



CHAMBER of Commerce

We are serious about local growth

Are you frustrated when you look for a certain business in your area and find dozens of similar businesses at the top of the list and most are nowhere near your location? We have the answer for you and your community.

Using a simple LOCAL SEARCH BOX from your [YOURCITYINDEX.COM](#) page will result in a COMPLETE COMMUNITY SEARCH RESULT including [ALL BUSINESSES](#). More importantly, it HIGHLIGHTS CHAMBER MEMBERS by ranking them on the top and they are also interactive. It looks professional and indexes your members really well on both the local and all other search engines like Google and Bing.

The results of the search will always rank your members up to the top where visitors can open their listing and view all of the member information. This is quality information with images, content on services, and more that is setup by [Docu.Team](#), and inspired by a nationwide collaborative of chamber executives. Your Chamber Members (even those outside your immediate area) are always at the top of the list and highlighted by a star on the map, showing their exact location.

Your [Chamber Nation](#) system will update the search engine every 24 hours, and all other non-member business records come in automatically from our constantly updated national list. There is no extra work of any kind for your Chamber in order to provide this service.

Search feature uses geo-mapping to show each business on a map of the surrounding area. Chamber members show at the top of the listings. Searchers may search by type of business, phrase, services, or actual business name. Results show the business name, the address, and phone number, as well as the location of the business on the map. As Chamber members, there is much more with the connection including their marketing landing page and individual products and services. There is even a voice search built right into the Chamber Search Engine.

Chamber executives know the pulse of the community. They are often the first to know when a new business is starting up and also when one has relocated or closed. So Chamber executives will have the ability to suggest changes (such as changing Restaurant to Steakhouse) and/or deletions to the search engine (non-member national list participants), once again showing the value of chambers as a trusted source in the community. The Chamber will have DIRECT control over paid member records as it relates to their search engine listing.

One extra benefit is that you will see businesses in your immediate area that are not yet chamber members. This becomes a terrific prospect list generator for your membership development person.

Technical User Info

Once a Chamber elects to provide a powerful search engine solution for their community, Chamber Nation follows the procedures listed below:

1. Map Legacy Categories to Extended Search Engine Categories
2. Chamber Nation will be providing the Chamber Search Engine team with your Chamber's physical location, full name, and the four (4) letter code (Organization ID). This information will be used to bind the Chamber Nation System to the TrustedListing backend infrastructure
3. The binding process requires 5-10 business days.
4. When Chamber Nation receives the completion notice we will be testing the search engine to make sure the site is accurate for the area requested for your community
 - a. Checking that the Chamber members have the blue shield by their name
 - b. The orange shield indicates that the business has been recently verified as accurate (so Chamber members should have both the blue and orange shields by their name)
 - c. When a cursor is moved over the map we make sure the businesses indicated by the dots on the map reflect the status of the business as a chamber member (this will be shown as a star in the pointer).
 - d. Also try a few searches for businesses by category (Attorney, Pizza, Restaurants, etc.).
5. Once the testing is completed the system is released.
6. The search engine will now be live and you will find the link in your new website. Be sure to share this new tool (link) with your City, Visitor Center, and Economic Development groups for significant added exposure for your members. You will find these other groups very excited about this robust community search solution.

Reporting Issues with Non-Member TrustedListings Records

- Chamber Executives have 24/7 access to make changes to the Search site using the following procedure:
 - For instance Bari Automotive is not a member so you cannot make an immediate change. When this is the case you click on "Suggest an Edit" and it is processed.

<p>Baril Automotive Automobile - Repairs & Services</p> <p>615 E Highway 67 Duncanville, TX 75137</p> <p>Open Now: Thursday 9:00 AM-5:00 PM</p> <p>Suggest an edit</p>	<p>Update Business Information</p> <p>We try hard but we're not perfect. If there is an error in this business listing, fill out the form below. Our helpful staff will investigate and contact you to confirm the details.</p> <p>Business Information</p> <p><input type="checkbox"/> Business Permanently Closed</p> <p>Baril Automotive</p> <p>615 E Highway 67</p> <p>Duncanville, TX <input type="text" value="75137"/></p> <p>(972) 298-1152 <input type="text" value="Website"/></p> <p>Automobile - Repairs & Services</p>
---	---

When you pull up the business, select “*Suggest an edit*”, which will bring up the second screen for you to make recommended changes to that particular **non**-member business. After you make the changes, press “*Submit*.” Your recommendations will be verified by TrustedListings and implemented.

Adjusting the Expanded Categories for Chamber Members

- Within your Chamber Nation system and within each member record you will find a link called “*Extended Categories: [Click Here to show/hide categories](#)*” This will bring up the list of extended categories so you can alter each Chamber member specifically.

<p>Extended Categories: Click Here to show/hide categories</p> <ul style="list-style-type: none"><input type="checkbox"/> Art<input type="checkbox"/> Associations<input checked="" type="checkbox"/> Dining<input type="checkbox"/> Entertainment<input type="checkbox"/> Farm Ranch<input type="checkbox"/> Financial Services<input type="checkbox"/> Government<input type="checkbox"/> Health and Beauty<input type="checkbox"/> Home Service<input type="checkbox"/> Insurance<input type="checkbox"/> Lodging<input type="checkbox"/> Media<input type="checkbox"/> Medical Dental<input type="checkbox"/> Outdoors<input type="checkbox"/> Professional<input type="checkbox"/> Real Estate<input type="checkbox"/> Shopping<input type="checkbox"/> Technology<input type="checkbox"/> Tradesman<input type="checkbox"/> Travel<input type="checkbox"/> Utilities<input type="checkbox"/> Vehicle<input type="checkbox"/> Veterinarian<input type="checkbox"/> Worship<input type="checkbox"/> Other	<p>Extended Categories: Click Here to show/hide categories</p> <ul style="list-style-type: none"><input type="checkbox"/> Art<input type="checkbox"/> Associations<input checked="" type="checkbox"/> Dining<ul style="list-style-type: none"><input checked="" type="checkbox"/> Bar & Grill<input checked="" type="checkbox"/> BBQ<input type="checkbox"/> Cafes<input checked="" type="checkbox"/> Carry Out<input type="checkbox"/> Casual Dining<input type="checkbox"/> Chinese<input checked="" type="checkbox"/> Craft Beer<input type="checkbox"/> Desserts<input type="checkbox"/> Fast Food<input type="checkbox"/> Fine Dining<input type="checkbox"/> Irish<input type="checkbox"/> Italian<input type="checkbox"/> Healthier Choices<input type="checkbox"/> Mexican<input type="checkbox"/> Pizza<input type="checkbox"/> Seafood<input checked="" type="checkbox"/> Steakhouse<input type="checkbox"/> Sushi<input type="checkbox"/> Thai<input type="checkbox"/> Vietnamese<input checked="" type="checkbox"/> Wine Bar
--	---