WordPress

Analytics

Our integrations with publishers allow you to view information about how consumers are finding and interacting with your listings and social pages. If you've embedded widgets on your business's website, we track how many consumers have viewed those, as well. All of this data can be found in reports contained in the "Analytics" section of the LocalLift Platform.

Contents of the "Analytics" section

The "Analytics" section consists of two parts: the Report Builder and the Report Dashboard.

Report Builder

Your Report Builder contains the tools you need to create and save reports tailored to your specific interests. From there, you can view both your saved reports and the pre-built reports we've provided for you, which are set up to provide the data most frequently requested by our clients.

You can use the Report Builder to create the following kinds of reports:

- *Listings* -- With Listings reports, you can track several metrics, including how many consumers have searched for or viewed your listings.
- *Social* -- To find out how consumers are interacting with your Facebook and Foursquare listings, you can create a Social report.
- *Pages* -- Pages reports let you know how many consumers have viewed the widgets you've embedded on your business's website. For more information on widgets, see LocalLift Pages.
- Search Terms -- Search term reports tell you the keywords and phrases consumers are using to find your business on the PowerListings network.

While in the Report Builder, you can also download a report's data, see the date through which reporting is currently available, and pin reports to your Report Dashboard.

Report Dashboard

The Report Dashboard lets you view data from several reports at once. To get you started, we've pinned all of our pre-built reports to your Report Dashboard, but you can unpin these reports and pin any of the reports you create in the Report Builder.

Reports pinned to the Report Dashboard are color coded to show the types of products that have data for. These colors match the product colors used throughout the LocalLift Platform. For example, Listings reports have a green bar above their titles, while Social reports have a red bar.

You can have up to 12 reports pinned to your Report Dashboard, which you can reposition and arrange in either two or three columns.

Clicking on a report's data gives you an expanded view of it. You can point to any data point on a graph to see its exact value.

To edit a report that you've pinned, or to view its settings in the Report Builder, click on its name.

Getting started

To learn more about the features included in the Report Builder and Report Dashboard, we recommend that you read the following articles:

- Create a report
- Pin reports to the Report Dashboard
- Download a report's data
- See the latest date for which reporting is available
- Reference - Available reporting metrics
- Reference - Report Builder options

After you've created some reports and become familiar with the Report Dashboard, you can learn how to get the most benefit from them by reading these articles:

- Edit a saved report
- Make a copy of a report
- Delete a saved report
- Unpin a report from the Report Dashboard
- Change the layout of the Report Dashboard

Create a report

To see how consumers are finding and using the content you manage in LocalLift, you can create reports Report Builder that display the data you're most interested in. You can save your reports for future use, and you can pin them to your Report Dashboard to see them all together at a glance.

Before you begin...

To create a report, you need to be on the "Report Builder" page of the LocalLift Platform. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" sec-tion, click **Report Builder** at the top of the page.

What would you like to do?

-
-

Create a Listings, Pages, or Social report

> **Using a pre-built report as a basis for a new report:** The steps below describe how to create a completely new report, but you can also use one of our pre-built, or "basic," reports as a starting point. To do so, click **Basic Reports** in the left-hand sidebar, and select the report that contains the data you want your new report to include. Then, change its settings as described below after step 1.

To create a Listings, Pages, or Social report:

1. If you are looking at another report's data on the "Report Builder" page, click **Build New Report** in the upper-left corner of the page.
2. In the **Show** section, select the kind of data you want the report to include:
   - **Daily Data** (for Listings and Pages reports)
   - **Cumulative Data** (for Social reports)

   > **Selection affects available options for other properties:** The kind of data you select determines the options that are available to you when configuring other aspects of the report. For details, see Reference - Report Builder options.

3. Click on the text box under **Show** buttons, and select the statistics that the report should include.
4. In the **by dimensions** section, select how you would like the data to be shown. This value will serve as the X axis of the report's line or bar graph. If you select both a time-based and a location-based dimension, the time-based dimension will be the X axis.
5. In the **over** section, select the time period the report should cover.
6. (Optional) If you selected **Custom Date Range**, click the date on the left, and select a starting date for the report using the calendar that appears. You can also enter the date in the date's text box. Do the same for the date on the right, which is the ending date of the report.
7. (Optional) In the **filtered by** section, select the locations or folders the report should provide data on.
8. In the **visualized as** section, select how you want your report's data to be graphically presented.

> **Visualization not always available:** If your report's settings are particularly complex, the Report Builder may not be able to visualize the data. In those cases, no visualization options are available.

9. Click **Apply** to create the report.

   Your data appears in table form under the report's settings. If the Report Builder could visualize your data, your data also appears as a number, chart, or graph, depending on the visualization option you selected.

10. If you want to view this same kind of data on a regular basis, you can save the report by clicking **Save Report**. In the dialogue box that appears, enter a name for the report.

    > **Limit on saved reports:** You can save up to 10 reports. If you already have the maximum number of saved reports, you must delete one before saving the report you just created. To learn how, see Delete a saved report.

11. If you want this report to appear on your Report Dashboard, select **Pin to Dashboard** before saving your report.

    > **Up to 12 pinned reports:** You can pin up to 12 reports on your Report Dashboard. If you have already pinned 12 reports, you must unpin one before pinning the report you just created. To learn now, see Unpin a report from the Report Dashboard.

12. (Optional) Click **Save** to save the report, and then click **OK** in the confirmation dialogue box that appears. The report appears in the **Your Saved Reports** section on the left-hand sidebar of the "Report Builder" page. If you chose to pin the report to your Report Dashboard, you can find it there, as well.

Create a Search Term report

To create a Search Term report:

1. If you are looking at another report's data on the "Report Builder" page, click **Build New Report** in the upper-left corner of the page.
2. In the **Show** section, select **Search terms**.
3. Select the type of data that the report should include:
   - **Search phrases** - This option shows you the search phrases as they were entered by consumers.
   - **Broad terms** - When this option is selected, search phrases entered by consumers are broken down and displayed as individual words in the search term report. For example, if a consumer searched for "Acme Pharmacy," both "Acme" and "Pharmacy" would appear in the report. Search terms that are

nearly identical (e.g., "store" and "stores") are normalized and counted cumulatively as a single search term.

4. In the **over** section, select the time period the report should cover.

5. (Optional) If you selected **Custom Date Range**, click the date on the left, and select a starting date for the report using the calendar that appears. You can also enter the date in the date's text box. Do the same for the date on the right, which is the ending date of the report.

6. (Optional) In the **filtered by** section, click **+ Add Filter** to filter your results according to your interests. To learn more about the available types of filters and their options, see Reference - Report Builder options.

    - You can add another filter by selecting a filter type from the **+ Add Filter** drop-down list.
    - If you need to delete a filter, click 🗑 to the left of it.

7. In the **visualized as** section, select the format in which the data should appear:

    - If you selected **Search phrases** in the **Show** section, your data will be displayed in a table.
    - If you selected **Broad terms** in the **Show** section, you can choose to have your data displayed in a **Table** or a **Wordcloud**.

8. Click **Apply** to create the report.

    Your data appears under the Report Builder. Your data appears in graph and table form or, if you selected the **Wordcloud** option, in a wordcloud only.

9. (Optional) If you want to view this same kind of data on a regular basis, you can save the report by clicking **Save Report**. In the dialogue box that appears, enter a name for the report.

    > **Limit on saved reports:** You can save up to 10 reports. If you already have the maximum number of saved reports, you must delete one before saving the report you just created. To learn how, see Delete a saved report.

10. If you want this report to appear on your Report Dashboard, select **Pin to Dashboard** before saving your report.

    > **Up to 12 pinned reports:** You can pin up to 12 reports on your Report Dashboard. If you have already pinned 12 reports, you must unpin one before pinning the report you just created. To learn now, see Unpin a report from the Report Dashboard.

11. (Optional) Click **Save** to save the report, and then click **OK** in the confirmation dialogue box that appears. The report appears in the **Your Saved Reports** section on the left-hand sidebar of the "Report Builder" page. If you chose to pin the report to your Report Dashboard, you can find it there, as well.

Related topics

- Edit a saved report
- Make a copy of a report
- Pin a report to the Report Dashboard
- Reference - Report Builder options

Edit a saved report

If you need to update a saved report's settings, or you made a mistake while creating it, you can edit the report with the same tools you used to create it. If the report appears on your Report Dashboard, it is updated there, as well.

You can edit a report from either the "Report Dashboard" page or the "Report Builder" page.

What would you like to do?

- Edit a report while on the "Report Builder" page
- Edit a report while on the "Report Dashboard" page

Edit a report while on the "Report Builder" page

Before you begin, make sure you are on the "Report Builder" page. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" section, click **Report Builder** at the top of the page.

To edit a report:

1. In the left-hand sidebar, click **Your saved reports**.
2. In the list that appears, click the name of the report that you want to edit.

   The page reloads to show the report you selected.

3. In the upper-left corner of the page, click **Show Report Options**.

   The report's current settings are displayed in the Report Builder.

4. Change the report's settings to meet your needs. For more information on the available options for each setting, see Reference - Report Builder options.

5. To view an updated version of your report, click **Apply**.

   The updated data appears under the Report Builder.

6. (Optional) To save the new version of the report, click **Update Report**, and click **OK** in the dialogue box that appears. The updated report replaces the previous version of the report.

Edit a report while on the "Report Dashboard" page

Before you begin, make sure you are on the "Report Dashboard" page. To get there, click Analytics in the navigation bar. If you're already in the "Analytics" section, click **Report Dashboard** at the top of the page.

To edit a report:

1. Point to the name of the report you want to edit, and click ▾ to the right of its name.

2. In the drop-down list that appears, click **Edit**.

   You are redirected to the "Report Builder" page, which shows the report's current settings.

3. Change the report's settings to meet your needs. For more information on the available options for each setting, see Reference - Report Builder options.

4. To view an updated version of your report, click **Apply**.

   The updated data appears under the Report Builder.

5. (Optional) To save the new version of the report, click **Update Report**, and click **OK** in the dialogue box that appears. The updated report replaces the previous version of the report.

Related topics

- Create a report
- Delete a saved report
- About reports
- Reference - Report Builder options

Make a copy of a report

If you want to create a report very similar to one you've already saved, you don't need to create it from scratch. Instead, you can make a copy of the saved report and edit the copy to meet your needs.

You can make a copy of a report from either the "Report Dashboard" page or the "Report Builder" page.

What would you like to do?

- Make a copy of a report while on the "Report Builder" page
- Make a copy of a report while on the "Report Dashboard" page

Make a copy of a report while on the "Report Builder" page

Before you begin, make sure you are on the "Report Builder" page. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" section, click **Report Builder** at the top of the page.

> **Must have less than the maximum number of saved reports:** To make a copy of a report, you must have less than 10 reports in **Your Saved Reports**. If you already have the maximum number of saved reports, you must delete one before following the steps below. To learn how, see Delete a saved report.

To make a copy of a report:

1. In the left-hand sidebar, click either **Basic reports** or **Your saved reports**, depending on the kind of report you want to make a copy of.
2. In the list that appears, point to the name of the report that you want to copy, and click ▼ to the right of its name.
3. In the drop-down list that appears, click **Make a copy**.
4. In the **Make a Copy** dialogue box, edit the report's name or filters. For more information on filters, see Reference - Report Builder options.
5. When you are finished making edits, click **Make a Copy**.

   The copy is saved and can be found under **Your Saved Reports**.

Make a copy of a report while on the "Report Dashboard" page

Before you begin, make sure you are on the "Report Dashboard" page. To get there, click Analytics in the navigation bar. If you're already in the "Analytics" section, click **Report Dashboard** at the top of the page.

> **Must have less than the maximum number of saved reports:** To make a copy of a report, you must have less than 10 reports in **Your Saved Reports**. If you already have the maximum number of saved reports, you must delete one before following the steps below. To learn how, see Delete a saved report.

To make a copy of a report:

1. Find the report you want to make a copy of, point to its upper-right corner, and click ▼ that appears to the right of its name.
2. In the drop-down list that appears, click **Make a copy**.
3. In the **Make a Copy** dialogue box, edit the report's name or filters. For more information on filters, see Reference - Report Builder options.

4. When you are finished making edits, click **Make a Copy**.

   The copy is saved and can be found under **Your Saved Reports** on the "Report Builder" page.

Related topics

- Pin reports to the Report Dashboard
- Edit a saved report
- Delete a saved report
- About reports
- Reference - Report Builder options

Delete a saved report

You can easily remove reports from your Report Builder. This feature is particularly helpful if a report is no longer useful, or you have the maximum number of saved reports but need to save another.

> **Deleting is not the same as unpinning:** Deleting a report is not the same as removing it from your Report Dashboard. If you only want to unpin a report and not completely remove it from your account, see Unpin a report from the Report Dashboard.

Before you begin...

To delete a report, you need to be on the "Report Builder" page of the LocalLift Platform. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" sec-tion, click **Report Builder** at the top of the page.

To delete a saved report:

1. In the left-hand sidebar, click **Your Saved Reports** to show a list of reports that you've saved.
2. Point to the name of the report you want to delete, and click the ▼ that appears to the right of its name.
3. In the drop-down list that appears, click **Delete**.

   The report no longer appears in the left-hand sidebar. If the report was pinned to the dashboard, it is removed from there, as well.

Related topics

- Unpin a report from the Report Dashboard
- Create a report
- About reports

Download a report's data

Sometimes, you may need to use data from a report when you're not logged in to the LocalLift Platform, or you may want to share a report's data with colleagues. To do so, you can download data from a report to a comma-sep-arated values (CSV) file, which you can open in Excel or other spreadsheet program.

You can download a report's data from either the "Report Dashboard" page or the "Report Builder" page.

What would you like to do?

- Download a report's data while on the "Report Builder" page
- Download a report's data while on the "Report Dashboard" page

Download a report's data while on the "Report Builder" page

Before you begin, make sure you are on the "Report Builder" page. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" section, click **Report Builder** at the top of the page.

You can download data from a saved report or a report you just created.

Download a saved report's data

To download a saved report's data:

1. In the left-hand sidebar, click either **Basic reports** or **Your saved reports**, depending on the kind of report you want to download data from.

2. In the list that appears, click the name of the report whose data you want to download.

   The page refreshes to show data from the report you selected.

3. In the upper-right corner of the page, click **Download CSV**.

   A file named "<Your_Business_Name>.csv" is automatically downloaded to your computer, which contains the report's data. To view the data, open the file in Excel or any spreadsheet program of your choosing.

ⓘ If you filtered the data in any way after creating the report (e.g., by clicking a column heading in the

table), the CSV does not reflect that filtering. Instead, it matches how the data was originally presented.

Download a new report's data

To download data from a report you just created:

1. Follow the steps outlined in Create a report.
2. In the upper-right corner of the page, click **Download CSV**.

   A file named "<Your_Business_Name>.csv" is automatically downloaded to your computer, which contains

   the report's data. To view the data, open the file in Excel or any spreadsheet program of your choosing.

   ⓘ If you filtered the data in any way after creating the report (e.g., by clicking a column heading in the

   table), the CSV does not reflect that filtering. Instead, it matches how the data was originally presented.

Download a report's data while on the "Report Dashboard" page

Before you begin, make sure you are on the "Report Dashboard" page. To get there, click Analytics in the navigation bar. If you're already in the "Analytics" section, click **Report Dashboard** at the top of the page.

To download a report's data:

1. Find the report whose data you want to download, point to its upper-right corner, and click the ▼ that

   appears to the right of its name.
2. In the drop-down list that appears, click **Download CSV**.

   A file named "<Your_Business_Name>.csv" is automatically downloaded to your computer, which contains

   the report's data. To view the data, open the file in Excel or any spreadsheet program of your choosing.

   ⓘ If you filtered the data in any way after creating the report (e.g., by clicking a column heading in the

   table), the CSV does not reflect that filtering. Instead, it matches how the data was originally presented.

Related topics

- Create a report
- Edit a saved report
- Make a copy of a report
- About reports

See the latest date for which reporting is available

LocalLift uses integrations with each of the publishers in the PowerListings network to make reporting available as described in Analytics.

Because we sometimes rely on publishers to report data to us, data for the reporting can be delayed. We do not display reporting information until data has been assembled from all publishers, so if one publisher is behind in reporting data to us, none of the data is available past the latest date we have from that publisher.

We do this in order to ensure that the data you see in the "Analytics" section is correct and that, once data for a certain day appears, it does not change when you return to look at it later.

To see the latest date that reporting is available through:

1. Make sure that you are on the "Report Builder" page. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" section, click **Report Builder** at the top of the page.

2. At the bottom of the left-hand sidebar, locate the text that begins **Data available through...** This tells you the latest date through which data is available.
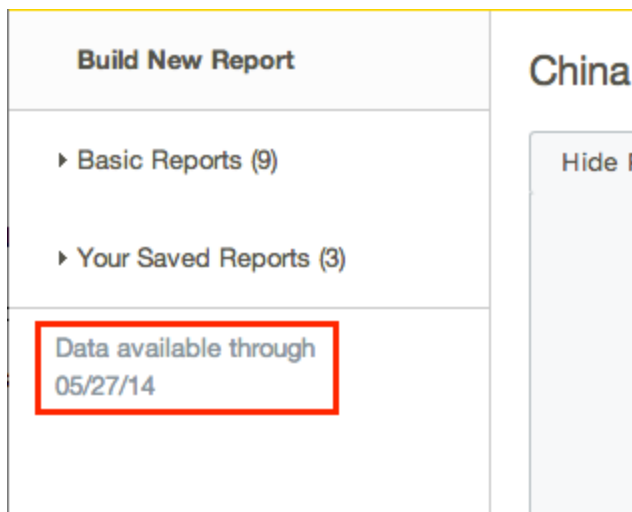
When you view reports, data past the latest available date will not be shown.

Related topics

- Create a report
- About reports

Pin reports to the Report Dashboard

If you want to review a report's data on a regular basis, you can pin the report to your Report Dashboard. On the Report Dashboard, you can quickly view updated data from each of the reports you've pinned to it.

You can pin a report from either the "Report Dashboard" page or the "Report Builder" page.

What would you like to do?

- Pin a report while on the "Report Builder" page
- Pin reports while on the "Report Dashboard" page

Pin a report while on the "Report Builder" page

Before you begin, make sure you are on the "Report Builder" page. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" section, click **Report Builder** at the top of the page.

To pin a report:

1. In the left-hand sidebar, click either **Basic reports** or **Your saved reports**, depending on the kind of report you want to pin.
2. In the list that appears, point to the name of the report that you want to pin, and click the ▾ that appears to the right of its name.
3. In the drop-down list that appears, click **Pin to Dashboard**.

> **Up to 12 pinned reports:** You can pin up to 12 reports on your Report Dashboard. If you have already pinned 12 reports, you must unpin one before pinning the report you selected. To learn now, see Unpin a report from the Report Dashboard.

The report is added to your dashboard.

Pin reports while on the "Report Dashboard" page

Before you begin, make sure you are on the "Report Dashboard" page. To get there, click Analytics in the navigation bar. If you're already in the "Analytics" section, click **Report Dashboard** at the top of the page.

To pin reports:

1. In the upper-right corner of the page, click **+ Pin Report to Dashboard**.
2. In the **Pin Report to Dashboard** dialogue box, select the reports that you want to pin. If needed, click **Daily**, **Cumulative**, or **Saved Reports** in the left-hand sidebar to see additional reports. Reports that have already been pinned appear in gray.

   > **Up to 12 pinned reports:** You can pin up to 12 reports on your Report Dashboard. If you have already pinned 12 reports, you must unpin one before pinning the report you selected. To learn now, see Unpin a report from the Report Dashboard.

3. Click **Pin**.

   The reports you selected are added to your dashboard.

Related topics

- Unpin a report from the Report Dashboard
- Change the layout of the Report Dashboard
- About reports

Unpin a report from the Report Dashboard

If you've pinned a report to your Report Dashboard, you can remove it by unpinning it. You may want to unpin a report if it's no longer needed, or if you have already pinned 12 reports and want to pin another.

> **Unpinning not the same as deleting:** Removing a report from your Report Dashboard is not the same as deleting it. If you want to remove a pinned report from both the Report Dashboard and your account, follow the steps outlined in Delete a saved report.

You can unpin a report from either the "Report Dashboard" page or the "Report Builder" page.

What would you like to do?

- Unpin a report from the dashboard while on the "Report Builder" page
- Unpin a report from the dashboard while on the "Report Dashboard" page

Unpin a report from the dashboard while on the "Report Builder" page

Before you begin, make sure you are on the "Report Builder" page. To get there, click Analytics in the navigation bar, and then click **Report Builder** at the top of the page. If you're already in the "Analytics" section, click **Report Builder** at the top of the page.

To unpin a report:

1. In the left-hand sidebar, click either **Basic reports** or **Your saved reports**, depending on the kind of report you want to unpin.
2. In the list that appears, point to the name of the report that you want to unpin, and click the ▼ that appears to the right of its name.
3. In the drop-down list that appears, click **Unpin from Dashboard**.
4. In the dialogue box that appears, click **OK**.

    The report is removed from your dashboard.

Unpin a report from the dashboard while on the "Report Dashboard" page

Before you begin, make sure you are on the "Report Dashboard" page. To get there, click Analytics in the navigation bar. If you're already in the "Analytics" section, click **Report Dashboard** at the top of the page.

To unpin a report:

1. Find the report you want to unpin, point to its upper-right corner, and click the ▼ that appears to the right of its name.
2. In the drop-down list that appears, click **Unpin from Dashboard**.
3. In the confirmation message that appears, click **Unpin**.

    The report is removed from your dashboard.

Related topics

- Pin reports to the Report Dashboard
- Change the layout of the Report Dashboard
- Delete a saved report
- About reports

Change the layout of the Report Dashboard

If you're more interested in some reports than others, you can move those reports to the top of your Report Dashboard for easier viewing. You can also change the number of columns that your reports are arranged in on your Report Dashboard.

Before you begin...

To change the layout of your Report Dashboard, you need to be on the "Report Dashboard" page. To get there, click Analytics in the navigation bar. If you're already in the "Analytics" section, click **Report Dashboard** at the top of the page.

What would you like to do?

- Change the number of columns on the Report Dashboard
- Rearrange reports

Change the number of columns on the Report Dashboard

You can arrange your reports in two or three columns on the Report Dashboard.

To change the number of columns:

1. In the upper-right corner of the page, click **Edit Layout**.
2. In the **Edit Layout** dialogue box, select either **2 Columns** or **3 Columns**.
3. Click **Save**.

   Your Report Dashboard reloads to show reports in the number of columns you selected.

Rearrange reports

You can rearrange the reports on your Report Dashboard by moving them one at time to their new positions.

To change a report's position:

1. Find the report you want to move, and point to its title bar.

   The cursor changes to a four-headed arrow.

2. Click the title bar and drag the report to its new position.

   As you drag, rectangles appear between reports, marking the areas where you can place the report you're trying to move.

3. When the report is over the area you want to place it in, release your hold on it.

   The report is now repositioned on the Report Dashboard. You can repeat this process with any of the other reports to fully customize your Report Dashboard's layout.

Related topics

- Pin reports to the Report Dashboard
- Unpin a report from the Report Dashboard

About reports

Reports are how data is displayed in the "Analytics" section of the LocalLift Platform. We provide you with a set of pre-built reports, but you can create your own to see the kinds of data you're most interested in.

What's on this page:

- Report settings
- Viewing reports
- How data is displayed in a report
- Managing reports

Report settings

The Report Builder contains many options that let you specify the metrics and time period your report's data should cover. To learn more about these options, see Reference - Report Builder options.

If you've saved a report but want to view and change its settings, you can do so by following the steps outlined in Edit a saved report.

While you can't change the settings of our pre-built reports, you can view a pre-build report's settings by clicking **Basic Reports** in the left-hand side of the Report Builder and selecting a report from the list.

Viewing reports

When you create a report, its data is automatically displayed under the options in the Report Builder.

You can view data from a pre-built report or a saved report by clicking **Basic Reports** or **Your Saved Reports** in the left-hand side bar of the Report Builder and selecting your report from the list.

If you have pinned a report to the Report Dashboard, you can view it there, as well. You can view up to 12 reports on your Report Dashboard at one time. To learn more about viewing reports on the Report Dashboard, see Pin

reports to the Report Dashboard, Unpin a report from the Report Dashboard, and Change the layout of the Report Dashboard.

How data is displayed in a report

Most Listings, Pages, and Social reports can be shown as line graphs, bar graphs, or pie charts, depending on the type and amount of data they include. Single-metric, single-dimension reports can also be displayed a single number.

The data of a search term report containing broad search terms can be shown in either a table or a wordcloud, while data from reports containing specific search terms can only be shown in a table. To learn more about search term reports, see About search term reporting.

Managing reports

You can save up to 10 reports in your Report Builder. To make space available for new reports, you can delete reports you no longer need by following the steps in Delete a saved report.

If you need to change a saved report's name or the data it includes, you can do at any point by following the steps outlined in Edit a saved report.

Related topics

- Create a report
- Pin reports to the Report Dashboard
- Analytics
- Reference - Available reporting metrics
- Reference - Pre-built basic reports
- Reference - Report Builder options

About searches and profile views

When viewing reports on your listings in the Report Builder, two of the main metrics for listings activity are defined as follows:

- **Searches** – the number of times a consumer has run a search and seen your listing in the search results on a PowerListings network site
- **Profile Views** – the number of times a customer has seen your full listing profile on a publisher site, either by clicking on your listing from a search on the publisher site or from another search engine

Often, a visitor will run a search that returns your listing, see your listing in the search results, click on it, and then see your full listing profile. This would count as one search and one profile view. Likewise, a visitor might see your listing in the search results but then not click on it. This would count as a search, but not a profile view.

Because of this, there is a temptation to consider the ratio of profile views to searches in the same way one might consider the ratio of clicks to impressions as a metric of success in pay-per-click advertising.

However, this can be misleading for two main reasons. This article presents a few of those reasons in order to help you better interpret the searches and profile views you see in the Report Builder.

Many profile views are not preceded by a search

While it is not uncommon for someone to search on one of the publisher sites, click on your listing, and then see its profile page, it is also not uncommon for someone to arrive directly at your profile page by clicking on a link from a search engine other than the one that your profile page is on. In fact, on some of our publisher sites, the number of profile views on listings exceeds the number of searches reported. This is because their profile pages are ranked very well in other search engines and many of their visitors arrive directly to profile pages from those other search engines.

To understand how this can be, see About search results pages and profile pages.

Actions can occur off the search results page

Unlike pay-per-click advertising, where there is little or no benefit to the advertiser unless the visitor clicks, listings in local search results often result in actions even if the visitor does not click through to view the profile page.

There are a few reasons for this:

- A visitor could call you after seeing the listing in the search results, without clicking for more information.
- A visitor could come visit you after seeing you in the search results (particularly if they are on a mobile app and, once they see your address, switch directly to getting directions).
- A visitor could click to your website directly from your search result on many publishers, in which case there would be no profile view.
- If you have a clickable Featured Message (see Make the Featured Message link to a specific URL), the visitor might click directly through to your Featured Message's URL without ever seeing the profile page.

More detail is provided in the article About search results pages and profile pages.

Conclusion

Although searches and profile views are useful metrics for seeing how much activity is happening on your listing overall, looking at the ratio of one to the other is not necessarily useful in a straightforward way.

Related topics

- Create a report
- About reports
- About search results pages and profile pages

About search term reporting

To give you insight into how consumers use our publishers' sites to find your listings, we give you the tools to create *search term reports* based on the data we've collected from our publisher network.

When a consumer searches a publisher site and clicks your listing's link in the search results, LocalLift records data about the search terms entered by the consumer and aggregates it with similar data from our other publishers. You can access the collective results for your business by generating a search term report. To learn how, see Create a report.

What's on this page:

- Data included in search term reports
  - Data for individual search terms
  - Data across all search terms
- Refining your results
- Exporting your results

Data included in search term reports

All search term reports include two levels of data: data about individual search terms and data across all the search terms we have information for.

Data for individual search terms

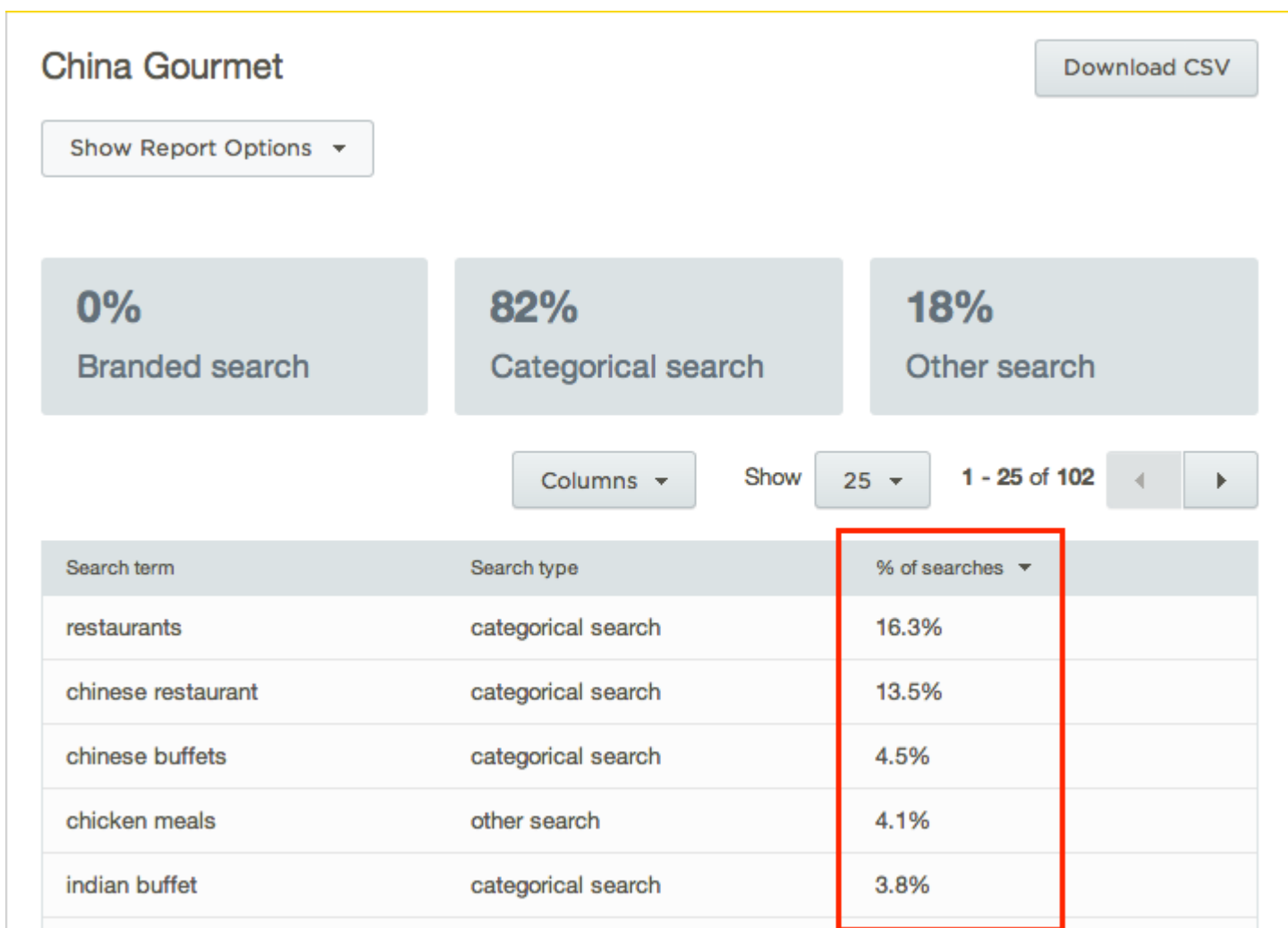For each search term, we collect the following data:

- the *search phrase* it was included in
- the *platform* the search was conducted on:
  - Desktop (e.g., a web browser on a desktop or laptop computer)
  - Mobile (e.g., an iPhone or Android phone)
  - Tablet (e.g., an iPad or similar device)
  - Unknown

- the *type* of search it was:
  - Branded - terms that contain at least one of your brand's keywords
  - Categorical - terms that refer to the category of your business
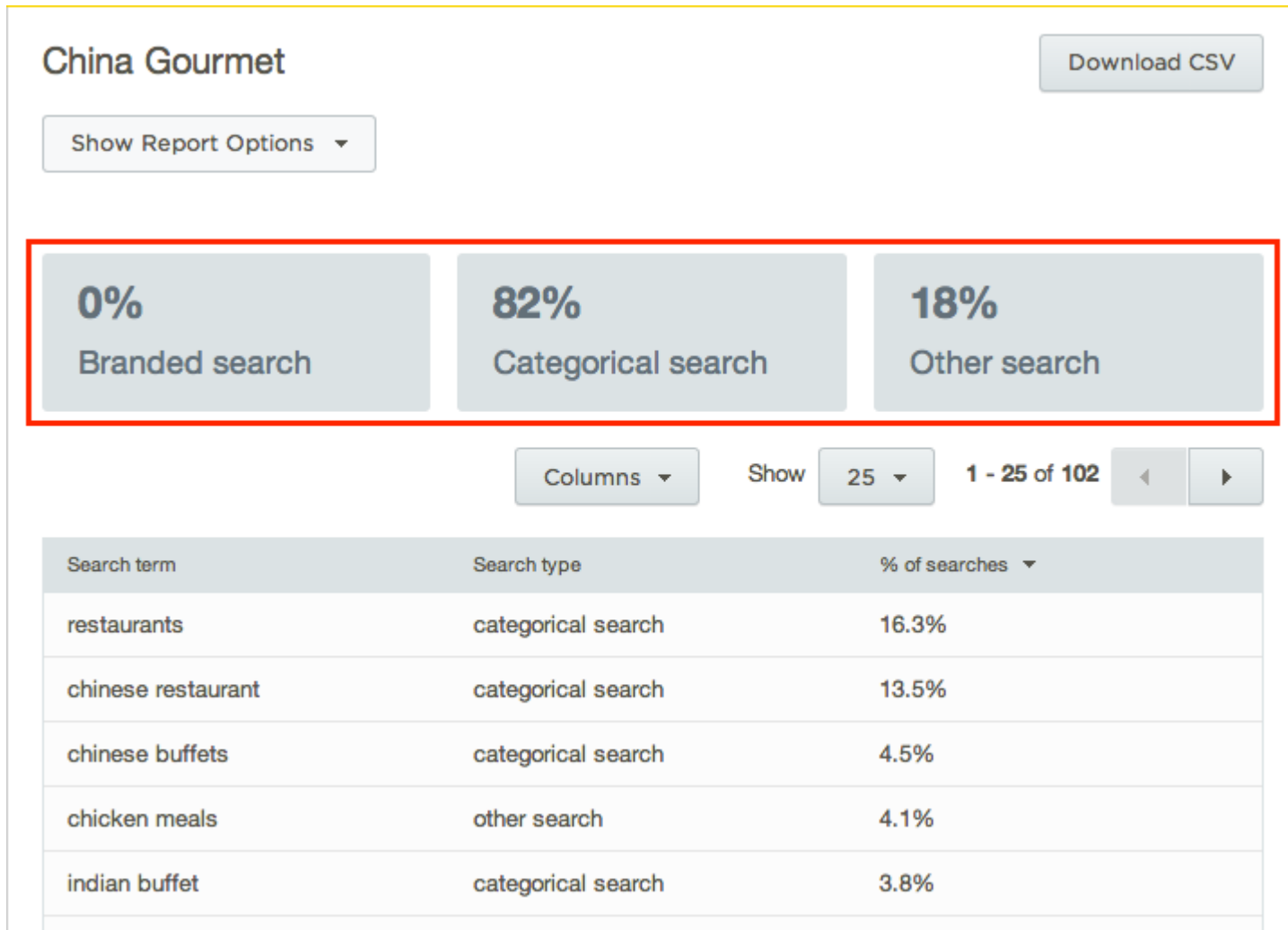 - Other - terms that are neither branded or categorical

Data across all search terms

Based on the data we collect across all of the search terms, we determine:

- the frequency of each search term (i.e., (the number of times the term was entered / total number of search terms), rounded to the nearest tenth). This value appears in the **% of searches** column in the data table. Note that different spellings of the same search term (e.g., "pizza" and "pizzas") are normalized and counted cumulatively.

China Gourmet

Download CSV

Show Report Options ▾

0%	82%	18%
Branded search	Categorical search	Other search

Columns ▾   Show   25 ▾   1 - 25 of 102   ◄   ►

Search term	Search type	% of searches ▾	
restaurants	categorical search	16.3%	
chinese restaurant	categorical search	13.5%	
chinese buffets	categorical search	4.5%	
chicken meals	other search	4.1%	
indian buffet	categorical search	3.8%	

- the frequency of each type of search term. This data appears at the top of the report.

China Gourmet		Download CSV

Show Report Options ▼

0% Branded search	82% Categorical search	18% Other search

Columns ▼   Show   25 ▼   1 - 25 of 102   ◀   ▶

Search term	Search type	% of searches ▼
restaurants	categorical search	16.3%
chinese restaurant	categorical search	13.5%
chinese buffets	categorical search	4.5%
chicken meals	other search	4.1%
indian buffet	categorical search	3.8%

Refining your results

You can filter and sort your results in several ways using filters specially designed for search term reports. For more information, see Reference - Report Builder options.

Exporting your results

If you would like to download your results to analyze your data or share it with others, you can export your data to a comma-separated values (CSV) file. To learn more, see Download a report's data.

Related topics

- Create a report
- Download a report's data
- Reference - Report Builder options

Reference - Available reporting metrics

When you access reporting information in the "Analytics" section the LocalLift Platform, you can see four

different types of metrics: Listings, Social, Pages, and Search Terms.

This article lists all the metrics of each type, along with basic information about each metric.

Listings

Metric	Meaning	For more information...
Searches	The number of times a consumer has run a search and seen your listing in the search results on a LocalLift PowerListings publisher site [f] Not currently available for Facebook	About searches and profile views
Profile Views	The number of times a consumer has seen your full listing profile on a publisher site, either by clicking on your listing from a search on the publisher site or from another search engine [f] Only available if at least 30 people have "liked" your Facebook Page	About searches and profile views
Featured Message Clicks	The number of times a consumer has seen your Featured Message, clicked on it, and gone to the URL that you specified in LocalLift This metric applies only if you make the Featured Message link to a specific URL. If you don't, then consumers who click on the Featured Message from the search results will be sent to your profile page, and nothing will happen when they click on the Featured Message from your profile page.	Make the Featured Message link to a specific URL
Yahoo! Name Clicks	On Yahoo!, if a consumer clicks on the name of your business, they are sent to your website instead of your business profile on Yahoo!. Every time a consumer clicks your business name on Yahoo!, it counts as a Yahoo! name click.	
Yelp Page	The number of times consumers have viewed your listings ("pages") on Yelp	

Metric	Meaning	For more information...
Views	Yelp page-view data is available for locations that are subscribed to packages that include Yelp and have live Yelp pages.	
Live List-ings	The number of listings that were live at that time specified in the report Whenever a location is subscribed to a site, and that site has a live listing for the location, the listing is considered live. So, for example, if your location is sub-scribed to the complete Listings package on 40+ sites, the number of listings live for that location will be 40+ once all publishers have activated the listings.	

Social

Metric	Meaning	For more information...
Facebook Likes	(Facebook only) The number of consumers who have "liked" your Page	Facebook's What metrics are available to measure the overall per-formance of my Page?
Facebook Talking About This	(Facebook only) The number of unique consumers who have had an interaction with your Page. For an interaction to be included in this total, it must result in a story being posted to the newsfeeds of those consumers' friends. Examples of these interactions include, but are not limited to, shar-ing a post on your Page, liking your Page, or tagging your location in a photo.	Facebook's What metrics are available to measure the overall per-formance of my Page?
Facebook Were Here	(Facebook only) The total number of consumers who have checked into your business, along with the people tagged as being with them when checking in	Facebook's What metrics are available to measure the overall per-

Metric	Meaning	For more information...
		formance of my Page?
Foursquare Check-ins	(Foursquare only) The total number of check-ins at your business during the specified time period. This number includes repeat check-ins and check-ins made by one user on behalf of another (e.g., by mentioning other Foursquare users when checking themselves into your business).	
Foursquare Unique Users	(Foursquare only) The number of Foursquare users who checked into your business, or were checked in by another user, at least once during the specified time period	

Pages

Metric	Meaning	For more information...
Products and Services Views	The number of times the selected locations' products and services widgets were viewed on your website	Pages
Staff Bios Views	The number of times the selected locations' staff bios widgets were viewed on your website	Pages
Calendar Views	The number of times the selected locations' calendar widgets were viewed on your website	Pages
Menu Views	The number of times the selected locations' menu widgets were viewed on your website	Pages
Post Views	The number of times the selected locations' posts widgets were viewed on your website	Pages

Search Terms

Metric	Meaning	For more information...
Search phrases	The search phrases consumers used to find your business on our publisher sites, as they were entered by the consumers	About search term reporting
Broad terms	When this option is selected, search phrases entered by consumers are broken down and displayed as individual words in the search term report. For example, if a consumer searched for "Acme Pharmacy," both "Acme" and "Pharmacy" would appear in the report. Search terms that are nearly identical (e.g., "store" and "stores") are normalized and counted cumulatively as a single search term.	About search term reporting

Related topics

- Create a report
- About reports
- About searches and profile views

Reference - Pre-built basic reports

The tables below describe the pre-built reports included in your Report Builder, which can be found under **Basic Reports** in the left-hand sidebar. You can use these reports as starting points for creating customized reports by editing and saving them. To learn more about editing reports, see Edit a saved report.

All of these reports are automatically pinned to your Report Dashboard. If you would like to remove any of them, follow the steps in Unpin a report from the Report Dashboard.

What's on this page:

- Listings
- Social

Listings

Report Name	Settings
Featured Message Clicks	- **Show**: Featured Message Clicks - **by**: Days

Report Name	Settings
	• **for**: All locations • **over**: Last 14 Days
Profile Views	• **Show**: Profile Views • **by**: Days • **for**: All locations • **over**: Last 14 Days
Searches	• **Show**: Searches • **by**: Days • **for**: All locations • **over**: Last 14 Days

Social

Report Name	Settings
Facebook Likes	• **Show**: Facebook Likes • **by**: Days • **for**: All locations • **over**: Last 14 Days
Facebook Talking About	• **Show**: Facebook Talking About This • **by**: Days • **for**: All locations • **over**: Last 14 Days
Facebook Were Here	• **Show**: Facebook Were Here • **by**: Days • **for**: All locations • **over**: Last 14 Days
Foursquare Check-ins	• **Show**: Foursquare Check-ins • **by**: Days • **for**: All locations • **over**: Last 14 Days
Foursquare Unique Users	• **Show**: Foursquare Unique Users • **by**: Days

Report Name	Settings
	for: All locations **over**: Last 14 Days

Related topics

- Reference - Report Builder options
- Reference - Available reporting metrics

Reference - Report Builder options

The tables on this page show the options available to you when creating or editing Listings, Social, Pages, or Search Term reports in the Report Builder. It also describes the filters you can use when creating or editing Search Term reports.

What's on this page:

- Listings
- Social
- Pages
    - Visualization options for Listings, Social, and Pages reports
- Search Term
    - Search term filters

Listings

Property Name	Description	Options
Show	The kind of data that the report should include	One or any combination of the following: **Searches** **Profile Views** **Featured Message Clicks** **Yahoo! Name Clicks** **Yelp Page Views** **Live Listings**

Property Name	Description	Options
		NOTE: If you select two **by** values (e.g., **Days** and **Folders**), you may choose only one **Show** value.

by dimensions	How the data should be grouped	One or a combination of the following:
		
		• **Days**
		• **Weeks**
		• **Months** (if selected, the **Calendar type** option appears — see below for details)
		• **Locations**
		• **Folders**
		
		NOTES:
		
		• You cannot use both **Folders** and s**Location** in the same report.
		• You can select only one of the time-based dimensions (**Days**, **Weeks**, or **Months**).
		• If **Months** is a dimension, you can select a **Calendar type**:
		   • **Standard** — the Gregorian calendar (January, February, etc.)
		   • **Retail 4-5-4** — the 4-5-4 merchandising calendar

over	The time period that the report should cover	If no time-based dimension is selected in **by dimensions**, one of the following: • **Last 14 Days** • **Last 30 Days** • **Last 8 Weeks** • **Last 16 Weeks** • **Last 4 Months** • **Last 12 Months** • **Custom Date Range** If **Days** is selected in **by dimensions**, one of the following:

Property Name	Description	Options
		• **Last 14 Days** • **Last 30 Days** • **Custom Date Range** If **Weeks** is selected in **by dimensions**, one of the following: • **Last 8 Weeks** • **Last 16 Weeks** • **Custom Date Range** If **Months** is selected in **by dimensions**, one of the following: • **Last 4 Months** • **Last 12 Months** • **Custom Date Range**
filtered by	The subset of the available data that should be shown	One of the following: • **Folder** • **Location** **NOTES:** • To add more items to a filter, click**+ Add another** under the item drop-down list (e.g., **+ Add another location** to select an additional location). You can add more items only if you did not choose the filter type as a dimension (e.g., if you chose **Locations** in **by dimension**, you can have only one location in your **Location** filter). • You cannot use both **Folder** and **Location** filters in the same report.
pivoted by	(For multi-dimensional reports only) The dimension by which to pivot the table of data (i.e., the kind of values that should be used as column headings	One of the values you selected in **by dimensions**

Property Name	Description	Options
	in the data table)	
visualized as	How you would like the report's data to be shown	See Visualization options for Listings, Social, and Pages reports. **NOTE:** Some reports cannot be visualized by the Report Builder. In those cases, no visualization options are available.

Social

Property Name	Description	Options
Show	The kind of data that the report should include	One or any combination of the following: **Facebook Likes** **Facebook Talking About This** **Facebook Were Here** **Foursquare Check-ins** **Foursquare Unique Users** **NOTE:** If you select two **by** values (e.g., **Days** and **Folders**), you may choose only one **Show** value.
by dimensions	How the data should be grouped	One or a combination of the following: **Days** **Weeks** **Months** (if selected, the **Calendar type** option appears — see below for details) **Locations** **Folders** **NOTES:** - You cannot use both **Folders** and **Locations** in the same report. - You can select only one of the time-based dimensions (**Days**, **Weeks**, or **Months**).

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Property Name	Description	Options

		• If **Months** is a dimension, you can select a **Calendar type**:
		
		    • **Standard** — the Gregorian calendar (January, February, etc.)
		    • **Retail 4-5-4** — the 4-5-4 merchandising calendar

over	The time period that the report should cover	If no time-based dimension is selected in **by dimensions**, one of the following: • **Last 14 Days** • **Last 30 Days** • **Last 8 Weeks** • **Last 16 Weeks** • **Last 4 Months** • **Last 12 Months** • **Custom Date Range** If **Days** is selected in **by dimensions**, one of the following: • **Last 14 Days** • **Last 30 Days** • **Custom Date Range** If **Weeks** is selected in **by dimensions**, one of the following: • **Last 8 Weeks** • **Last 16 Weeks** • **Custom Date Range** If **Months** is selected in **by dimensions**, one of the following: • **Last 4 Months** • **Last 12 Months** • **Custom Date Range**
filtered by	The subset of the available data that should be shown	One of the following: • **Folder**

Property Name	Description	Options
		• **Location** **NOTES:** • To add more items to a filter, click**+ Add another** under the item drop-down list (e.g., **+ Add another location** to select an additional location). You can add more items only if you did not choose the filter type as a dimension (e.g., if you chose **Locations** in **by dimension**, you can have only one location in your **Location** filter). • You cannot use both **Folder** and **Location** filters in the same report.
pivoted by	(For multi-dimensional reports only) The dimension by which to pivot the table of data (i.e., the kind of values that should be used as column headings in the data table)	One of the values you selected in **by dimensions**
visualized as	How you would like the report's data to be shown	See Visualization options for Listings, Social, and Pages reports. **NOTE:** Some reports cannot be visualized by the Report Builder. In those cases, no visualization options are available.

Pages

Property Name	Description	Options
Show	The kind of data that the report should include	One or any combination of the following: • **Products and Services Views** • **Staff Bios Views** • **Calendar Views** • **Menu Views**

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Property Name	Description	Options
		• **Post Views**

by dimen-sions	How the data should be grouped	One or a combination of the following:
		
		• **Days**
		• **Weeks**
		• **Months** (if selected, the **Calendar type** option appears — see below for details)
		• **Locations**
		• **Folders**
		
		NOTES:
		
		• You cannot use both **Folders** and **Locations** in the same report.
		• You can select only one of the time-based dimensions (**Days**, **Weeks**, or **Months**).
		• If **Months** is a dimension, you can select a **Calendar type**:
		    • **Standard** — the Gregorian calendar (January, February, etc.)
		    • **Retail 4-5-4** — the 4-5-4 merchandising calendar

over	The time period that the report should cover	If no time-based dimension is selected in **by dimensions**, one of the following: • **Last 14 Days** • **Last 30 Days** • **Last 8 Weeks** • **Last 16 Weeks** • **Last 4 Months** • **Last 12 Months** • **Custom Date Range** If **Days** is selected in **by dimensions**, one of the following: • **Last 14 Days** • **Last 30 Days** • **Custom Date Range** If **Weeks** is selected in **by dimensions**, one of the following: • **Last 8 Weeks**

Property Name	Description	Options
		• **Last 16 Weeks** • **Custom Date Range** If **Months** is selected in **by dimensions**, one of the following: • **Last 4 Months** • **Last 12 Months** • **Custom Date Range**
filtered by	The subset of the available data that should be shown	One of the following: • **Folder** • **Location** **NOTES:** • To add more items to a filter, click**+ Add another** under the item drop-down list (e.g., **+ Add another location** to select an additional location). You can add more items only if you did not choose the filter type as a dimension (e.g., if you chose **Locations** in **by dimension**, you can have only one location in your **Location** filter). • You cannot use both **Folder** and **Location** filters in the same report.
visualized as	How you would like the report's data to be shown	See Visualization options for Listings, Social, and Pages reports. **NOTE:** Some reports cannot be visualized by the Report Builder. In those cases, no visualization options are available.

Visualization options for Listings, Social, and Pages reports

> **Not all options available for all reports:** The visualization options available to you depends on your choices in other fields of the Report Builder.

Visualization Type	Description	Options
Metric	Presents the value of a	**Metric name** — a label for the metric's value. The default is the

Visualization Type	Description	Options
	selected metric as a number This option can be used only for single-metric reports.	metric's name as shown in the Report Builder, but you can enter a different name in the text box. **Group by** — how the total metric shown should be calculated. Choose one of the following: **Sum** **Average**
Line	Presents data points connected by lines	(none)
Bar	Presents your data in a bar chart	**Orientation** — how the bars should appear. Choose one of the following: **Horizontal** **Vertical** **Bar Type** — for multi-metric reports, how the bars for each metric should be shown in relation to each other. Choose one of the following: **Normal** — Bars for each metric appear alongside each other. This option is the only one available in single-metric reports. **Stacked** — Bars for each metric are stacked on top of or next to each other, depending on the **Orientation** **100% stacked** — Same as **Stacked**, but the length of each metric's bar depends on its value relative to the values of the other metrics (i.e., its percentage of the sum of the metrics' values)
Pie	Presents your data in a pie chart This option can be used only for single-metric, single-dimension	One of the following: **Solid** **Doughnut**

Visualization Type	Description	Options
	reports.	

Search Term

Property Name	Description	Options
Show	The kind of data that the report should include	One of the following: • **Search phrases** • **Broad terms**
over	The time period that the report should cover	One of the following: • **Last 14 Days** • **Last 30 Days** • **Last 8 Weeks** • **Last 16 Weeks** • **Last 4 Months** • **Last 12 Months** • **Custom Date Range**
filtered by	The specific types of search terms you want the report to include	see "Search term filters" below
visualized as	How the data should be displayed	If displaying Search phrases: • **Table** If displaying Broad terms, one of the following: • **Table** • **Wordcloud**

Search term filters

Filter Type	Comparison	Search Criteria
Folder	**is in**	A folder you select from the **Select Folder** drop-down

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Filter Type	Comparison	Search Criteria
		menu
Min Search Frequency	**greater than or equal to**	A percentage you enter in the text box provided
Max Search Frequency	**less than or equal to**	A percentage you enter in the text box provided
Search Platform	**is**	One of the following options: • **web** • **mobile** • **tablet** • **unknown**
Search Term	**contains**	A search term you enter in the text box provided

Related topics

- Create a report
- Edit a saved report
- About reports
- About searches and profile views
- About search term reporting
- Reference - Available reporting metrics

Overview: Settings

Common tasks with settings

- Change personal settings
- Reset your password
- Link your Foursquare account
- Turn account features on or off

Change personal settings

This topic describes how to change the basic personal information and email preferences for your user in the LocalLift Platform.

Steps

To update your personal settings, do the following:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. You should be on the *Personal Settings* screen. (If you are not, then in the left-hand navigation bar, under the *Account Information* section, click **Personal Settings**).

3. To change your first name, last name, or phone number, click the corresponding row in the *Basic Information* section, make your changes, and click **Save**. The system saves the new values.

4. To change your email address, click the **Email Address** row, enter your new email address, and click **Save**.

   > Note: You cannot select an email address that is already in use by another user. If the system tells you that your email address is already in use, pick a different email address that you have access to, or contact support for help.

5. To change whether or not you receive the different types of email notifications from the system, click on the **Email Notifications** row. Options appear with checkboxes for two different types of messages you can receive. Check or uncheck each of these based on your preference, and then click **Save**.

Reset your password

You can reset the password for your user account at any time. The way you do this depends on whether you are currently able to log in.

Which situation applies to you?

- I am able to log in
- I am not able to log in

I am able to log in

If you are able to log in to the LocalLift Platform and want to reset your password, log in and then perform the following steps:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. You should be on the *Personal Settings* screen. (If you are not, then in the left-hand navigation bar, under the *Account Information* section, click **Personal Settings**).

3. In the *Basic Information* section, in the *Password* row, click **Change password**. Two text boxes appear where you can enter your new password.

4. Choose a new password and enter it twice.

> Note: Your password must be at least 6 characters long and must contain at least one letter and at least one number.

5. Click Save. The system saves your new password.

Your password has been changed, and you should use this password from now on when logging in.

I am not able to log in

If you are not able to log in, then if you have a valid email address on file, you can have the system send you an email to allow you to reset your password.

To reset your password:

1. Go to the login page .

2. Click the **Forgot password?** link. The *Forgot Your Password* page appears.

3. Enter your email address in the Email / Username box.

> If you don't log in with your email address...[1]

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[1]In some rare cases, customers do not use their email address to log in, but instead use a username. If this applies to you, enter your username and the system will send an email to the address on file for you, if any. However, if you are using a username to log in, it is likely because we do not have a valid email address on file for you.

4. Click **Send**. The system sends you an email with instructions for resetting your password.

5. Open your email and look for the message from *PowerListings* with the subject *Reset Your Password Link*. (It may take up to a minute for the message to arrive.)

6. Once the message arrives, open it and click the large link in the middle of the message. Your web browser opens to the *Set Your Password* page.

7. Choose a new password and enter it twice.

> Note: Your password must be at least 6 characters long and must contain at least one letter and at least one number.

8. Click **Reset Password**. The system tells you that it set your password to what you just entered.

9. Click the **Access Account Now** link. The system logs you in to your account.

Your password has been changed, and you should use this password from now on when logging in.

Turn account features on or off

Account features are pieces of functionality within the LocalLift Platform that may be turned on and off. For example, small businesses probably do not need to use the Location Upload feature, so it is disabled by default.

The following account features are currently available to most customers:

- Location Upload - add, update, and remove locations using spreadsheets (see "Overview: Location upload (advanced topic)")
- Location Export - export location data from the LocalLift Platform for use in other third-party platforms or for any other purpose (see "Location export")

> *Note:* Account features are turned on or off at the account level. You do not turn them on or off for particular users. However, you can manage which users have access to an account feature that is turned on by managing users and permissions (for details, see "Overview: Users and permissions (advanced topic)").

What do you want to do?

- Turn on an account feature
- Turn off an account feature

Turn on an account feature

To turn on an account feature, do the following:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. In the left-hand navigation bar, under the *Account Information* section, click **Account Features**. The *Account Features* screen is displayed and shows a list of all of the features along with their current setting. Choose an account feature marked *OFF* that you want to activate.

3. Click on the feature is currently off. A toggle switch appears.

4. Click the toggle switch. The switch now shows that the feature is on.

5. Click **Save**.

The account feature is now turned on.

Turn off an account feature

To turn off an account feature, do the following:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. In the left-hand navigation bar, under the *Account Information* section, click **Account Features**. The *Account Features* screen is displayed and shows a list of all of the features along with their current setting. Choose an account feature marked *ON* that you want to activate.

3. Click on the feature. A toggle switch appears.

4. Click the toggle switch. The switch now shows that the feature is off.

5. Click **Save**.

The account feature is now turned off.

Link your Foursquare account

In order to take advantage of Listings on Foursquare, you need to link your account in the LocalLift Platform to a user on Foursquare. If you already have an existing account on Foursquare, you should use it. If you don't, it's easy to create one and link it at the same time.

Which situation applies to you?

- I already have a Foursquare account
- I don't know what a Foursquare account is or I don't already have one

I already have a Foursquare account

To link a Foursquare account that you already have:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. You should be on the *Personal Settings* screen. (If you are not, then in the left-hand navigation bar, under the *Account Information* section, click **Linked Accounts**).

3. Click the **Connect to Foursquare** button. A new window pops up that says *Connect your Foursquare account with PowerListings.*

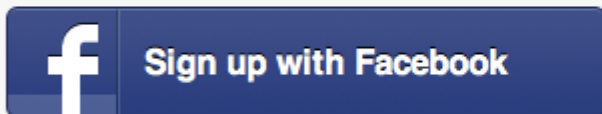4. Click the green **Log In** button. A login page appears.

5. Enter the email address or phone number associated with your Foursquare account. Then enter your password and click the green **Log In** button.

6. On the next screen that appears, click the green **Allow** button:
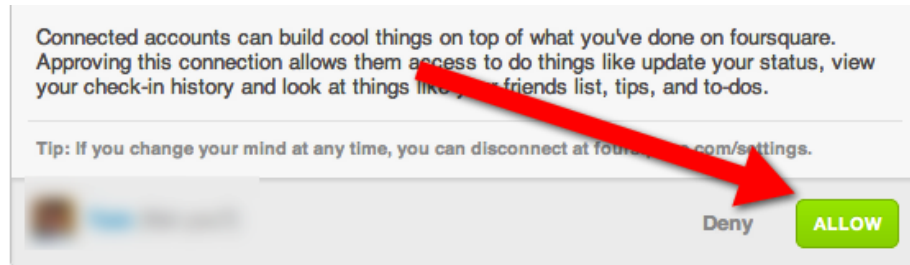
The window closes, and the *Linked Accounts* screen displays the name of the account you linked to Foursquare. Your Listings will begin going live on Foursquare right away (unless there is another issue).

I don't know what a Foursquare account is or I don't already have one

To set up a Foursquare account:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. You should be on the *Personal Settings* screen. (If you are not, then in the left-hand navigation bar, under the *Account Information* section, click **Linked Accounts**).

3. Click the **Connect to Foursquare** button. A new window pops up that says *Connect your Foursquare account with PowerListings.*

4. Click the **Sign up for Foursquare** link:
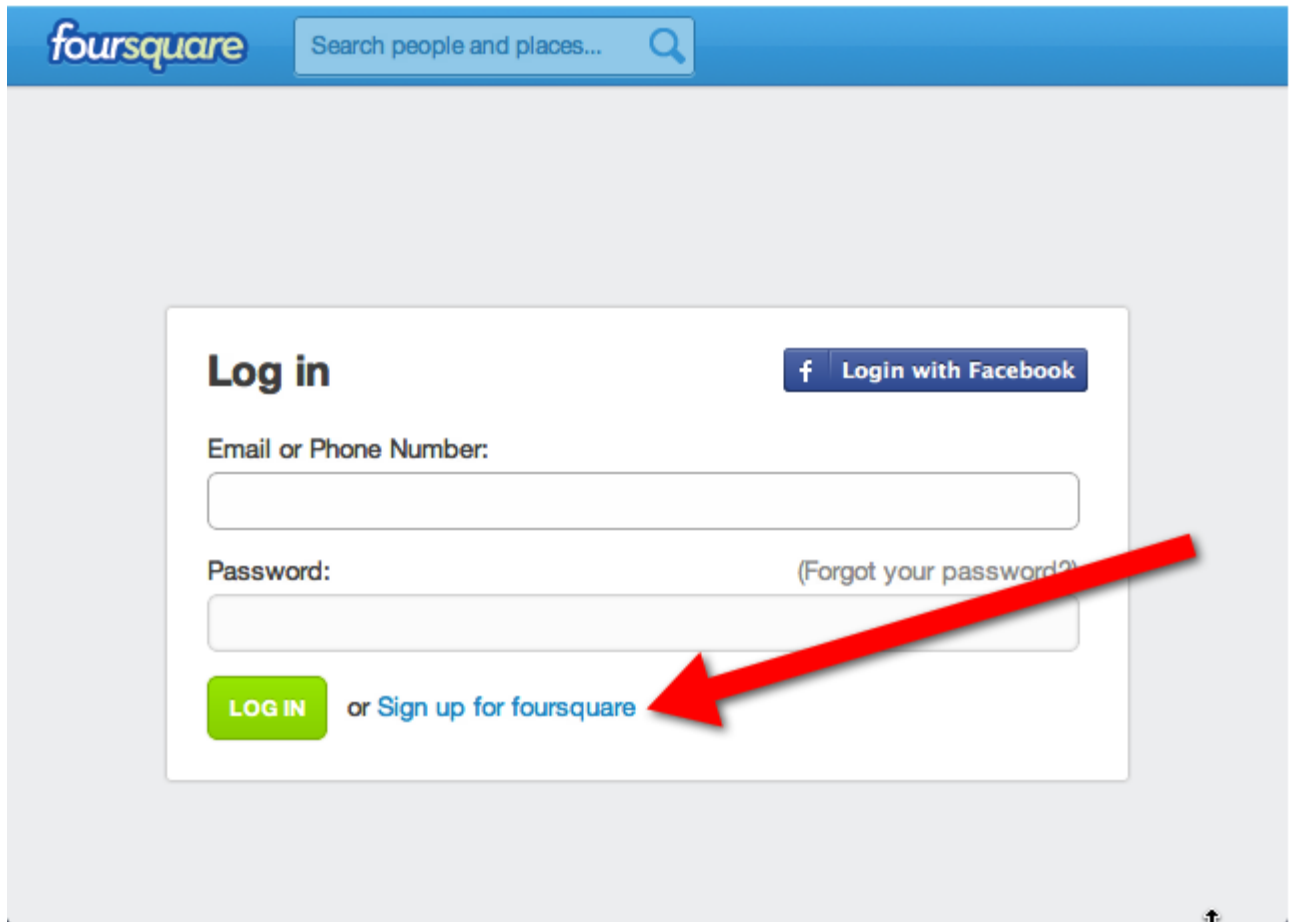
5. On the next screen, click the **Sign up with Email** link:

> Note: If you want to use your Facebook account to sign into Foursquare, you can do that as well. These instructions explain how to create an account by signing up with your email address.

6. On the *Sign up* page, enter all of the requested information, and then click **Join**.

7. On the *Welcome* page, click **Skip This Step**:
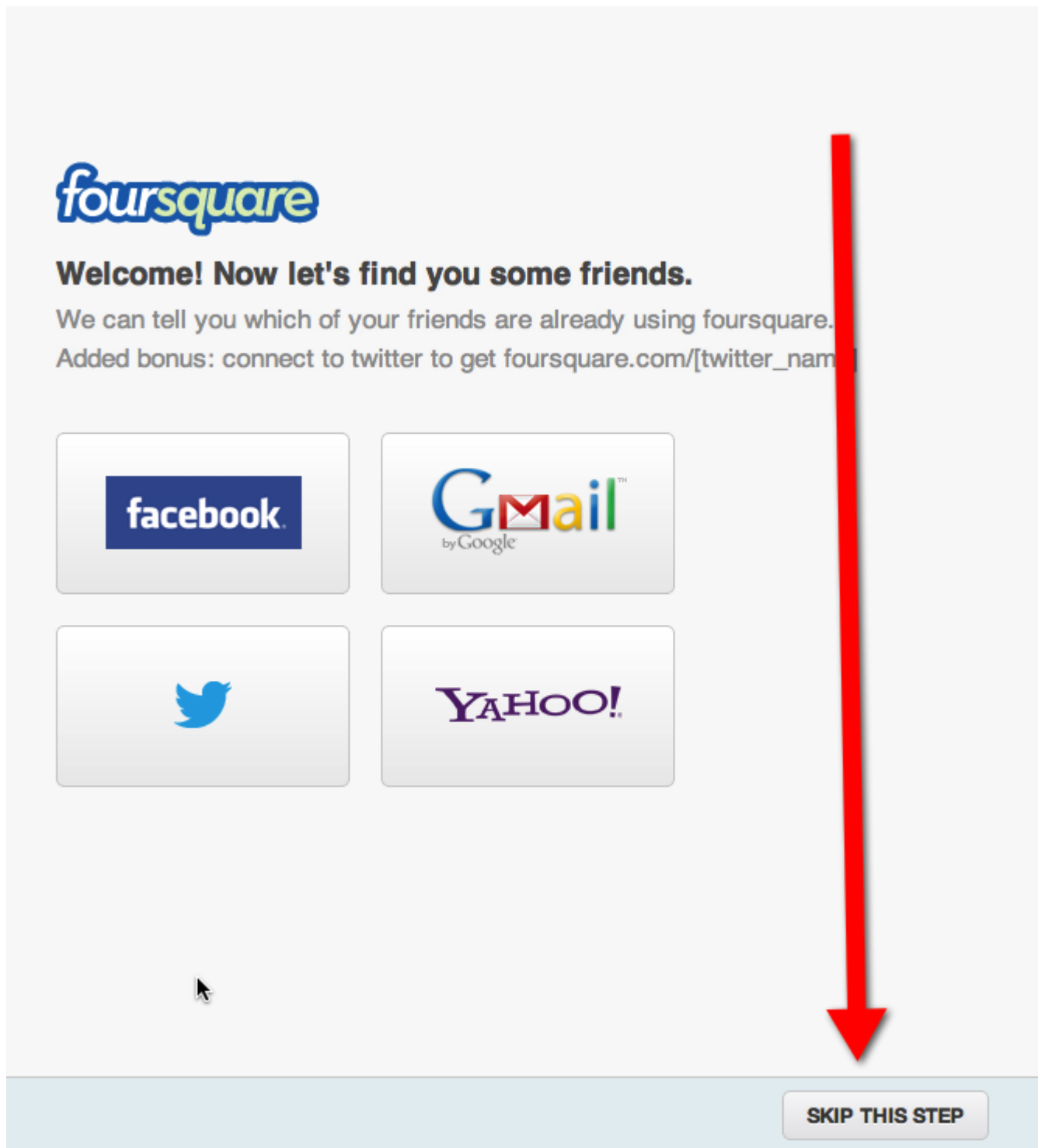
8. On the *Get insider tips* page, click **OK! I'm Done!**:

9. On the *Now you can check in page!*, click **Continue to the homepage:**
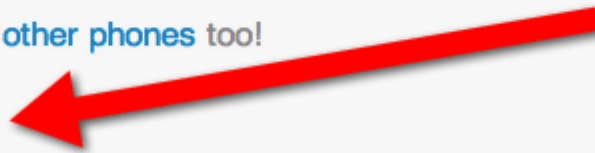
10.   At the top of the next screen that appears, click the **Continue where you left off** link:
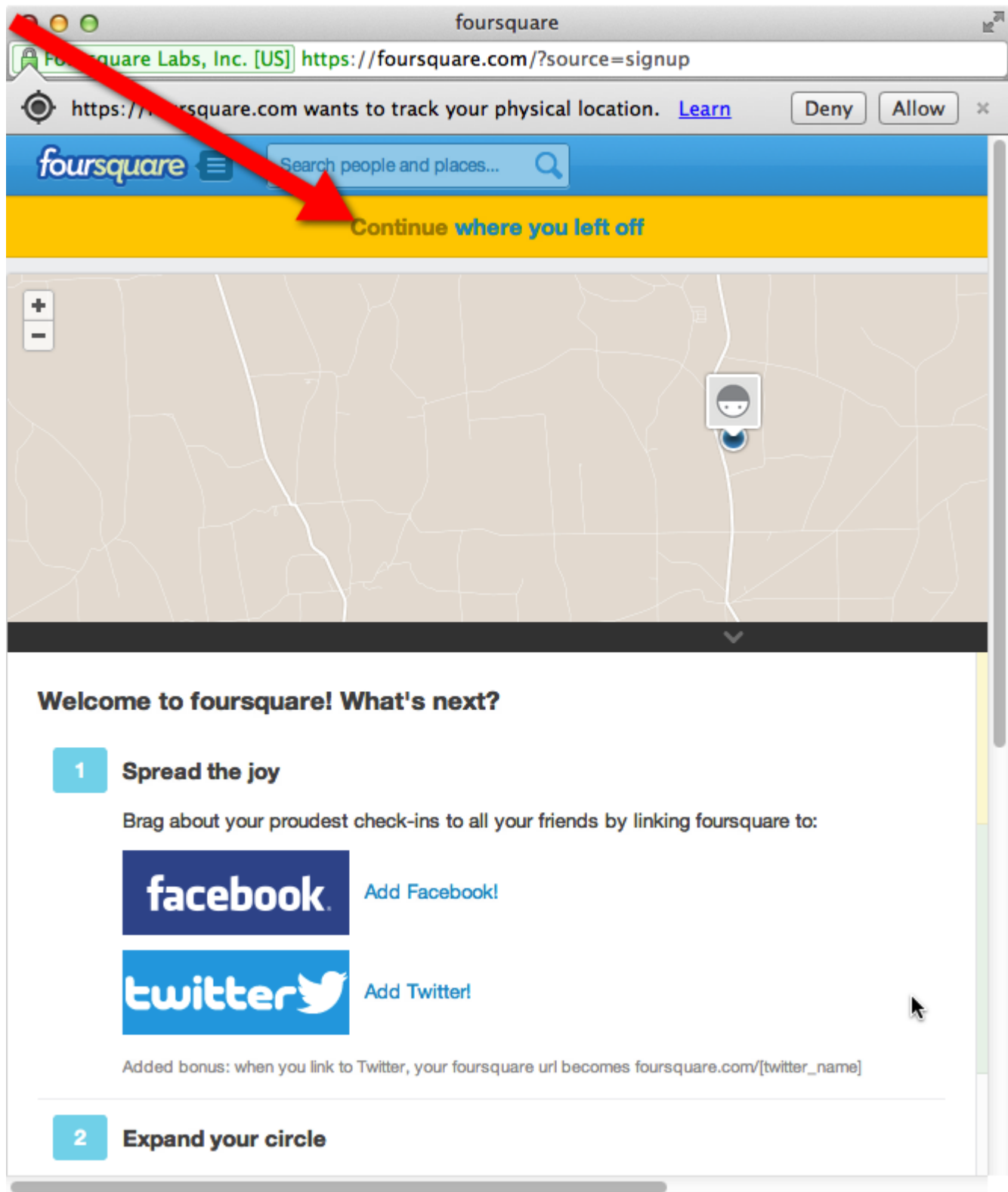
11. On the next screen that appears, click the green **Allow** button:
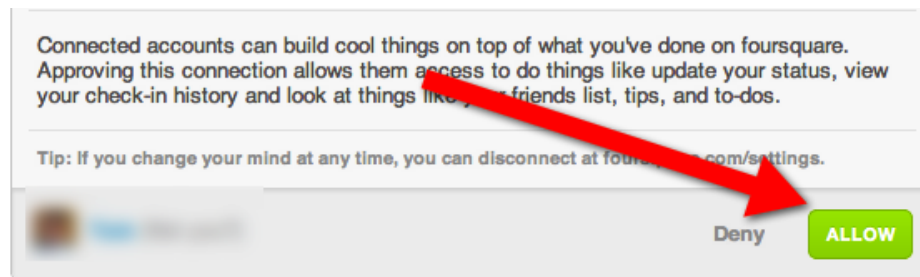
The window closes, and the *Linked Accounts* screen displays the name of the account you linked to Foursquare. Your Listings will begin going live on Foursquare right away (unless there is another issue).

You now also have a Foursquare account with the email address and password you selected. You can log in to Foursquare using this account at **www.foursquare.com**.

Custom fields

Many customers who manage a number of locations through the LocalLift Platform have special information that they store about each location that doesn't appear on their listings, but that is useful for managing locations internally or exporting location data in third-party formats (e.g., InfoUSA). These customers use *custom fields* to enter this information in the Location CMS.

For example, you can use custom fields to keep track of:

- Which of three main brand types a store uses
- Whether the store is participating in a special pilot program
- Who the store manager is

This information is often useful in managing your locations. For instance, you may wish to use a certain Featured Message only for those stores participating in a special pilot program. You can also use custom fields to collect detailed information about your locations (e.g., dress codes, nearby airports) that can be used in third-party data formats.

Custom fields are set up at the account level. Once they are created, you can set a value for those fields for each of your locations.

> *Example:* If Bank On Us adds a custom field called **Branch Manager** to their account, they can then go to edit each location and enter the branch manger's name in that field. Then, when they view a location's information, they also see who the branch manager is at that location.

Getting started

Before you begin creating custom fields for your account, we recommend that you learn more about them by reading the articles below.

- Set up custom fields
- View and modify custom field values for one or more locations
- Use custom fields on the "Locations" page
- Set custom fields as part of a location upload
- Reference - Types of custom fields

Set up custom fields

This article describes how to set up custom fields so that you can store additional information about the locations in your account. (For why you would want to create custom fields, see About custom fields.)

Custom fields are set up at the account level. Once they are created, you can work with them just as you would with any other data fields on your locations. The difference is that they are not exported to publishers and do not appear on your listings.

What do you want to do?

- Add a custom field
- Remove a custom field

Before you begin...

No matter which option you choose, you must first go to the "Custom Fields" page.

To get there:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. In the left-hand sidebar, under **Content and Templates**, click **Custom Fields**.

   The system displays a list of all of the custom fields in your account, including their names and what type they are.

Add a custom field

To add a custom field:

1. Click **+ Add a Field**.

   A new row appears at the bottom of the table where you can add a new custom field.

2. In the **Field Name** textbox, enter a name for the new custom field.

   The field name cannot exceed 25 characters.

   TIP: If you are creating the field specifically for a third-party data format (e.g., Google Places, Bing Places for Business, InfoUSA), enter the name of the field as it appears in the second part of the location export process ("2. Column Preferences"). Your custom field will be automatically mapped to that third-party field. For more information, see Export locations into a third-party format.

3. Click **Select Type**, and select the type of value you want to be able to store in this custom field.

   For more information on the types of custom fields you can create, see Reference - Types of custom fields.

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4. Click **Save**.

The new field is now available when you are working with any location in your account.

If you have set up a custom field in the past but no longer want to use it, you can remove it from the system.

> **Values are also deleted:** When you remove a custom field, all of the data stored in that field on all of your locations will also be deleted.

To remove a custom field from your account:

1. Click the row in the table for the custom field you want to remove.

A trash can icon ( ) appears to the left of the custom field's name.

2. Click the trash can icon.

A confirmation dialog appears.

3. Click **Delete**.

The custom field is now removed, along with any data entered in the custom field for any of your locations.

Related topics

- View and modify custom field values for one or more locations
- Use custom fields on the "Locations" page
- Custom fields

View and modify custom field values for one or more locations

Once you have set up custom fields in your account, you can edit the values for them just like you would any other fields for your locations. The difference is that the values in these fields are for your use only and do not appear on your listings.

To view and edit custom field values for one or more locations:

1. From anywhere in the LocalLift Platform, click **Locations** in the navigation bar.
2. Click on the location you wish to work with (or, if you want to work with many locations, you can follow a similar procedure--see Edit many locations at once using bulk editing.)

A screen appears with information about the locations.

3. Scroll down to the bottom of the page to the **Internal Use Only** section.

    Each of the custom fields in your account is listed along with the value for the location for that field, if any.

4. Click on the row for the field you want to edit.

    The row becomes editable.

5. Make any changes you want to the value for the field, then click **Save**.

    The system saves the value you entered for the field.

Related topics

- Set up custom fields
- Set up custom fields as part of a location upload
- Use custom fields on the Locations screen
- Reference - Types of custom fields
- About custom fields

Use custom fields on the "Locations" page

If you manage multiple locations in the Location CMS and make use of custom fields, you can add those fields as columns on the "Locations" page. In this way, you can view, search, and sort by information you have entered into custom fields for your locations.

Steps

If you are not already on the "Locations" page, click **Location CMS** in the navigation bar. The "Locations" page appears.

What do you want to do?

- Add custom fields as columns to the Locations screen
- Find locations based on values in a custom field
- Sort the list by values in custom fields

Add custom fields as columns to the Locations screen

To add custom fields as columns on the "Locations" page:

1. On the upper right of the locations table, click the **Columns** button. A list of available columns appears.
2. Check off the names of the custom fields you want to add to the "Locations" page. (They are listed along with the other available columns, all in alphabetical order.)

3. Click the **Apply** button. The fields you selected are added as columns to the locations list, and the values for each location are shown in them.

4. Optionally, change the order in which the columns are displayed by clicking on the name of the column at the top of the list and then dragging it to the left or the right.

> *Note:* Changes to which columns are shown affect only you, not other users who may use your account. They will stay the same when you come back (as long as you are using the same browser), so you can set them up the way you like them and they will stay that way.

Find locations based on values in a custom field

To find the locations based on the values in a custom field:

1. At the top of your list of locations, click **Advanced Filter**. The **Location** filter is selected by default.

2. Click the dropdown that reads **Location**. A list of all of the fields that you can filter by appears.

3. Click the name of the field that you want to filter by. (Custom fields are listed along with the other available columns, all in alphabetical order.) The system displays choices for the filtering criteria you want to use for the custom field, based on the type of the custom field.

4. Select the comparison you want to do on the custom field and, if applicable, enter the values needed.

> *Example:* If you selected a custom field that stores text, you might pick the comparison *does not contain*. You would then enter whatever string you want to exclude into the text box.

5. Click **Apply Filter**. The list of locations updates to show only those that match the criteria you entered.

Sort the list by values in custom fields

To sort the list of locations based on values in custom fields:

1. Ensure that the column you want to sort by appears in the location list (if it does not, follow the instructions in the section Add custom fields as columns to the Locations screen above).

2. At the top of the table of locations, click on the name of the column you want to sort by. The system sorts the list to show the locations with the lowest value for the selected column first.

> *Note:* If the list begins with locations that have no value for the custom field, you may need to browse further through the list until you find the first one that does, since the system puts locations with no value at the beginning of the list. Alternatively, you can filter the list to include only locations with a value for the custom field.

3. Click the name of the column again. The system sorts the list to show locations with the highest value for the selected field first.

Set custom fields as part of a location upload

If you manage many locations in the Location CMS and add or update them with the Location Upload feature, you can set values for custom fields on those locations when you're uploading them.

This is particularly useful when you have custom fields for data that is supplied by external systems that you are importing through a spreadsheet. For example, the name of the manager for each store could be in the spreadsheet you use to perform bulk uploads.

Steps

To set custom fields as part of uploading a location spreadsheet, go through the normal steps of uploading a location spreadsheet. To learn about these, see Start a new location upload.

When you reach the mapping step, you can then use data from your spreadsheet to fill in custom fields in one of two ways:

What do you want to do?

- Make a new custom field for the data in a spreadsheet column
- Use a spreadsheet column to fill in data for a custom field

Make a new custom field for the data in a spreadsheet column

During a bulk upload flow, when you are on the mapping page:

1. Locate the name of the column from your spreadsheet that you want to create a new custom field for.
2. Next to that column name, under *Map to Field*, click the dropdown, and scroll to the bottom. Click on **New Custom Field (Text)**.
3. Continue with your bulk upload as usual.

When the bulk upload is processing, the system will make a new custom field for your column with the same name as the column from your spreadsheet. When the locations are added or updated, the new custom field will be populated with the data from that column.

> *Note:* If you create a new custom field in this way, it will have the same name as the column from your spreadsheet. If you don't want it to, you can either change your spreadsheet before uploading it, or create a custom field beforehand and then map the column to that custom field during the bulk upload.

Use a spreadsheet column to fill in data for a custom field

If you have already created a custom field and want to fill it with data as part of a bulk upload, then during the bulk upload flow, when you are on the mapping page:

1. Locate the name of the column from your spreadsheet that you want to use to fill the new custom field.
2. Next to that column name, under the *Map to Field*, click the dropdown, and locate the *Custom Field* section. Your custom field will be listed in the format **Custom Field: So-And-So**, where **So-And-So** is the name of your custom field. (You can also search this list by typing the beginning of the name of your custom field.)
3. Click on the name of your custom field in the dropdown.
4. Continue with your bulk upload as usual.

When the bulk upload is processed, the values from the column you selected will be filled in for the custom field you chose.

Reference - Types of custom fields

The table below describes the types of custom fields you can create for your account. It also offers guidance on how to configure certain types of fields and what kinds of values you can store in them.

Type	Description	Possible Uses	Configuration Details
Daily Times	Lets you store a single time for each day of the week.	• Cut-off Time for Parcel Drop-offs • "Happy Hour" Start Time • Last Seating Time	
Date	Lets you store a date with each location.	• Date Opened • Renovation Start Date • Renovation End Date • Planned Close Date	
Hours	Lets you store a set of hours that differs from your location's overall business hours.	• Cafe Hours • Gift Shop Hours • Pharmacy Hours	

Type	Description	Possible Uses	Configuration Details
Number	Lets you store a number (integer or decimal) with each location.	• Number of Employees • Group/Cohort (for running split tests, etc.) • Any numeric code	
Option (Multiple Options)	Lets you store several options for a field, any number of which you can select for the location.	• Store Features • Our Specialties • Brands We Carry	• You can include up to 50 options. • Each option can contain up to 150 characters. • No two options can be identical (regardless of letter case). • You can delete an option by clicking the trash can icon (🗑) to the right of its name. • If you delete an option that is selected for any of your locations, the option is removed from those locations. If it is the only option selected for a location, the location has nothing selected for the field. • If you edit an option that is selected for any of your locations, the option is updated across those locations to reflect your changes. • You can order your options alphabetically by clicking ↓ **Sort all alphabetically**. • To reorder your options, drag them by their handles (≡) to where you want them to be in the list.
Option	Lets you store sev-	• Clothing We Carry	• You can include up to 50 options.

Type	Description	Possible Uses	Configuration Details
(Single Option)	eral options for a field, only one of which you can select for the location.	(e.g., Adults' or Children's) • Store's Region • Walk-ins or Appointments (e.g., Appointments Only, Walk-ins Only, Walk-ins and Appointments Accepted)	• Each option can contain up to 150 characters. • No two options can be identical (regardless of letter case). • You can delete an option by clicking the trash can icon (🗑) to the right of its name. • If you delete an option that is selected for any of your locations, the option is removed from those locations. • If you edit an option that is selected for any of your locations, the option is updated across those locations to reflect your changes. • You can order your options alphabetically by clicking ↓ **Sort all alphabetically**. • To reorder your options, drag them by their handles (≡) to where you want them to be in the list.
Text (Single-Line)	Lets you store any short text value (up to 255 characters) with each location. You can include Resources and Location Fields in this text.	• Store Manager • Former Store Name • Brand Format • Any alphanumeric code	
Text (Multi-	Lets you store a piece of text (up to	• Directions to Our Store	

Type	Description	Possible Uses	Configuration Details
Line)	4,000 characters) with each location. You can include Resources and Location Fields in this text.	• Welcome Message from the Store Manager • Information for Customers with Food Allergies	
URL	Lets you store a URL of a location-specific web page.	• Store Info • This Week's Special Offers • Store's YouTube Channel	
Yes / No	Lets you set a "Yes" or "No" value for each location.	• Scheduled for Closing • In Pilot Program • Flagship Store	

Related topics

- Set up custom fields
- View and modify custom field values for one or more locations

Question: Can I export custom fields or use them in my listings?

The custom fields feature enables customers to keep track of additional information about their locations that isn't part of the normal list of fields edited on the "Locations" page.

This article addresses the question of whether these custom fields can be used outside of the system.

Answer

Custom fields are meant to help you manage locations internally. You can use them with confidence that the information you enter does not appear on your listings. The only information that appears on your listings is the information entered outside of the **Internal Use Only** section of the "Location" (or "Locations") page.

However, you can easily export the data in your custom fields, along with the information in LocalLift's standard fields, to a spreadsheet. Custom fields are particularly useful when exporting information in a third-party format (e.g.,

Bing Places for Business) that supports fields that LocalLift currently does not (e.g., parking options). In these instances, you can map a custom field to each field that is not included in the Location CMS.

Related topics

- Set up custom fields
- Custom fields
- Export locations to a third-party format
- Export location data with custom columns and formatting

Question: Can I have my own custom fields that other users can't see?

Customers who manage many locations in the Location CMS may use custom fields to keep track of internal information about their locations. (To learn about this, see Custom fields.)

When an account is managed by many users, users who create custom fields will find that the same custom fields appear for other users who are working in the same account. This article addresses issues that come up when multiple users are using custom fields.

Answer

Custom fields are set at an account level, which means that when you add or remove custom fields from the account, it changes which fields are available to other users.

If you wish to have fields that only you use, we suggest that you name them in a way that makes it clear that they are for you or your department. (e.g., `Social - Offer Number`). If your organization has given access to custom fields only to administrators, you will have to contact them to get custom fields added.

When working with custom fields, you can add them as columns in the table on the "Locations" page, and only the ones you have set values for will be there for you. Custom fields from other users need not interfere with your work.

Related topics

- Set up custom fields
- View and modify custom field values for one or more locations
- Use custom fields on the "Locations" page
- Custom fields

Location export

The location export feature allows customers who manage multiple locations in the LocalLift Platform to export them to a file for use in other platforms or for any other purpose. In this way, customers can use the LocalLift Platform as the central repository for all location information for marketing purposes. Updates made in the LocalLift Platform made by anyone in the organization or through any system integration then affect not just publishers on the LocalLift Power-Listings network, but also are included in regular exports of location data to other providers.

Location export supports a wide range of scenarios:

- Easily export files in the formats needed by a number of listings and advertising providers, including Google Places, Bing Business Portal, and many others (for a list of supported third-party formats, see "Reference: Supported third-party upload formats".)

- Create custom exports of location data, including any of the location data stored in the LocalLift Platform with custom column names, ordering, and formatting.

- Set up exports to perform on a regular basis, see how many locations have been added, changed, or removed since a previous export, and optionally export only changed locations or export files indicating which locations were removed. (To learn more, see "About exporting updated files on a regular basis".)

Common tasks with location export

- Export a spreadsheet of all location data
- Export locations to a third-party format (like Google or Bing)
- Export location data with custom columns and formatting

Advanced tasks with location export

- Save export settings to use again later
- Export a new version for a saved export
- Manage settings for existing exports
- See and download previous versions of a location export file

Export a spreadsheet of all location data

This topic describes how to create a spreadsheet of all location data available to you in the LocalLift Platform. The file will have all available information for each location and will be in a standard format. This is most useful when you have no specific requirements about how your data is formatted, but just want all available data in a format that's easy to work with in Excel or with other third-party tools.

Note: The location export feature also supports more advanced scenarios. To create a custom format, see "Export location data with custom columns and formatting". To export in a format for a specific third-party provider that LocalLift supports, see "Export locations into a third-party format".

Steps

To export all available data for all of the locations that you have access to:

1. From anywhere in the LocalLift Platform, click **Location CMS** on the navigation bar. The "Locations" page is displayed.

2. Above the list of locations, click **More Actions** and then, in the dropdown menu, click **Export Locations**. The *Export Locations* screen appears starting on the first step, *1. Basic Info*.

3. Next to *Export Format*, ensure that *Custom* is selected, and then click **Continue**. The *2. Column Preferences* screen appears.

4. Click **Export Locations**. The system begins generating the export file.

   Note: The *2. Column Preferences* screen shows all of the columns that will be included in the exported file. Since you want to export all available columns, you go on without making any changes. To customize the way the file appears, see "Export location data with custom columns and formatting".

5. Once the *3. Export* screen appears, the exported file is automatically downloaded to your browser as an Excel spreadsheet (**xls**) file.

You have now downloaded a spreadsheet containing all of the location information from your account.

Export location data with custom columns and formatting

You may want to create an export of location data that contains only some of the available information about each location, or that has the columns named or formatted in a particular way. In these cases, you should use the many customization features of location export in the LocalLift Platform.

To export your location data with custom columns and formatting:

1. From anywhere in the LocalLift Platform, click **Location CMS** on the navigation

   bar. The "Locations" page is displayed.

2. (Optional) If you want to export only certain locations, select the locations that you want to edit by checking the box to the left of the name and address of each location. (To learn how to select a large number of locations, see Select a number of locations to edit, export, etc.).

3. Above the list of locations, click **More Actions** and then, in the dropdown menu, click **Export Locations**.

   The "Export Locations" page appears, starting on the first step, "1. Basic Info."

4. In the **Export Format** section, select **Custom**. and then click **Continue >**.

> **Resources and Location Fields:** By default, any Resources or Location Fields you've used in your location data (e.g., `The best coffee in [[CITY]]!`, where `[[CITY]]` is a Location Field placeholder for the location's city) are represented as their actual values rather than their placeholders. To export your location data with the placeholders, select **Display resources and location fields as their placeholders instead of their real value** before proceeding.

   The "2. Column Preferences" page appears, listing all of the columns that will be included in the export by default.

> **Customizing third-party export formats:** It is also possible to customize an export based on one of the third-party formats (e.g., Google Places, Bing Places for Business, InfoUSA). If you do this, you should be careful not to make changes that prevent the file from being useable by the third party. To learn more, see About customizing third-party export formats.

5. Click **Edit** next to "Your exported file will contain the following columns," or click anywhere in the list of columns.

   A list of available columns appears.

6. Scroll through the list and ensure that there is a checkmark next to each column that you would like to include in the file. By default, every column that has any information in it is selected. If you check off a column that has no data, the column will be included in the file, but that column will be empty for each row.

   TIP: To select or deselect a set of consecutive columns, select or deselect the first column in the set, and then hold down the Shift key on your keyboard while selecting or deselecting the last column in the set. The system automatically selects or deselects all columns between the first and last columns.
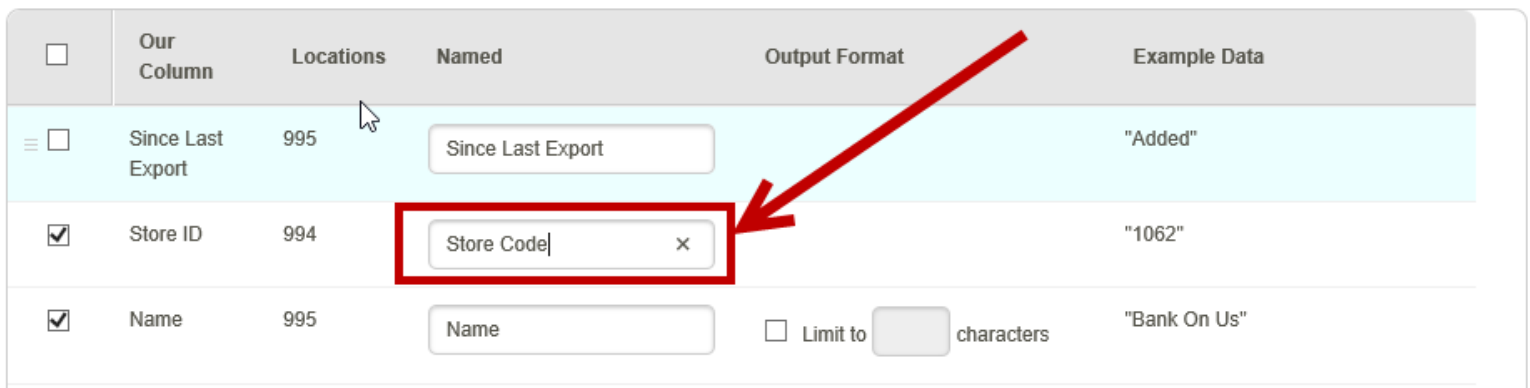
> **Since Last Export:** The first available column, **Since Last Export**, is useful only if you plan to export new versions of this file in the future and want to know how each location changed since the previous export. For details, see The Since Last Export column.

> **Hidden columns:** If the data export you are editing is a third-party format, columns not supported in that format are hidden by default. If you have made an arrangement with the third party and want to include these columns, anyway, click the link that says **N fields are not displayed because they are not supported by the export format you selected. Click to view or add them.** The fields are shown at the bottom of the list and become available as options to include in the export.

7. If you wish to change the order in which the columns will appear in the file, drag them by their handles (≡) to where you want them to be in the spreadsheet. The handle for each column appears to the left of its checkbox when you point to its row in the table.

8. If you wish to change the name that any of the columns will have in the spreadsheet, click on the text box next to the name of the column and change the name to be whatever you want.

   For example, in the following screenshot, the user has changed the "Store ID" column to be exported as "Store Code" instead:

	Our Column	Locations	Named	Output Format	Example Data
☐ Since Last Export	995		Since Last Export		"Added"
☑ Store ID	994		Store Code ✕		"1062"
☑ Name	995		Name	☐ Limit to ___ characters	"Bank On Us"

9. Many of the columns have options under **Output Format**. Review all of the columns that have these options and, if you want, customize the format using one of the provided options. (For example, you can truncate text fields so that they don't go over a certain length, or decide whether lists should be exported in a single column with comma-separated lists or as multiple columns.)

10. Go through the list of columns once more to make sure all of the settings are the way you want it, then scroll to the bottom of the screen.

11. Click **Export Locations >**.

    The system begins generating the export file. This may take a few moments.

Once the "3. Export" page appears, the exported file is automatically downloaded to your browser as an Excel spreadsheet (.xls) file.

You have now downloaded a spreadsheet containing the data for the locations you chose in the customized format you selected.

> **Re-exporting with the same settings:** If you plan to download a file with the same settings in the future, you can save time by saving the export settings you just configured. To learn how to do this, see Save export settings to use again later.

Export locations into a third-party format

This article explains how to export the location information in the LocalLift Platform into one of the supported third-party formats (e.g., Google Places, Bing Places for Business, InfoUSA). After exporting your data, you then provide the file to the third party.

To export your location data to one of the supported third-party formats:

1. From anywhere in the LocalLift Platform, click **Location CMS** on the navigation

    bar. The "Locations" page is displayed.

2. (Optional) If you want to export only certain locations, select the locations that you want to edit by checking the box to the left of the name and address of each location. (To learn how to select a large number of locations, see Select a number of locations to edit, export, etc.).

3. Above the list of locations, click **More Actions** and then, in the dropdown menu, click **Export Locations**.

    The "Export Locations" page appears, starting on the first step, "1. Basic Info."

4. In the **Export Format** section, select the third-party provider whose format you want to use for the export and then click **Continue >**.

> **Some formats are US only:** If you are exporting data for locations that are outside of the United States, some export formats may not be available to you.

The "2. Column Preferences" page appears, listing all of the columns that will be included in the export by default.

> **Be careful when changing defaults:** The "2. Column Preferences" page shows all of the columns that will be included in the exported file. It is also possible to customize this list, but if you do, you should be careful not to make changes that prevent the file from being useable by the third party. To learn more, see About customizing third-party export formats.

5. (Optional) To see the field-to-column mappings that are used in this format, or to edit the mappings or character set used in this spreadsheet, click **Edit** next to "Your exported file will contain the following columns," or click anywhere in the list of columns.

6. (Optional) To change the character set used in your spreadsheet to ASCII, select **ASCII** in the upper-right corner of the page. You may need to use ASCII if you are giving your location data to a provider who does not support the display of international characters, which are included in the default Unicode character set.

7. (Optional) Some columns in the export format may be empty because we do not have the kind of data the provider wants to find in the column. These spreadsheet columns have "No source" to the right of their names.

You have two options for adding data to these columns:

Specify a single value for all locations

Enter a value for this column in the **Value** text box under **Output Format**. This value is applied to all of the locations you are exporting.

Use a custom field

a. Under "No source," click **Use custom field**.

   A list of your custom fields appears.

b. Select the custom field that you would like to use for this column. If you are already using the custom field elsewhere in the spreadsheet, it is used for this column, instead.

     c.   Click **Use Field**.

You have successfully mapped the data in your custom field to the column in the third-party's spreadsheet format.

     ⓘ   We automatically map a custom field to a spreadsheet column if the field's name is identical to the column's name. For more information about creating custom fields, see Set up custom fields.

8.   Click **Export Locations**. The system begins generating the export file.

Once the "3. Export" page appears, the exported file is automatically downloaded to your browser. It is either an Excel (.xls) or comma-separated values (.csv) file, depending on which format is preferred by the third party you selected.

You have now downloaded your location data in the format required by the third party. The next step is to supply it to the third party through their regular process, which varies from provider to provider. For some pointers, see Reference: Supported third-party upload formats.

> **Re-exporting regularly:** If you plan to export files for this provider on a regular basis, you should save your export settings now. The system will then keep track of what changes you make between exports. This is useful if you want to monitor how many updates you have pending for export to each provider, and for some providers, it's very important because it's the only way to tell the provider which locations have been added, removed, or updated between exports. To learn more, see About exporting updated files on a regular basis.

Related topics

- Find locations using advanced filter
- Export a spreadsheet of all location data
- Export location data with custom columns and formatting
- Location export
- About customizing third-party export formats

Save export settings to use again later

This topic explains how to save export settings to use again in the future. To learn about the benefits of saving export settings and why you may want to do it, see "About exporting updated files on a regular basis".

In order to save export settings, you must first perform an initial export with the settings you want to use:

- To do this for a third-party format, see "Export locations into a third-party format"
- To create a customized format for any other purpose, see "Export location data with custom columns and formatting"

Once you are on step *3. Export* and have downloaded the file by either of these methods, you can follow the steps in this article.

Steps

1. On the *3. Export* page, check off **I want to save these export settings for later**. A new section appears.

2. In the **Save export settings as** text box, enter a name that will remind you of what these export settings are. (For example, if you are setting up your weekly feed to send to the Bing Business Portal, you might enter *Weekly Bing export*).

3. Under *When exporting, include only locations…*, choose how you want the system to decide which locations to include when you export a new version of this file in the future. Your choices are:

Setting	What happens
All locations	When you download a new version of this file, all active locations will be included, regardless of whether they have changed since the last export.
Added since last export date	When you download a new version of this file, locations will only be included if they have been added since the previous download. (Locations that appeared in previous versions of the file will never be included, even if they have been updated.)
Added and updated since last export date	When you download a new version of this file, it will include any locations that have been either added or updated since the last download.

Note: When exporting to a third-party format, the default choice among these three is always set to the one that the provider requires or prefers, and is also marked with the indication *(recom-*

mended). Unless you have a specific reason to change this setting, you should leave the default selection when saving settings for a third-party export.

4. Click **Save Export Settings**. The system saves your settings with the exports provided and sends you to the *Manage Export Settings* page, where your newly-saved export is included in the list.

Your export settings are now saved.

What's next?

- Export a new version of the file using the settings you saved - Export a new version for a saved export
- See and manage your list of saved exports - Manage settings for existing exports

Export a new version for a saved export

When you export new versions of the same location file often, you can save your settings for the file and then quickly export a new version with just a few clicks. (For details on this feature and the scenarios where it is useful, see "About exporting updated files on a regular basis".)

This topic describes how to export a new version of a file after you have saved settings for it. If you don't yet have a saved location export and need to set one up, see "Save export settings to use again later".

Steps

What do you want to do?

- See how many changes have been made since the last export
- Export a new version of a file

See how many changes have been made since the last export

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. In the menu on the left side of the screen, click **Manage Export Settings**. The *Manage Export Settings* page appears.

3. In the list of exports, locate the one that you are interested in. Reading across the row, note the number of locations that are in the scope of the export, the last time the export was run, and the number of locations that have been added, updated, or removed since the export was last run.

4. *Optional:* To see a list of all of the locations that are in the scope of the export, click the number in the *# of Locations* column. A dialog box appears that lists all of the locations that are included in the export.

Note: The number listed in the *# of Locations* column and that appear when you click on that number are all active locations that are in the scope of this export. For example, if this export is for the Western region, this is the total number of locations in that region. This may not be the number of locations in the file if you run the export again, because the export might be configured to only include new locations or only new and updated locations.

Export a new version of a file

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.

2. In the menu on the left side of the screen, click **Manage Export Settings**. The *Manage Export Settings* page appears.

3. In the list of exports, move your mouse over the row for the export that you are interested in. Click the **Export** link that appears on the right-hand side of the row. The system generates a new version of the export, and your browser begins downloading it immediately.

Manage Export Settings

+ Create a custom export   View All Export History

Name	Format	# of Locations	Last Exported	Added	Updated	Removed	
Google Places File	Google Places	995	Sep 25, 2012 12:34 AM	50	945	50	Export | 🗑

4. Once you have downloaded the file, in the dialog box that appears, click the **Dismiss** button.

Note: The dialog box that appears contains an indication *The last export date and locations statuses will update* and provides a link to click if you don't want the date and status to update. You can almost always ignore this link, but if you think it may apply to you and want to learn more, see "Last export date and location status".

You have now downloaded a new version of the export file.

Manage settings for existing exports

When you export new versions of the same location file often, you can save your settings for the file and then quickly export a new version with just a few clicks. (For details on this feature and the scenarios where it is useful, see "About exporting updated files on a regular basis".)

When you have export settings for one or more files saved, you can make changes to the settings for the files, and the changes will affect all future downloads of the same file. This topic describes how to make those changes.

What do you want to do?

- Make changes to the format or other settings for an export
- Delete a saved export

Make changes to the format or other settings for an export

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.
2. In the menu on the left side of the screen, click **Manage Export Settings**. The *Manage Export Settings* page appears.
3. Click on the name of the export that you want to manage. The settings screen appears with the *Basic Info* tab selected.
4. Update any of the following settings for the export format by clicking on them, making changes, and then clicking **Save**:

Setting	Meaning
Name	A name that identifies the location export. This can be anything you want.
Owner	This is the user that the location export runs as. By default, it is the user who created the export. As long as this user has access to all locations in the system, there is no need to change this setting. However, if it is a user who has limited access, the export will only include locations that the user has access to. Example: Bank On Us has 1,000 locations divided into four regions. The user who set up the location export

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Setting	Meaning
	chose to export all available locations, but that user only has access to the Western region, which contains 250 locations. When the export is run, only the locations in that region are included, even if the export is run by someone else. (This system does this to preserve a proper history of adding and removing locations, even when the export is run by different people.)
Locations to Export	Whether the export should include: • All locations available to the owner of the export • Only those locations matching a particular set of criteria (e.g., in a certain folder, with a certain name)
Include Only Locations…	Which locations should be included when new versions of this export are created (for more details on these choices and what they do, see "Save export settings to use again later".)

Note: You cannot update the Export Format for the export. To make an export in a new format, just create a new export and then, if you want, delete the original one.

5. Click on the **Column Preferences** tab. A list of all of the columns included in the exported file appears.

Note: If the locations you are exporting are missing any data required by the format of the export, or if any of the data will be truncated when you perform the export, the system indicates this to you with a note next to each affected column. If you don't see any warnings, your data is not affected by any of these issues.

6. Click anywhere in the list of columns being exported. The screen changes to show a list of columns with details about the configuration of each.

7. Optionally, turn columns on and off, re-order the columns, or edit the configuration for any of the columns, just as you would when initially setting up a new export (for details on this process, see "Export location data with custom columns and formatting".)

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Note: If the data export you are editing is a third-party format that has required fields, the fields that are required by the third party cannot be edited by default, because this would make the file unusable by the third party. If you are sure that you want to edit the columns anyway, click **Edit this format**, as shown here:

Note: If the data export you are editing is a third-party format, columns not supported in that format are hidden by default. If you have made an arrangement with the third party and want to include these columns anyway, click the link that says **N fields are not displayed...**:

☑   Photos   1044   [Images]   ☑ Include Logo   "http://www.yext-static.com/cms/9422f467-d07a-42c2-af8e-89635ebc875c.png"

Display as

[Single String (CSV) ▾]

☑ Limit to [10] items

☐ Limit to [   ] characters

[+]   35 fields are not displayed because they are not supported by the export format you selected. Click to view or add them.
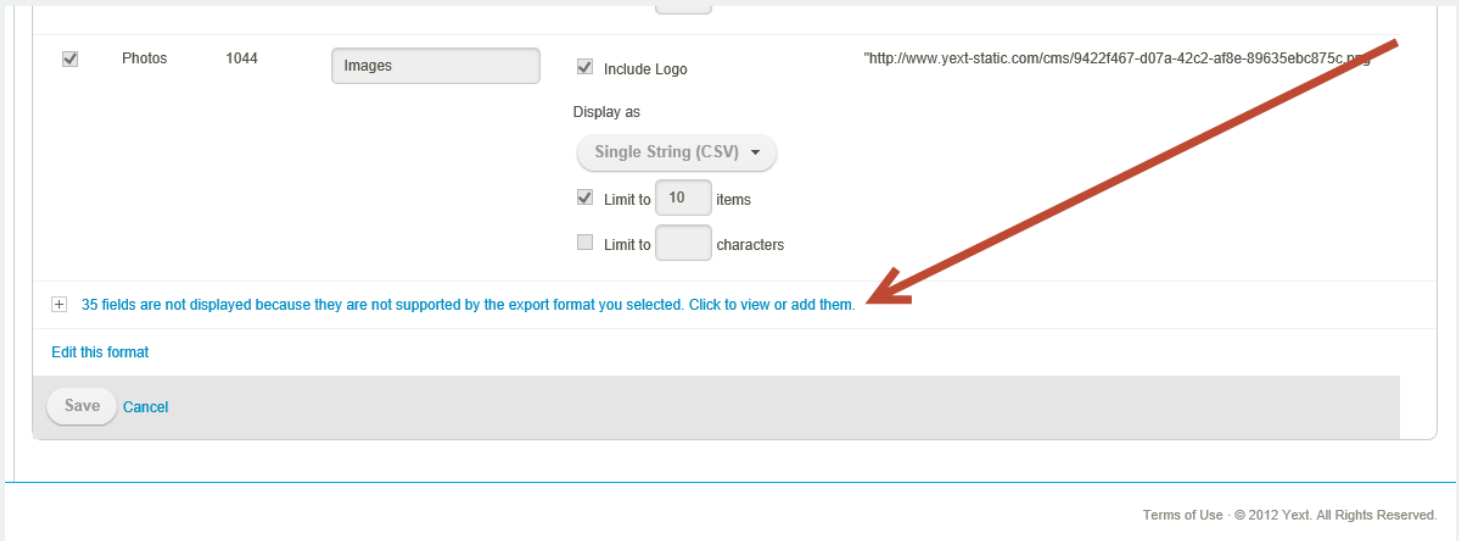
Edit this format

[Save]   Cancel

The fields are shown at the bottom of the list and become available as options to include in the

export.

8. Click **Save**. The system saves your changes to the export.

You have now changed the settings for the export, and when you export a new version of this file in the future, it will reflect your new settings.

If you no longer have use for an export that you have saved, you can delete it. To do this:

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.
2. In the menu on the left side of the screen, click **Manage Export Settings**. The *Manage Export Settings* page appears.
3. Locate the export that you want to delete and hold your mouse over it. A delete (trash can) icon appears on the right-hand side of the list.
4. Click the delete icon. A confirmation dialog appears.
5. Click **Delete**. The system deletes the saved export and removes it from the list.

See and download previous versions of a location export file

When you export new versions of the same location file often, you can save your settings for the file and then quickly export a new version with just a few clicks. (For details on this feature and the scenarios where it is useful, see "About exporting updated files on a regular basis".)
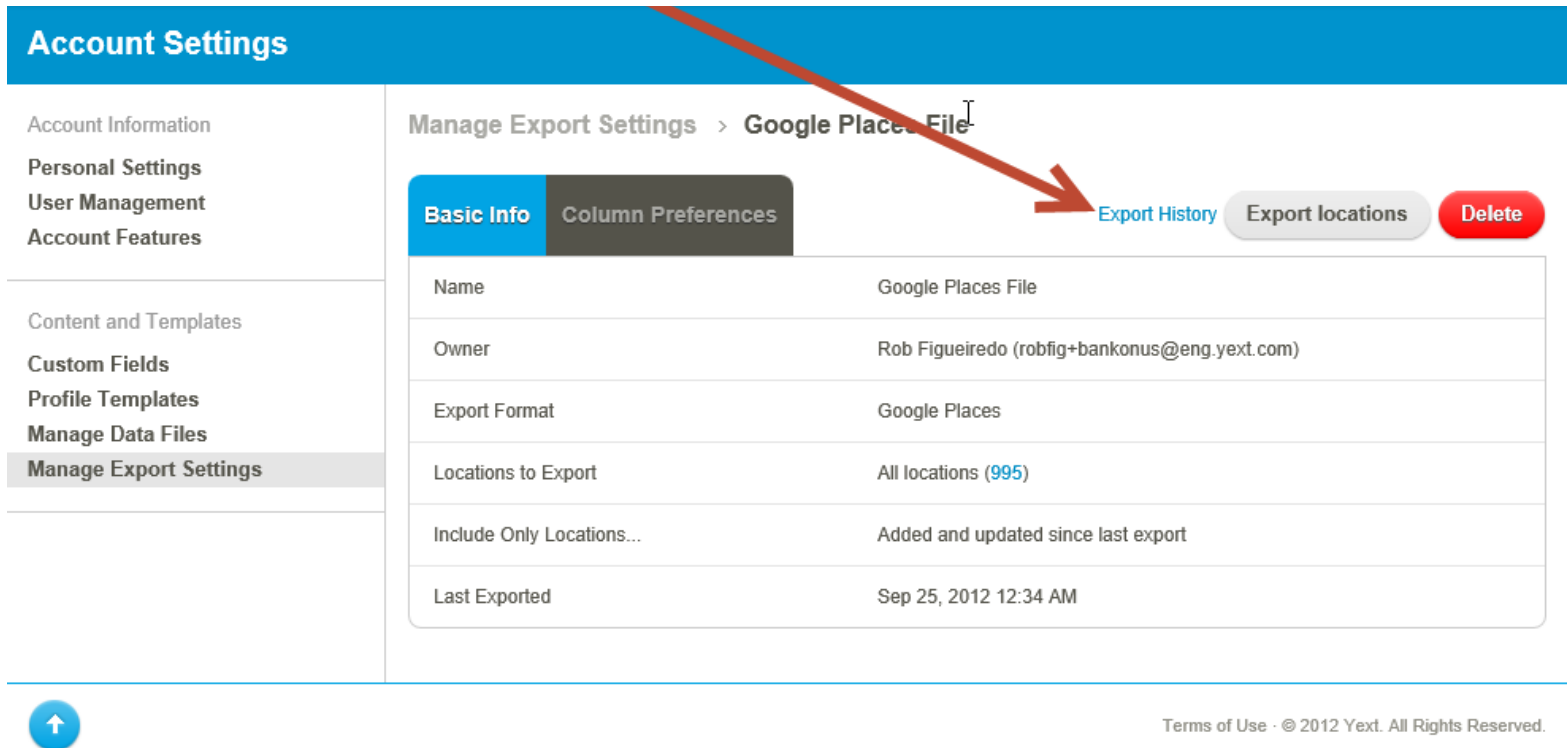
When you do this, the LocalLift Platform saves the files that you have downloaded so that you can access them later.

Note: Accessing historical files is primarily useful when you are working with incremental files, because the recipient of an incremental file needs to have every file that is generated in order to have all current information. If the recipient missed one of the files, you can use this feature to supply the missing files. On the other hand, if you are using comprehensive files, there is rarely a need to access previous versions. For more on incremental vs. comprehensive files, see "About exporting updated files on a regular basis".

Steps

1. From anywhere in the LocalLift Platform, click on your name in the upper-right corner of the page. In the drop-down list that appears, click **Account Settings**.
2. In the menu on the left side of the screen, click **Manage Export Settings**. The *Manage Export Settings* page appears.

3. Click on the name of the export that you want to manage. A settings screen for that export appears.

4. Click the **Export History** link:

The system displays a list of all of the times that this file has been exported.

> *Note:* Exported files are guaranteed to be available for at least six months from the date when you generate them.

5. Locate the date of the version that you want to download and click **Download this version**. The system begins downloading the file immediately, and a dialog box appears.

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6. Once the file has been downloaded, click the **Dismiss** button in the dialog box.

You have now downloaded the previous version of the file.

About customizing third-party export formats

The location export feature includes two major capabilities that are not usually used together, but can be:

- The ability to customize which columns are included in an export, the order in which they appear, the column headers, and formatting style for data
- The ability to export data in a standard format expected by many common third parties (Google, Bing, etc.)

This article discusses considerations that arise when you want to use the customization features with an export that uses one of the pre-defined third party formats.

Required, optional, and unsupported columns

When exporting a file for a third-party format, each column in the LocalLift Platform is classified as either required, optional, or unsupported, as follows:

Type	Description	Restrictions
Required	This field is considered required by the third party. They will not accept a file from you that does not contain this column.	• You cannot remove this column from the export. • You cannot change order of this column in the export, as many of the third-party formats depend on the columns being in the right order. • You cannot change the name that this column has in the export, as the third party will not recognize it if you export it with a different column name.
Optional	The third party does not require that you supply this column, but officially supports it and has a specified expected format for it if it is supplied.	• You cannot change order of this column in the export, as many of the third-party formats depend on the

Type	Description	Restrictions
		columns being in the right order. • You cannot change the name that this column has in the export, as the third party will not recognize it if you export it with a different column name.
Unsupported	The third party does not officially recognize this field. However, if you wish to include the field in your file anyway, it is possible to do so.	• This field must appear after the required or optional fields in the file. • These columns do not appear by default in the list of available columns when you customize the export, but you can add them to the list of available columns by clicking the **Edit this format** link when customizing columns. (For details on this, see "Export location data with custom columns and formatting".)

Special third-party column formatting

When setting up an export using the *Custom* format, there are certain formatting settings that you can use for each type of field that you want to export. For example, if you are exporting a column that contains text, you can choose to limit the length of the exported value to a certain number of characters.

When customizing third-party exports, you will normally find that the same customization options are available for columns in that format as if you were setting up a normal custom export. However, there are two situations that you should be aware of:

- In some cases, when the data format required by the third party is very different from the ordinary way that the data is exported, a source column specific to the particular format appears under *Our Column*, as in the case of the three fields shown here:

☑	Acxiom Hours	945	Hours of Operation		"D"
☑	Acxiom Payment Methods	0	Payment Methods		""
☑	Acxiom Language	0	Languages Spoken		""

In these cases, LocalLift performs complex logic to generate the output in the manner expected by the third party, and you cannot customize the way that the formatting is done.

- In some other cases, although the normal customization choices are available for a column, some modifications are performed to the column behind the scenes when you export using a third-party format. For example, some formats require a certain capitalization scheme for all business names, and this scheme is applied automatically for exports based on the third-party format.

For details about each particular third party format supported by the LocalLift Platform, see "Reference: Supported third-party upload formats".

About exporting updated files on a regular basis

Introduction

The location export feature allows you to perform ad-hoc exports of your location data any time you want. In addition, it has sophisticated features to support situations where you need to generate updated files on a regular basis. These features are useful when one or more of the following applies:

- You produce a file for some purpose on a regular basis and want to be able generate a new version with a single click
- You need to produce files that contain only locations that are new or updated since last export (required by some third-party formats)
- You need to produce files that have a column indicating whether a location was added, updated, removed, or unchanged since the last export (required by some third-party formats)

You can handle any of these situations by using the saved export features. To do this, you:

1. Set up the configuration of the export (see "Save export settings to use again later")
2. As needed, export new versions of the file (see "Export a new version for a saved export")

This article discusses some of the concepts that apply when you do this.

Comprehensive vs. incremental files

When saving export settings to use for future exports, you have three options for which locations to include in the exported file:

Setting	What happens
All locations	When you download a new version of this file, all active locations will be included, regardless of whether they have changed since the last export.
Added since last export date	When you download a new version of this file, locations will only be included if they have been added since the previous download. (Locations that appeared in previous versions of the file will never be included, even if they have been updated.)
Added and updated since last export date	When you download a new version of this file, it will include any locations that have been either added or updated since the last download.

If you are generating this file for a third party or an automated system, the most important factor in picking between these options in what the third party or automated system is expecting:

- If they are expecting a *comprehensive* file, it means that they want all of the locations to be given each time. You should select the *All locations* option.
- If they are expecting an *incremental* file, they have a system where they only want to process updated information. In most cases, you want to select *Added and updated since last export date*, because this will cause all updates to be given to the publisher. You would only select *Added since last export date* in unusual circumstances where you wanted to tell the target system about new locations but did not need to keep it up to date with any changes to those locations.

> *Note:* If you are exporting to a supported third-party format, this option is set by default to whatever the third party expects, and that selection is also marked as *Recommended*. In almost all cases, you should just leave the setting alone.

If you have a choice about whether to use a comprehensive or incremental file, consider the following:

- If you need to do something with the data for each location that is new or updated, but you don't care about the locations that haven't changed, the option *Added and updated since last export date* may be convenient because it produces a file with only the locations that you have to deal with.
- Otherwise, it's probably best to select *All locations*. This way, you have all of the latest data about each location for whatever your purpose is.

Handling removed locations

Normally, if a location has been exported before and is then removed, it simply doesn't appear the next time you run the export.

If you are using a comprehensive (*All locations*) feed , this is what recipients of your file normally expect, and they will handle it in one of two ways:

- They may clear out their old data and load in the new data each time they receive a file, in which case the removed location won't be there anymore, as desired, or
- They will notice that a location that appeared in a previous file is not in the new file, and will take that to mean that it has been removed and will mark it removed in their system

However, if you are using an incremental feed and the target system needs to know when locations are removed, your export file needs to explicitly tell them about this. The LocalLift Platform makes this easy, because it automatically keeps track of which locations are removed since your last export and can include this information in the exported file.

To do this, you simply need to configure your export to include locations *Added or updated since last export date* and include the *Since Last Export* column in your export (this column is described in more detail in the next section). When you do this, after a location is removed, it will appear in the export one last time, the next time you run it, with a notation of *Removed* in the *Since Last Export* column. (For third party formats that expect this, the column is set up automatically when you create the export.)

> *Note:* A location is considered removed if it goes out of the scope for an export, even if it is not actually removed from the system. For example, suppose you have an export set up to produce a file of all locations in the West region. If you move one of the locations to the Southwest region and then do another export, it will be considered removed from the perspective of the export, because it is no longer in the set of locations covered by the export.

Since Last Export column

In some cases, the party using your exported file needs to perform different processing on locations that have been added, updated, removed, or unchanged since the last time they received your file.

The LocalLift Platform supports this requirement through the *Since Last Export* column. If you include this column in your export, each exported location will have one of the following four indications:

Indication	Meaning	Notes
Added	This location was added since the last time this export was performed.	
Updated	This location has appeared in a previous export, but one or more fields have been updated since the export was last run.	Locations that are updated will not appear if you chosen to export only locations *Added since last export date*.
Removed	This location appeared in the previous export and has since been removed. (It will appear with this indication in this export only, and then will not be included again.)	Locations that are removed appear only if you chosen to export only locations *Added or updated since last export date*.
No Change	This location is the same as it was in the last export.	Locations with no change appear only if your export is set to include *All locations*. Otherwise, such a location would be omitted.

> *Note:* When third party formats require this column, it is included by default when you set up the export for them. In some cases, the third party has a different notation for specifying which of the four situations in the table above applies, and in these cases, the system uses the correct one for the third party automatically.

Multiple saved exports

The capabilities described in this article all depend on the LocalLift Platform keeping track of what has changed in your location information between the times that you run an export. It keeps track of this information separately for each saved export, so you do not have to worry about coordinating the times you run each export.

For example, suppose you have two incremental exports, one that you run weekly and another that you run on an ad-hoc basis, but often not for months at a time. Each time you run the weekly export, the system will include updates since the time you ran it in the previous week. Meanwhile, it keeps track of the changes that are piling up

and ready to be exported in the ad-hoc export. When you run that export months later, it contains all of the changes since the last time you ran it, even though most of those changes have long since been exported in the other file.

Last export date and location status

When your export uses any of the features that keep track of changes between times you run the export, the system records each time you run the export, and then future times will contain only changes since the time of the export you just ran.

Sometimes, you may run an export accidentally or may want to run an export and have it "not count" toward which changes are included in the next export. In this case, you can tell the system to ignore the fact that you just exported the file by clicking **I don't want to update last export date and location statuses** after downloading the file (for how to download a new version of saved export, see "Export a new version for a saved export"):
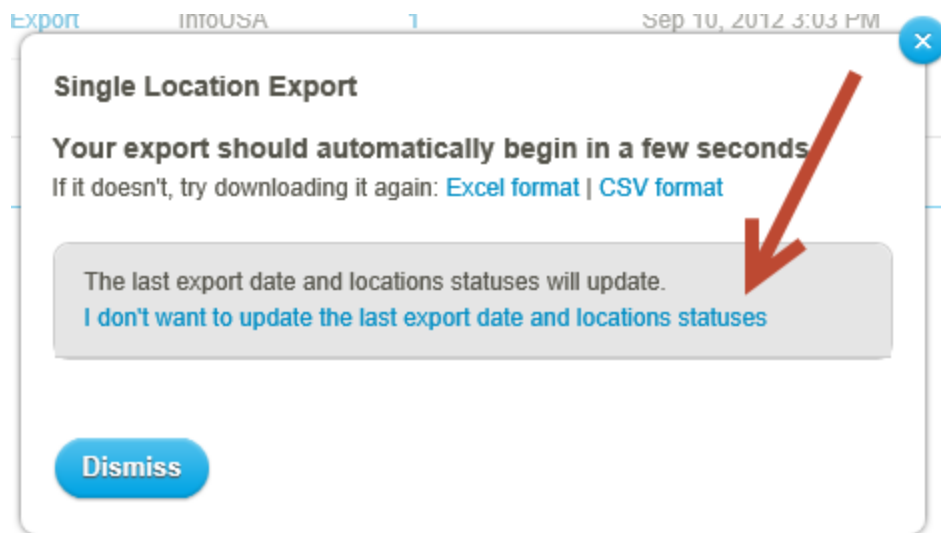
If you click this link, the system will "ignore" the fact that you downloaded the file. The next time you run the export, changes that were included in the file you just downloaded will still be included, along with any changes that have happened since.

Accessing historical incremental files

If you generate incremental files to send to a third party or another system, you might sometimes be told that some of the incremental files were never processed for some reason. Or, you may want to go back to audit what you've sent to the third party in order to perform troubleshooting.

In these cases, you can access the previously-generated historical files for the export directly from the LocalLift Plat-form, even if you haven't saved them yourself. For instructions on doing this, see "See and download previous ver-sions of a location export file".

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Reference: Supported third-party upload formats

Google Places/Google+ Local

Purpose of File:	Supply location information to the Google Places merchant portal, which Google uses to update the data that appears in Google+ Local, Google Maps on mobile devices, etc.
Comprehensive/Incremental:	Comprehensive
Delivering the File:	See instructions from Google

UBL

Purpose of File:	Supply location information to Universal Business Listing (www.ubl.org).
Comprehensive/Incremental:	Incremental (export includes added, updated, and removed locations only, with an indication of which is which)
Delivering the File:	Contact your UBL account representative for details

Localeze

Purpose of File:	Supply location information to Localeze (www.localeze.com)
Comprehensive/Incremental:	Comprehensive
Delivering the File:	Contact your Localeze account representative for details

Bing Ads (formerly adCenter)

Purpose of File:	Upload your locations into Bing Ads to use them as location extensions for your SEM campaign.
Comprehensive/Incremental:	Comprehensive
Delivering the File:	See instructions on Bing Ads

InfoUSA

Purpose of File:	Supply location information to Infogroup to update locations in their database.
Comprehensive/Incremental:	Incremental (export includes added, updated, and removed locations only, with an indication of which is which)
Delivering the File:	See instructions from Infogroup

Acxiom

Purpose of File:	Supply location information to Acxiom to update locations in their database.
Comprehensive/Incremental:	Incremental (export includes added, updated, and removed locations only, with an indication of which is which)

Delivering the File:	Contact your Acxiom account representative for details

Bing Business Portal

Purpose of File:	Supply location information to the Bing Business Portal, which Bing uses to update the data that appears in local search results on Bing.
Comprehensive/Incremental:	Comprehensive
Delivering the File:	Log into the Bing Business Portal at www.bingbusinessportal.com. Under the *My Businesses* section, click the **25+** button. Supply the requested inform-ation and attach the file generated by the LocalLift Platform, then click **Submit**.