

Welcome Northampton County Chamber Members!

We invite you to explore our new website! *Login instructions are at the end of this letter.*

You'll find lots of **new features that are designed to benefit you as a business owner** and member of the Northampton County Chamber of Commerce. Our goal was to create a website that benefits you by:

- Serving as a resource and starting point for visitors to the Eastern Shore who are looking for your products or services to enjoy during their stay;
- Creating opportunities for your business to be exposed to local residents who need your services or products.
- Giving you direct access to update your own profile and business description. No more waiting for someone to have time to do it! Keep the public informed about new services, changes in phone numbers or other important information. Login and manage your own updates 24/7.

Visitors and tourists often use the Chamber of Commerce website as their planning tool for planning their trip to the Eastern Shore. Website users can now search in four categories that are geared towards visitors, vacationers, and tourists:

1. Things to Do
2. Shopping
3. Dining and Wine
4. Accommodations

But this is not a website just for tourists!

Local residents are able to go to our website and search to find your business whether they already know that you exist or not.

People can search for services, products and businesses many different ways, including:

Business Name Example: "Kellogg"

Hint: you don't need to input the full "Kellogg House". The system will find your business with a partial term.

Business Category Example: campgrounds, appliances, office supplies

Your Last Name Example: Jones

So, if they know *you*, but can't remember the name of your business, you can still be found!

As an added bonus, you **can list your business in up to three different categories!** And there are over 700 from which to select. Now, people can find you for the multiple services and products that you offer (example: campgrounds; fishing bait and tackle; and restaurant) – even if they don't already know about your particular business when they start their search.

What this means for you is more exposure to potential customers.

And that exposure is not just to your name and contact information. Each member of the Northampton County Chamber of Commerce can login and create a profile. This means that **you can control exactly what a visitor will see when they search to find your business.** Here's an example of what you can elect to include in your profile:

1. Your business name
2. A photo of your choosing
3. Your full contact information, including cell phone
4. Your website link - live
5. Your email link – live
6. A description of your business, its products and services

What else makes our website unique? Several more items are unique to our website:

- **Business Profile**
Your basic business profile is already set-up and people can already find your business on the Northampton County Chamber website. When you login, you can update your profile with more detailed information about your products and services. You can include a link to your website and a link to your email. You may also elect to *not* display either of these if you prefer.
- **Google Map Links**
When you enter your business address, a link to a Google Map is automatically created. This means that when visitors see your profile, they can click to see exactly where you are located. They can even print the map for directions.
- **Web Stats Right On Your Personal Welcome Page**
Your website link and your email link can be live if you choose this. When you select this option, our system keeps track of how many times someone clicks your link to visit your website. Whenever you login to your profile, you can see your stats right on your personal welcome page.
- **Pay Your Dues Online Via Credit Card**
You can now pay your membership dues online with your credit card! If you have a PayPal account that is linked to your checking account, you can also pay by eCheck.

As you can see, these are *very exciting benefits* for our members of the Northampton County Chamber of Commerce.

You have received an email with your personal login information (username and password) along with directions for logging into your personal account. Please login and click the "Read Me First" link to get started with your profile.

"Read Me First" (also known as "How to Update Your Profile") includes important information for managing your profile. For best results (to show up well in the search results and to show your business to its best advantage) it is important to understand how the features work; *please read the instructions*.

Login Instructions

Your email address is your username. The system has automatically generated a password for you. You may login and change your password to be one that you can easily remember. Remember, as with any password, you should keep it secure so that others will not have access to it.

If you did not receive an email, simply use the forgotten password feature and enter the email address that you have on file with the Northampton County Chamber, and your password will be sent to you.

If you have any questions or need assistance, please send an email to Mary Ann McDevitt through the Chamber's office at:

membership@northamptoncountychamber.com

We are very excited about this website! Please login today, update your profile and start enjoying the many features our website offers to you.

~ Northampton County Chamber of Commerce

Dianne E. Dawson, M.A.
Web Designer

Mary Ann McDevitt
Content Editor

Dianne Appell, Russ Beeker, Dave Burden, Jesse Warren
Photographers for Selected Photos