

MarketGrabber

Classified Ad Software & Marketplace Builder

AlphaPlex[®], Inc.

2140 Hollow Brook Drive, Suite 210

Colorado Springs, CO 80918

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Claimable Listings

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1. Overview

What is a “claimable listing”? This is a listing on a website that has been added by the site owner as a way of pre-populating the website. For example, this may be a listing for a local business. The local business may then “claim” their listing by filling out a form on the website.

This document describes how a site visitor can claim a listing and how a site administrator can manage all aspects of claimable listings. This material applies to MarketGrabber v6.3 or newer.

2. How to Enter and Make Listings Claimable

Claimable listings can be entered into a website using one of these methods:

- Back Office – Import - via Data Entry
- Back Office - Import - via a File
- Back Office – By Setting a Listing as Claimable

A. Back Office – Import via Data Entry

Using this method, the site owner may import listings via a simple data entry form in the back office. All listings entered via this form become Claimable listings. The data entry import form is a simplified way to quickly enter a lot of listings and is suitable for use by non-technical staff. It is also useful to add new claimable listings to a site after a site has been operational for some time.

Back Office Home

- Customers
- Classifieds
- Directory
- Approve Listings
- Browse Listings
- Extend Listings
- Export
- Import
- Listing Categories
- Listing Claims
- Home Page Text
- Pricing
- Purge

Import Claimable Listing Via Data Entry

Select Plan

Seedlings Listing!	Sprout Listings!	Harvest Listings!
\$9.00 Select Plan	\$59.00 Select Plan	\$89.00 Select Plan
One year listing includes: <ul style="list-style-type: none">• Your contact information, service, product and or company description• 1 URL Link,• 1 Category	1 Year Listing includes <ul style="list-style-type: none">• Your name and or Company Name select up to 5 categories, contact information, service, product or company	Featured Listing for 1 year! Ideal for businesses that want to place enhanced listings in multiple categories. Package Features: <ul style="list-style-type: none">• The Featured listing

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- Home Page Text
- Pricing
- Purge
- Features
- Photo Gallery
- Scheduled Tasks
- Content/Reference
- System/Settings

Import Claimable Listing Via Data Entry - Details

Name		Status	New Listing
Plan	Seedlings Listing!		

Administration

Approved Yes No

Draft Yes No

Featured Yes No

Listing Can Be Claimed Yes No

Setting this to yes will mean this listing is not associated with any customer and can be claimed.

Active Dates

Details

⊙ = required field

Category

Category

Category

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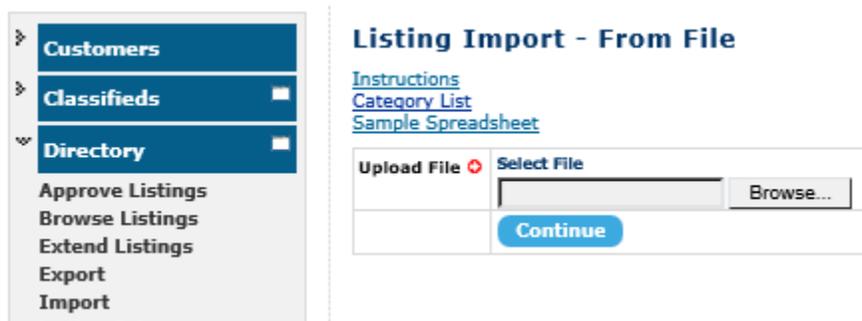
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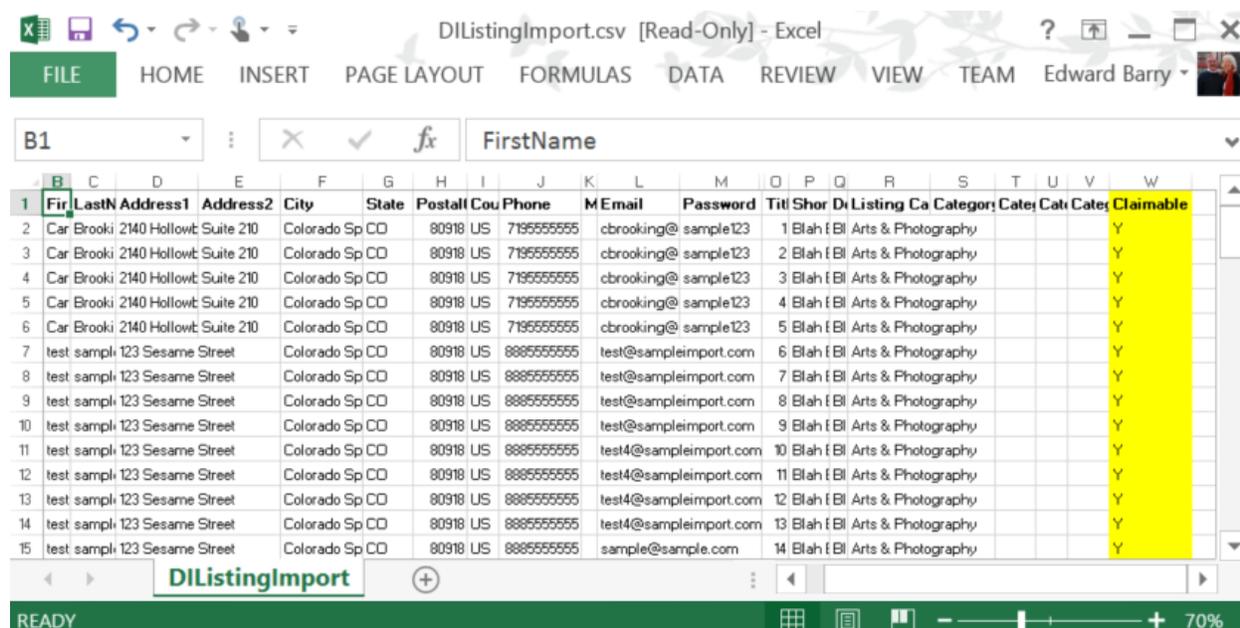
B. Back Office – Import via File

The site owner may import a file of listings using the Import menu option in the back office. Each listing in the file may be set as claimable or not claimable.



The import functions can be used by a site owner to import large lists of listings that are stored in a CSV file. Note: a separate set of instructions is available that describes the file import process in detail.

Here is an example shown of Import File in Microsoft Excel with all listings in the file set as claimable listings.



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C. Back Office – Set a Listing as Claimable

In addition to the above methods, an existing listing can be re-set to be a claimable listing. This feature is only available to the site owner via the Back Office.

The screenshot shows the 'Back Office Home' sidebar on the left with a menu including Customers, Classifieds, and Directory. The main area is titled 'Customer Directory Listing' and displays details for a listing named 'Seedlings Listing!' with status 'Running' and dates '5/14/2018 - 5/14/2019'. Under the 'Administration' section, there are radio button options for 'Approved', 'Draft', 'Featured', and 'Listing Can Be Claimed'. A red arrow points to the 'Listing Can Be Claimed' option, which is currently set to 'Yes'. Below this option, a note states: 'Setting this to yes will mean this listing is not associated with any customer and can be claimed.' Other fields include 'Active Dates' (5/14/2018 to 5/14/2019), 'Category' (Dry Cleaners), and a 'Category' dropdown menu.

3. How a Claimable Listing Appears

When a listing is claimable, the “Claim This Listing” icon will appear when the listing is displayed on the public website. Here is an example:

The screenshot shows a public website listing for 'AtlasSmoothie'. The listing includes social media icons for Facebook, Twitter, LinkedIn, Google+, Pinterest, and a plus sign. To the right, there are icons for a flag, a printer, a heart, and a five-star rating. Below the listing details, a dark button labeled 'Claim This Listing' is highlighted with a red arrow. The listing details include the name 'AtlasSmoothie', address '2421NorthDiscoveryPlace, SpokaneValley., WA 99216, United States', phone number '(509)720-5797', and a 'Visit Website' link. The category is listed as 'Juice and Beverages'.

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To claim the listing, the site visitor just needs to click on the **Claim This Listing** icon show above. Once the icon is clicked a form is presented for the site visitor to submit their claim.

4. How a Site Visitor Submits a Listing Claim

When a site visitor asks to claim a listing, they are presented with the Claim Listing form. They enter their contact information and submit the claim. Example:

Claim Listing - AtlasSmoothie

In order to claim a listing you will need to complete this form. We will review your Listing Claim and notify you when it has been approved.

Name

Email

Password

Re-Enter Password

Organization

Address

Phone

Terms of Use I Agree to the [Terms of Use](#)

Security Check I'm not a robot  [Privacy - Terms](#)

A confirmation will display after the claim is submitted.

Claim Listing - Sample Claimable Listing 1

Thank you. We will review your Listing Claim and notify you when it has been approved. Once it has been approved, you will be able to login and edit your listing.

The site owner is then notified that a listing claim has been submitted.

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5. Reviewing Listing Claims

The site owner uses their MarketGrabber Back Office to manage all listing claims. They may review all pending, approved and rejected claims. They may approve, reject and delete any claims submitted.

The site owner logs into the Back Office to review listing claims. The summary screen looks like:

The screenshot shows a sidebar menu on the left with options like Customers, Classifieds, and Directory. The main content area is titled 'Listing Claims' and features a 'Detailed Search' section with input fields for 'Title' and 'Last Name' and a 'Search' button. Below the search is a table with columns for Action, ID, Title, Last Name, Claim Status, and Date Added. The table contains five rows of claim data.

Action	ID	Title	Last Name	Claim Status	Date Added
Review Claim	26	MarketGrabber Job Board Software CLAIMABLE	Sample, Joe	Open	2/16/2015
Review Claim	24	ddddddddd	Sample, Joe	Approved	2/4/2015
Review Claim	25	Bob's TireWorld	Yahoo, Ed	Approved	2/4/2015
Review Claim	23	Bob's TireWorld	Bob, Jo	Approved	9/18/2014
Review Claim	4	Mountain Brewery	Erickson, Lenee	Approved	8/21/2014

The site owner reviews the details of each claim by clicking on the Review Claim link and may:

- Approve the Claim
- Reject the Claim
- Delete the Claim

The screenshot shows the 'Listing Claims' details page. The 'Claim Status' is 'Open'. The 'Listing' is 'MarketGrabber Job Board Software CLAIMABLE'. The 'Claimant' is 'Joe Sample' with contact information: ebarray@alphaplex.net, 719-761-3449, AlphaPlex, Inc., 2140 Hollow Brook Suite 210, Colorado Springs ABE 80918, GB. There are three buttons: 'Approve Claim', 'Reject Claim', and 'Delete Claim'. A 'Rejected Reason' text area is also visible. A note at the bottom states: 'You may also just delete the claim completely. If you delete the claim the person that submitted the claim is not notified.'

If the claim is approved, the person who submitted the claim is notified of the approval and the listing is assigned to that person. If that person was not an existing customer on your site a customer record for that person is also created and activated.

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If the claim is rejected, the site owner can enter a reason and send a rejection notice to the person that submitted the claim. In this case the listing may now be claimed by someone else.

If the claim is deleted, no notice is sent to the claimant and the listing may be claimed by someone else.

6. Listing Claim Email Templates

There are 3 email messages that are sent by the website related to listing claims. The site owner may edit these using the Back Office and the Email Templates function:

Email Templates

Detailed Search					3 Record(s)
Template Name	Edition				
listingclaim	--- Select One ---				Search

Email Template					Add New Record
Action	ID	Template Name	Edition	Subject	
Edit	79	ListingClaimApproved	Directory	YourDomain.com - Listing Claim Approved for [LISTING]	
Edit	78	ListingClaimReceived	Directory	YourDomain.com - Listing Claim Received for [LISTING]	
Edit	80	ListingClaimRejected	Directory	YourDomain.com - Listing Claim Rejected for [LISTING]	

The templates are:

- **ListingClaimApproved** – this is sent to a claimant when the site owner approves a claim – we recommend using email text such as the following:

Dear [FIRSTNAME] [LASTNAME].

We have APPROVED your claim of the following listing:

[LISTING]

You may login to YourDomain.com and update your listing and registration profile at any time.

We recommend you upgrade your newly approved listing and gain maximum exposure on our site! Just follow these 3 simple steps after logging in:

1. Stop Running Your Free Listing
2. Edit the Listing and Choose one of our Premium Listing Plans
3. Run Your Upgraded Listing

Sincerely,
YourDomain.com

- **ListingClaimRejected** – this is sent to a claimant when the site owner rejects a claim.
- **ListingClaimReceived** – this is sent to the site owner when a listing claim is received on the site.

The site owner may edit the content of these as desired.