Location CMS

Seamlessly customize and update content for each and every location

- The essential details about your locations
- Rich content that differentiates your locations and drives engagement
- Tools to manage 10 locations or 10,000
- Controls for your account and clients' info
- Store and use a library of assets
- Smart technology to quickly transfer your data
- Simple tool to get into Google
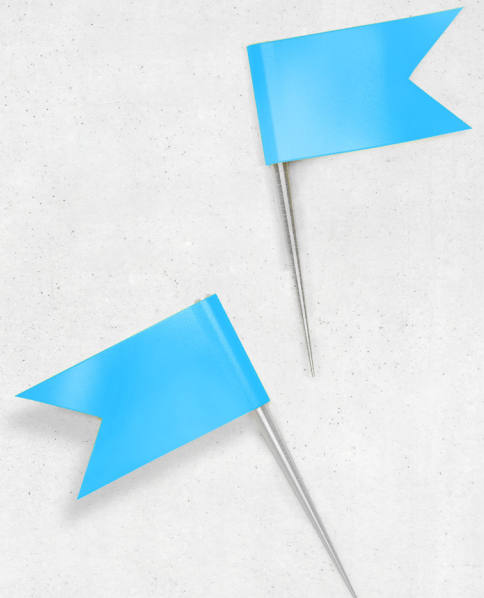
Location CMS: Geodata

Automatically sync 26 core geodata fields, like name and address, that define each unique location.

Location Name: Depending on your needs, the CMS provides specialized options, like alternate phone numbers, delivery addresses, privacy settings, and the like.

Search Categories: Stand (out) at attention: Select up to five categories from our list of 2,500-mapped Facebook base. Search terms are linked to like category queries, so you're sure to be found.

Address

Hide Address
(for non-physical businesses)

Search Subcategories

Location CMS   Listings   Social   Analytics   Sample User   Help

Locations   Menus   Products & Services   Bios   Events   Assets   Capture   Approvals

Back to Locations List

The Melting Pot

88 W. Colorado Blvd.
Second Floor
Pasadena, CA 91105
United States

Required Listing Information		Required •
Business Name •	The Melting Pot	
Categories •	Food & Dining > Restaurants > Fondue Restaurants Food & Dining > Restaurants Food & Dining > Catering Services > Caterers Food & Dining > Restaurants > American Restaurants Food & Dining > Restaurants > Family Style Restaurants	
Address •	88 W. Colorado Blvd. Second Floor Pasadena, CA 91105 United States	
Map Marker		

Main Phone Number

More Phone Numbers

200ft
50m

W Union St

Christiansen Aly

Fraser Aly

Martin Aly

McCormick Aly

mapquest   ©2014 MapQuest Some data ©2014 TomTom

Map Positioning Information: Pinpoint locations with precise accuracy. Even drag pins to specific coordinates.

Routable Lat/Long: Provide detailed driving directions to exact locations.

Location Website: Link directly to a unique location url or deep link.

Holiday Hours: Update special hours for all your locations, in bulk or individually. Plan updates in advance or make them in real time — either way, your regular hours automatically return when the holiday ends.

Hours: Knowing when you're open for business is key. List store hours and update them with ease.

Payment Methods: Choose payment methods from major credit cards to wire transfers to invoicing.

Contact Email: Field location-specific correspondence with a unique email account.

Business Logo: Fly your flag on your digital properties.

Location CMS: Rich Content

Going beyond geodata basics, rich content can help highlight and hone in on important aspects of your business. From photos to custom messaging to video, rich content offers additional custom tools to bolster customer service and attract eyeballs.

Up to 100 Photos per Location: Give customers a peek into your spaces with vivid 1280 x 1024 photos.

Photo Caption: Put words to your imagery

Embedded Video: Bring your locations and features to life at 24 frames per second.

Social Media Profiles

Photos and Video   See guidelines

Business Logo   Replace | Remove

More Photos

+ Add photos

YouTube Video   Click to add

Social Media

Twitter Handle   @TheMeltingPot

Facebook Page URL   https://www.facebook.com/themeltingpotrestaurants

Products/Services, Calendars, Staff Bios and Menus

Products and Services   Special Occasions
                         Chef's Corner

Calendars   Club Fondue Events

Staff Bios   Join Club Fondue

Menus   Cheese Fondue
                         Salads
                         Entrees
                         Chocolate Fondue

Business Description: Describe your business in your own words, with a unique business description for each of your locations.

Menus: Serve up menus and pertinent info like calorie count, nutritional value, photos, and more.

Staff Bios: Tout your talent with location-based staff bios, roles, profile pics, and accreditations.

Display URL for Clickable Featured Message: Customize how a hyperlink appears.

Clickable Featured Message: Hyperlinks transport your customers to specials, info, and more.

Products & Services: Communicate the core of your business with multiformat pricing, imagery, and custom messaging.

Calendars: Help your customers plan: Announce special events along with images and links–even categorize them.

Facebook Cover Photo

Facebook Profile Picture

Foursquare Special

Twitter Handle

Location CMS: Multi-Location Management

Not quite infinite, but close. Manage as many locations as you need to effortlessly. Organize your locations by setting up folders, filters, permissions, and other automations. Bulk edit across all your locations at once, or bulk edit specific locations. The platform gives you robust options so you can manage scale quickly and easily.

Bulk Edit: Smart editing instantly updates content for as many locations as you need simultaneously.

Location Search: Effective search for all your locations.

Filters: Filter results by Business Name, Address, Categories, Internal Fields, With or Without Data, Country, Email, and Rating.

Advanced Filter: Advanced settings for finding a location or specific info.

Folder Organization: Organize your locations with custom folders.

Folder Permissions: Setaccess levels by folder to manage your organization.

Browse Location View: Browse and find specific locations.

Custom Template Upload: Efficiently add new locations using our custom template.

Custom View: Rearrange columns and rows as necessary.

Location CMS Listings Social Analytics   Sample User   Help

Locations Menus Products & Services Bios Events Assets Capture Approvals

Add Location   Edit   More Actions ▾   Columns ▾   Show 25 ▾   **1 - 25** of **110** ◀ ▶

All Locations(110)

Search   Search   Advanced Filter ▾

Locations by Folder

	Location	Store ID ▼	Main Phone	Review Count
⊟ **The Melting Pot** (110)	**The Melting Pot** 8260 N. Hayden Road Scottsdale, AZ 85258 United States	99	(480) 607-1799	5
Canada (1)				
⊟ **Midwest** (20)	**The Melting Pot** 814 15th St. Sacramento, CA 95814 United States	98	(916) 443-2347	5
⊞ **IL** (5)				
IN (2)	**The Melting Pot** 80 South 9th Street Minneapolis, MN 55402 United States	97	(612) 338-9900	6
MI (4)				
MN (1)				
OH (6)	**The Melting Pot** 76 Arlington St Boston - Back Bay, MA 02116 United States	96	(617) 357-7007	5
WI (2)				
⊟ **Northeast** (34) ▾				
CT (1) Rename	**The Melting Pot** 754 Peachtree Street NE Midtown Atlanta, GA 30308 United States	95	(404) 389-0099	6
DC (1) Move				
DE (1) Add a Folder				
MA (3) Delete				
MD (4)				
NJ (6)				
NY (5)				
PA (6)				

Location CMS: Access Controls

Built for flexibility and control—settings ensure the right people in your organization have access to specific content and updates. The platform allows your trusted employees to do what they do best, but keeps you in control the entire time.

Content Editing Options: Activate which fields are editable by role.

Location Access: Control which locations are accessible and editable.

Location CMS   Listings   Social   Analytics   Sample User   Help

Account Information

Personal Settings
User Management
Account Features
Linked Accounts
Notification Settings

Billing and Subscriptions

Billing Settings
Billing History
Your Subscriptions

Content and Templates

Custom Fields
Profile Templates
Manage Data Files
Manage Export Settings
Resource Library

User Management

Add New User

Search   **Search**

Name ▲	Email	Role
Franchisee, Joe	franchisee@yext.com	Location Manager
Keeley, Jennifer	jennifer@yext.com	Full Control
Regional, Bill	regional@yext.com	Location Manager
User, Sample	rrenshaw@yext.com	Full Control
Young, Rich	ryoung@yext.com	Full Control
Z, Eric	eziphone@yext.com	Full Control

1 - 6 of 6

Access Levels: Authorize users at different levels of access.

Location CMS: Digital Asset Manager

Store and manage a full library of text and photo assets for your brand or specific locations to use across Listings, Social and Pages to help you maintain brand consistency and enhance location profiles.

Asset Search: Powerful search for all your assets by name, description, or custom labels.

Custom View: Rearrange columns and rows as necessary.

Advanced Filter: Advanced settings for finding a asset or specific info.

Location CMS   Listings   Social   Pages   User*   Help

Locations   Menus   Products & Services   Bios   Events   ● Assets   Approvals

+ Add Asset ▾

Edit   More Actions ▾   Columns ▾   Show   25 ▾   1 - 25 of 201   ◄   ►

All Assets (201)

Search   Search   Advanced Filter ●

Type
● All Types (201)
Text (1)
Photo (200)

Approval Status
● All Statuses (201)
Requested (3)
Approved (2)
Rejected (0)
None (196)

Labels   + Add a Label

Find a label 🔍

● All Labels
Exterior (1)
Interior (1)
Packing (1)
Printing (1)
Products (1)
Shipping (1)
Shipping Center (1)
Sustainability (1)

	Type	Name	Updated ▾	Location	Approval	Labels
☐	✎	BCTKN Print Center Overview	Mon 08/18/14 1:22 PM	FedEx Office Print & Ship Center 2301 Glades Rd Suite 600 Boca Raton, FL 33431	✓	Printing
☐	📷	FedEx_Interior.jpg	Fri 08/15/14 2:10 PM	FedEx Office Print & Ship Center 6392 Ridgewood Court Dr Jackson, MS 39211	↻	Interior Shipping Center
☐	📷	FedEx_Sustainable_Future.jpg	Fri 08/15/14 2:03 PM	Any Location		Sustainability
☐	📷	FedEx_Entrance.jpg	Fri 08/15/14 1:51 PM	FedEx Office Print & Ship Center 1242 S Canal St Chicago, IL 60607	✓	Exterior
☐	📷	New Packing Materials.jpg	Fri 08/15/14 1:49 PM	Any Location	↻	Packing Products Shipping
☐	📷	fed-ex-logo.jpg	Mon 08/04/14 2:29 PM	Signs & Graphics By FedEx Office - Closed 9222 Burnet Rd Suite 103 Austin, TX 78758	↻	

Filters: Filter results by 7 dimensions to find precisely what you need.

Folder Organization: Organize your assets with custom folders.

Descriptions: Include a detailed description of each asset visible to other users.

Location Assignment: Assign assets for use at specific locations or a subset of locations.

Use Count: Track the number of times an asset is used on a location.

Scheduled Assets: Schedule key updates to text assets in advance, then watch them appear online at the right moment.

Location CMS: Import & Export

Transfer your all-important data consistently and securely. Smart upload with XML that maintains spreadsheet format fidelity so you're up and running in no time. Flexible export lets you push data in multi-formats supported by Google Places, InfoUSA, Localeze, and many others.

Location CMS   Listings   Social   Analytics   Sample User   Help

1. Basic Info > 2. Column Preferences > 3. Export

Locations to Export
- ◉ 25 selected locations
- ○ All locations (110)

Export Format
- ◉ Custom
  - ☐ Display resources and location fields as their placeholders instead of their real value ⑦
- ○ Google Places
- ○ UBL
- ○ Localeze
- ○ Bing Ads
- ○ InfoUSA v1
- ○ InfoUSA v2
- ○ Acxiom
- ○ Bing Places For Business
- ○ Yelp

Note: Some formats are disabled because they only support locations in the US.

Language
- ◉ English

View your saved exports   Cancel   Continue >

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Custom Export Formats: Export files in customized formats.

Bulk Import: Smart upload automatically structures your content for each of your locations at once.

API Import: API integration with your geodata and local content.

10+ Pre-defined Export Formats: Pre-defined export formats for the most popular services

Location CMS: Google Export

The CMS custom formats your data to upload specifically for Google's mercurial format requirements, so accessing the world's most popular site is never a problem. We share the same goal: Helping people find what they're after - only we're keen on local.

Location CMS   Listings   Social   Analytics   Sample User   Help

1. Basic Info > **2. Column Preferences** > 3. Export

Your exported file will contain the following columns (Edit)   ? Character Set: Unicode

ⓘ 1 location contains Suite/Apt/Floor information in Address 1, which is automatically moved into Address 2 as required by Google Places.

- Store Code
- Name
- Address Line 1
- Address Line 2
- District
- City
- State

- Postal Code
- Country Code
- Latitude / Longitude
- Categories
- Main Phone
- Alt Phone
- Mobile Phone

- Fax Phone
- Home Page
- Email
- Hours
- Description
  - ⓘ 25 locations will be truncated
- Payment Types
- Images

Cancel   < Back   **Export Locations >**

Location CMS

Geodata

Automatically sync 26 core geodata fields,
like name and address, that define each unique location.

Location Name

Depending on your needs, the CMS provides specialized options, like alternate phone numbers, delivery addresses, privacy settings, and the like.

Address
- · Address Lines
- · Street Name
- · City
- · State
- · Zip Code
- · Country
- · Hide Address
  (for nonphysical
  businesses)

Main Phone Number

More Phone Numbers

Tracked Phone Number, Alternative Phone Number, Toll Free Number, Fax Number

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Map Positioning Information

Pinpoint locations with precise accuracy. Even drag pins to specific coordinates.

Search Categories

Stand (out) at attention: Select up to five categories from our list of 2,500-mapped Facebook base. Search terms are linked to like category queries, so you're sure to be found.

Routable Lat/Long

Provide detailed driving directions to exact locations.

Hours

Knowing when you're open for business is key. List store hours and update them with ease.

Holiday Hours

Update special hours for all your locations, in bulk or individually. Plan updates in advance or make them in real time — either way, your regular hours automatically return when the holiday ends.

Payment Methods

Choose payment methods from major credit cards to wire transfers to invoicing.

Contact Email

Field location-specific correspondence with a unique email account.

Location Website

Link directly to a unique location url or deep link.

Business Logo

Fly your flag on your digital properties.

Rich Content

Going beyond geodata basics, rich content can help highlight and hone in on important aspects of your business. From photos to custom messaging to video, rich content offers additional custom tools to bolster customer service and attract eyeballs.

Description

Describe your business in your own words, with a unique business description for each of your locations.

Location CMS

Up to 100 Photos per Location	Give customers a peek into your spaces with vivid 1280 x 1024 photos.
Photo Caption	Put words to your imagery.
Embedded Video	Bring your locations and features to life at 24 frames per second.
Social Media Profiles	Make some new friends. Link to your location's social media profiles
Clickable Featured Message	Hyperlinks transport your customers to specials, info, and more.
Display URL for Clickable Featured Message	Customize how a hyperlink appears..

Products & Services — Communicate the core of your business with multiformat pricing, imagery, and custom messaging.
- · **Description** — *All the details customers need*
- · **Multiformat Pricing** — *Display the pricing the way you do at your business*
- · **Photo** — *Up to 5 photos per item*
- · **Video** — *YouTube Video*
- · **URL** — *Link to a URL for more information*
- · **URL Field** — *External links for SEO*
- · **ID** — *Track your available products and services according to internal IDs*

Staff Bios — Tout your talent with location-based staff bios, roles, profile pics, and accreditations.
- · **Name** — *Name or Nickname*
- · **Title** — *Their role at your business*
- · **Photo** — *Add a face to the name*
- · **Education** — *Highlight qualifications like education*
- · **Affiliations and Certifications** — *Information on skills, background, and qualifications*
- · **Services Provided** — *Up to 100 per person*
- · **URL** — *Link to a URL for more information*

Calendars — Help your customers plan: Announce special events along with images and links–even categorize them.
- · **Name** — *Descriptive title for each calendar*
- · **Event Type** — *Categorize events by type*
- · **Time** — *Event Time and Duration*
- · **Description** — *Details and information about your event*
- · **Photos** — *Up to 5 photos per event*
- · **Videos** — *YouTube video*
- · **URL** — *Link to a URL for more information or external RSVPs*

Menus — Serve up menus and pertinent info like calorie count, nutritional value, photos, and more.
- · **Multi-Section** — *Organize with sections for breakfast, lunch, dinner, seasonal specials and more*
- · **Name** — *Item Name*
- · **Product Name** — *Product or Service Name*
- · **Price** — *Flexible pricing options*
- · **Calories** — *Display calorie counts*
- · **Descriptions** — *Include nutritional information or other details*
- · **Photos** — *Let the food speak for itself with photos*

Facebook Cover Photo	Vivid 851x315 Cover Photo.
Facebook Profile Photo	Beautiful 160x160 Profile Photo for your logo or another image unique to that location.
Foursquare Special	Special offers available to Foursquare users.
Twitter Handle	Link to your Twitter account.

Location CMS

Multi-Location Management

Not quite infinite, but close. Manage as many locations as you need to effortlessly. Organize your locations by setting up folders, filters, permissions, and other automations. Bulk edit across all your locations at once, or bulk edit specific locations. The platform gives you robust options so you can manage scale quickly and easily.

Folder Organization	Organize locations into custom folders.
Folder Permissions	Apply user access controls by folder to manage your team and organization.
Location Search	Powerful search to surface details about all your locations.
Filters	Filter by Business Name, Address, Categories, Internal Fields, Without Data, With Data, Country, Email Address, Rating.
Custom View	Rearrange columns for your needs.
Browse Location View	Browse and find specific locations.
Bulk Edit	Intelligent editing to instantly update details for up to thousands locations at once.
Custom Template Upload	Save time by adding new locations based on a custom template.

Access Controls

Built for flexibility and control—enterprise-grade settings ensure the right people in your organization have access to specific content and updates. The flatform allows your trusted employees to do what they do best, but keeps you in control the entire time.

Access Levels	Authorize users at different levels of access.
Roles (Enterprise)	Roles: Admin, Full Control, Location Manager, Location Manager + Linked Accounts, Location Viewer
Content Editing Options	Activate which fields are editable by role.
Location Access	Control which locations are accessible and editable.

Digital Asset Manager

Store and manage a full library of text and photo assets for your brand or specific locations to use across Listings, Social and Pages to help you maintain brand consistency and enhance location profiles.

Scheduled Assets	Schedule key updates to text assets in advance, then watch them appear online at the right moment.
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Filters	Filter results by 7 dimensions to find precisely what you need.
Custom View	Rearrange columns and rows as necessary.
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Import & Export

Transfer your all-important data consistently and securely. Smart upload with XML that maintains spreadsheet format fidelity so you're up and running in no time. Flexible export lets you push data in multi-formats supported by Google Places, InfoUSA, Localeze, and many others.

API Import	API integration with your geodata and local content.
Bulk Import	Smart upload automatically structures your content for each of your locations at once.
Custom Export Formats	Pre-defined export formats for the most popular services.

10+ Pre-defined Export Formats

Google Export

The CMS custom formats your data to upload specifically for Google's mercurial format requirements, so accessing the world's most popular site is never a problem. We share the same goal: Helping people find what they're after - only we're keen on local.