SOP – Bowdoinham Business Directory

Last updated: 2/18/2022

# Purpose

This document defines the Bowdoinham Business Directory and the processes required to maintain the directory.

# Scope

This SOP applies to anyone who performs business directory maintenance.

The Business Directory is a database of businesses primarily located within the Town of Bowdoinham. The directory is part of the Town of Bowdoinham website.

# Business Directory Definition

The Bowdoinham Business Directory is a directory of local business located primarily in Bowdoinham. It is maintained in a relational database that is accessed via the town web pages, which also provide the mechanism for creating, editing and deleting business entries. The structure of the town website is out of the scope of this document. Access to the database is via the drop-down menu items under **Local Businesses**. Refer to the section **Navigation maintenance** for details.

## Content Policies

1. 1. Accuracy – Information in business listings must be accurate.
Links to web sites must operate and the website must adhere to the legal and language requirements, below.
2. 2. Legal – Content must not infringe copyright or trademark. The business must engage in a legal business. If required, trade licenses and insurance must be maintained by the owner.
3. 3. Language – Business entries are primarily English but may have incidental non-English phrases or symbols. Abusive or inflammatory language is prohibited.
4. 4. Required entries are a business name, a description of the business and logo art or picture.
At least a phone number, email address or website is needed to be able to contact the business.
(The input form does not require this)
5. 5. Logo artwork or business picture must be JPG or PNG format. Maximum size 2MB.

# Adding a business

The business owner submits the initial entry using the input form in the town website. The maintenance person checks the submission, checking spelling and grammar, making corrections as required. The maintenance person shall email a link to the final entry (the URL) that is posted to the town website to the business owner or designated contact.

# Removing a business

During a periodic verification, if a business is determined to no longer be in operation it must be removed. The content of removed businesses shall be maintained in a separate archive for historical reasons. If all avenues to contact the owner (phone, email or website) fail, the business is considered non-operational and must be removed.

# Editing a business

1. Requested by the business owner.

2. Changes detected during a periodic verification.

Enter the Edit mode, make the changes and Save the document.

After editing, send a link to the edited entry (the URL) to the business owner via email so the edit can be reviewed for accuracy. Ensure the owner is sent the link after every edit session for final review.

No further authorization is required beside the interaction between the maintenance person and the business owner. Courtesy notification of the changes may be provided to other personnel as requested.

# Periodic Verification Process

Periodic updates are handled in batch mode or distributed mode. Batch mode means to update the entire directory at one time, annually or some other period. The distributed mode means to update the directory a small percentage more often so the whole directory is updated on the same cycle as the batch mode.

For example a distributed mode would entail each month, verify approximately 10% of the database by contacting the owner, using email, phone or optionally regular mail, asking if there are any changes that the owner would like reflected in the listing. Verification of address can be done using the town tax records for Bowdoinham residents, as well.

Using email is preferred because it provides a documentation trail of the contact.

Verification includes all items in the listing. Ensure the referenced website is operational and reflects the business.

Once emailed, wait several days, up to a week. If there has been no response, call and ask for any updates. If the owner does not respond after some reasonable time, archive the listing and delete it from the active directory. <<it may be advisable and polite to send a written notice to the owner>>

# Unsolicited updates

Users of the web site may report discrepancies. These are verified by the maintenance person as received and implemented in a timely manner. Users may report that a business is no longer operational. Once this is verified, the listing must be removed.

# Navigation maintenance

As the business directory grows or shrinks, the browsing and the searching mechanisms may require enhancement.

Selections to the Business Directory in the Town web site:

Top drop-down: **Local Business**

Drop-downs under **Local Business**:

 Browse Local
 Businesses

 Search Local
 Businesses

 Add Your Business
 Listing

## Browse Local Businesses

Provides a scrolled alphabetical listing of all businesses or a listing of each initial letter of the business name. Selecting a letter in the drop-down filter list results is the list being restricted to businesses whose initial letter of their business name matches the selected letter. Selecting “Any” provides a list of all businesses in the directory.

## Search Local Businesses

Provides a search by key word or by business category. A successful search results in a scrollable list of businesses meeting the search criteria.

### Categories

The following is a full list of currently used categories:

Accounting and Business Services

Arts, Crafts, Design and Photography

Automobile Sales, Maintenance and Repair

Banking and Financial Services

Child Care

Construction, Repair and Improvements

Education and Training

Equestrian Services and Supplies

Forestry, Tree Services and Firewood

Fuel Oil, Gas and Coal

Gardening Supplies, Farming Supplies and Plants

Health, Beauty and Salon

Home Decor

Hospitality, Hotels, B&B and Guest Suites

Hunting and Fishing

Insurance

Internet, Websites and Information Technology

Lawn Services, Snowplowing

Legal Services

Machine Shop and Metal Working

Meat and Produce

Medical Services and Supplies

Music, Musicians and Musical Instruments

Performing Arts

Plumbing, Electrical and HVAC

Real Estate Sales, Rental and Leasing

Restaurants and Food Services

Small Engine Repair

Sports and Recreation

Surveying, Engineering Services and Permitting

Veterinarian Services and Supplies

Woodworking, Cabinetry and Furniture Repair and Restoration

Writing, Journalism and Editing

## Add Your Business Listing

Provides an input form to enter a new listing.

The Business Name, Business Description and Business Logo (or other artwork) are required fields. The remaining fields are optional. If the user does not include either an email address, a phone number or a website with contact information the listing would not be very useful. Fortunately, the vast majority of submissions have included both phone numbers and website links.

Once the input form has been submitted, the maintenance person reviews it, makes minor spelling and grammatical corrections and sends a link to the entry for the owner to review. Ensure at least one form of electronic communication is included: phone number, email address or website (if the website includes at least an email address, a phone number or input query form).