



How to manage the contents of your multilingual online stand

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*Dear customer,
thank you for joining the network Expometals.net. Now you have at your disposal an interactive multilingual online stand, to attract potential customers and communicate on the internet in a simple and effective way.*

Your company will be supported by a tutor who is in charge of setting up the online stand (under your supervision) and contacting you at least 4 times a year, with the aim of encouraging you to publish new contents: news, videos and more. It's an important support, please make sure you give him/her 5 minutes each time, it will be enough to enhance your visibility. For any advice, question or help you can always refer to him/her.

Expometals.net is not an e-commerce, so you will not sell directly through the portal (even if it is possible that you will receive requests) and it is not even merely a channel to increase visits to your website. Expometals.net is a tool that will allow you to promote your brand and products within your industry, in six languages, using our database, our diffusion on social networking sites and our fire power on search engines.

*Welcome!
Davide
Dell'Oro
CEO*

What does your company have on Expometals?

The portal provides a whole series of tools to maximize your visibility not only on the portal itself, but also on the internet in general and other channels. You can find a list below. Keep in mind that everything is to be multiplied by six languages (English, Spanish, Italian, German, Russian, French).

Visibility on the portal

- Rotating logo on the homepage;
- Rotating showcase (company logo and short description) on the homepage*;
- Rotating showcase (company logo and short description) in your main category/ies*;
- Headquarters, agents and representatives geographically localized on the homepage map;
- Products/services visible in the “Products” section of the portal.

Online stand composition

******Your online stand is available in six languages (based on the content present on your website at the moment of the setting up) and includes in the left column your logo and all company details:

- Company name
- Address
- Telephone number
- Reference person (if provided)
- Skype (if available)
- Map with geo-localization in the central column
- Corporate video
- Company description with corporate photo
- List of products and/or services
- Latest news

** If the company does not provide the translations for the showcase, only the company logo will be displayed.*

*** If the company does not provide the translations for the online stand, only the pictures, the corporate video and a link to the other languages available on your online stand will be displayed.*

News, social networking sites and newsletter

Any news that you publish in your online stand - in the limit of one per month per language - will be shared on Facebook, LinkedIn, Twitter; in addition, it will be visible in the “News” section of the portal and into your main category/ies.

Your news will also be included in the fortnightly newsletter that we regularly send to all registered users of the portal (around 70,000 email addresses – updated to Sep 2018).

Search engines

Your online stand present on Expometals.net has been created to interact very well with search engines. Keep in mind that a complete online stand generates an average of 60 pages (in all languages), submitted to search engines. Expometals has been working on the online stand indexing for years. In many cases, if you search on Google a text string included in a product title, it will show up in the top positions of search engines. This way, we will dislodge your competitors to the lower positions. This operation is really important because it will influence whether the indexing is successful or not. Your tutor will work closely with you in order to achieve tangible outcomes.

Visibility on printed materials

Expometals.net participates as media-partner in a large number of events, such as national and international industry-specific meetings, fairs, conferences etc. In these occasion, we deliver a catalog with all the logos of the companies present on the portal. Furthermore, your logo will be displayed on the booth graphics during the events, fair and meetings we will attend.

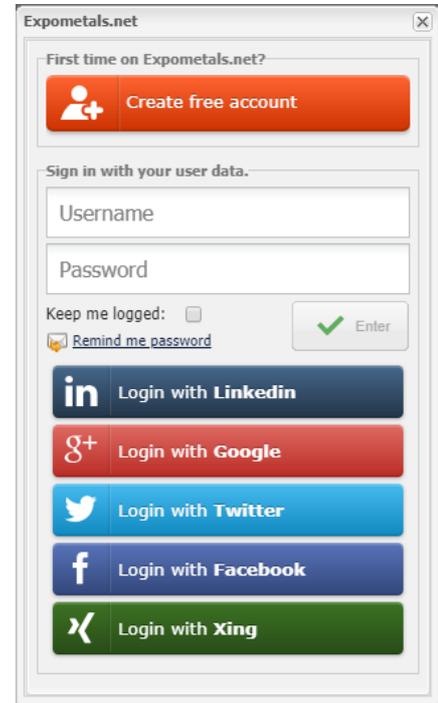
Account login and settings

Login and account

To access your online stand, add or edit the contents of your company, you must first log in. To log in, click on "My Company" on the homepage and type in the user and password that your tutor has emailed to you.

You may find it useful to link your favorite social account to the Expometals.net account by clicking on the colored buttons, as you can see in the image here on the right.

N.B. If you fail to log in 3 times, your account will be blocked for 15 minutes, after which you will be able to log in again.



Modify password account settings

On the menu bar on the homepage hover your mouse over "My Expometals" and then click on "Edit User Profile". From this page you can manage your user credentials, change your password and manage your profile.

N.B. Once you have made the changes, please remember to save them by clicking on "update" at the bottom of the page.



Edit online stand

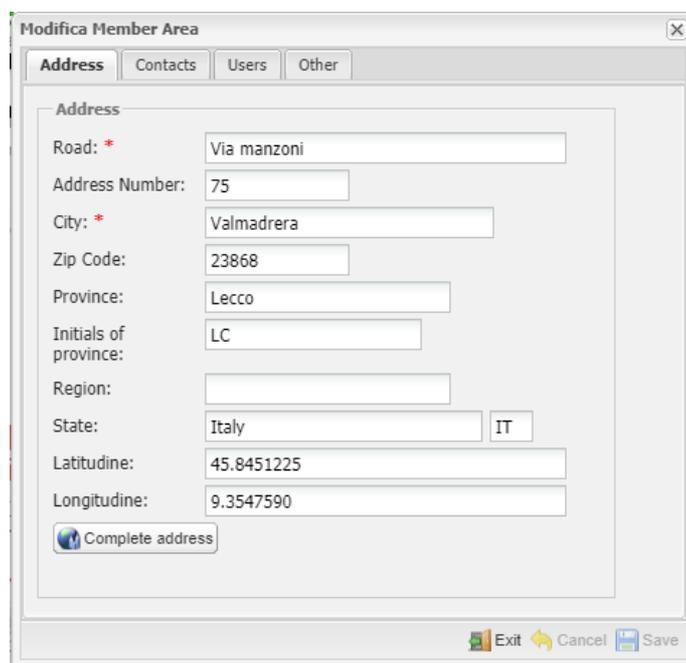
Your stand can be customized by you in all of its parts, with the exception of the company logo. If you want to change your logo, we ask you to send it to your tutor. Apart from that the management is autonomous.

To change your online stand, once logged in, hover your mouse over “My Company” (on the top right) and then click on "Edit stand online"; at this point, you will enter your online stand in “Edit” mode. Hover the mouse over the area you would like to edit and click on the tab that will appear. You can now proceed with the changes.

Edit company data and presentation video

Once logged in (in “Edit” mode, in the top left), hover the mouse over the company contact details (left column) and then click on the tab “Edit company information”. A new window will open.

In the first three tabs you can edit the contacts and company address, in the “Other” tab you can upload a new company video (must first be uploaded on YouTube, Vimeo, or the company server). If the video is already on YouTube, just paste the link without the "s" of https://. If the video is on other platforms, contact your tutor; he/she will explain you how to proceed.



The screenshot shows a web application window titled "Modifica Member Area" with a close button (X) in the top right corner. Below the title bar are four tabs: "Address" (selected), "Contacts", "Users", and "Other". The "Address" tab contains a form with the following fields and values:

- Road: * Via manzoni
- Address Number: 75
- City: * Valmadrera
- Zip Code: 23868
- Province: Lecco
- Initials of province: LC
- Region: (empty)
- State: Italy IT
- Latitudine: 45.8451225
- Longitudine: 9.3547590

At the bottom of the form is a button labeled "Complete address" with a globe icon. At the bottom of the window are three buttons: "Exit", "Cancel", and "Save".

N.B. Once you have made the changes, please remember to save them by clicking on “save” at the bottom of the tab.

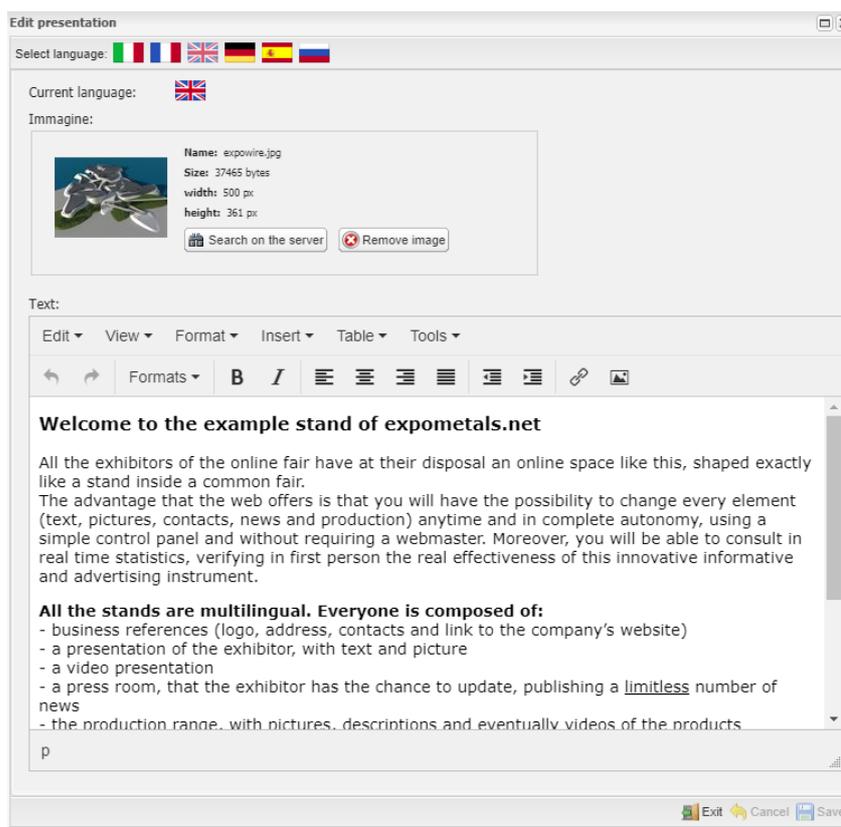
Iframe web tracking and https

In your online stand there is a function that allows to comfortably keep track of the visits to your online stand by using the web tracker of your website. From the tab “Other” you can deactivate this function. If you opt to do so, we suggest you ask your tutor to activate the Google Analytics and https in your online stand.

Edit company description and corporate photo

Once logged in (in “Edit” mode, in the top left), hover the mouse over the company presentation and then click on the “Edit presentation”. A new window will open.

In this tab you can edit the text in all languages (unformatted text must be used). In this section it is also possible to replace or upload a new corporate photo that will appear next to the company description; once replaced, the changes will be automatically applied to all languages.



N.B. Once you have made the changes, please remember to save them by clicking on “save” at the bottom right of the tab.

Edit or add products and / or services

Once logged in (in “Edit” mode, in the top left), hover the mouse over the “Products” section and then click on the “Product management” tab. A new window will appear.



	Product name	Date of publication	Order ▲	Visits	Translations
<input type="checkbox"/>	Example product		1	1506	
<input type="checkbox"/>	Example product 2		2	110	
<input type="checkbox"/>	Example product 3		3	14	
<input type="checkbox"/>	Esempio prodotto 4		4	19	
<input type="checkbox"/>	Aggiungi il tuo prodotto		5	17	
<input type="checkbox"/>	Prova inserimento prodotto		6	6	

Select the checkbox of the product to be edited and click on “Edit” to change it or “Delete” to delete it. If you want to change the order of appearance of the products/services simply drag and drop them.

N.B. To untick the product hold down the "Ctrl" key and click on the selected product. Once you have entered the product to be edited, you will see two tabs: “General settings” and “Multilanguage settings”.

GENERAL SETTINGS Tab: In this tab you can change the product image (for all languages), the filters and, if available, add the link to the video hosted on YouTube (if you enter the link, remember to delete the "s" of https://).



Edit product

Multilanguage settings | **General settings**

Product image:  Name: nuovo-quadrotto-logo-expome...
Size: 5484 bytes
width: 150 px
height: 150 px

Product categories

Servizi per le aziende

Youtube video link:

Product deal: Yes No

Publish: Yes No

MULTILINGUAL SETTINGS Tab: In this tab you can enter the title of your product for each language (which will be indexed on search engine). For the creation of the title, try not to use acronyms, but strings of text that your potential customers would search on Google. Enter a brief description of the product and/or service, and 5 keywords related to that product (for the keywords do not leave spaces after the comma, E.G. keyword1,keyword2,keyword3,keyword4,keyword5). At this point enter the complete description of the product/service.

N.B. Google indexes the products on your stand very well. However, to address the research, it needs a lot of text and many notions about the product itself. Do not be afraid to write. The more written content – and the more relevant it is - the better the indexing will be.

The screenshot shows a web application window titled "Edit product" with two tabs: "Multilingual settings" (selected) and "General settings". Under "Multilingual settings", there is a "Select language:" section with flags for Italian, French, English, German, Spanish, and Russian. The "Current language:" is set to English (UK). Below this are input fields for "Product name:" (containing "Example product"), "Direct link:" (containing "http://www.example.com"), "Short description (max 500 characters):" (containing a promotional text), and "[Keywords]:" (containing "keyword1,keyword2,keyword-n..."). The "Product description:" section features a rich text editor with a toolbar (including Undo, Redo, Bold, Italic, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, and Image) and a text area containing the same promotional text as the short description. At the bottom right of the window are buttons for "Exit", "Cancel", "Save", and "Delete".

N.B. Once you have made the changes, please remember to save them by clicking on “save” at the bottom right of the tab.

Edit or add news

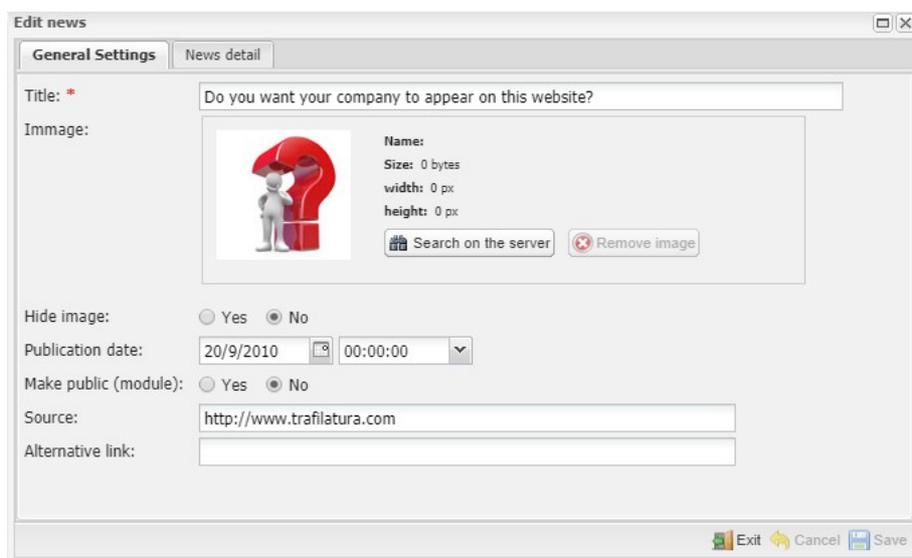
Once logged in (in “Edit” mode, in the top left), hover the mouse over the “News” section and then click on the “News management” tab. Select the language first and then click on the green “Add” button to add a new news item.

You have no entry limits, neither length nor number of news stories in your online stand. However keep in mind that only up to one news item per month per language will be displayed in the General News section of Expometals, in your own main category, and sent within the newsletter to all our database of registered users. If you publish more than one news story per month, contact your tutor to better define the terms and order of the publication.

N.B. Once you have made the changes, please remember to save them by clicking on “save” at the bottom of the tab.

Once you have entered the news item to be edited or added, you will see two tabs: “General settings” and “News detail”.

GENERAL SETTINGS Tab: in this tab you can upload the image that will be displayed on social networking sites alongside the news story, if shared. You can also see the date and time of the publication, as well as other optional fields to fill in, such as the source or the link.



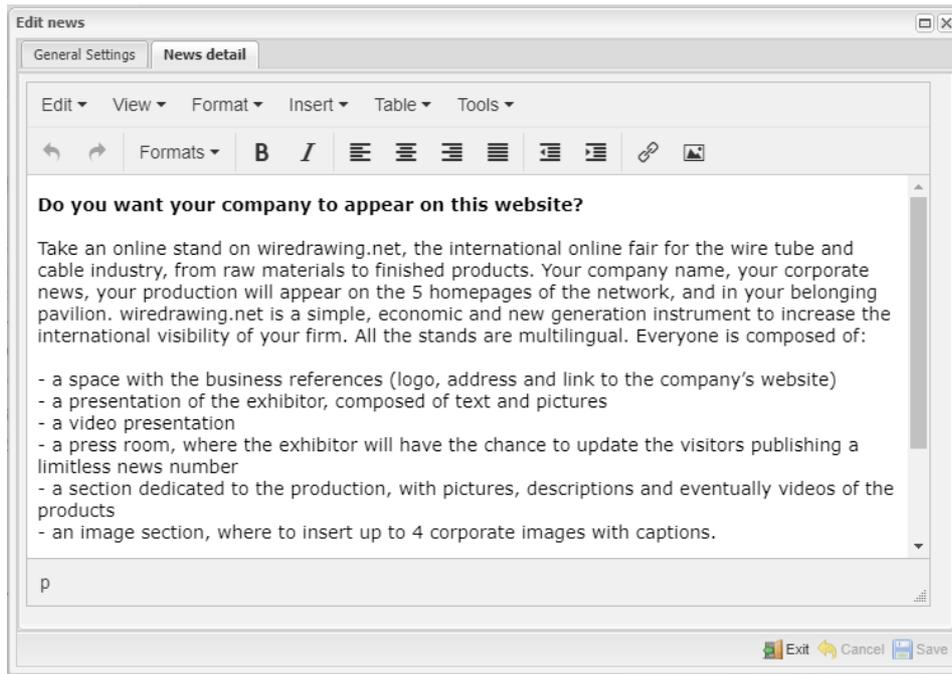
The screenshot shows a web application window titled "Edit news" with two tabs: "General Settings" (active) and "News detail". The "General Settings" tab contains the following fields and controls:

- Title:** A text input field containing "Do you want your company to appear on this website?".
- Image:** A preview area showing a 3D character holding a red umbrella. To the right, it displays "Name:", "Size: 0 bytes", "width: 0 px", and "height: 0 px". Below the preview are two buttons: "Search on the server" and "Remove image".
- Hide image:** Radio buttons for "Yes" and "No", with "No" selected.
- Publication date:** A date input field showing "20/9/2010" and a time dropdown menu showing "00:00:00".
- Make public (module):** Radio buttons for "Yes" and "No", with "No" selected.
- Source:** A text input field containing "http://www.trafilatura.com".
- Alternative link:** An empty text input field.

At the bottom right of the window, there are three buttons: "Exit", "Cancel", and "Save".

The “Publication date” function is really important because it allows you to plan out the next publications in advance. You can comfortably add your news during your free time and set a date and time for the publication. The news will remain hidden until the date you have set, and, if not set as drafts, will be automatically published that day.

NEWS DETAIL Tab: in this tab you can add the text of your news item. You can format it as you like and add other attachments, images or anything else.



N.B. Before sharing your news (in the homepage, on social networking sites and by newsletter), our editorial staff will align it to the guidelines of the portal and make it as SEO friendly as possible.

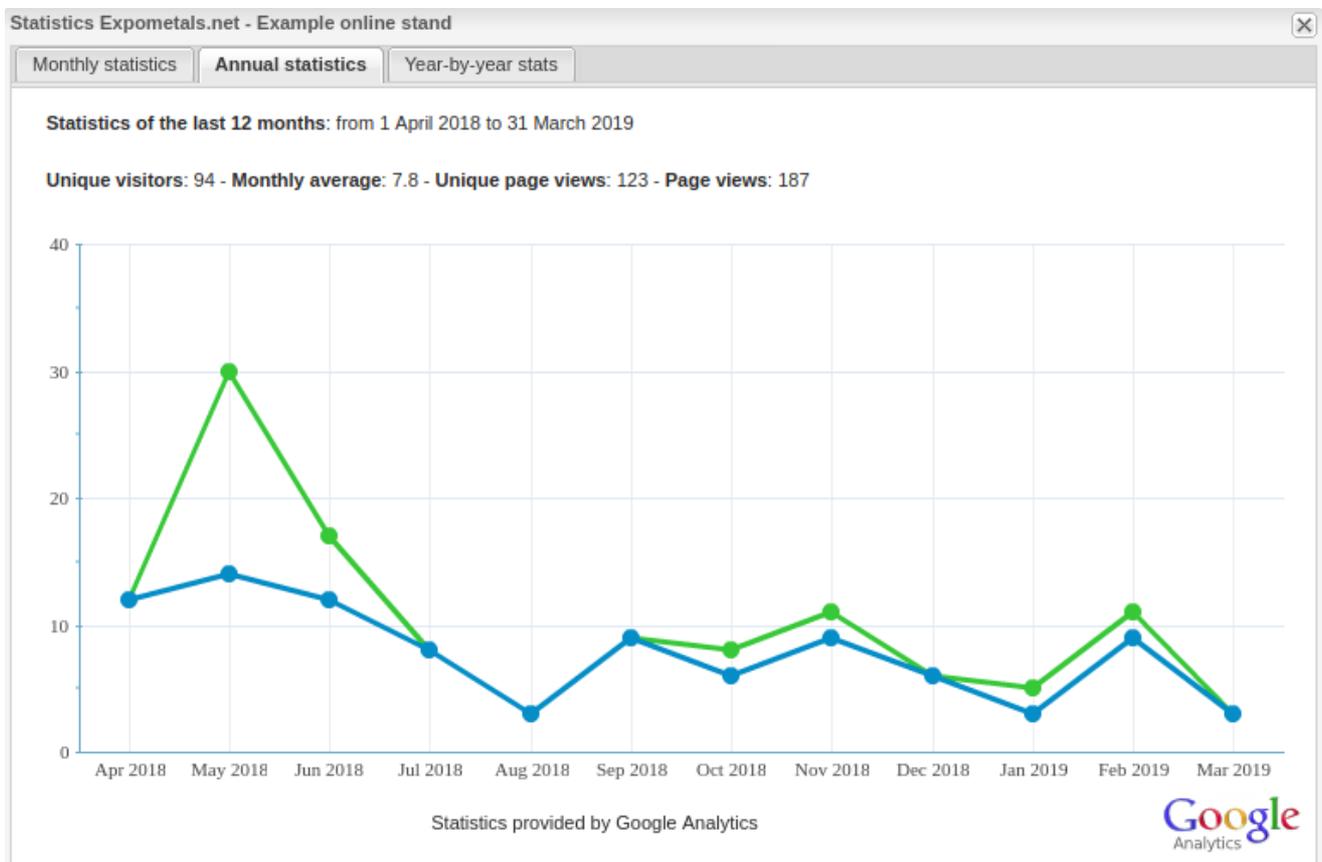
N.B. Once you have made the changes, please remember to save them by clicking on “save” at the bottom of the tab.

Statistics

Once logged in (in “Edit” mode, in the top left), hover the mouse over the company contact details (left column) and then click on the tab “Statistics” to see your online stand statistics.

In the "Statistics" window there are three tabs: “Monthly statistics”, “Yearly statistics” and “Data statistics divided by year”.

N.B. The visits available in the statistics of your online stand are to be considered unique, industry-specific and certified by Google Analytics.



Tutor service and support

Once your online stand has been published, every three months you will be contacted by your personal tutor, who will encourage you to publish news or other contents.

N.B. If you do not have time to publish new content on your own, don't freak out! You can just send the material to your tutor, who will proceed with the publication on your behalf (no additional cost is required, already included in your subscription).

Translations

If you would like your news, products or any other kind of text to be translated, keep in mind that in the office of Expometals.net we have a pool of professional translators for the following languages: English, German, Spanish, French and Russian.

N.B. Translations require an extra cost, and are not included in the annual subscription. Contact us for a price prospect.

Additional services

If you want to further increase the visibility within our portal or on the internet in general, we offer several extra-cost services. You can find some examples below:

- Dedicated newsletter (DEM) to all of our email records.
- Banners
- Brochure catalogs or other printed material
- Creation of website

Should you be interested in one or more of these services, contact us to receive a price prospect.

Contacts

We would also like to remind you that your subscription includes the assistance and support of our technical staff. Should you have any doubt or question do not hesitate to contact your tutor, who will be happy to assist you or manage your online stand on your behalf.

Phone: +39 0341 580 139 – E-mail: staff@Expometals.net

Skype: ask your tutor for his direct Skype contact.