

## Edit Advertisers

This menu (available by clicking “Edit Advertisers” from the Story Studio main menu) allows you to change the **name**, **category** and **website or email link** of any display advertisement. You can also **prevent certain advertisements from displaying** on your site. Finally, you can enter “**metadata**” for your ads to potentially improve their ranking in Google and other search engines.

(“Display advertisement” refers to an ad that we extract from your print edition. These are the same ads that are shown in rotation on the right side of your website.)

When you first click “Edit Advertisers,” you will be shown a listing of the display advertisements currently being displayed on your website. It looks like this:

Select viewing option below:		Select Advertiser Categories:	
Show current advertisers: <input checked="" type="radio"/>		Select one or more items from the list below.	
Show all advertisers: <input type="radio"/>		All Categories Real Estate Listings Public Notices	
Click Update to see changed made above:		Update...	

### List and edit advertisers - Currently listing 43 advertisers

Publisher ↑ ↓	Advertiser ↑ ↓	Category ↑ ↓	Website ↑ ↓	Email ↑ ↓	Edit ↑ ↓
	State Farm - Larry J. Russell	General	www.statefarm.com	larry@larryrussell.info	<a href="#">edit</a>

The **Viewing options** can be changed so that you are either shown your **current advertisers** (i.e. the display ads currently on your website), or **all advertisers** (i.e. all of the display ads that have ever run on your website).

You can select one or more marketplace categories from the **Category selection** menu. This allows you to view a listing of ads from a specific category or categories. To use this control, simply highlight the category you wish to view. For multiple categories, hold down the **CTRL** button and click on the additional categories you wish to view.

After making changes in either **Viewing options** or **Category selection**, click **Update...** to view the new list.

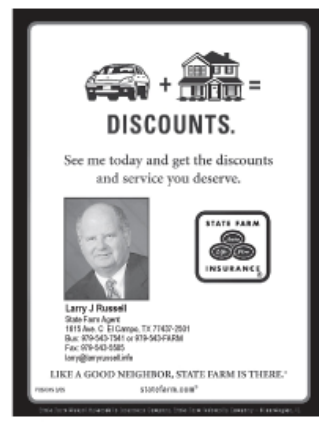
The listing shows the category, website address, and email address for each advertiser. Any of these fields, including the advertiser name itself, can be changed by clicking the **Edit** button next to that advertiser’s entry (in the far right column).

After clicking **Edit** you will see a screen like this:

State Farm - Larry J. Russell - [View Advertiser Profile](#)

Advertiser Information:	
Show Advertiser: <input checked="" type="checkbox"/>	Category: <span style="border: 1px solid black; padding: 2px;">General</span>
Advertiser Name: <span style="border: 1px solid black; padding: 2px;">State Farm - Larry J. Russell</span>	
Other Advertiser Information:	
Website: <span style="border: 1px solid black; padding: 2px;">http://www.statefarm.com</span>	
Email: <span style="border: 1px solid black; padding: 2px;">larry@larryrussell.info</span>	
Search Engine Information:	
Ad Page Title: <span style="border: 1px solid black; padding: 2px;"> </span>	
Meta Description (Search Engine):	<span style="border: 1px solid black; padding: 2px;"> </span>
Meta Keywords (Search Engine):	<span style="border: 1px solid black; padding: 2px;"> </span>
<small>Separate keywords by comma.</small>	
<a href="#">Advertiser Statistics</a>	<input type="button" value="Update Ad"/>

**Ads in current issue:**



**DISCOUNTS.**  
See me today and get the discounts and service you deserve.

**Larry J. Russell**  
State Farm Agent  
1815 Ave. C, El Campo, TX 77425-2001  
Bus: 979-543-7261 or 979-943-8386  
Fax: 979-543-5585  
larry@larryrussell.info

LIKE A GOOD NEIGHBOR, STATE FARM IS THERE.  
www.statefarm.com

**NOTE:** If you change anything on this screen, you must click “Update Ad” to save your changes.

### **Ads in current issue:**

If the ad in question is currently being displayed on your website, a thumbnail image of it will be shown here.

**NOTE:** If multiple ads share the same Advertiser Name, all of the relevant ads will be shown (and any changes you make will be applied to all of them).

### **Advertiser Information:**

**Show Advertiser:** Uncheck this box to prevent the ad from displaying on your website (for instance, if the advertiser opted out of placing their ad online). Please note that this will prevent any future advertisements with the same title from displaying in the future, until the Show Advertisers box is checked again.

**Category:** Select which marketplace category the ad should be displayed under.

### **Other Advertiser Information:**

**Advertiser Name:** Use to modify the advertiser's name. This is the name that will be shown in the Advertiser Index on your website.

**Website:** Enter the advertiser's website address here, without the "http://" in the front. This will be shown in the Advertiser Index and also when a reader views the full version of the ad.

**Email:** Enter the advertiser's email address here. This will be shown in the Advertiser Index and also when a reader views the full version of the ad.

### **Search Engine Information:**

**IMPORTANT:** Search engine information is entirely optional. Also, depending on your market, adding this "metadata" may only provide minimal improvement in search ranking for your ads. It is best not to obsess over micromanaging the data for each ad.

**Ad Page Title:** This is what appears at the top of your browser window when viewing the full version of an ad:



It is also used by Google to determine the title for the link to that ad. By default, as shown above, the Advertiser Name is used for the page title.

**Meta Description:** This should consist of several phrases which describe the advertiser's services and their location. For instance, "Bookseller located in Brooklyn, NY, specializing in used and rare books." This is often used as the text below the link in Google. By default, they will use the text within the ad as the description if no other is present.

**Meta Keywords:** This should consist of several words, separated by commas, that are particularly relevant to the advertiser. For the aforementioned bookstore in Brooklyn, you might write: "Brooklyn, NYC, books, used books, rare books, bookstore, independent," etc. The more unique you can make your keywords, the better, but many search engine experts believe that keywords have become less important in recent years since they are so easy to exploit.

**REMINDER: If you change any of the information above, you must click "Update Ad" to save your changes.**

### **Advertiser Statistics:**

Click this button to view the display statistics for the selected ad. More information can be found in the support document entitled "[Reports & Statistics](#)".