

DMT | DISCOVER MY TOWN

Business Owner Operations Guide

BUSINESS OWNER GUIDE

English Operational Guide | V1.0 | PDF Edition

Document notice: This is a role-specific working draft adapted from DMT MASTER MANUAL 01 - 19. Actual Wix menus, buttons, permissions and payment flows require verification before launch. Do not advertise unconfirmed features or prices as finalized.

1. Practical Operating Procedures

Business Registration & Ownership Verification

1. Sign in with your Business Owner account.
2. In BUSINESS registration, enter the business name, address, contact details, category and photos.
3. If the business is already listed, verify ownership using Claim Profile.
4. After approval, review the published listing and contact information.

Content & Advertising Applications

1. Select HOT DEALS, COUPONS, JOBS or EVENTS and enter title, dates, images and conditions.
2. For Featured or Banner ads, review placement, term and price before applying.
3. Confirm publication status after payment verification and ad review.
4. For QR COUPON BOOK, approve the print proof and verify QR destinations before printing.

Inquiries, Payments & SHOP

1. Reply to inquiries received by your business through MY LEADS.
2. Review advertising periods, payments and renewals in MY ADS and PAYMENTS.

3. AI PLUS and DMT SHOP are separate options; confirm availability and pricing before subscribing.

2. Related MASTER Operating Standards

MANUAL 01 | Membership, Business Listings & Featured Business

User flow | Sign up → create a listing or Claim Profile → enter required information → verify ownership/contact → Operator approval → publish.

Business application | Enter name, address, phone, website, category, operating details and photos; distinguish public from private contact information.

Featured | Separate regular listings from paid placement. Activate after application, payment, slot allocation and review.

Validation | Check duplicate/branch records, block unauthorized edits, verify claim codes and mobile display.

MANUAL 02 | HOT DEALS

Submission | Business enters title, description, image, discount/benefit, valid period and quantity limit.

Display | HOME cards → full list → detail page should use the same CMS data.

Featured | Record payment and review separately for paid Featured applications.

Validation | Hide expired offers; check images, detail links and 320px/390px mobile screens.

MANUAL 03 | DIGITAL COUPONS

Submission | Enter coupon name, benefit, terms, start/end dates, business, image and QR/coupon code.

Redemption | Customers use mobile display, QR scan or print as permitted by the advertiser.

Print link | Printed QR COUPON BOOK coupons link to online coupon detail pages.

Validation | Check expiry, repeat-use policy, HOME/list/detail consistency and QR destinations.

MANUAL 04 | JOBS

Submission | Enter business, job title, location, employment type, compensation, application method and deadline.

Application | Review listing → publish → APPLY button → send applicant information → business confirmation.

Featured | Manage paid top placement as a separate ad product.

Validation | Check applicant-data access, expired listing removal, buttons and mobile layout.

MANUAL 05 | EVENTS

Submission | Enter event title, date/time, venue, organizer, description, image and registration/external link.

Workflow | Submit → review → publish → archive or hide after the event.

Featured | Manage paid event placement approval and duration separately.

Validation | Check time zones, changes, cancellation notices and mobile links.

MANUAL 06 | QR COUPON BOOK

Product specification | 6×9 inches, 24 pages, 2,000 copies; 22 pages × 3 = 66 coupon slots and four premium print banners.

Illustrative pricing | \$90 per coupon slot; four premium banners at \$150 each. Sold-out gross revenue \$6,540; print \$1,539.20 plus design \$800 = \$2,339.20; illustrative difference \$4,200.80 before distribution and other costs.

Core message | Printed coupon → scan QR → DMT online coupon detail page.

Workflow | Application/payment → collect ad copy → approve proof → verify QR → place print order → inspect/distribute → record results.

Note | Final print specifications and pricing depend on the issue-specific quote and sales terms.

MANUAL 07 | DIGITAL BANNER

Product | Manage banner placement (HOME/category), duration, image specifications, links and display area.

HQ control | Operators may not edit, sell or delete the three HQ-reserved digital ad slots per City.

Reservations | For competing requests for the same slot and period, verify valid payments and allocation order; apply First-Paid-Wins.

Validation | Check mobile cropping, links, dates, approvals and HQ slot protection.

MANUAL 09 | HOME SERVICES

Structure | Connect all 16 HOME SERVICES subcategories to the local business directory.

Inquiries | Category → business detail → inquiry/quote request → business receives → reply/status tracking.

Validation | Check category links, contact details, business ownership, inquiry alerts and mobile views.

MANUAL 10 | BUSINESS OWNER DASHBOARD

Menu | MY BUSINESS / MY CONTENT / MY ADS / MY LEADS / PAYMENTS / ANALYTICS.

Tasks | Review only your own business, ads, inquiries and payment records; edit within approved permissions.

Caution | Separate payment from publication approval and prevent access to other businesses' customer data.

MANUAL 14 | Advertising Products & Revenue Management

Catalog | Featured Business, Hot Deals, Coupons, Jobs, Events, digital banners, QR COUPON BOOK and approved packages.

Pricing status | Digital ad and bundle prices are proposals; do not present them to advertisers as final until approved.

Revenue records | Link product code, advertiser, term, slot, invoice, payment, refund and responsible Operator.

Renewals | Consider notices 7 days and 3 days before expiration and after expiry; report advertising performance.

MANUAL 16 | AI · SaaS · DMT SHOP

BASIC direction | Inquiry intake/alerts, basic content-writing assistance and elementary performance reports. Verify whether generative AI is actually implemented.

AI PLUS proposal | Advanced content, lead prioritization, follow-up copy, analytics, review replies and multilingual support. Usage, cost and pricing remain undecided.

SHOP option | Sell own products and consigned local products. Define contractual responsibility for products, inventory, orders, shipping, returns and settlements.

Caution | Wix store features do not automatically provide multi-vendor settlements. Verify payment accounts, taxes, seller responsibilities and actual integrations.

MANUAL 17 | Contracts, Payments, Refunds & Exit

Separate agreements | Distinguish HQ - Operator contracts, advertiser agreements, AI/SHOP add-ons and SHOP product transactions.

Payments | Prefer online automated payment; permit approved Operator-assisted orders/collections as a secondary channel.

Ad publication | Publish only after payment verification, slot/term allocation and content approval.

Refunds | Evaluate legal terms, contracts and stage of performance for pre/post publication, print design/proof/order and monthly subscriptions.

Exit | Address settlement, ad obligations, personal data, access revocation and handover. HQ has no obligation to purchase the Operator's separate database or business.

3. Pre-Launch Checklist

- ☐ Verify business ownership and branch details
- ☐ Verify ad copy, images and dates
- ☐ Distinguish payment, approval and publication states
- ☐ Test inquiry receipt and replies

☐ Retain coupon-book print proof approvals

☐ Disclose refund and cancellation terms

4. Notes and Unconfirmed Items

- Digital advertising prices and AI PLUS/SHOP fees are illustrative until finalized.
- Define SHOP seller, shipping, refund and settlement duties in separate agreements.

Final release: HQ approval → Wix QA for the City → update screen paths and images → distribute to users.