Thank you for being a business member of the Phinney Neighborhood Association!

This guide is intended to provide step-by-step instruction for updating your portion of the PNA business directory so that members of the community can find your business information directly from the Phinney Center website.

Please note that it may take 1-3 business days for your edits to be live on the website.

If you have any questions, please contact the PNA Membership Manager:
biz@phinneycenter.org
Local businesses are a cornerstone of PNA and we’re proud of the many opportunities we provide to promote your business, network with other businesses, and strengthen our PhinneyWood community. The PNA business directory is a great resource for the community and offers an easy tool to find businesses that support the PNA. Follow these steps outlined here to add your business information to the business directory.
Once you join the PNA, you will receive an email with instructions to activate your Wordpress account via https://www.phinneycenter.org/directory-registration/

**STEP 1: Select New or Existing**

The first step in the directory registration process is to select whether this is a new listing to the PNA Business Directory or an existing entry. Click in the appropriate selection, then select **Next**.
**STEP 2a: New Listing**

If you are adding a new listing, type in your Business / Organization Name and then select **Next**.

![Screen capture of New Listing](image)

**STEP 2b: Existing Listing**

If you are claiming an existing listing, type in your Business / Organization Name and the listing URL. Please copy & paste the URL for the listing in the directory. Then select **Next**.

![Screen capture of Existing Listing](image)
STEP 3: Add your business information

Add your Name, Title, Email, Phone, Preferred contact method and Account Email Confirmation.

If you prefer to login to Wordpress with an alternate email, select No and you will have an option to enter another email address. Please note that this cannot be changed after registration.

Enter your password in the 1st box, and then confirm it in the 2nd box. The bar below indicates the strength of the password. Aim for a green bar.

Click Submit to finalize your entry. Please note that it may take 1-3 business days for your edits to be live on the website.

If you have any questions, please contact the PNA Membership Manager: marketing@phinneycenter.org
STEP 1: Access the Site

To access the WordPress site, enter the following address into your web browser:

https://www.phinneycenter.org/wp-login.php

STEP 2: Enter your Credentials

Enter your user ID and password into the prompt.

Example of a landing page on https://www.phinneycenter.org/
Business Directory

Follow these steps to add your business information to the business directory.

**STEP 1: Access the Directory**

From the dashboard, select **Profile > Your Directory Entry**
(This is near the top-left of the menu)

The PNA business directory offers an easy way for members of our community to search for businesses that support the PNA.
STEP 2: Enter the Business Details

Here you can enter your business name, contact information, image and logo.

### Name

### Organization

### Department

### Contact First Name

### Contact Last Name

### Image

Select Image: Choose File

Maximum upload file size: 155 MB.

You can control the location of the image on the page if you use the 'add media' function rather than this box. See page 9 for adding media.

### Logo

Select Logo: Choose File

Maximum upload file size: 155 MB.

Logos are best sized at 200px wide by 300 px high. See page 18 for resizing images.
STEP 3: Enter the Address

Fill in your street address, city and state. It’s recommended to use the Work category for your business address details.
**STEP 4: Confirm Map Information**

The directory includes a map to direct your customers to your business. The geocode information is automatically provided when you type in your address. You can click and drag the pin to move it if necessary.
**STEP 5: Enter Contact Details**

Enter your phone numbers, email addresses, messenger IDs and Social Media IDs. You can also add a link directly to your business webpage.
**STEP 6: Enter Biographical Info**

**Important Note:**
If you are copying text from another source such as a Microsoft Word document or an email, be sure to toggle on the “Paste as text” option to ensure that the PNA formatting is used.

2017-18 School Year
STEP 6 (Continued): Enter Biographical Info

The biographical data is also available from the list of businesses in the PNA directory. Patrons can click on Show Info from the listings to expand the information about your business without having to open your dedicated business listing.
**STEP 1: Categorize the Business**

The business directory is able to be filtered by category. This makes it easy for the community to find your business. There are dozens of pre-loaded categories (below) for you to chose from. If there isn’t an entry that matches your business, please contact biz@phinneycenter.org.

Accounting - Tax - Financial Services  
Architects  
Arts - Concerts - Gallery - Theater  
Associations - Non-Profits - Community Resources  
Attorneys  
Automotive - Sales - Service - Parts  
Banks - Credit Unions - Lenders  
Beauty  
Aromatic Care  
Beauty Salons  
Hair  
Lifestyle Care Products  
Nails  
Skin Care  
Spas  
Waxing  
Brewery - Wine - Liquor  
Catering  
Child Care Services  
Churches - Worship  
Cleaners - Laundry  
Coffee & Tea  
Construction Companies  
Contractors - Remodeling  
Dancing Instruction  
Florists  
Garden Maintenance - Landscape Design

**In this example, the business directory is filtered to show only businesses that are categorized as Associations, Non-Profits, Community Resources.**

Grocery - Markets - Specialty Foods  
Health Services - Medical - Fitness  
Home Care Services  
Home Improvement - Home Services  
Insurance  
Locks & Locksmiths  
Lodging  
Marketing - Printing - Design  
Mental Health - Counseling - Coaching  
Music: Instruction - Rental - Sales  
P-Patches  
Pet Services - Animal Hospitals  
Photography  
Plumbing - Heating Contractors  
Real Estate  
Real Estate - Rentals  
Rentals: Equipment - Furniture  
Rentals: Residential - Commercial - Coworking  
Restaurants - Bars  
Retail Establishments - Specialty Stores  
Schools - Private Education - Tutoring  
Senior Housing - Services - Care  
Services - Miscellaneous  
Technology
**STEP 2 (Continued): Categorize the Business**

To categorize your business, select the appropriate category on the right-hand side of the dashboard.
**STEP 1: Publish the Business**

Once you have entered all of the relevant data for the business, click **Public** and then **Publish or Update**.

Please note that it may take 1-3 business days for your edits to be live on the website.

If you have any questions, please contact the PNA Membership Manager:

biz@phinneycenter.org
**Tips on Writing for Web**

For most people, online reading is an experience that’s different that reading in printed text. This is largely because a computer screen displays text at a lower resolution and text is shown with less detail and sharpness than on a printed page, so the letters are a little fuzzier. Because of this, most online readers scan first and rarely read web pages word by word. To ensure that your message is clear for your readers, keep the following tips in mind:

- Use short words, short sentences, short paragraphs, bulleted lists, and short pages
- Slim down copy from print sources to suit the online format
- Front-load your content and put the most important information near the top of the page
- Emphasize important messages with prominent headings and bold-face type
- Include only one or two ideas per short paragraph
- Choose common words over more difficult ones
- Use all caps sparingly as it is harder to read

**Links**

Make your links contextual. Avoid “Click here.” Use part of the actual referencing sentence as the link. Research shows that users like them to be 4-8 words in length.

- [Whittier Kids School Age Program](#) offers before and after school childcare on site at Whittier Elementary.

- **Click here** to learn more about the Whittier Kids School Age Program for before and after school childcare on site at Whittier Elementary.
**STEP 1: Navigate to Photo Editor**

Navigate to www.befunky.com. This website provides a free tool for easy resizing and cropping photos.

**STEP 2: Launch Photo Editor**

Click Photo Editor to launch the cropping and resizing tool.
**STEP 3: Enable Flash**

Click **Enable Flash** to launch photo editor. This step is only required one time. If you do not see this message, simply proceed to the next step.

**STEP 4: Load your photo**

Click **Upload > Computer** to select the photo that you want to edit.
**STEP 5: Open Crop Tool**

Click **Edit > Crop** to open the cropping menu.

**STEP 6: Preliminary Crop**

In this step, use the **Freeform** setting to roughly crop the photo.

Use the white grips to set the crop area. Images on the PNA website are generally horizontal as shown in the example. The portion of the image that is grayed out will be discarded.

**STEP 7: Set the Crop**

Select the checkbox to set the crop.
STEP 8: Open Resize Tool

Click **Edit > Resize** to open the resizing menu.

STEP 9: Set the Width

Because the PNA uses horizontal images, you will first set the width of your image to **680 pixels**. There is no need to adjust the height or scale factors. Be sure that **Lock Aspect Ratio** is checked.

STEP 10: Lock Dimensions

Click the checkmark to lock in the dimensions.

Tip: Use the slider at the bottom of your image to increase the size of the photo on the screen.
**STEP 11: Open Crop Tool**

Click *Edit > Crop* to open the cropping menu.

**STEP 12: Crop the Height**

Using the *Freeform* crop tool, set the height of the crop box to be **414 pixels**.

Move the white grips to position the crop box in the location you like.

**STEP 13: Set the Crop**

Click the checkbox to set the crop. Now the image is set to the PNA standard dimension of **680 x 414 pixels**.
**STEP 14:** Save the Image

Click **Save > Computer** to save the image to the server.

**STEP 15:** Save to Computer

Name your file. It is a best practice in web design to name your file without any spaces or special characters. Select **JPG** and **Quality 100**. Click **Save**.