Femnity user guide

FEMNITY
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1.0 Introduction to Femnity

Femnity is more than a directory—it's a movement designed to empower women, amplify their voices, and showcase their brilliance across industries and communities. 🌸 Built with women at its heart, Femnity provides a professional, SEO-optimized platform where women can list their businesses, promote their services, and connect with opportunities that fuel growth and impact.

In today's fast-paced digital world, visibility is power. Too often, women-led initiatives go unnoticed, leaving incredible skills, talents, and businesses hidden in the background. Femnity changes that by creating a centralized hub for discovery and connection—whether it's in fitness and body confidence, wellness and nutrition, beauty and fashion, entrepreneurship, education, or creative arts. Every listing represents not just a business, but a story of ambition, resilience, and empowerment.

But Femnity is more than a business tool—it's a community and catalyst for change. By highlighting women-led ventures, we spark collaboration, open doors for mentorship, and inspire others to step into their power. Each profile builds towards a greater vision: an ecosystem where women are visible, valued, and celebrated.

With Femnity, women gain:

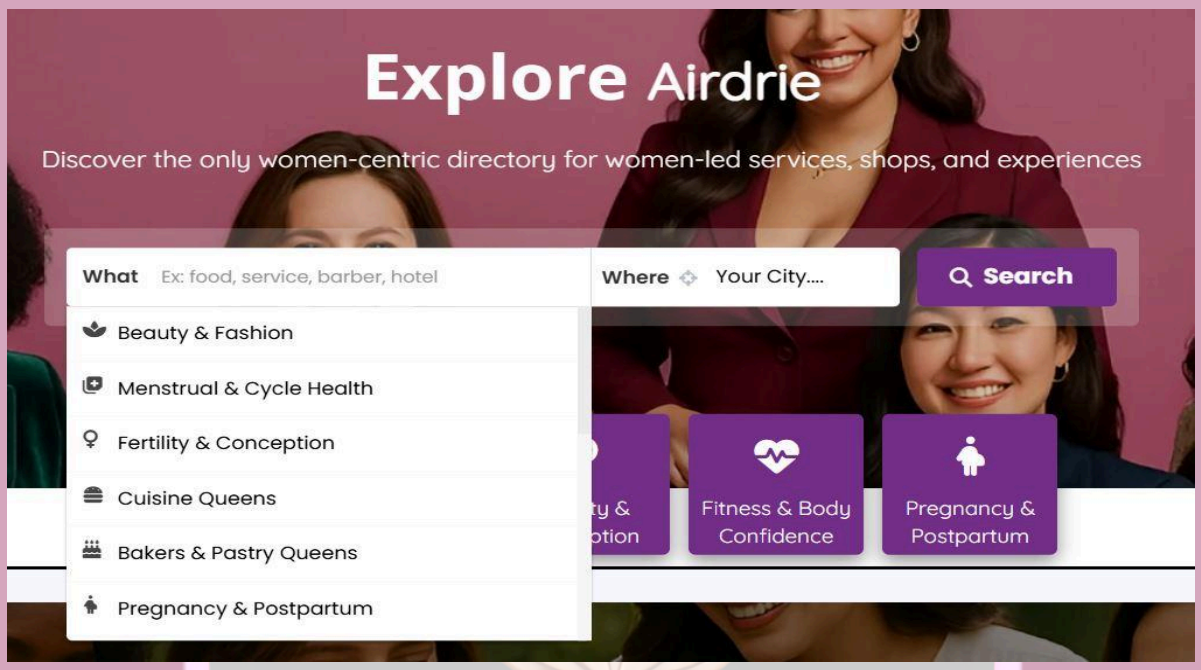
- **Visibility** – A polished platform to showcase expertise and attract clients.
- **Connection** – Networking and collaboration within a supportive sisterhood.
- **Empowerment** – Tools to grow, thrive, and inspire others.
- **Impact** – The chance to lead change and leave a legacy.

At Femnity, we believe every woman deserves a spotlight. Together, we are building not just a directory, but a legacy of empowerment and opportunity—one listing, one connection, one success story at a time. ✨

2.0 Getting Started with Femnity

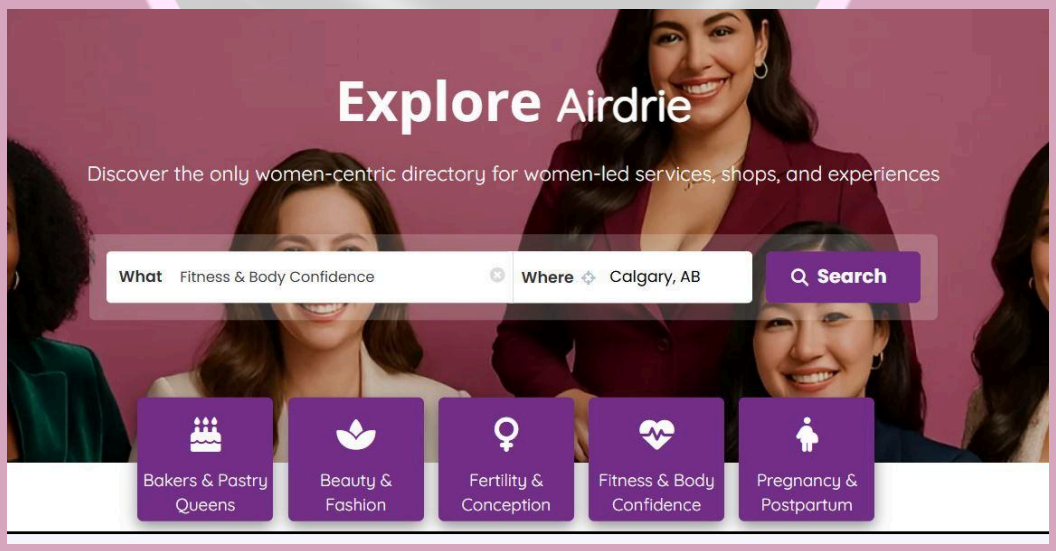
2.1 For Everyday Users (Search & Discovery)

- **Browsing the Directory**

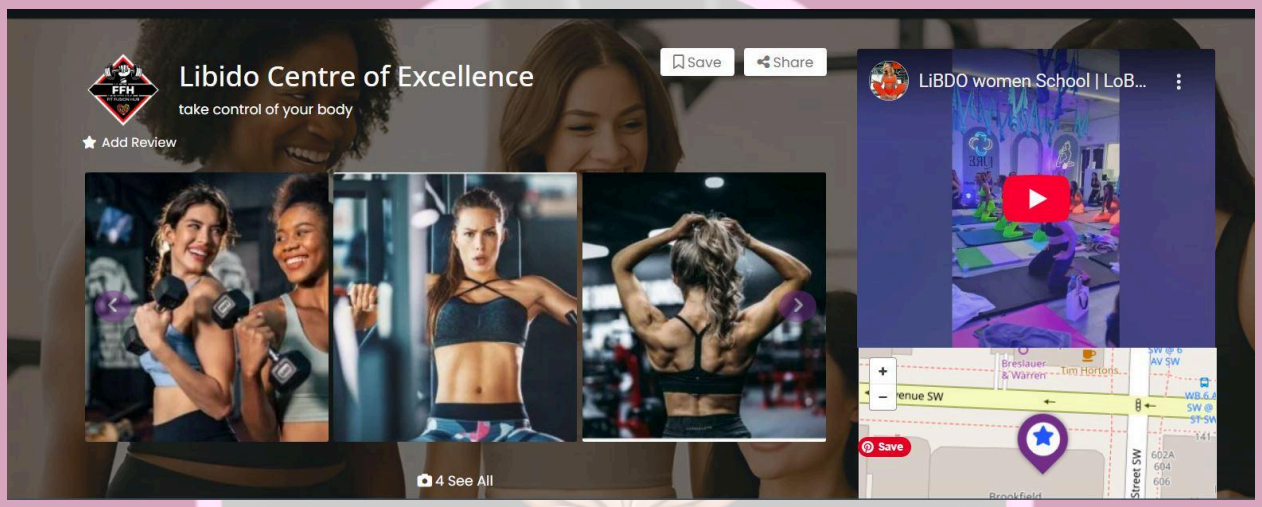


  - How to explore categories like Fitness, Beauty, Wellness, Education, Lifestyle, etc.

- **Using the Search Bar**
  - Searching by keyword, location, or service type.



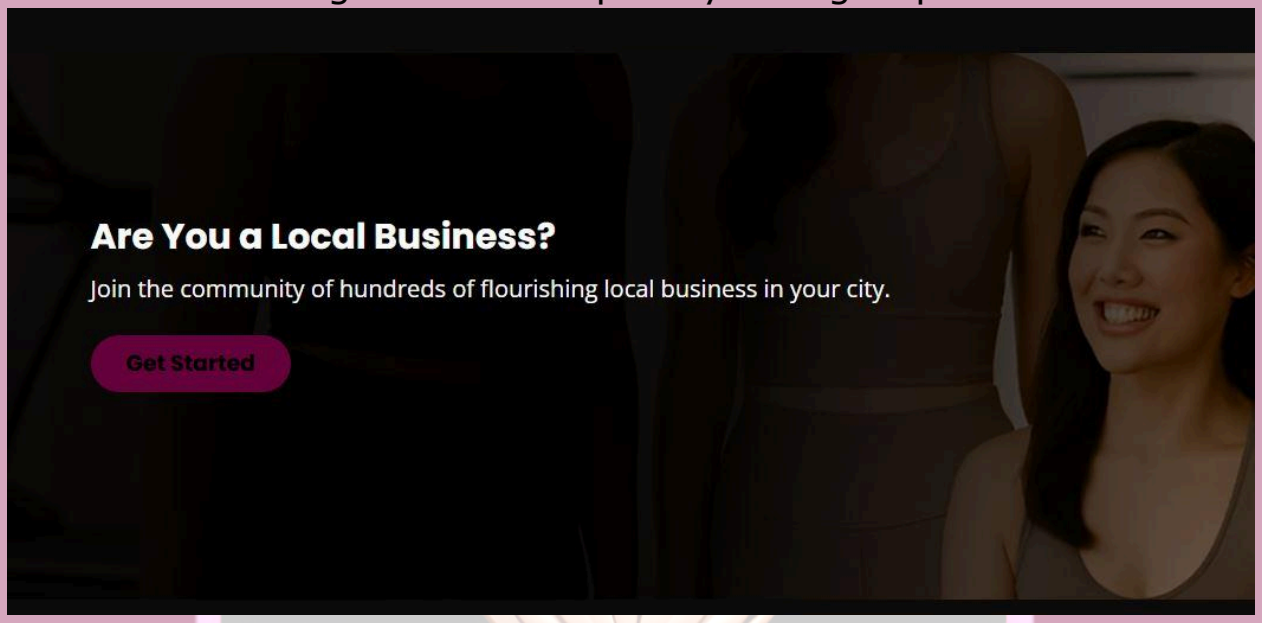
- **Filtering Results**
  - Narrowing down results by rating, proximity, or category.
- **Viewing Business Profiles**
  - What you'll find on a profile: description, services, images, contact info, social media links, reviews.
- **Leaving Reviews & Ratings**
  - How to share your experience and support other women-led businesses.

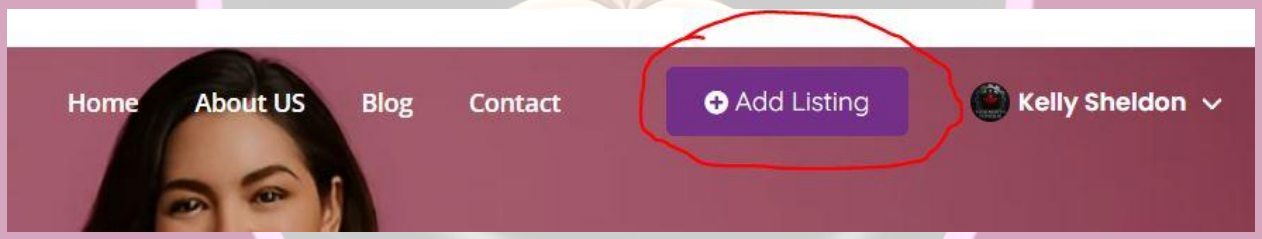


- **Saving or Sharing a Listing**
  - Bookmarking businesses you love.
  - Sharing with friends via social media or direct links.

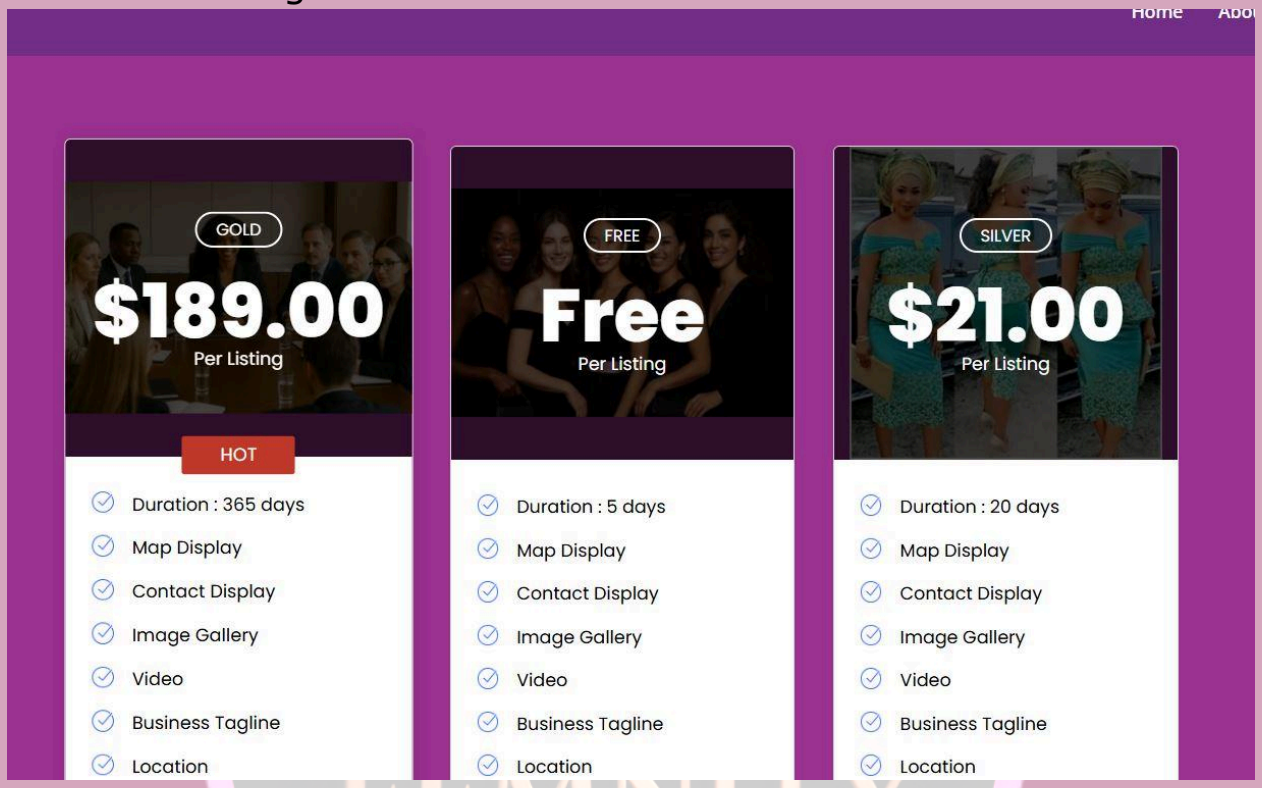
2.2 For Business Owners & Service Providers (Sign Up & Listings)

- **Creating Your Listing**
  - Begin by creating your listing. During the process, you will be guided to complete your sign-up.



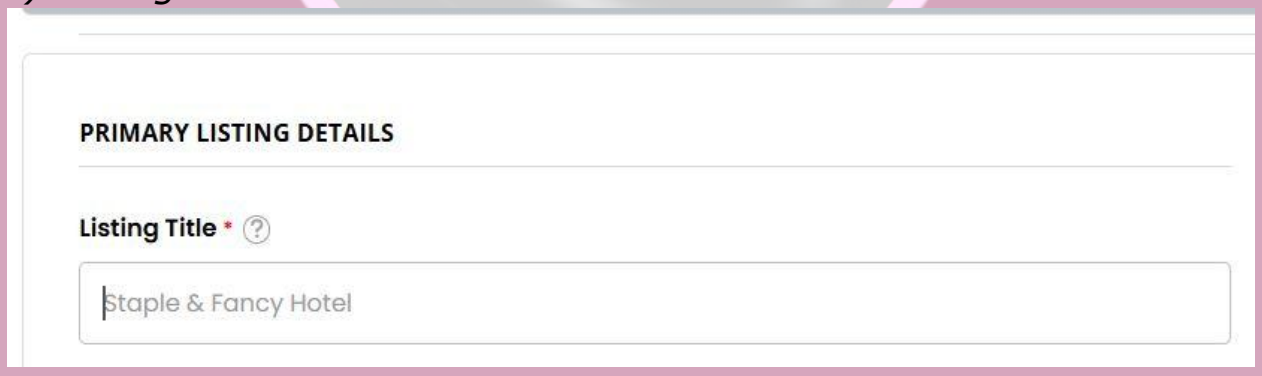


- **Select price Plan**
  - Choose the pricing plan that best suits your needs. Each plan is designed to offer different levels of visibility, duration, and promotional features for your listing.

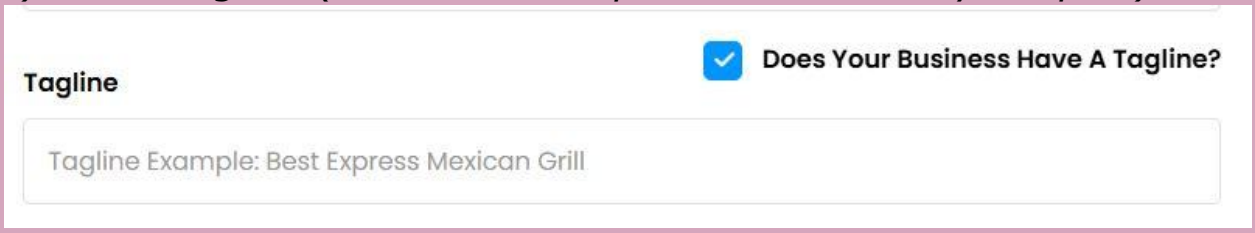


- **Creating Your Business Listing**
  - Adding business name, logo, description, services.
  - Uploading photos, videos, and location etc

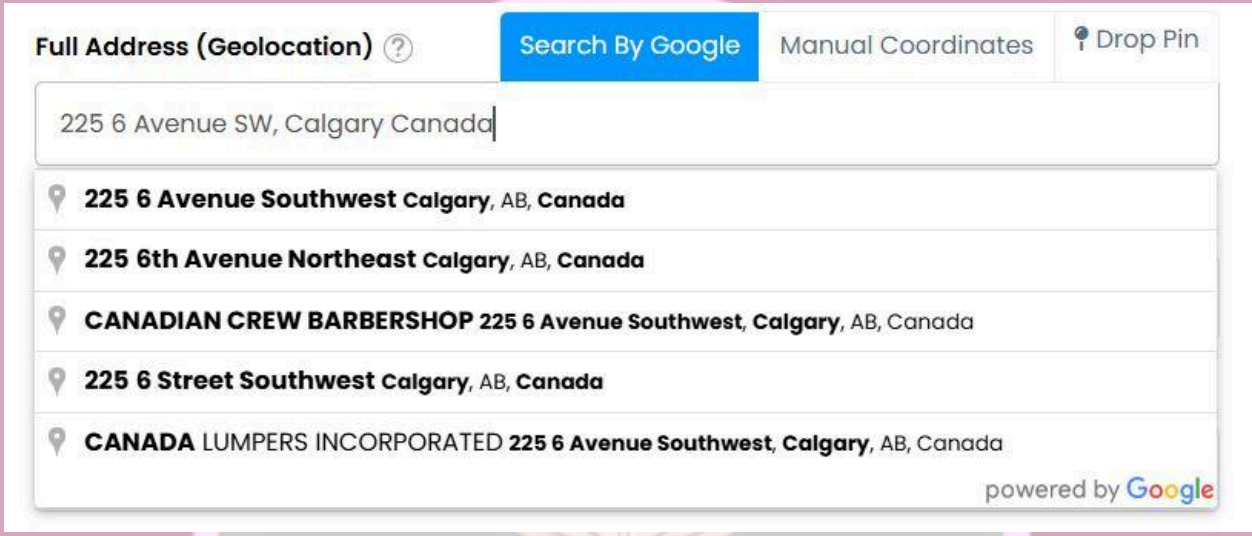
a) Listing Title



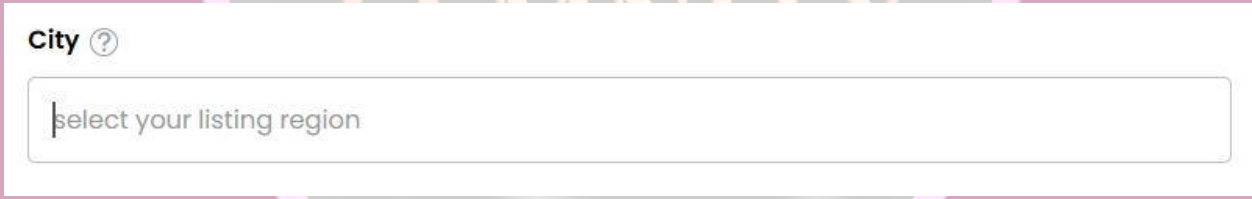
b) Insert tagline (Instant first impression and sets you apart)



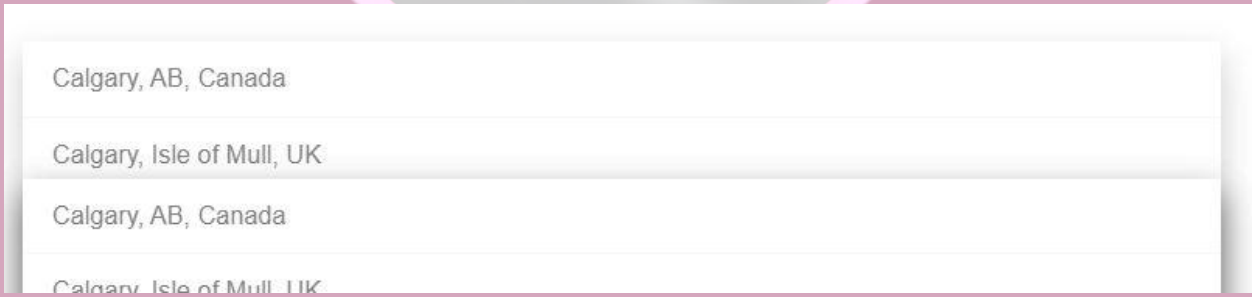
c) Insert Address

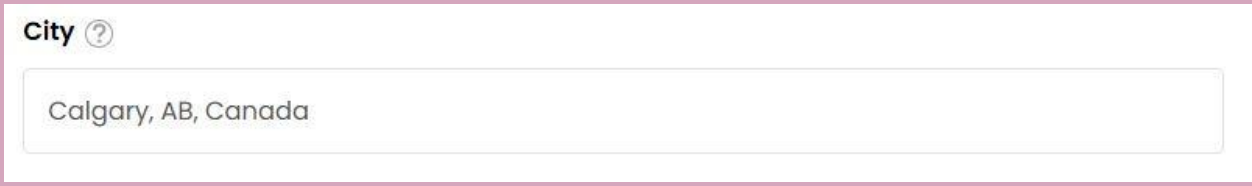


d) Insert City

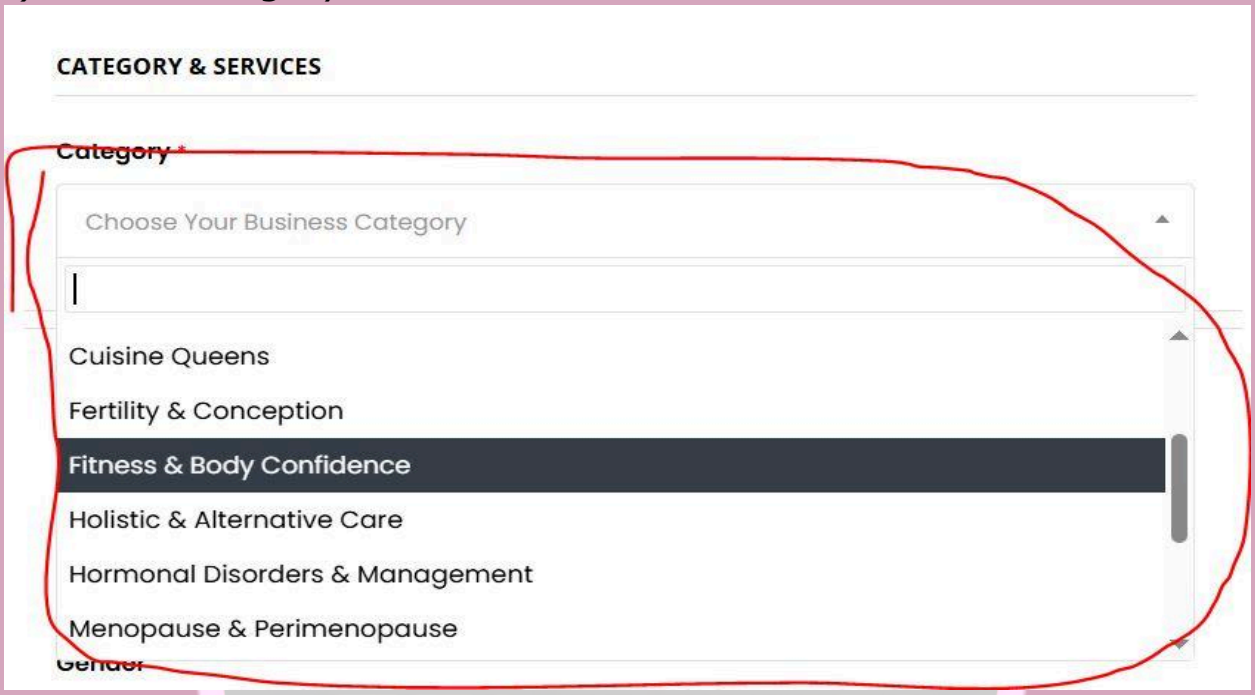


As you begin typing your city, suggestions will automatically appear in a dropdown. Simply select your city from the list.



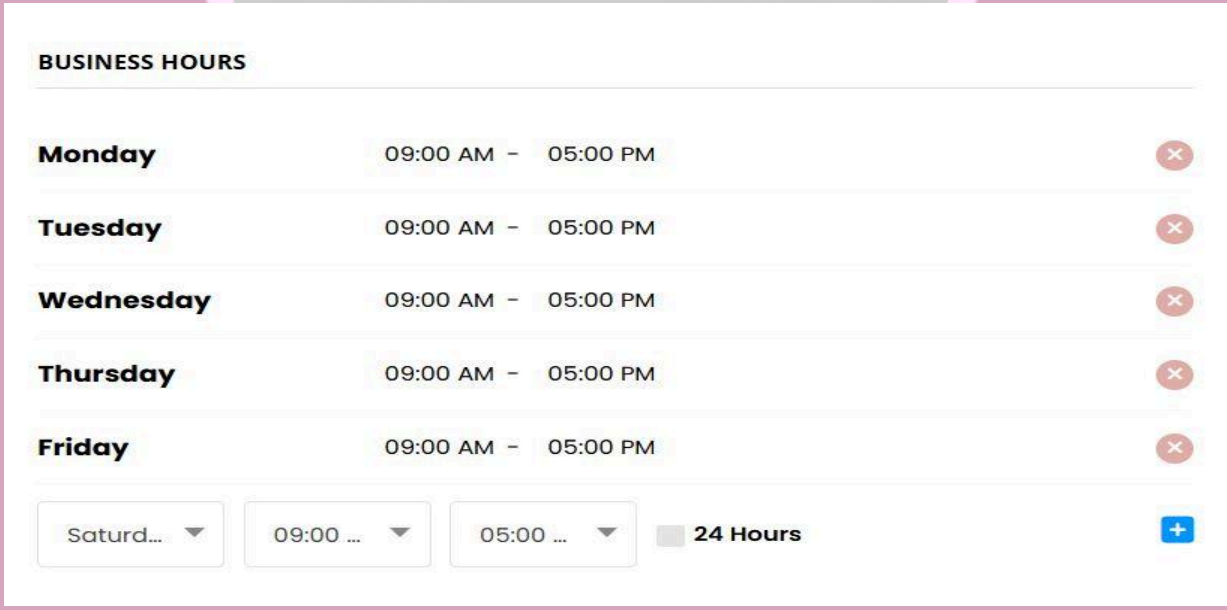


e) Insert Category

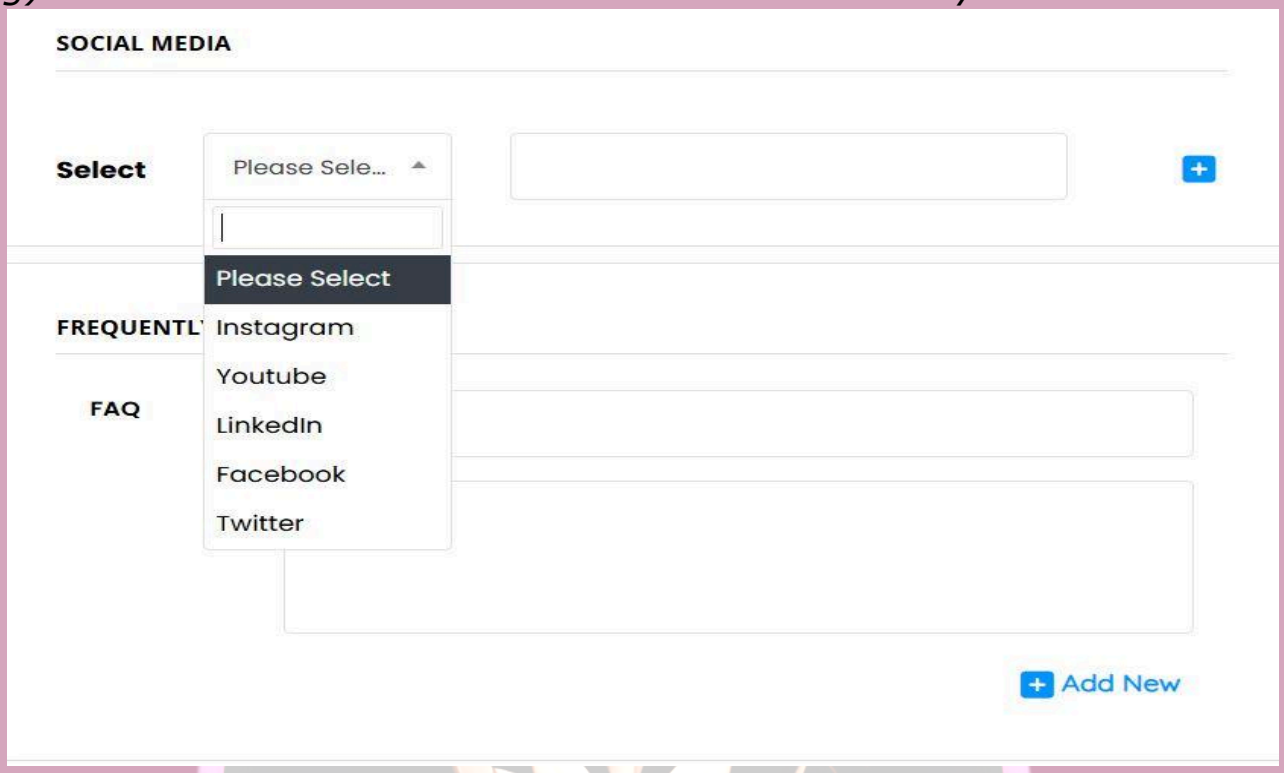


FEMNITY

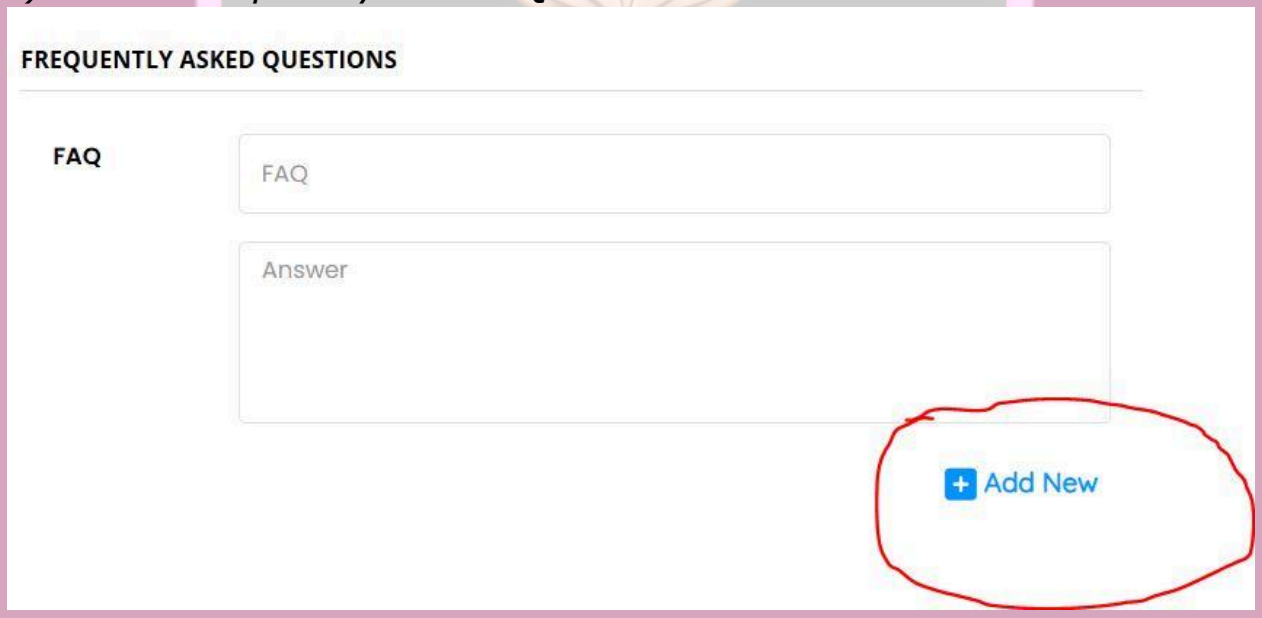
f) Insert Business Hours



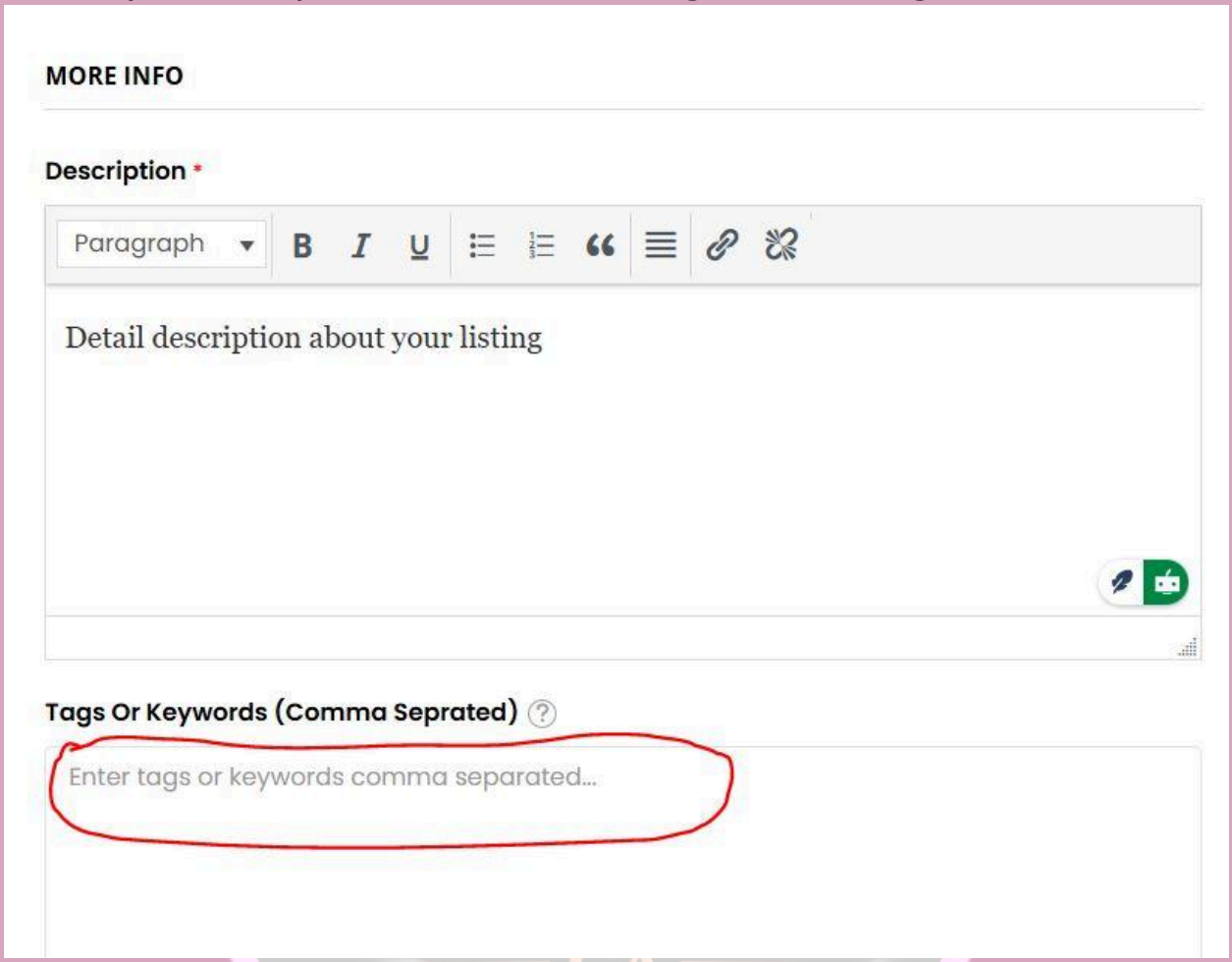
g) Insert social media accounts to enhance visibility



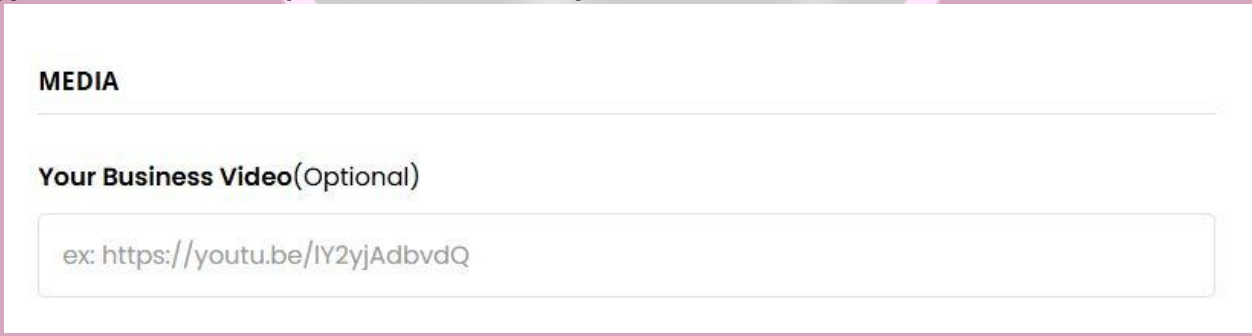
h) Insert Frequently Asked Questions



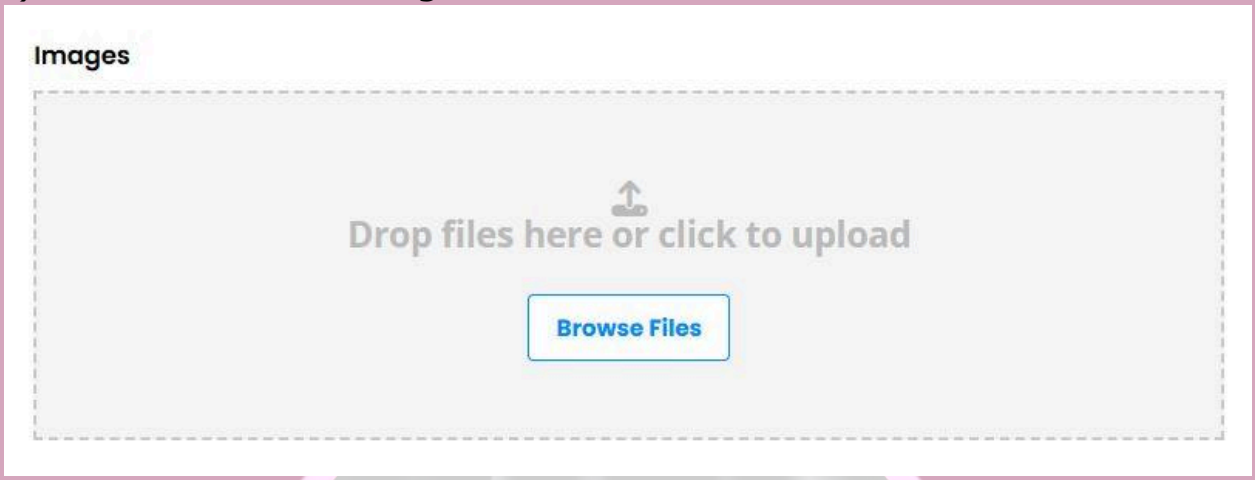
i) Add an optimized description here, making sure to include strong SEO practices and high-ranking keywords that will improve visibility and help the content rank higher on Google.



*j) Insert video (Youtube link**)*

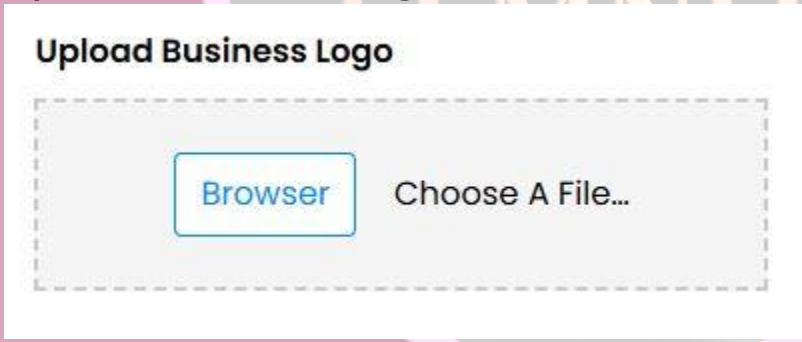


k) Insert business images

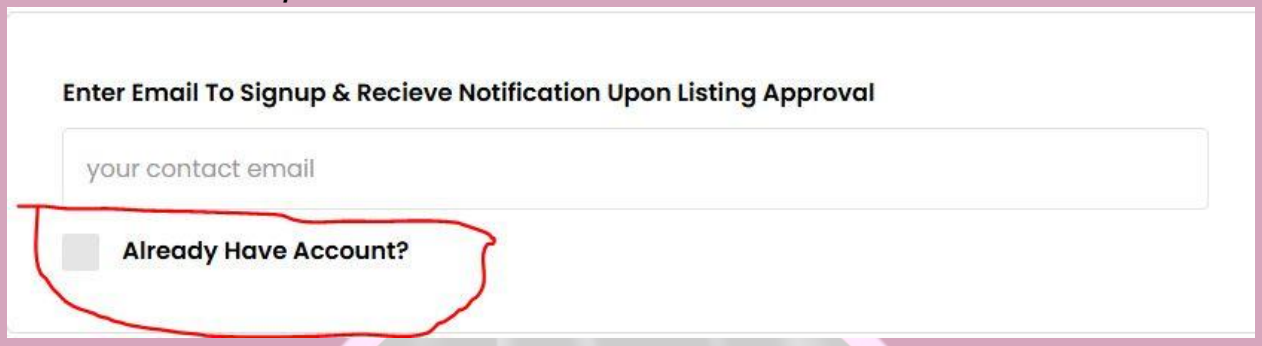


l) Upload a featured image — this will be the main photo displayed on your business listing.

m) Insert business logo



n) Sign up using your email address. A confirmation email will be sent to you with a link to complete the process by setting your username and password.



3.0 User Dashboard

A **user dashboard** in the Femnity Listing Directory is a personalized control panel where users manage all aspects of their business or service listings. It serves as the central hub for interacting with the platform and accessing important tools and data. Key features include:

1. **Listing Management:** Add, edit, or remove business, service, or event listings.

2. **Plan & Payment Management:** View, upgrade, or renew subscription plans, and track payments.

3. **Engagement & Analytics:** Monitor listing views, clicks, and user interactions.

4. **Promotional Tools / Ad Campaigns:** Create, manage, and track advertisement campaigns to increase visibility.

5. **Announcements:** Post updates, news, or offers to communicate directly with followers or potential customers.

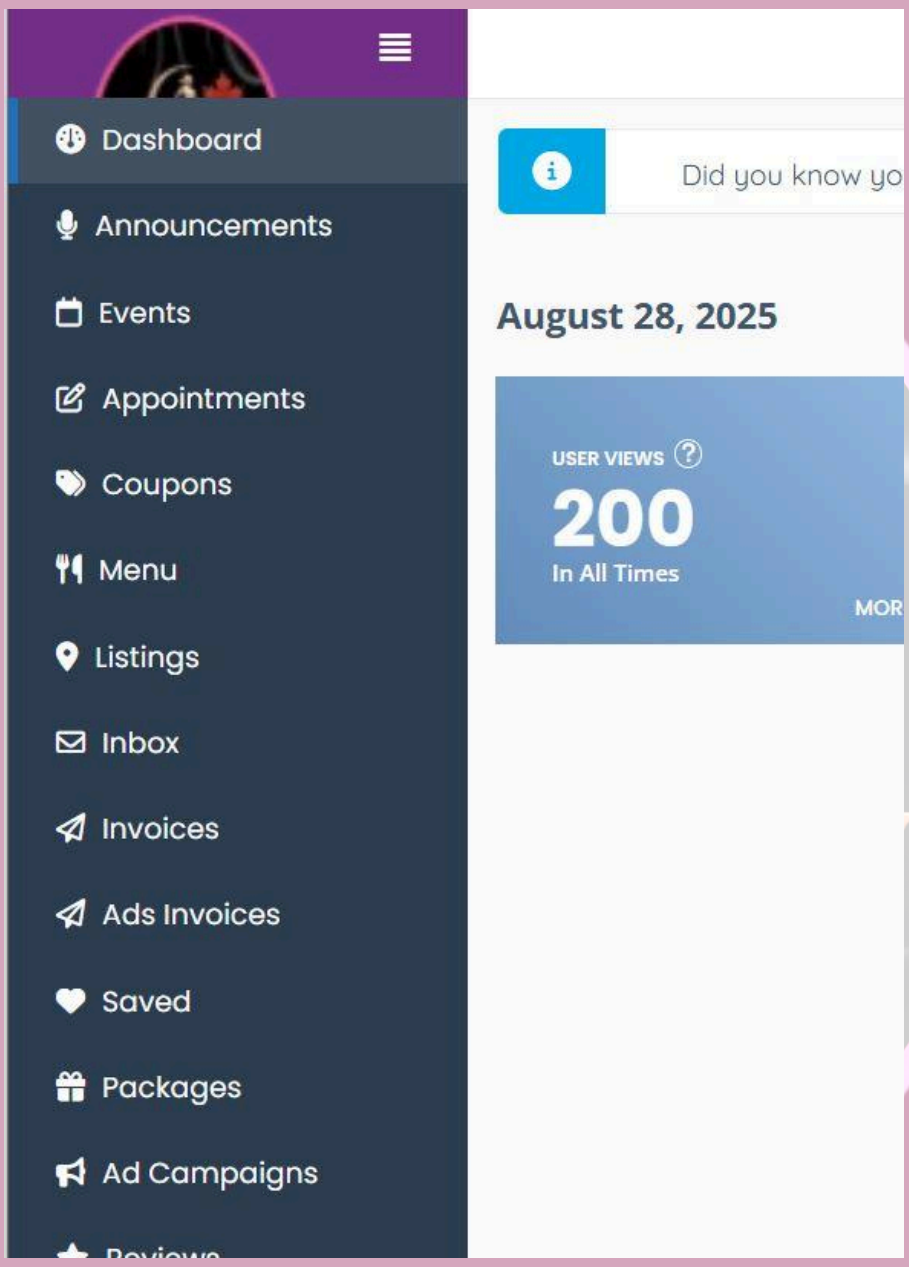
6. **Appointments:** Manage bookings or appointments directly through the platform.

7. **Events:** Create and manage events linked to your business or services.

8. **Invoices:** View, download, and manage all billing and transaction invoices.

9. **Account Settings:** Update personal details, contact information, and preferences.

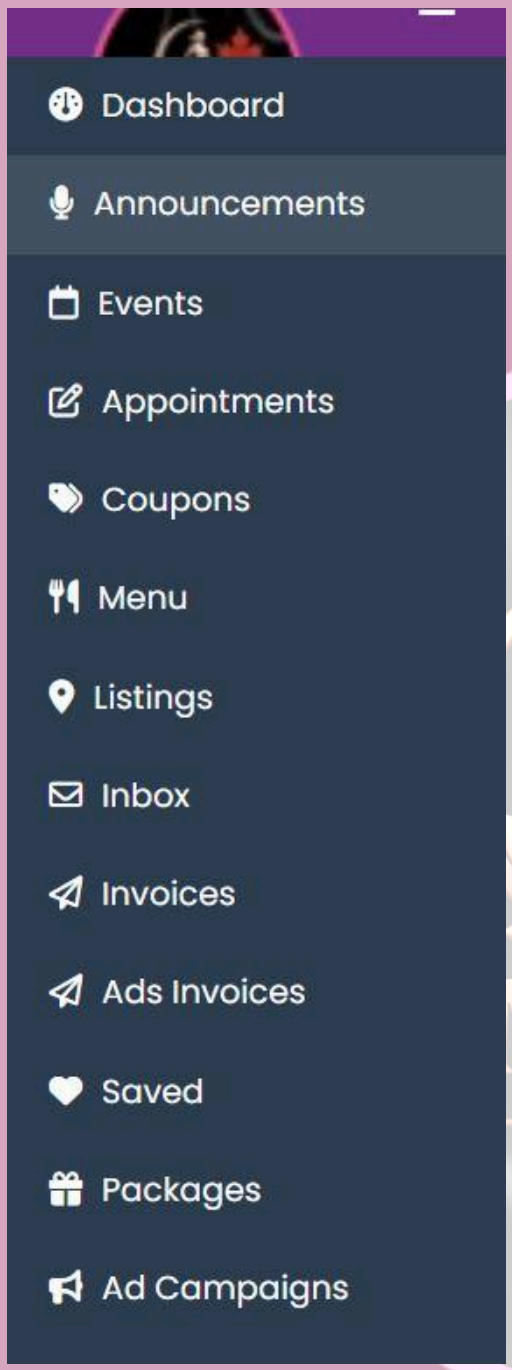
The **user dashboard** acts as the central control center, giving users full control over their presence, engagement, and business operations on Femnity.

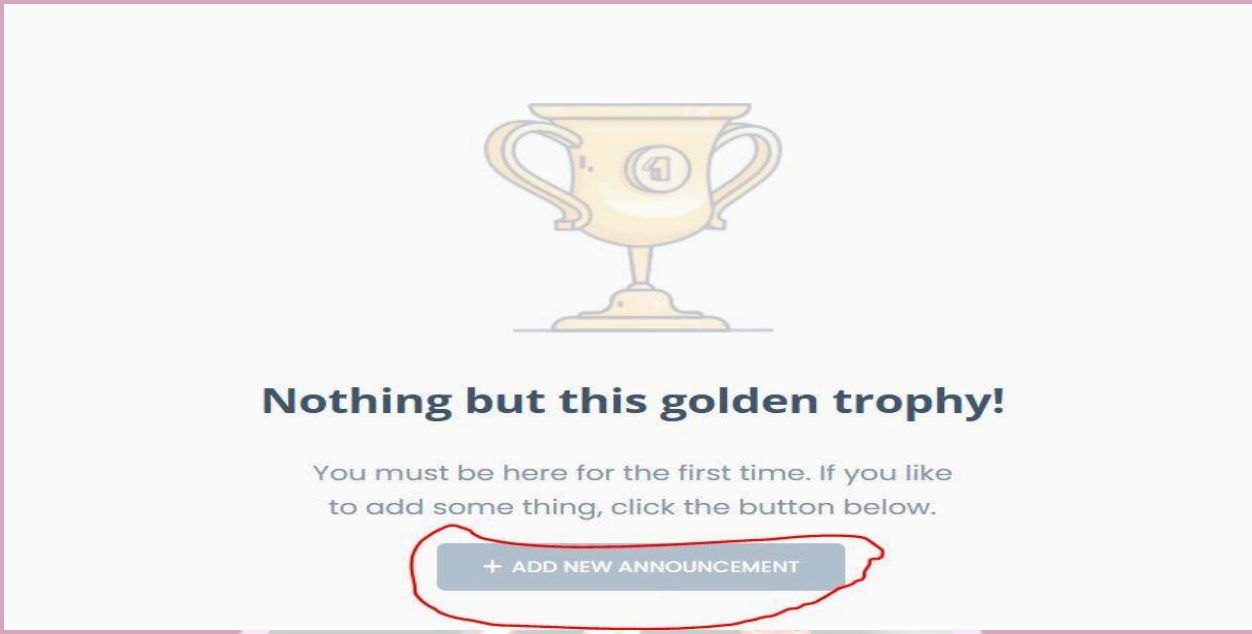


3.1 Getting Started with Your Dashboard

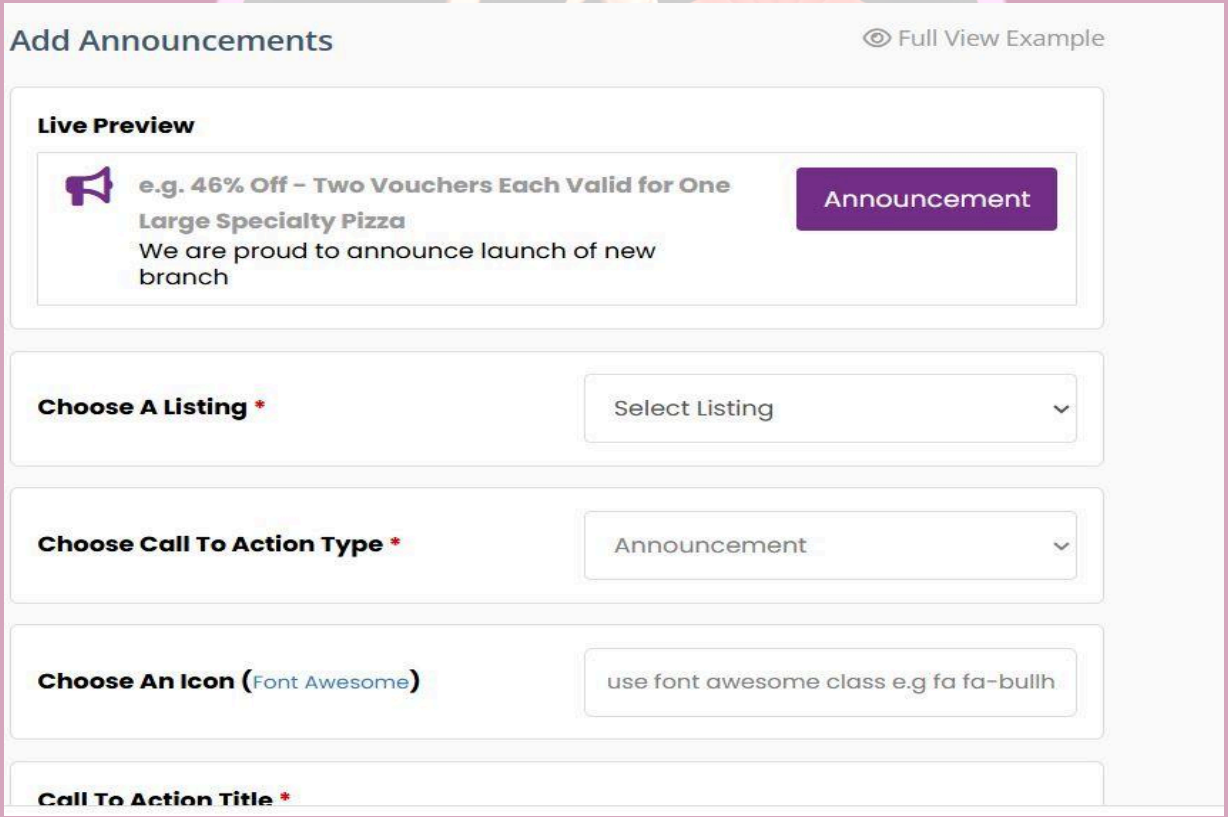
3.1.1 Announcement

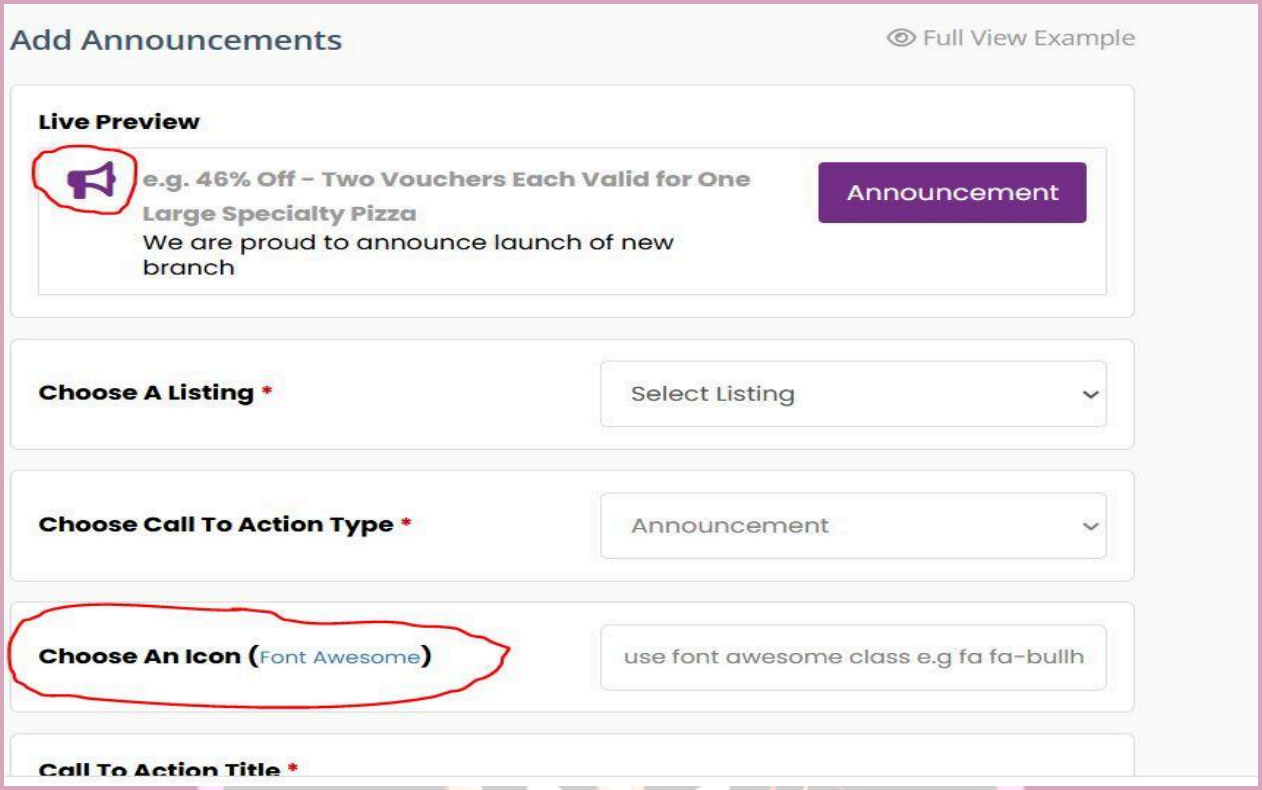
Announcements allow you to share important updates, special offers, or news with your audience directly from your dashboard. This feature helps you keep customers informed, engaged, and connected with your business in real time.


Dashboard
Announcements
Events
Appointments
Coupons
Menu
Listings
Inbox
Invoices
Ads Invoices
Saved
Packages
Ad Campaigns



Add Announcement

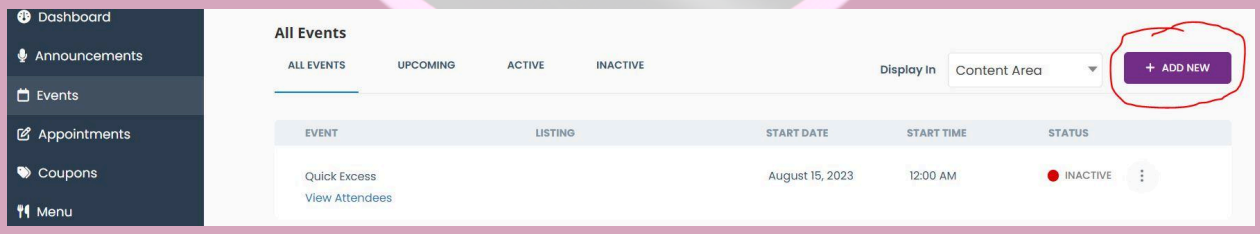




Nb (Click on Font Awesome to add an announcement icon)

3.1.2 Events

The Events feature lets you create, manage, and promote upcoming activities such as workshops, classes, launches, or community gatherings. Adding events to your listing helps attract more visibility, engage your audience, and encourage participation from women looking for meaningful experiences.



All Events

Create New event

Full View Example

Choose An Event Organizer's Listing *

Select Listing

Event Title *

Give it a short quick name

Event Location *

Search By Google | Manual Coordinates | Drop Pin

Address for Google Maps

Event Starts *

Date | Time

Set end date

Event Ends *

Date | Time

Event Description

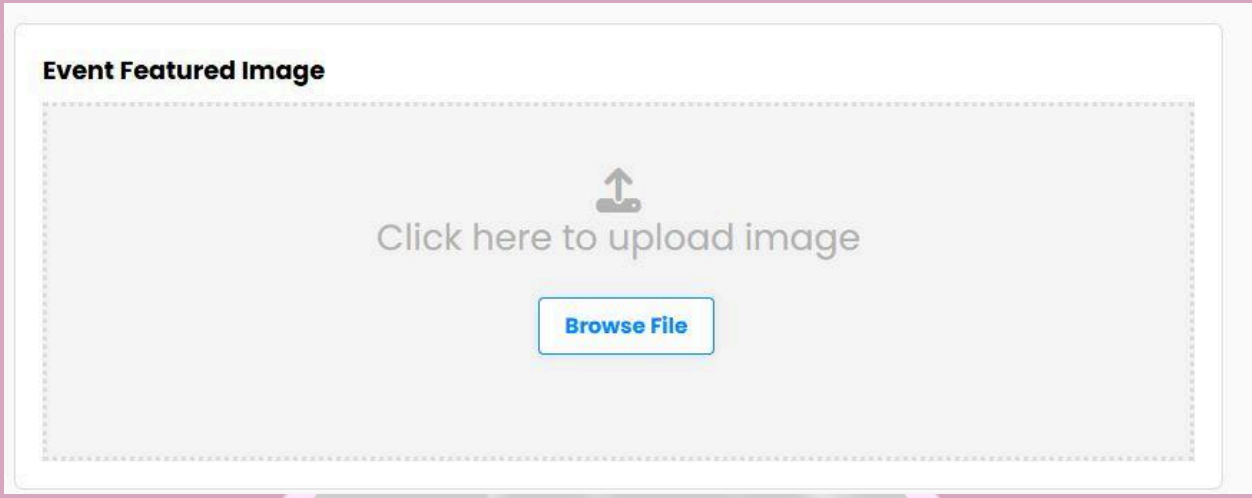
e.g Enter description about your event

Event Tickets

Facebook | Event URL | +

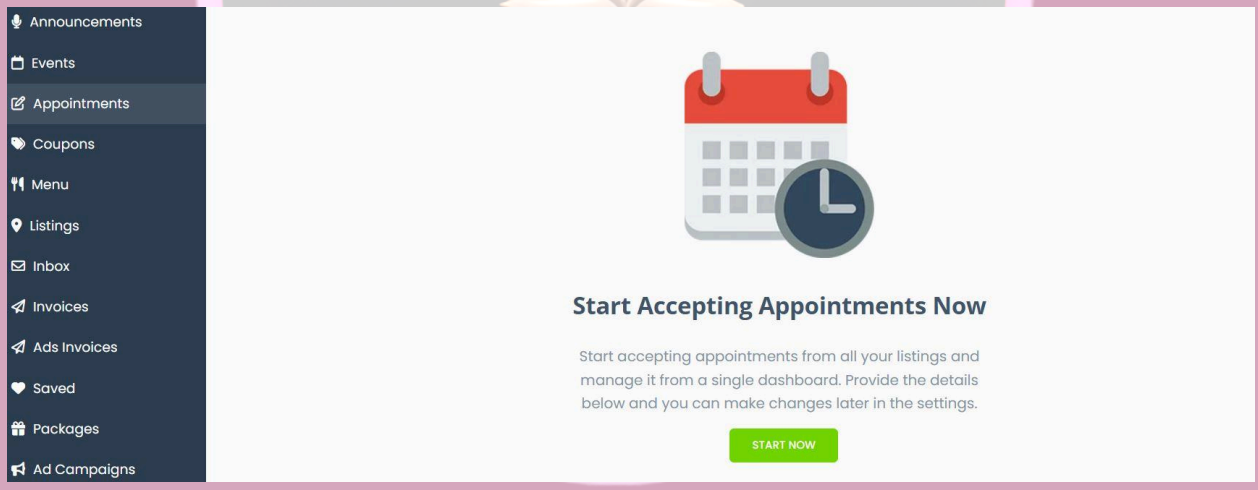
Event Featured Image

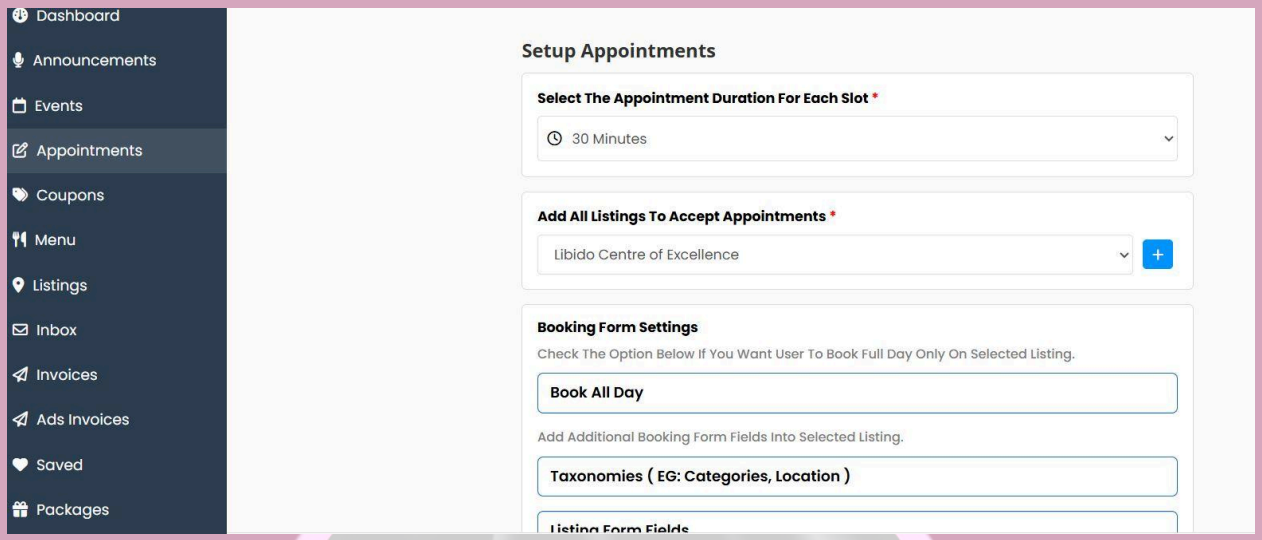
Add Event featured image (Banner)



3.1.3 Appontments

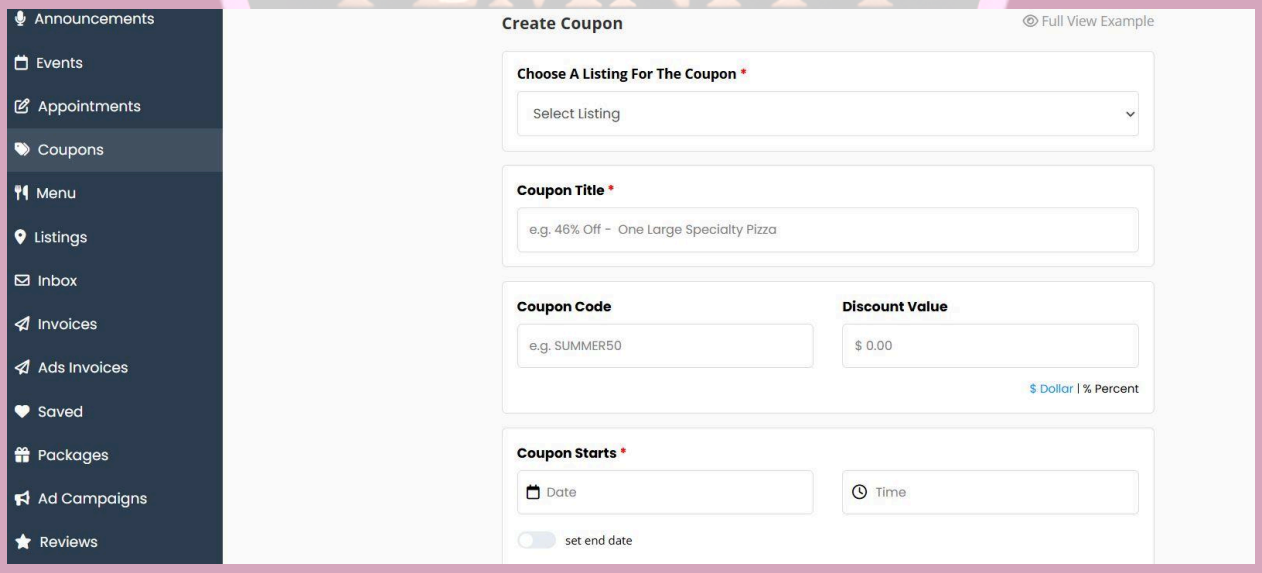
The Appointments feature allows clients to book your services directly through your listing. Whether it's a fitness session, beauty treatment, consultation, or coaching call, this tool makes scheduling simple and convenient — helping you save time, stay organized, and never miss an opportunity to connect with clients.





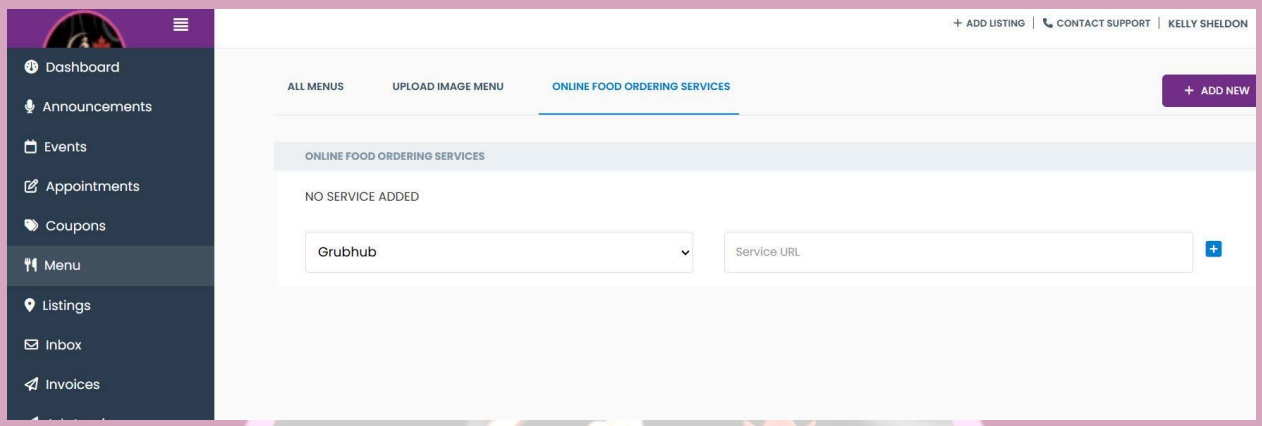
3.1.4 Coupon

The Coupons feature lets you create and share special discounts or promotional offers with your customers. By offering coupons, you can attract new clients, reward loyal ones, and boost visibility for your services or products. Coupons are an effective way to stand out in the directory and encourage more bookings or purchases.



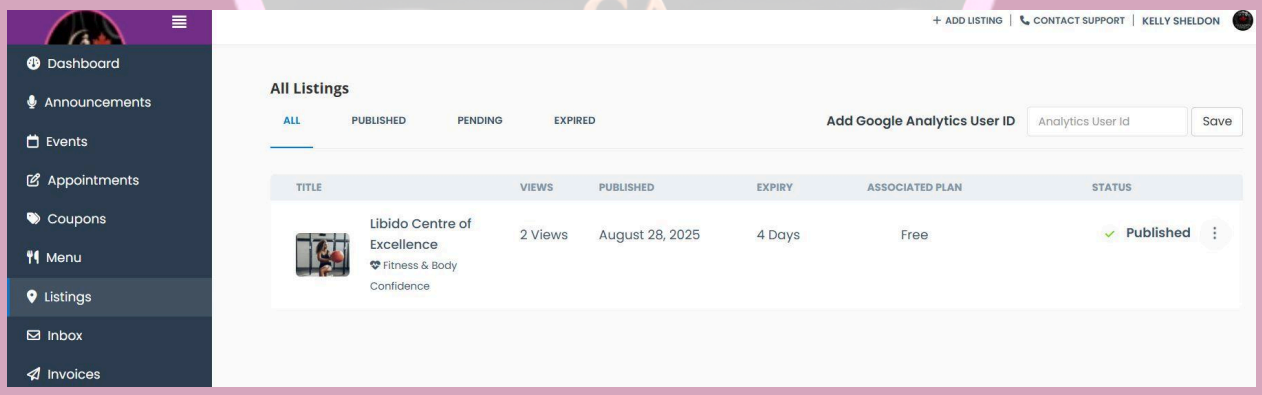
3.1.5 Menu

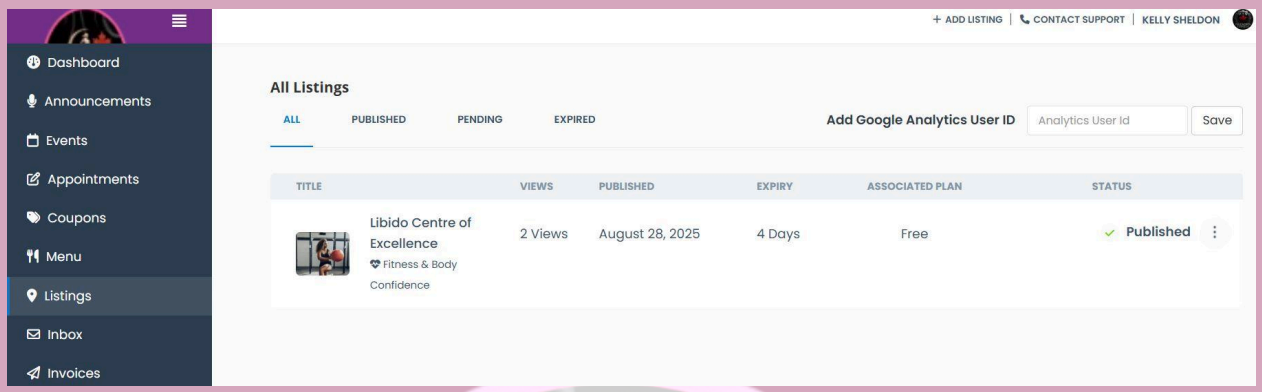
The Menu feature allows you to showcase a clear list of your services, products, or packages in one place. Whether it's salon treatments



3.1.6 Listings

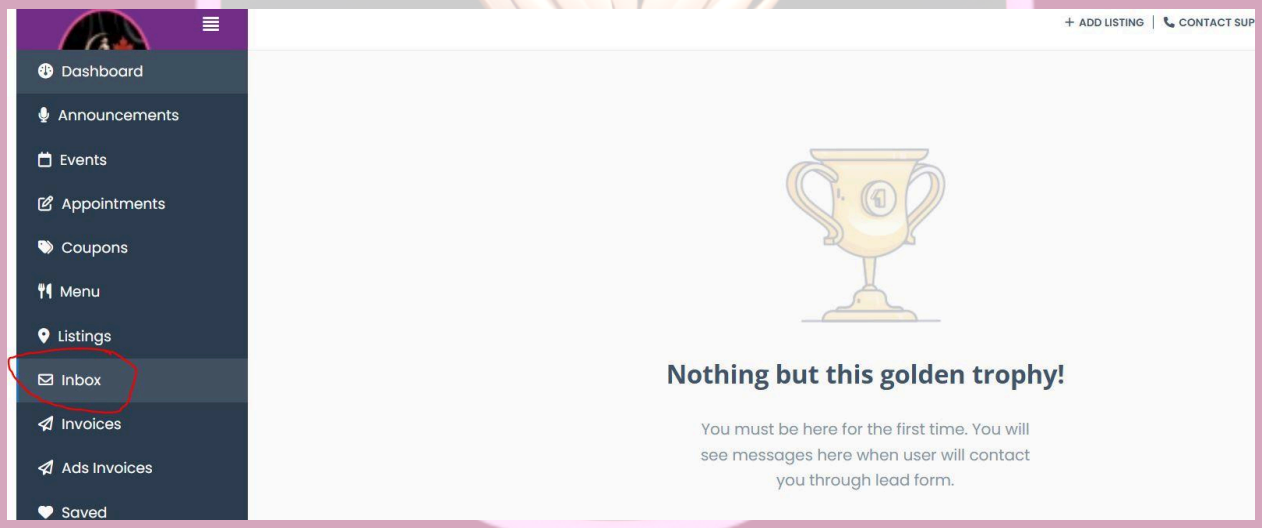
The Listings section is the heart of your presence on Femnity. Here, you can create, edit, and manage your business profile — including service details, contact information, images, pricing, and more. A well-crafted listing increases visibility, builds trust with potential clients, and makes it easy for women across Canada to find and connect with you.





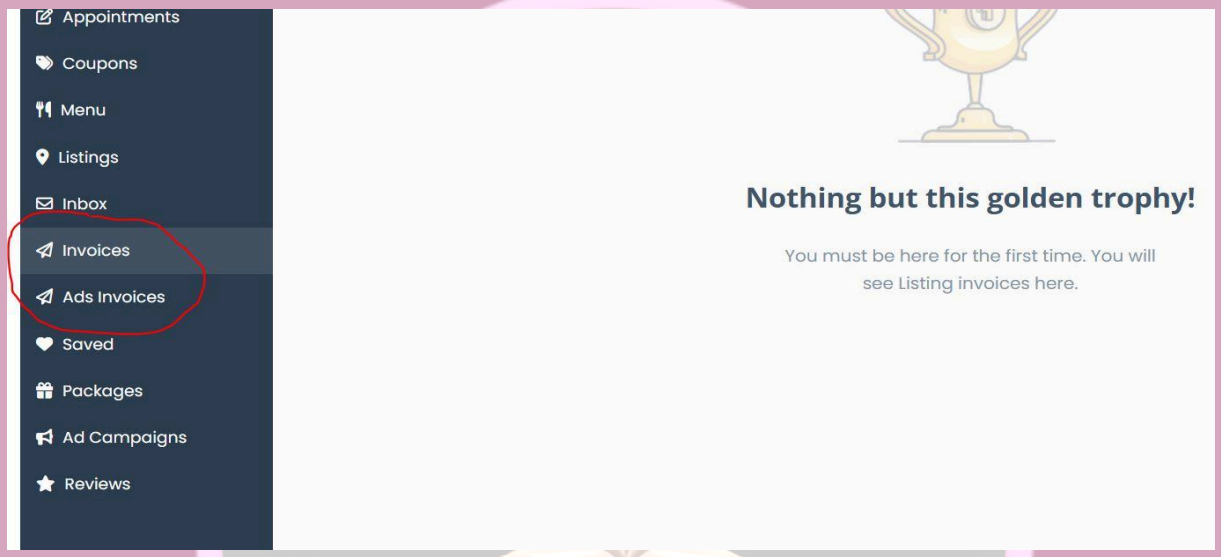
3.1.7 Inbox

The Inbox feature allows you to manage all messages and inquiries from potential clients directly within your Femnity dashboard. It keeps your communications organized in one place, making it easier to respond quickly, build relationships, and never miss an opportunity to connect with women seeking your services.



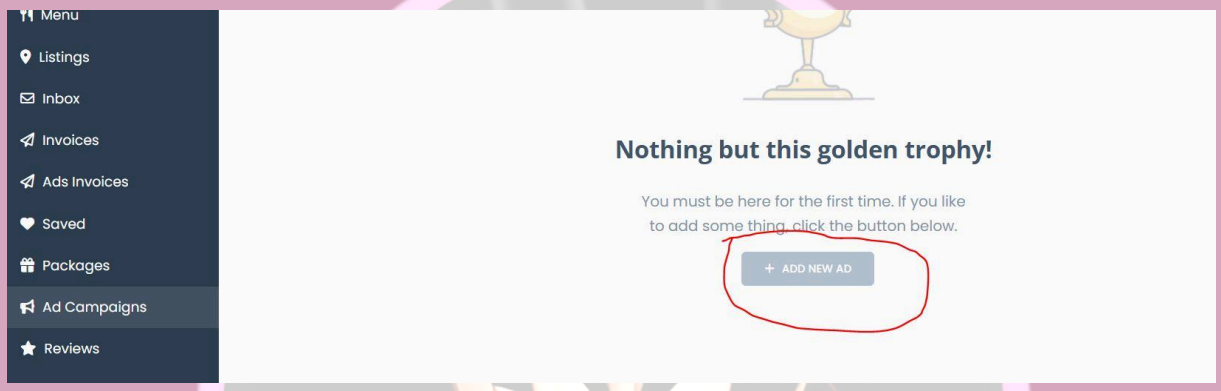
3.1.8 Invoices

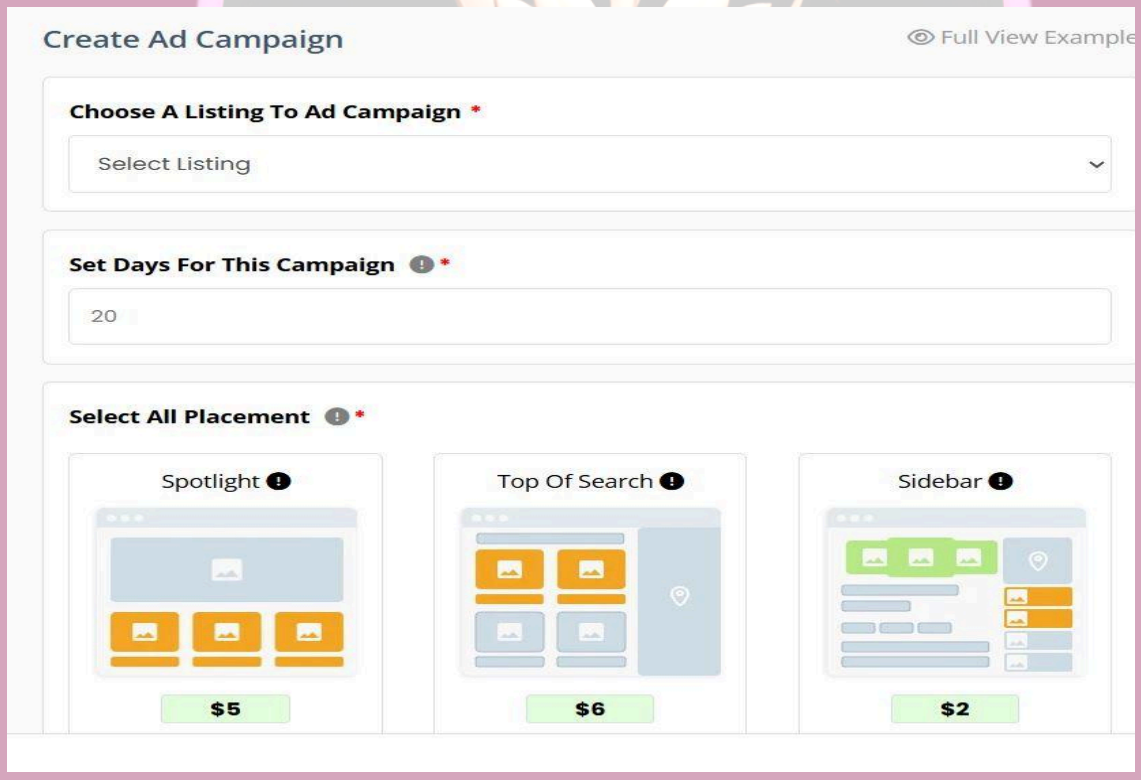
The Invoices feature provides a simple way to track and manage all your billing within Femnity. You can view payments for your listings, ads, or promotions in one place, download receipts, and keep records organized for your business. This ensures transparency, easy accounting, and peace of mind as you grow your presence on the platform.

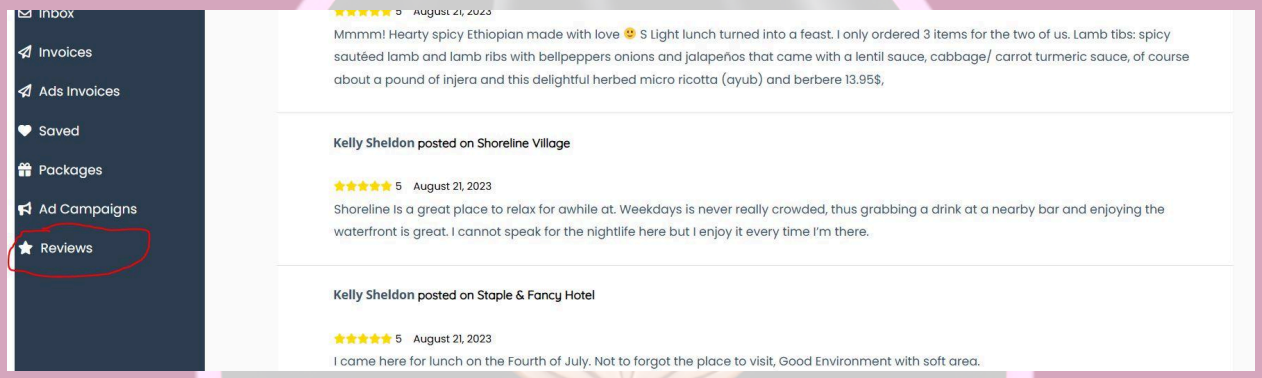


3.1.9 AD Campaign

The Ad Campaign feature empowers you to promote your listings and stand out in Femnity's directory. From spotlight ads to top-of-search placements and sidebar visibility, you can create tailored campaigns that reach more women actively searching for your services. With flexible budget options and performance tracking, Ad Campaigns help you boost visibility, attract new clients, and grow your brand within the Femnity community.





3.1.10 Reviews

The Reviews section allows users to share their experiences and feedback about a business, service, or professional listed in the directory. Customers can rate their experience using a star rating system and write detailed comments highlighting what they liked or disliked. Reviews help other users make informed decisions and provide valuable insights for businesses to improve their products or services. Authentic and honest reviews increase trust and credibility, making the directory a reliable platform for discovering quality services.