

Appendix B to Web Content Maintenance Policy  
United Townships of Head, Clara & Maria  
Business Directory Guidelines

**1.0 Business Directory Objectives**

1.1 The objective of the Township of Head, Clara & Maria's online business directory is to promote local businesses within the Municipality at no charge to the businesses.

1.2 The business directory is intended to compliment the Township of Head, Clara & Maria's main website by emphasizing the economic diversity of the Township.

1.3 The business directory is administered by the Clerk of the Township of Head, Clara & Maria.

1.4 Final authority with regard to all matters relating to the directory belongs to the Council of the United Townships of Head, Clara & Maria.

**2.0 Criteria for Listing a Business**

2.1 To qualify for listing on the directory, a business must be located within the geographic boundaries of the Municipality.

2.2 Businesses that meet the listing criteria are eligible to display their information on one (1) page of the directory. Where appropriate, businesses may be indexed in more than one location within the directory.

2.3 All businesses which meet the listing criteria and have applied to be posted on the Township of Head, Clara & Maria's online business directory are required to review a copy of their listing prior to publication, and must return to the Township a signed confirmation form that verifies the accuracy of the information and consents to the publication of the listing on the business directory portion of the website.

2.4 Businesses that fail to submit a signed confirmation form will not be listed on the business directory.

**3.0 Directory Content Management**

3.1 The staff member responsible for routine maintenance to the Township of Head, Clara & Maria's website is authorized to proceed with business directory content management, which includes but is not limited to, minor and routine changes, processing directory applications, adding and removing businesses in accordance with these guidelines.

**4.0 External Links from Business Directory Listings**

4.1 External links located on business directory pages must connect directly to the website appropriate to the local business referenced on that page of the business directory.

4.2 External links from the business directory must comply with section ten (10) of the Township of Head, Clara & Maria's website policy.

**5.0 Review Procedures**

5.1 All listings on the directory will be reviewed annually to ensure the accuracy of the information and to determine that all businesses continue to meet the listing criteria.

5.2 At the time of the review, all businesses listed will be mailed, faxed or emailed a business directory reminder encouraging them to keep their listing current.