



Tutorial: Setting up Business Networks

On Briz, creating a business profile gives your business exposure in many different ways. One of the most useful ways of empowering your business is using the business networks on Briz. When you place your business inside of a network, you'll be reaching different geographic and demographic populations.

Geographic Networks:

You can reach up to 5 different geographic locations.

Business Categories:

You can categorize your business within 5 different categories.

You can also reach or "target" up to 5 different business categories. This will allow businesses within these categories to find you when they select their own descriptive category.

For example, a law firm specializing in Technology law can select specific technology categories. Technology companies within these categories can then find lawyers focusing on their specific needs.

Consumer Networks:

You can categorize and reach up to 5 different social networks. This will allow consumers within these networks to find you when they select their own demographic criteria.

For example, a business that's near a college can "target" that college. Students in and around the college will be able to find all of the businesses and information that is directly pertinent and intended for them.

In addition, when you add your business to these different and specific networks, it will help you to Search Optimize your business. It will improve your ranking on search engine like Google, Yahoo, etc.



Step 1

Click “Edit Business” under your business name on the left side of the screen, as seen below.

The screenshot shows the Briz.com user interface. At the top, the Briz.com logo and tagline "connecting businesses & consumers as the free local business-driven network" are displayed. Below this is a navigation bar with links for Home, My Briz, Consumer Market, Business Market, Learn More, Invite Friends, and Log Out. The main content area is titled "My Briz" and features a banner image of silhouettes of people jumping against a sunset city skyline. The left sidebar contains a welcome message for John and a list of navigation links: My Briz, My Dashboard, My Messages (1), My Profile, My Settings, My Businesses, John's Business (with sub-links: View Profile, View Dashboard, Edit Business, Post Items, Messages, Marketing & Tools), and My Quickie. The main content area is divided into several sections: "My Favorite Businesses" (with a message about saving favorite businesses and a link to the Dashboard), "My Events" (stating "Your events are empty."), "My Coupons" (stating "Your coupons are empty."), "My Networks" (showing the area as Syracuse, 13210 and a link to Edit My Networks), "My Confirms" (stating "Empty."), and "My Businesses" (showing John's Business status with links for View Profile, Edit Profile, and Post Items). A red arrow points from the "Edit Business" link in the sidebar to the "My Favorite Businesses" section.



Step 2

On the “Edit Profile” page, click on “Networks”, as seen below.

The screenshot shows the Briz.com website interface. At the top, the Briz.com logo is displayed with the tagline "connecting businesses & consumers as the free local business-driven network". Below this is a navigation bar with links for Home, My Briz, Consumer Market, Business Market, Learn More, Invite Friends, and Log Out. The current page is titled "City Transport Trucking: Edit Profile: Networks".

On the left side, there is a sidebar with the following sections:

- Welcome Jed,**
 - My Briz
 - My Dashboard
 - My Messages
 - My Profile
 - My Settings
- My Businesses**
- City Transport Trucking**
 - View Profile
 - Dashboard
 - Edit Profile
 - Post Items
 - Messages
 - Resources
- Dirty Work**
- My Quickie**
 - A quick place to jot down businesses and items you're viewing. It can hold the 12 newest items you've added.

The main content area features a navigation menu with tabs: Basic, **Networks** (highlighted with a red arrow), Profile, About Us, Hours, Menu, Products, Services, and Employees. Below the navigation menu, the "Geographic Areas" section is visible, containing the text: "Your business is in the surrounding area of zip code of: 13210 - Edit". Below this, the "Target Geographic Areas" section is partially visible, with the text: "In addition to your businesses's zip code, you can choose to target up to 5 additional zip codes. These zip codes may be anywhere in the United States where the demographics of the area match your target audience."



Step 3

On Briz, you can add up to 5 target geographic areas. This means that aside from the zip code in which your business is located, you can add up to 5 more zip codes where your business can geographically target.

The screenshot displays the Briz.com dashboard interface. On the left is a navigation sidebar with links: View Profile, Dashboard, Edit Profile, Post Items, Messages, Resources, Dirty Work, and My Quickie. The main content area is titled 'Geographic Areas' and contains the following sections:

- Geographic Areas**: A header section with the text: "Your business is in the surrounding area of zip code of: 13210 - Edit".
- Target Geographic Areas**: A section explaining that users can target up to 5 additional zip codes in the United States where demographics match their target audience.
- Add A Geographic Area**: A form section with the instruction: "Enter a zip code to add it's area and it's surroundings to your targeted geography." It includes a text input field and an "Add Zip Code" button. A red arrow points to this button.
- Business Categories**: A section explaining that businesses can be included in 5 different categories to help consumers find their type of business.



Step 4

The same way that you can expand your business geographically by adding zip codes, you can expand categorically by selecting multiple business categories. All of these networking options allow you to gain more exposure to a wider range consumer base as well as other businesses.

Under “Business Categories”, select your main business category. Once you’ve done that, you can add more target categories and then even sub categories. This helps you to reach specific consumers and businesses in a particular business category.

By utilizing all of the networking options that Briz offers, your exposure will be intensified not only on the Briz.com network, but also on any internet search engine. Briz.com uses *SEO* (Search Engine Optimization) which will help make your business a top result on any search engine search pertaining to any aspect of your business network.



Step 5

The last part of Briz Networking is “Consumer Target Networks”.

By selecting any of the consumer target networks to use, your target audience will be reached more efficiently when a search is performed. You can change your target networks at any time.

Consumer Target Networks

You can choose up to 4 consumer target networks below to reach your specific consumer audience. You may change your target networks at anytime.

Consumer networks include things like colleges, age, gender, professions, hobbies, and more.

Note: If you select more than 4 target networks, only your first 4 will be saved.
Tip: To select more than one network from the same category, save the page and then select the next network from that category.

Current Target Networks

Colleges

Type in the name of a local college to target and select it from the list.

Professions

Select a professional field to target.

Selection:

Hobbies & Lifestyles

Select hobbies and lifestyles to target.
Remember, these things don't have to be exactly what your business does. However the groups characteristics should match your businesses demographics.

Selection:

Age & Gender