

Membership Quick Reference Guide

[FREE Membership and FREE to Post for non-profit Organizations.](#)

If you regularly post events, press releases, announcements or jobs on [CruisinTexas.com](#)

1 business page

A Business Page (Directory Listing) is required for each Organization. The Business Page is the center of activity and is viewed by search engines as a mini-website. Each may have self publishing permissions for one or more modules such as Events, Press Releases, Announcements, Volunteer Jobs, News and so on. Each may have one or many members with self-publishing permissions to add and edit all or select information.

1. Existing Business Page Verify your Are Listed [Click Here](#)

Verifying your Business Page exists. Go to [CruisinTexas.com's](#) home page, search for your **Business Page** by name, TIP: Try searching for a unique part of your business name. **If you're Organizations has an existing Business Page, jump to Section: 2 member registration [to register as a member](#)**, allowing us to give you permissions to edit your Business Pages.

2. New Business Page [Click Here](#)

If your organization is not listed, search for the **category** that best fits your Organization then click on the **Add A Listing To This Page** or **Suggest a Listing** link just below the search box. Contributing Organizations, Businesses or Groups receive a FREE Enhanced Business Directory Listing.

You will be prompted to create Log-In Name and password with contact information for your Organization, Business or Group. This log-In will be associated with your Business Pages and given appropriate permissions.

Note: Correct Information is important! Search Engines build relevance from your information and it is a direct reflection on your Organization, Business or Group. Be sure all fields are complete, grammar and spelling is correct and contact information is current.

3. Categories

An Enhanced Business Listing may be associated with one or many Categories. It is important that your listing be in all relevant categories and equally important that you are not listed in a non-relevant category. **Each category builds Search Engine relevance.**

4. Listing Name, Address and Phone Numbers

Your listing name should be your complete Organization, Business or Group name. Do not abbreviate or use shortcuts to describe your name. If your Organization or Business name is duplicated in various cities, be sure and put the city name after your name.

The address is used to create **3 map links to your physical address**. You should verify that the address you enter is correctly represented by Google Maps, Map Quest and Yahoo Maps.

5. Listing email

Your Email address is routed through an **encrypted email** form, protecting your actual email address from spammers, but still allowing visitors to contact you. The email and phone numbers may or may not be displayed to visitors.

6. Listing Description

Your Listing description is important to help **build relevance by search engines** and may be used as a mini advertising page, list who you are, your mission, your products and services, your staff and any other information you feel will encourage a visitor to visit your website or your office.

7. Listing Website link

Your Link to your website builds relevance and directs traffic to your door.

8. Additional Information

Each Business Page Listing automatically displays events, announcements, affiliates, jobs, products, etc. posted by its self publishing members. You also may have permissions to create additional pages with text, videos, photos, and photo galleries.

The Directory Listing is a **mini website designed to promote your Organization, Business or Group** on the Internet by building search engine relevance and driving traffic to your website.

2 member registration

Before publishing permissions can be assigned, an organization must have at least one registered users assigned as a publishing member. The privacy of your personal information is a paramount concern of Cruisin Texas. Our employees, contractors, and partners are also registered users of the website.

Upon registering you will create a login name and password. You are responsible for keeping this information private and confidential. You assume responsibility for the use of the Services and all activities that occur under your login. You agree to immediately notify Cruisin Texas should you suspect or become aware of any unauthorized use of the Services under your login. Need more detailed instructions? Contact us at cruisin@cruisintexas.com.

1. **Create a new member by registering on CruisinTexas.com**
[Click Here](#)

To create a new member go to www.cruisintexas.com, click **on the register icon, just below the “My Texas login”** icon, located in the upper right corner of the cruisintexas.com home page.

Review the Registration Agreement and click on **I Accept This Agreement** link.

- The Registration screen contains a red * which indicate required fields. Form based protection of your email address allows you to receive emails from our site and be confident that no one can see your email address on any of our websites.

2. **Login Names**

Login names **CANNOT** be changed, so pick a name you are comfortable with. If you forget your login name you can contact Member Administration for assistance.

3. **Passwords**

Be sure to choose a password that easy to remember. If you forget your password, you may request CruisinTexas.com to reset your password. Choose the **Forgot your Password?** link on the login page.

4. **Company / Group**

Be sure to fill out your Organization name correctly. This lets us know for which Organization/Business/Group you are requesting self-publishing permissions for.

All requests for publishing require verification by Organization/Business/Group. Any changes in approved publishers should be reported to Cruisin Texas as soon as possible.

3 assign permissions

Assigning permissions to individual members allows each individual to manage their organization, business or group’s directory listing and other information submitted.

1. **Assign members**

Assigning permissions must be performed by a **Cruisin Texas administrator** and requires the request or approval to be generated from the organization, business or group’s contact email as it appears in the CruisinTexas.com business listing. Multiple members may be assigned to any combination of modules or tasks.

2. **Log-in**
[Click Here](#)

You will receive an email notifying you when you have been approved for self publishing. You may then login to your account on CruisinTexas.com and start publishing.

Additional self publishing permissions for individuals may include: Blog Publishing, Classified Ad Publishing, Social Network Publishing, News Guide Publishing and/or Volunteer Jobs Resume Publishing.

Business Page Publishing Overview

Permissions Type...	Auto Expire . . .	Categories . . .	Notes . . .
Basic Business Page Listing	Basic Info - Does not expire	Single Category	Single Graphic, no publishing
Enhanced Business Page Listing	Enhanced Info expires after 1 year or specified date.	Multiple Allowed	Website link, Multiple Graphics, detailed description, stats, more
Announcements & Press Releases	Activation & Expiry Date, Default 45 days.	Single Category	Graphics, link to remote website, Private or Public, stats
Bargains & Coupons	Activation and Expire dates, Default 90 Days (may be set)	Single Category	Link to remote website, Private or Public, Graphic, stats
Columns	Activation & Expiry Date, default 30 days.	Single Section	Multiple Graphics, Arthur(s), Subtitle, Volume, Issue, Story Brief, Publication Control, stats
Events	Expires after the Event	Multiple Allowed	Multiple Graphics, stats
Event Reservations	Expires after the Event	N/A	Days Available, Time, Units, email, public or registered users only
Guides - Participation	Expires with Enhanced Business Page	Allows Multiple Services, Multiple Guides	Must be assigned by Cruisin Texas Admin, allows additional pages i.e. Menu, etc
Products & Services	After 60 Days	Single Category	Graphics, Detailed Description, may include PayPal link, stats.
Real Estate – Rentals	Activation, Listing Availability, and Expire Date, default 120 days.	Multiple Allowed	Multiple Graphics Allows import from MLS, stats
Real Estate – For Sale	Activation, Listing Availability, and Expire Date, default 120 days.	Multiple Allowed	Multiple Graphics Allows import from MLS, stats
Videos	Default 365 Days	Single Category	Graphic, Private or Public
Volunteers / Jobs	Activation & Expiry Date	Multiple Allowed	Graphic, Includes Employer Profile and webpage link, employer contact email, more.

All Graphic and Video submissions are reviewed by Cruisin Texas Administrators. Graphics are auto sized and may be gif, jpg or png. Keep size to less than 2 meg.

Internet Stats are available for self-publishing accounts for most of our modules. Banner Ads also include stats for impressions and click-throughs

Banner Advertising is available to members who are non-profits for 50% of the Advertised Rates.

NON PROFITS – NO MEMBERSHIP FEES – NO POSTING FEES – NO HIGHLIGHTING FEES