



IMPLEMENTER RESOURCE

Editing Your Microsite

How to set up and manage your page in the EOS Implementer directory.

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1. Getting Started: Logging In

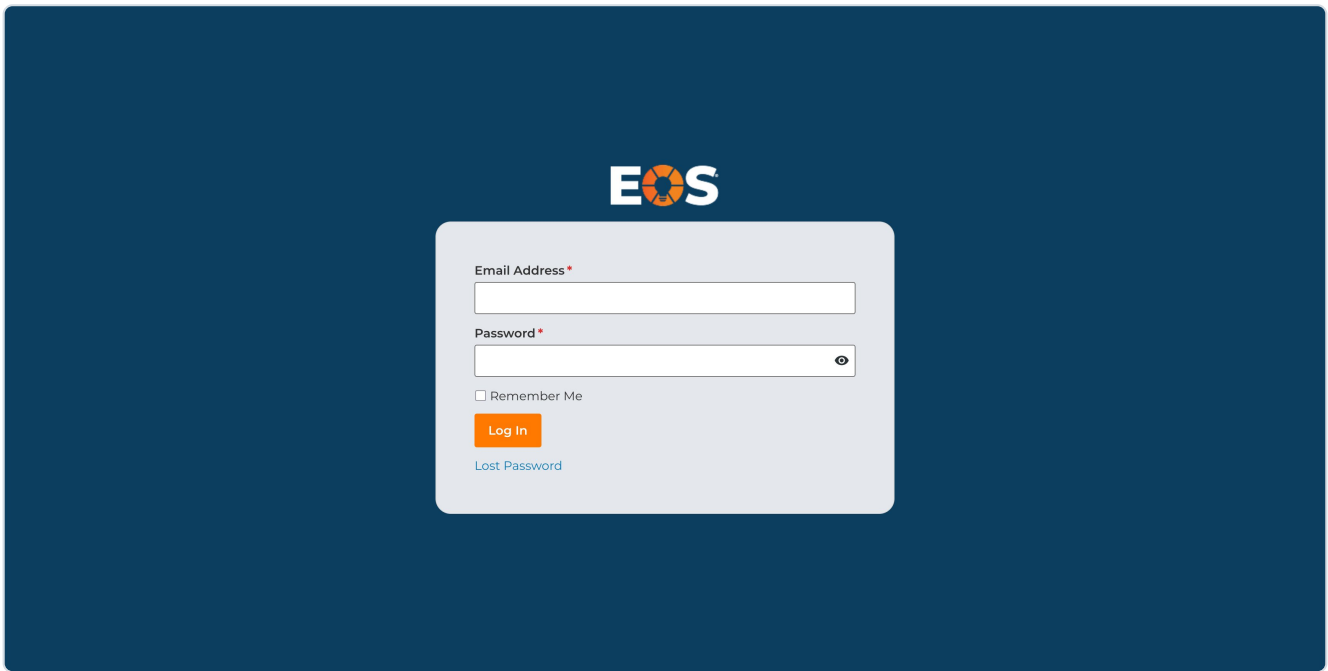
Your microsite is your personal page in the EOS Implementer directory. You manage it through a login that is separate from any WordPress account you may have.

Getting your login

Within **2 business days of completing Boot Camp**, you'll receive an email with instructions for setting up your login. If you haven't received an email within 2 business days, first check your spam folder for any misplaced information, then email support@eosworldwide.com for the information to be resent to you.

Where to go

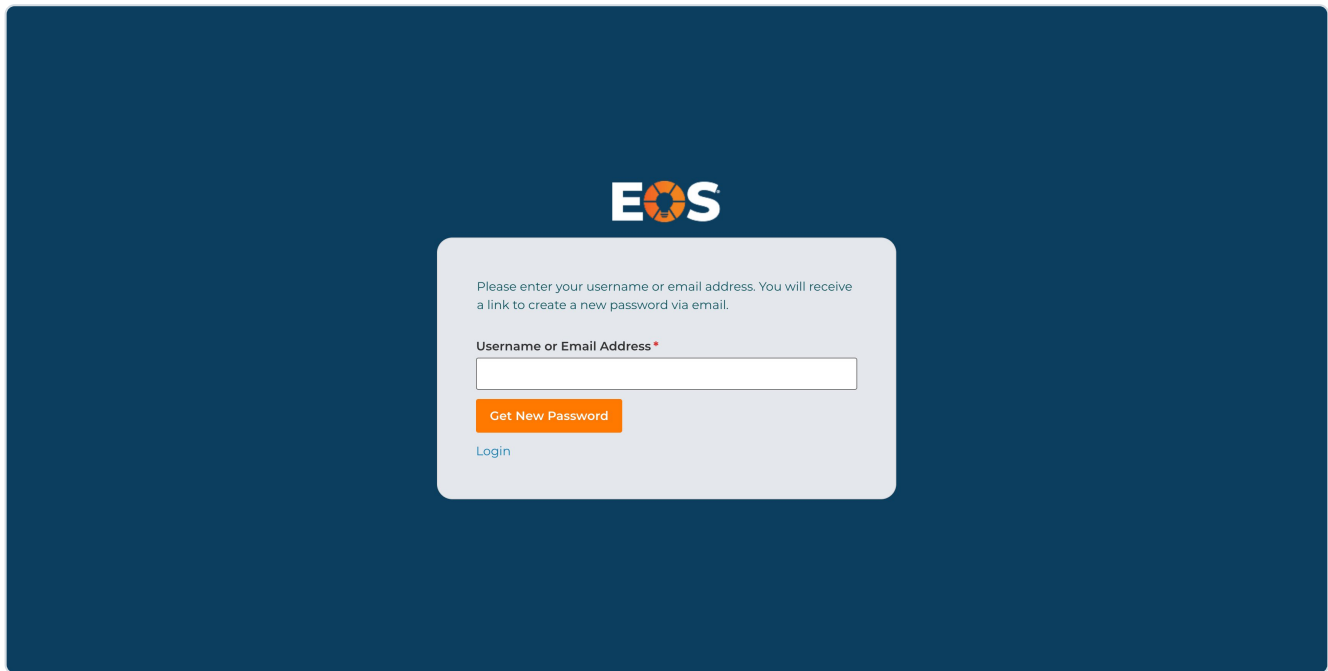
Log in	https://implementer.eosworldwide.com/implementer-login/
Your dashboard	https://implementer.eosworldwide.com/my-account/
Reset your password	https://implementer.eosworldwide.com/implementer-login/?rwmb-lost-password=true



The Implementer login page

If you can't log in

Use the **Lost Password** link on the login page (or the direct link above). Enter your username or email and you'll receive a link to create a new password. This step will solve 99% of login issues. Remember, the support team does not have access to your password and can't retrieve that information for you.



The Lost Password reset page

2. Two Things to Know Before You Start

These two points prevent the most common issues Implementers encounter when managing their microsite. Please review them before you begin.

1. Your work is saved only when you click “Submit,” and all required fields must be complete.

Your work is **not** saved automatically. The **Submit** button saves **every section at once**, not just the tab you are currently viewing. If you make changes and close the tab (or your computer goes to sleep and the session ends) before clicking Submit, **all of your changes across every section will be lost**.

Submit will only go through if **every required field is filled in**. Required fields are marked with a red asterisk (*), and **this includes the checkbox on the Disclaimer tab**. If a required field is blank or the Disclaimer box is unchecked, the save will not complete. This means it is possible to fill everything out, overlook the Disclaimer checkbox, and lose your work, so we recommend clicking Submit regularly as you go. Once a save completes, your changes are live immediately.

2. Your microsite will not appear in the directory until you add a headshot.

Your page goes live the moment you receive access, but it remains **hidden from the main directory until you upload a headshot** (on the **About** tab). The form will allow you to save without one and will not warn you. Your page can still be reached by direct link, but it will not appear in directory searches until a headshot is in place.

3. Quick Reference: Image Sizes & Character Limits

Use this as a quick reference. Images that exceed the maximum file size will not upload, and text beyond a field's limit will not be accepted.

Image requirements

Image	Section	Preferred dimensions	Max file size	Limit
Headshot	About	—	300 KB	1
Background Image	About	2000 × 600 px	350 KB	1
Logos	Logos	244 × 176 px	200 KB	Up to 20
Booking Image	Book a Call	—	300 KB	1

Character limits

Field	Section	Limit
Value Statement	About	150 characters
Punch List — Description	Approach	190 characters
Testimonial — Quote	Testimonials	250 characters
Key Points (each)	Introduction & Events	120 characters
Content	Events	200 characters

How many of each you can show

Item	How many show on the live page
Testimonials	Up to 4
Posts	3 at a time (full archive available via “View All Posts”)
Events	3 soonest upcoming (no archive)
Logos	Up to 20

4. The Dashboard: Your Home Base

After logging in, you land on your dashboard. This is your starting point for everything: it’s where you open the editor and where you create Posts and Events.


My Account

Help & Information
Release Notes
Logout

Hello, Soren Ford!

Implementer Name	Publish Date	Status	Actions
Soren Ford	September 5, 2025	Published	

EVENTS

+ Add New Event

Event Title	Event Date	Status	Actions
Test 1	June 30, 2026	UPCOMING	 
Test 2	February 1, 2026	COMPLETED	 
Test 3	November 30, 2025	COMPLETED	 

POSTS

Add New Post

Dashboard — your profile row and edit access

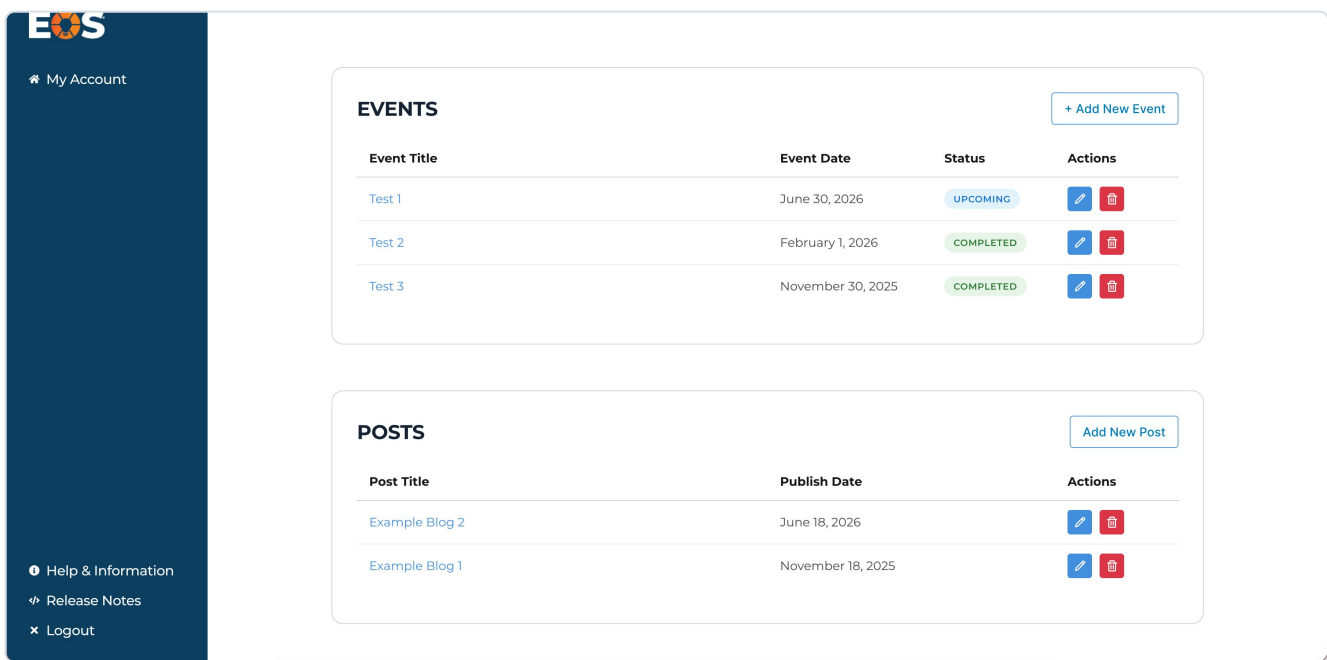
What’s on the dashboard

- **Your profile row** shows your name, publish date, and status. Click the **pencil** icon (or your name) to open the microsite editor.

- **Events** is a list of your events with their date and status (*Upcoming* or *Completed*). Create one with **+ Add New Event**; edit or delete existing ones with the pencil and trash icons.
- **Posts** is a list of your blog posts with their publish date. Create one with **Add New Post**; edit or delete with the pencil and trash icons.

Creating versus featuring

The dashboard is where Posts and Events are **created**. If and how they appear on your live page is handled later (see the [Posts](#) and [Events](#) sections below), and they are considered two separate steps in the creating and posting process.



The screenshot shows the EOS dashboard interface. On the left is a dark blue sidebar with the EOS logo at the top, followed by 'My Account' with a home icon. At the bottom of the sidebar are three links: 'Help & Information' with an information icon, 'Release Notes' with a document icon, and 'Logout' with a door icon. The main content area has a light blue background and contains two white boxes. The top box is titled 'EVENTS' and has a '+ Add New Event' button in the top right. It contains a table with three rows of test events. The bottom box is titled 'POSTS' and has an 'Add New Post' button in the top right. It contains a table with two rows of example blog posts.

Event Title	Event Date	Status	Actions
Test 1	June 30, 2026	UPCOMING	Edit Delete
Test 2	February 1, 2026	COMPLETED	Edit Delete
Test 3	November 30, 2025	COMPLETED	Edit Delete

Post Title	Publish Date	Actions
Example Blog 2	June 18, 2026	Edit Delete
Example Blog 1	November 18, 2025	Edit Delete

Dashboard — Events and Posts lists

The left-hand menu

From anywhere you'll see: **My Account** (back to the dashboard), **Help & Information**, **Release Notes** (what's new), and **Logout**.

5. Editing Your Microsite: The Editor Tabs

Open the editor from your dashboard. The tabs run down a menu and are covered below in that order. Remember: **Submit saves all sections at once**, so you don't need to save each tab separately, but you do need to click Submit before leaving.

About: Your Name, Photo, Bio & Location

Your core profile information and the foundation of your page.

Full Name	REQUIRED	Your name as it appears on your page.
Phone	REQUIRED	Your contact number.
Headshot		Max 300 KB. Accepted formats: WebP, PNG, JPEG, AVIF. This same photo also appears in your Location section.
Value Statement	REQUIRED	A compelling, client-focused value proposition (what problem you solve). Max 150 characters; a live counter shows your count.
Bio		A rich-text editor with bold, italic, underline, quote, lists, alignment, and link options. See the smart-quotes tip in Section 7 , p. 25.
Offers Virtual Sessions		Check if you offer virtual sessions.
Willing to Travel		Check if you'll travel more than 50 miles for a client.
Location	REQUIRED	Add up to 3 real addresses, selected from the Google Maps suggestions. Choose one as your Primary location. See the important note below.
Background Image		2000 × 600 px, max 350 KB.

Entering your location correctly

You must enter a real, specific address and select it from the Google Maps suggestions that appear as you type. The directory uses geolocation, so it needs a genuine location it can map. General areas like “Chicagoland,” “West Coast,” or metro-area names won’t work. If you don’t click one of the autocomplete suggestions, the address won’t register correctly.

- You can add up to **3 addresses**, but only **one** may be marked **Primary**.
- The **order of your addresses does not affect search priority**. Only the Primary checkbox does.
- Your **street address is never shown publicly**. It’s used only on the back end for geolocation; the live page displays just your city (with state/province and country). So there’s no need to worry about a full address being visible.
- **Best practice:** enter at least a **city**. The more specific you are, the more searches you appear in. Entering only something broad like “United States” or “California” actually *reduces* how often you show up. (For the full picture, see [Section 6](#), p. 24.)

The screenshot shows the 'About' tab of the EOS Implementer Microsite. On the left is a dark blue sidebar with the EOS logo and navigation links: 'My Account', 'Help & Information', 'Release Notes', and 'Logout'. The main content area has a light gray background. At the top, there's a yellow information box with a link to documentation. Below this are four form sections: 'Full Name' (text input with 'Soren Ford'), 'Phone' (text input with '-'), 'Headshot' (image upload area showing a placeholder with text 'GREAT TALKS WITH AN EOS IMPLEMENTER'), and 'Value Statement' (text area with a character count of 113/150). A blue 'Submit' button is at the bottom right.

EOS

My Account

About
Logos
Introduction
Book a Call - Popout
Approach
Testimonials
Videos
Posts
Events
Social Media
Advanced
Disclaimer

Help & Information
Release Notes
Logout

For more information on this section, [please visit the documentation](#).

Full Name *

Soren Ford

Phone *

-

Headshot
Max File Size: 300KB

GREAT TALKS WITH AN EOS IMPLEMENTER

Value Statement *
Craft a compelling value proposition that differentiates you. Keep it client-focused (what problem you solve, not just what you do). Make it specific to your ideal target market. Please limit to no more than 150 characters.

I've helped businesses grow since 2002 with a direct, no-BS style that makes the journey effective and enjoyable.

Character Count: 113/150

Submit

About tab — Name, Phone, Headshot, Value Statement

- My Account
- Help & Information
- Release Notes
- Logout

Bio

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- test
- test
- test
- test

☒
Offers Virtual Sessions

Please select this checkbox if you offer virtual sessions.

☒
Willing to Travel

Please select this checkbox if you are willing to travel more than 50 miles to accommodate a client.

Location *

A full address is recommended for precise directory filtering, but City, State/Province, Country or Postal Code will be accepted. Only City, State/Province, Country will be displayed from the address on the implementer profile page even if you enter and select a full address. Entering only a Country is not recommended.

Submit

About tab — Bio editor and session checkboxes

- My Account
- Help & Information
- Release Notes
- Logout

Location *

A full address is recommended for precise directory filtering, but City, State/Province, Country or Postal Code will be accepted. Only City, State/Province, Country will be displayed from the address on the implementer profile page even if you enter and select a full address. Entering only a Country is not recommended.

Address

Salt Lake City Utah United States

☒
Primary Location

Select only one primary location.

Address

City of Westminster, London, UK

☐
Primary Location

Select only one primary location.

Address

Santa Cruz, CA, USA

☐
Primary Location

Select only one primary location.

Background Image

Dimensions: 2000 x 600 pixels
 Max File Size: 350KB

Q/I file

Submit

About tab — Location fields with Primary Location

The screenshot shows the 'About' tab of the EOS Implementer Microsite. On the left is a dark blue sidebar with the EOS logo at the top, followed by 'My Account' with a home icon. At the bottom of the sidebar are links for 'Help & Information', 'Release Notes', and 'Logout'. The main content area is white and contains two address fields, each with a 'Primary Location' checkbox and a 'Select only one primary location.' note. Below these is the 'Background Image' section, which specifies dimensions of 2000 x 600 pixels and a max file size of 350KB. It features a dashed box for file upload with the text 'DROP FILES HERE TO UPLOAD' and a 'Select Files' button. A 'Submit' button is located at the bottom left of the main content area.

EOS

My Account

Address

City of Westminster, London, UK

☐ Primary Location
Select only one primary location.

Address

Santa Cruz, CA, USA

☐ Primary Location
Select only one primary location.

Background Image
Dimensions: 2000 x 600 pixels
Max File Size: 350KB

0/1 file

DROP FILES HERE TO UPLOAD

or

Select Files

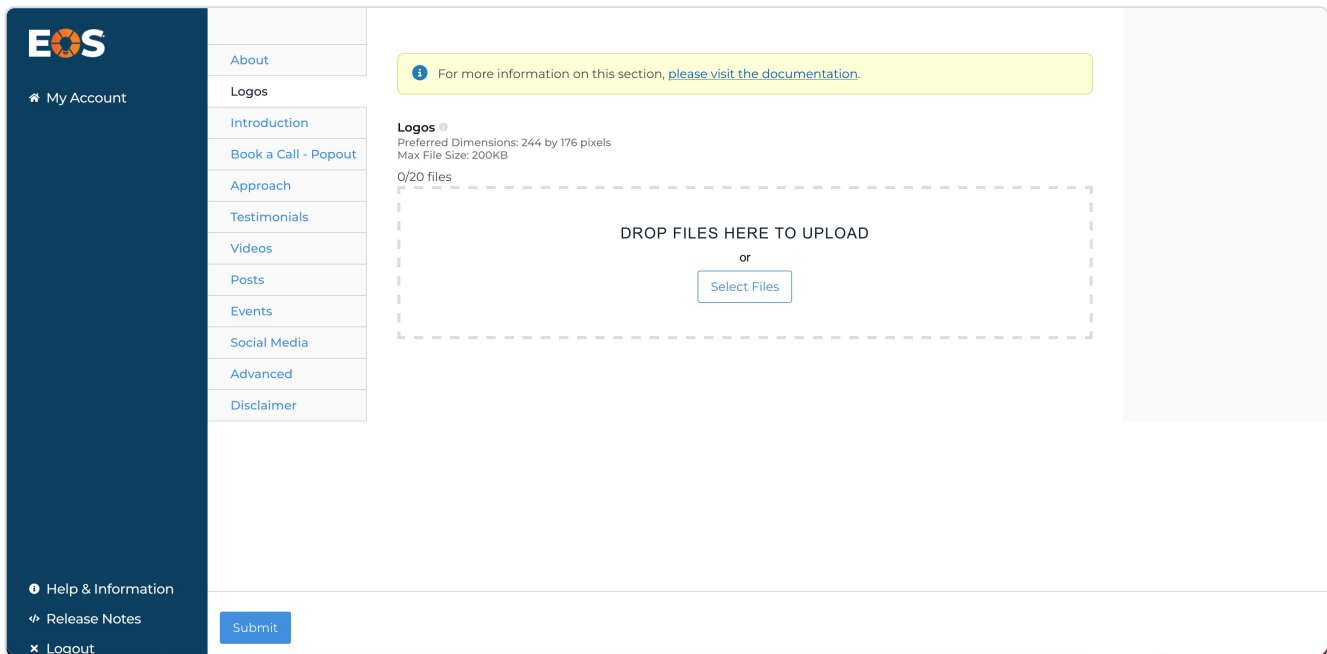
Submit

About tab — Background Image upload

Logos: Client & Partner Logos

Upload client or partner logos to display on your page. Drag and drop files, or click **Select Files**.

- Up to **20** logos.
- Preferred dimensions **244 × 176 px**; max **200 KB** each.



Logos tab — drag-and-drop logo upload

Introduction: Your "Meet [Name]" Highlights & Video

Your “Meet [Name]” introduction, including key points and a personal video.

Key Points

Short highlights about you (e.g. “Experienced Entrepreneur”). Max 120 characters each; click **+ Add Key Point** for more; drag to reorder.

Personal Introduction Video

A YouTube URL. The same YouTube requirements as the [Videos section](#) apply: public or unlisted, no Shorts. Recommended content: your EOS story, expertise, ideal client, and a call to action. Aim for 60–90 seconds.

EOS

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For more information on this section, please visit the documentation.

Meet Nico Human

- Experienced Entrepreneur
- Founded 3 Businesses
- Tried Self-Implementing
- Love Business Strategy
- Eager to Help Others
- Direct Leadership Style

How I Help Leaders Like You Succeed

Key Points

Please limit to no more than 120 characters.

Add Key Point Here

Character Count: 0/120

+ Add Key Point

Personal Introduction Video

Your EOS story (why you became an Implementer). Your expertise and background. Your ideal target market. Brief testimonial snippets or success metrics. Clear call to action. 60-90 seconds.

https://youtu.be/NNyY7k8uXLE

Introduction tab — Key Points and intro video

Book a Call: Your Introductory Call Invitation

Controls the “Book Your Free Introductory Call” invitation that appears on your page.

Booking Image

The image shown in the booking popout. Max 300 KB.

Booking Button Text

Sets the button label for the Popout and About sections. If left blank, it defaults to “Book Your Intro Call.”

Where the booking calendar is configured

This tab controls the *look* of the booking invitation (image and button text). The booking **calendar embed** itself, the full embed script from Calendly or a similar tool, is added on the **Advanced** tab, and it appears to visitors after they complete your contact form.

Embedding a calendar is optional. If you don’t embed one, the buttons still link to your contact form, and after it’s submitted a section appears prompting the visitor to email you, with your email address shown.

EOS My Account Help & Information Release Notes	About	 Booking Image Max File Size: 300KB DROP FILES HERE TO UPLOAD or Select Files Booking Button Text This field sets the button text for the Popout and About sections. If left blank, it defaults to "Book Your Intro Call."
	Logos	
	Introduction	
	Book a Call - Popout	
	Approach	
	Testimonials	
	Videos	
	Posts	
	Events	
	Social Media	
	Advanced	
	Disclaimer	
	Submit	

Book a Call tab — booking image and button text

Approach: What Sets You Apart

Your “My Approach” section, covering what sets you apart, shown as a set of points.

Headline

The section title (defaults to “My Approach”).

Punch List

Each item has a **Title** and a **Description** (max 190 characters). Click **+ Add Punch** to add more.

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My Approach

Your Unique #1
A personalized strength or experience that sets you apart—what clients can expect when they choose to work with you.

Your Unique #2
The specific approach or philosophy you bring to every session, helping leadership teams overcome challenges and move forward.

Your Unique #3
A transformation you consistently deliver—whether it's clarity, growth, alignment, or something only you can provide.

Headline

My Approach

Punch List

Title

My Unique #1

Description
Please limit to no more than 190 characters.

A personalized strength or experience that sets you apart—what clients can expect when they choose to work with you.

Character Count: 116/190

+ Add Punch

Approach tab — headline and punch list

Testimonials: Client Quotes

Quotes from clients you've worked with.

- Add up to **4** testimonials.
- Each has a **Quote** (max 250 characters), an **Author**, and **Author Details** (e.g. title and company).
- Click **+ Add Testimonial** to add more; drag to reorder.

Testimonials tab — quote, author, and details

Videos: Your Video Gallery

A gallery of videos (for example, client success stories).

Headline

The section title (e.g. “Client Success Videos”).

Video List

Each entry has a **Title** and a **YouTube URL**. Click **+ Add Video** for more.

YouTube hosting requirements

Videos must be hosted on **YouTube**. Other hosts such as Vimeo are **not supported** and will not embed.

- The video must be set to **Public** or **Unlisted** on YouTube. **Private videos will not embed.**
- Do **not** use YouTube **Shorts**. They don’t embed properly and won’t display a thumbnail.
- Thumbnails are pulled automatically **from YouTube**. To use a different thumbnail, change it on YouTube, since it can’t be set from within the editor.

If your video does not show a thumbnail

YouTube only serves a thumbnail when it meets its own size and quality requirements. If the thumbnail is missing:

- Make sure the video is **high quality**. The auto-generated thumbnail comes from a video frame, and if the video is below HD it may not produce one. Aim for at least **1080p**; anything lower and the auto-thumbnail may not appear.
- If you upload a **custom thumbnail** on YouTube, make it **1280 × 720 pixels**.

The screenshot shows the EOS dashboard with the 'Videos' tab selected. The left sidebar contains navigation links: 'Book a Call - Popout', 'Approach', 'Testimonials', 'Videos', 'Posts', 'Events', 'Social Media', 'Advanced', 'Disclaimer', 'Help & Information', 'Release Notes', and 'Logout'. The main content area is titled 'Client Success Videos' and features a grid of three video thumbnails labeled 'Client Testimonial Video 1', 'Client Testimonial Video 2', and 'Client Testimonial Video 3', each with a 'Watch Now' link. Below the grid, there is a 'Headline' field containing 'Client Success Videos'. Under the 'Video List' section, which includes a note 'Do not include YouTube Shorts.', there is a 'Title' field with 'What is EOS?' and a 'Youtube URL' field with 'https://www.youtube.com/watch?v=s2S3JD127gQ'. A '+ Add Video' button is located below the URL field. A 'Submit' button is at the bottom right of the form.

Videos tab — headline and video list

Posts: Featuring Your Blog Posts

This tab controls which of your blog posts are **featured** on your microsite. Follow this two-step process:

1. **Create the post first** on your dashboard with **Add New Post** (see [Section 4](#), p. 7). You can create as many posts as you like.
2. **Then feature it on this tab**. Choose posts from the dropdown to feature them. You can feature up to **3 at a time**; drag to reorder, and use **+ Add more** to add another slot.

Posts must be created before they can be featured here

This tab does not create posts; it only features ones that already exist. The dropdown shows the posts you have written in the blog editor, which is reached from your dashboard using **Add New Post**. If a post you are looking for is not in the dropdown, it has not been created yet. Write and save it in the blog editor first, and it will then be available to feature here.

Featuring a new post is manual

Creating a new post does **not** automatically place it on your page, and once you have 3 featured posts, a newer post will **not** auto-replace an older one. To feature a different post, come to this tab, **remove** one of the linked posts, and **re-add** the one you want. (This is done here in the editor's Posts tab, not on the dashboard.)

Your other posts remain accessible

Only 3 posts are featured at a time, but visitors can read **all** of your posts through the **View All Posts** archive button on your live page. Featuring is about what's shown first, not what exists.

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Select a Post

Select up to 3 posts to be added to the Micro site.

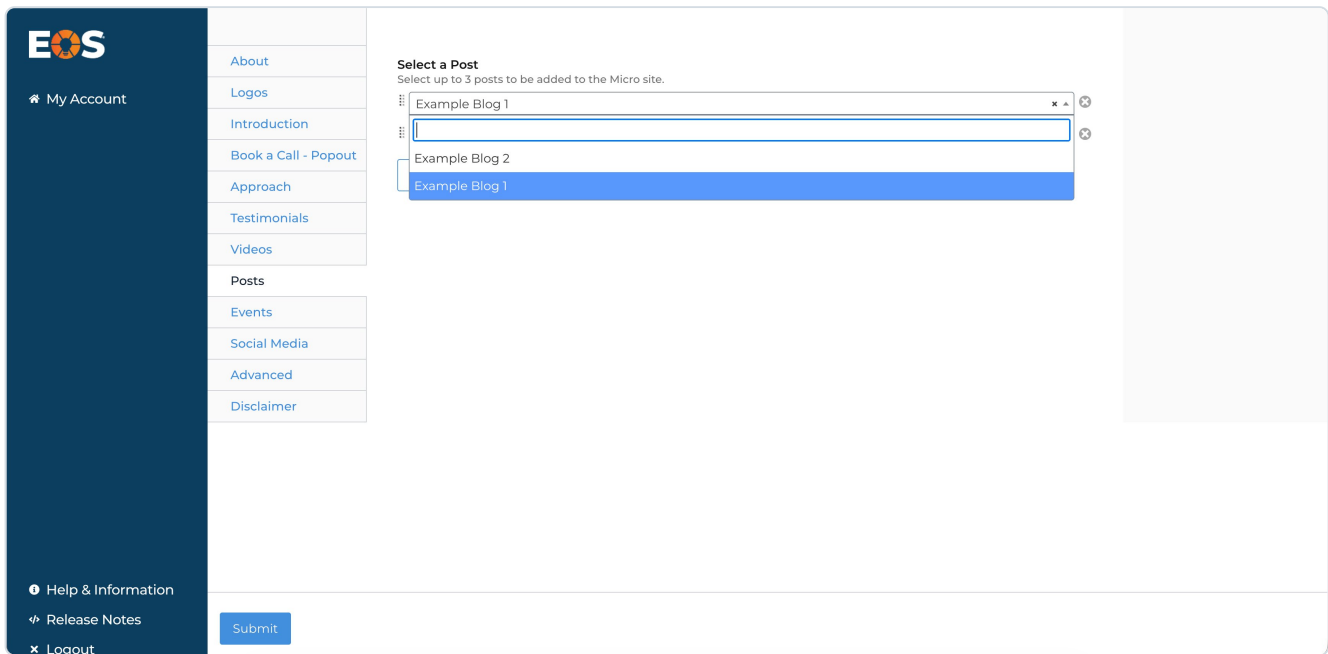
Example Blog 1

Example Blog 2

+ Add more

Submit

Posts tab — featured posts (up to 3)



Posts tab — selecting a post from the dropdown

Events: Your Speaking Engagements

This tab sets the heading and intro text for your **Speaking Engagements** / events section. The events themselves are created on your dashboard with **+ Add New Event**.

Headline	The section title (e.g. “Speaking Engagements”).
Content	Intro text. Max 200 characters.
Key Points	Bulleted highlights. Max 120 characters each; + Add Key Point for more.

Events behave differently from Posts

Unlike posts, you do **not** need to link events. Once created on the dashboard, they appear on your page automatically. Your page shows the **3 soonest upcoming events**. As each event's date passes, it drops off on its own and the next-soonest event moves up. There is **no public archive** for events: once a date passes, visitors can no longer see it. You can still see all of your events, including completed ones, in your editor.

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Speaking Engagements

I deliver keynotes and workshops that are perfect for groups of growth-oriented business owners and leaders. These intense sessions will help you:

✓ Understand the six keys to building a truly great organization

✓ Roll up your sleeves and confront your organizational issues head-on

✓ Learn how to get everyone focused on achieving a clear company vision

✓ Begin to instill discipline and accountability throughout your organization

My Upcoming Events

There are no current upcoming events. Please check back regularly and follow us on social for the latest news and event!

Headline

Speaking Engagements

Content

Please limit to no more than 200 characters.

I deliver keynotes and workshops that are perfect for groups of growth-oriented business owners and leaders. These intense sessions will help you:

Character Count: 146/200

Key Points

Please limit to no more than 120 characters.

Add Key Point Here

Character Count: 0/120

+ Add Key Point

Submit

Social Media: Your Profile Links

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LinkedIn

https://www.linkedin.com/company/462458

Facebook

https://www.facebook.com/eosworldwide/

YouTube

https://youtube.com/EOSWorldwide

Instagram

https://www.instagram.com/entrepreneurialoperatingsystem/

Submit

Advanced: Analytics & Booking Calendar

Optional analytics tracking and your booking calendar.

GA4 ID

Your Google Analytics 4 measurement ID, for tracking visits to your page. The field already includes the **G-** prefix, so enter only the part that follows it (full format **G-XXXXXXXXXX**). **You only need the ID here, with no embed or tracking code.**

Booking Embed

Paste the **full embed script** from your calendar tool (Calendly or similar), not just a link. After a visitor completes the contact form on your page, they'll be prompted to book a meeting using this embed.

Setting up Google Analytics (GA4)

To get a GA4 ID you'll first need your own Google Analytics account. A couple of important points:

- Create the account with a **personal email**, not your EOS email. EOS addresses are blocked from Analytics unless you're an internal EOS admin.
- Google's setup guide: <https://support.google.com/analytics/answer/9304153?hl=en>
- Analytics is a separate Google product. **EOS support cannot help with GA4 account setup** and has no access to your Analytics account.

Finding your GA4 Measurement ID

Once your account is set up, here's how to find the ID to enter:

1. Go to [Google Analytics](#) and log in.
2. Select the property you want to track.
3. Click **Admin > Data Streams** under the Property column.
4. Click your web data stream and copy the **Measurement ID** (it looks like **G-XXXXXXXXXX**).

Because the editor field already shows the **G-** prefix, enter only the characters that come after it.

When the booking calendar appears

The booking embed is shown **after** a visitor submits your contact form, not as a standalone calendar elsewhere on the page. The **Book a Call** tab controls the image and button text for the booking invitation; the actual calendar lives here.

- My Account
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- Logout

- About
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- Book a Call - Popout
- Approach
- Testimonials
- Videos
- Posts
- Events
- Social Media
- Advanced
- Disclaimer

TRACKING

For more information on this section, please visit [the documentation](#).

GA4 ID
 Example: id=G-XXXXXXXXXX
 G-

Booking Embed
 Please add your booking embed here. After the user submits the form, they'll be prompted to book a meeting immediately.

Submit

Advanced tab — GA4 ID and booking embed

Disclaimer: Content Rights Confirmation

A required confirmation that you have the rights to all content you upload (images, graphics, logos, etc.) and that it follows EOS license, branding, and content guidelines. **You must check this box** to confirm before your submission is complete.

- My Account
- Help & Information
- Release Notes
- Logout

- About
- Logos
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- Book a Call - Popout
- Approach
- Testimonials
- Videos
- Posts
- Events
- Social Media
- Advanced
- Disclaimer

Full Disclaimer*

I confirm that I have secured the necessary rights or written authorizations for all images, graphics, logos, and other content included in the materials I submit for my EOS-branded microsite. I further confirm that these rights extend to EOS Worldwide's use of the materials on the EOS website and related platforms. Where attribution is required, I agree that all content that I submit must adhere to EOS license, branding, and content guidelines. I understand that I am responsible for any claims or liabilities resulting from a failure to obtain the required rights.

☒ I've made sure I can use this content and that it follows EOS guidelines.

Submit

Disclaimer tab — required rights confirmation

6. How the Directory Search Works

The directory isn't alphabetical, and it isn't a simple nearest-first list. How you appear depends on the type of search someone runs and how you've entered your locations. These principles explain most of what you'll see, and what you can control.

Only the Primary checkbox affects ranking, not the order of your addresses

All of your listed locations are treated equally; the one distinction the system makes is whether a location is marked **Primary**. If there's a city where you most want to rank well, make sure that city is set as your Primary Location.

City searches group by Primary first

When someone searches a city (ex: "Austin"), the directory first shows Implementers who have that city set as **Primary**, then those who have it listed but not as Primary. After that, it expands outward to nearby cities by distance. It is **not** distance-sorted *within* the searched city.

Full street addresses unlock true distance sorting

Searching a specific street address gives genuine nearest-first results, but only among Implementers who entered a **complete address** rather than just a city. This is the practical reason to enter a real, specific address (selected from the Google Maps suggestions) instead of a general area.

Listing more relevant cities widens your reach

If you regularly serve nearby cities, adding one or two of them as additional locations helps you appear in more searches. It's not a hidden ranking boost; it simply makes you eligible for a wider range of relevant results.

Ranking is not based on where you actually work

The directory has no access to session data, so it can't favor someone who frequently works in a city over someone who merely lists it. What you enter in your locations is what the directory uses, so keep them accurate and specific.

7. Tips & Best Practices

Save your work frequently

Click **Submit** after finishing each section rather than waiting until the end. Because it saves all sections at once, there is no drawback to saving often, and doing so protects your work if your session ends unexpectedly.

Resize images before uploading

The size limits are intentionally small to keep your page loading quickly. If an image will not upload, it is almost always too large. Resize or compress it to fit the limit listed in the Quick Reference table ([Section 3](#), p. 6). A free online tool such as squosh.app works well for this, as do your computer's built-in photo tools.

Formatting carried over from word processors

If you write your Bio in Word or Google Docs and paste it in, curly quotation marks and long dashes can sometimes transfer incorrectly. If the text appears unusual after pasting, retype the quotation marks and apostrophes directly in the Bio editor.

Note the character counters

Several fields display a live character count. If a field stops accepting input, you have likely reached the limit; tighten the wording rather than assuming the field is malfunctioning.

Keep your events up to date

Because only upcoming events are shown and there is no public archive, add new engagements as you book them so your page always has current listings.

8. Troubleshooting & FAQ

I can't log in.

Use the **Lost Password** link on the login page to reset your password. If you have never received login details and it has been more than 2 business days since Boot Camp, check your spam folder, then email support@eosworldwide.com.

I made changes but they're gone.

There are two common causes. First, changes are saved only when you click **Submit**; if you closed the tab or your session ended beforehand, they were not saved, as there is no autosave. Second, Submit will not go through if a required field is empty **or the Disclaimer checkbox is unchecked**. Confirm that every red-asterisk field is filled and the Disclaimer box is checked, then click Submit.

My address won't work / I don't show up where I expect.

You must type a real address and **select one of the Google Maps suggestions**, because the directory relies on geolocation. General areas such as "Chicagoland" or "West Coast" will not register. Enter at least a city; broad entries like just a state or country reduce how often you appear. Your street address is never shown publicly. Only the **Primary** location affects search priority; the order of your addresses does not.

Why does an Implementer who doesn't live in my city appear above me in the results?

For a city search, the directory shows Implementers who have that city set as their **Primary** location first, then those who list the city without it set as Primary, and then Implementers in nearby cities by distance. So another Implementer can appear above you if they have the searched city set as Primary and you do not, or if you have only a broad or non-specific location entered. The directory does not use session data, so it cannot tell who actually works in a city most often; it relies entirely on the locations entered. To strengthen your position, set the relevant city as your Primary location and make sure your address is specific. See [Section 6](#), p. 24 for the full explanation.

Why do I keep appearing low in the results?

Ranking is determined by your locations, not by recency or activity, and within each grouping the order is randomized, so your exact position can shift between searches. The most common reasons for appearing low are not having the searched city set as your **Primary** location, or having entered only a broad area (such as a state or country) rather than a specific city or address. Confirm that your main city is set as Primary and that your address is specific. Adding one or two additional cities you genuinely serve can also help you appear in more relevant searches. See [Section 6](#), p. 24 for how ranking works in detail.

How do I set up Google Analytics (GA4)?

Create your own Google Analytics account using a **personal email** (EOS emails are blocked unless you're an internal admin), then paste your Measurement ID into the GA4 field on the Advanced tab. The Advanced section above has step-by-step instructions for finding your ID, plus Google's own setup guide. Note that EOS support can't assist with GA4 setup, since it's a separate Google product we don't have access to.

I'm not showing up in the directory.

Make sure you've uploaded a **headshot** on the About tab in your editor. Your page exists and works by direct link, but it stays hidden from the directory until a headshot is added.

My image won't upload.

The image is most likely over the size limit. Check the Quick Reference ([Section 3](#), p. 6), then resize or compress the image and try again. A free online tool such as squoosh.app makes this quick.

I added a new blog post but it's not on my page.

Creating a post doesn't feature it automatically. Go to the **Posts** tab in the editor and feature it there. If you already have 3 featured posts, remove one and add the new one.

My newest post won't replace an old featured one automatically.

Featuring is a manual process. Remove a featured post on the **Posts** tab and add the one you want in its place.

A past event disappeared from my page.

Once an event's date passes it's removed from public view automatically, and there's no public archive. You can still see all events, including completed ones, in your editor.

My video won't embed or shows no thumbnail.

First, confirm the video meets all three requirements: it must be hosted on **YouTube** (Vimeo and other hosts aren't supported), it must be set to **Public or Unlisted** (private videos won't embed), and it can't be a **Short**. Then, if it embeds but shows no thumbnail, check the video quality: YouTube needs at least 1080p to generate one. For a custom thumbnail, set it on YouTube at **1280 × 720 px**.

Where do I paste my booking calendar?

On the **Advanced** tab, in the **Booking Embed** field. Paste the **full embed script** from your calendar tool (Calendly, etc.), not just a URL. It appears to visitors after they complete your contact form. The Book a Call tab only controls the image and button text.

What if I don't have a "Book a Call" calendar to embed?

Embedding a calendar in the "book a call" section is optional. The "book a call" buttons always link to your contact form first. If you haven't embedded a calendar, a section appears after the form prompting the visitor to email you, showing your email address, so people can still reach you. (The ability to customize the button text is planned for shortly after launch.)

Can my photo be different in the About and Location sections?

No, the same photo is used in both places. Update your Headshot on the About tab and it will carry through to your Location section.

What photo file types can I use?

WebP, PNG, JPEG, and AVIF. Keep each image within the size limit for its field (see the Quick Reference in [Section 3](#), p. 6).

Can I upload a video file directly to my microsite?

No, videos cannot be uploaded directly. Upload your video to YouTube and paste the link into the video fields. Use a standard **horizontal** video, as vertical videos and Shorts will not embed properly. See the Videos section for the full list of requirements.

If I add a blog post to my microsite, does it also appear on the EOS Worldwide blog?

No, posts on your microsite are separate from the main EOS Worldwide blog. You are welcome to submit the same article for consideration on eosworldwide.com using this form: [blog submission form](#). This option is available to Certified and Expert EOS Implementers only.

Do I need my client's permission to post their testimonial?

It isn't required, but we strongly recommend it to avoid any missteps. A testimonial video release form is available [here](#).

My designation has changed. How do I update it on my microsite?

Designation is the one field you can't edit yourself. Email support@eosworldwide.com with the request and the team will update it for you.

I used to update my email signature through the microsite hub. Where does that go now?

Email signature update requests are now handled in the EOS Implementer Academy: [eosiacademy.eosworldwide.com/c/email-signature-updates](https://eosworldwide.com/c/email-signature-updates).

Can I get a redirect from the old `eosworldwide.com/firstname-lastname` URL?

New microsites use the URL format `implementer.eosworldwide.com/firstname-lastname`, and this is your page's address. Redirects from the older `eosworldwide.com/firstname-lastname` format were created only for Implementers who had a microsite **before** the platform transition, so that their existing materials (business cards, printed collateral, and similar) would continue to work. Those redirects are already in place automatically for everyone who qualifies. New redirects are not added for microsites created after the transition, so please use and share your `implementer.eosworldwide.com` URL going forward.

Need additional help?

Reach out to the support team at support@eosworldwide.com. Note that support can only see and edit the same things you can, and they can't view technical error details, so the fixes above will resolve most issues the fastest.