



Navigating Emerald Wall Street

A How-To Guide to The Links Premier Economic Network

The Emerald Wall Street platform serves as a comprehensive digital business directory designed to connect and promote Links-owned enterprises within The Links, Inc. network.

Users can easily navigate the site to browse listings, register their own companies, or locate specific members using a variety of customizable search filters. Each entry provides detailed profile information, including physical location maps and specific chapter affiliations to foster community engagement. Registered participants have the ability to personalize their presence by updating visual content and marketing graphics on their individual pages.

Additionally, the system provides support resources such as frequently asked questions and direct contact options for administrative assistance. This guide ensures that members can effectively utilize features of the portal to enhance their professional visibility.

Emerald Wall Street Digital Directory

A How-To Guide to The Links, Inc. Premier Economic Network

1. To get to the Emerald Wall Street digital directory, you must Sign In to Members Only on The Links, Inc. National website – <https://linksinc.org/> - and scroll down to the bottom of the left side selection menu and select **Emerald Wall Street.**

Home Page [Emerald Wall Street]

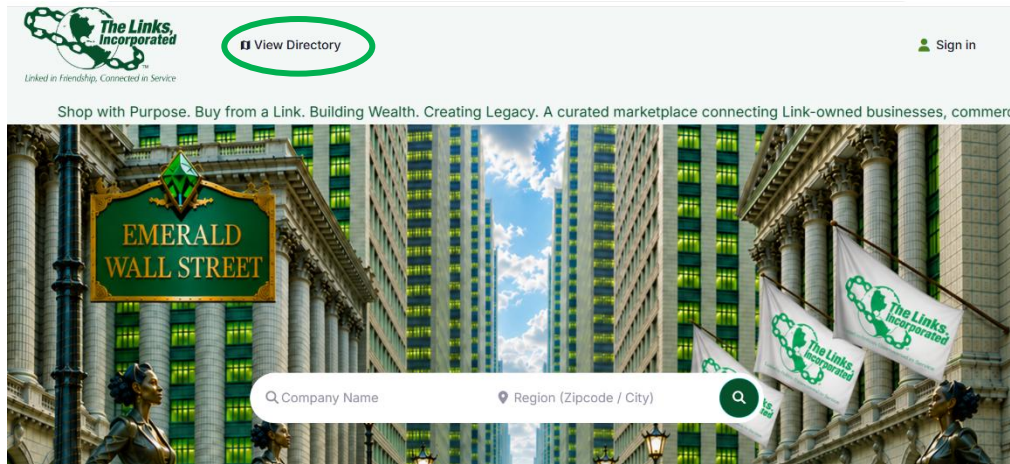


The screenshot shows the Emerald Wall Street Home Page. At the top, there is a navigation bar with the The Links, Incorporated logo, a "View Directory" button, and a "Sign in" button. Below the navigation bar is a banner with the text "Shop with Purpose. Buy from a Link. Building Wealth. Creating Legacy. A curated marketplace connecting Link-owned businesses, commerce, and community." The banner features a large image of a city street with a sign that reads "EMERALD WALL STREET". Below the banner is a search bar with the text "Company Name" and "Region (Zipcode / City)". Below the search bar are five categories of listings: Business & Professional Services (106 listings), Education & Training (22 listings), Health & Wellness (31 listings), Home, Trades & Specialty (25 listings), and Retail, Food & Lifestyle (48 listings). Below the categories is a section titled "THREE SIMPLE STEPS" with the heading "Getting Started". The section includes an important note: "IMPORTANT: By adding a listing to the directory you certify that your business is registered, active, and in good standing for 2 years or more". Below the note is a text box that says "Follow the steps below to submit your first business listing." The steps are: 1. Register (Before submitting a listing, you will first need to create an account.), 2. Log In (After you create an account, you will then need to login to your account.), and 3. Add Listing (After you login, you can then create a listing.).

Emerald Wall Street Digital Directory

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- From the Home Page, you can View the full directory of Links Members' businesses that are registered on the Emerald Wall Street platform by selecting the **View Directory** button at top left of the Home Page.



Join the Directory

Establish Your Footprint

Scrolling to the bottom of the Home Page reveals your gateway to joining the directory.



- Register A Listing** - You can also register and add your business listing to the Emerald Wall Street digital directory by scrolling to the bottom of the Home Page and following the 3 easy step under Getting Started (see below).

THREE SIMPLE STEPS

Getting Started

IMPORTANT: By adding a listing to the directory you certify that your business is registered, active, and in good standing for 2 years or more

Follow the steps below to submit your first business listing.



1. Register

Before submitting a listing, you will first need to create an account.



2. Log In

After you create an account, you will then need to login to your account.



3. Add Listing

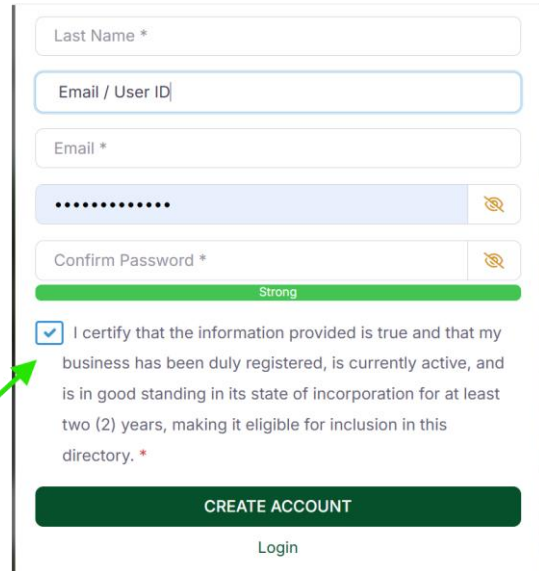
After you login, you can then create a listing.

Emerald Wall Street Digital Directory

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- When you register and create a Log in, you can Add a business listing and must certify that your business has been active for at least two (2) years.

Note that you must certify that the information you're providing is true and that your business has been duly registered, is currently active, and is in good standing in its state of incorporation for at least two (2) years.



Last Name *

Email / User ID

Email *

.....

Confirm Password *

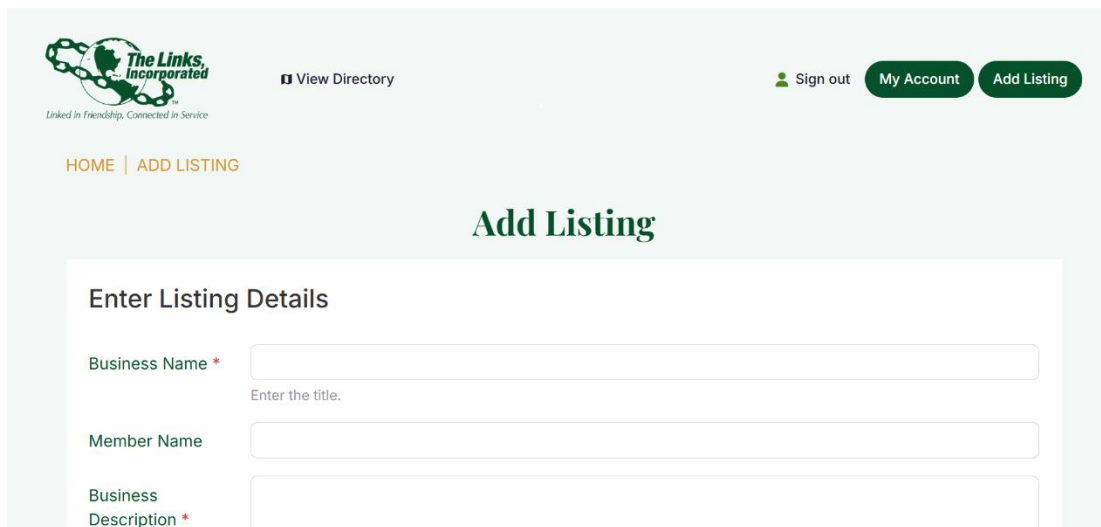
Strong

☒ I certify that the information provided is true and that my business has been duly registered, is currently active, and is in good standing in its state of incorporation for at least two (2) years, making it eligible for inclusion in this directory. *

CREATE ACCOUNT

Login

- After you've successfully logged in and you select **Add Listing** button at top right of the page you will be presented with the **Add Listing** page to add your business listing and profile. Complete requested information.



The Links, Incorporated
Linked in Friendship, Connected in Service

View Directory

Sign out My Account Add Listing

HOME | ADD LISTING

Add Listing

Enter Listing Details

Business Name *
Enter the title.

Member Name

Business Description *

Emerald Wall Street Digital Directory

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6. **Map** - To ensure the directory accurately captures the location of your business, select the **Set Address on Map** button when completing business information on the Add Listing page.

Region *
Enter listing region.

City *
Enter listing city.

Zip/Post Code
Please enter listing Zip/Post Code

Set Address On Map
Click on "Set Address on Map" and then you can also drag map marker to locate the correct address



7. **Business Logo** – If you do not upload a business logo, then a default logo will be a white rose against a green background. You can edit your listing at any time to add a business logo.

Select Map View
Please select listing map view to use

Business Logo You can upload your company logo.

Drop file here
OR
Select File
Allowed file types: .jpg, .jpe, .jpeg, .gif, .png, .bmp, .ico, .webp, .avif



8. **Business Images** (i.e. Marketing, Promotional, Product images) can be uploaded with your listing and will be displayed as your profile Cover Photo. These can be edited at any time.

Cover Photo / Business Images You can upload more than one image to create a image gallery on the details page.

Drop files here
OR
Select Files
Allowed file types: .jpg, .jpe, .jpeg, .gif, .png, .bmp, .ico, .webp, .avif
(You can upload unlimited files with this package)
Please drag & drop the files to rearrange the order

Phone

Website
You can enter your business or listing website.

Email *

9. **Submit Listing** – It's important that you select the **Submit Listing** button at the bottom of the Add Listing page so that your business listing will be added to the directory. If you do not select the Submit Listing button, then you will not see your listing.

Phone

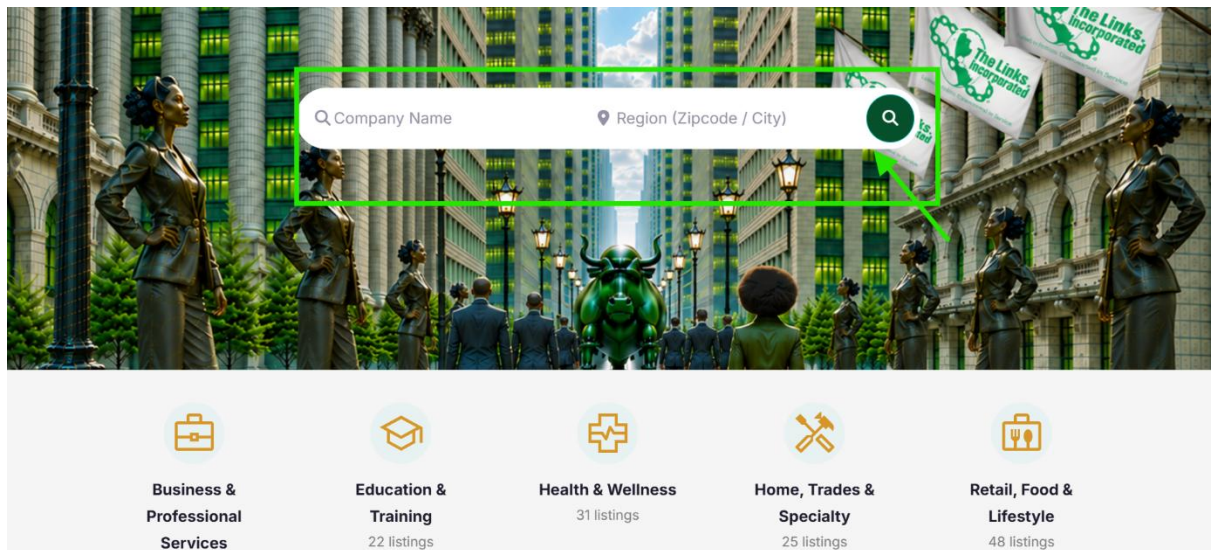
Website
You can enter your business or listing website.

Email *
You can enter the contact email for your listing.

Featured Video
Paste a YouTube or Vimeo link to feature a video on your business profile.

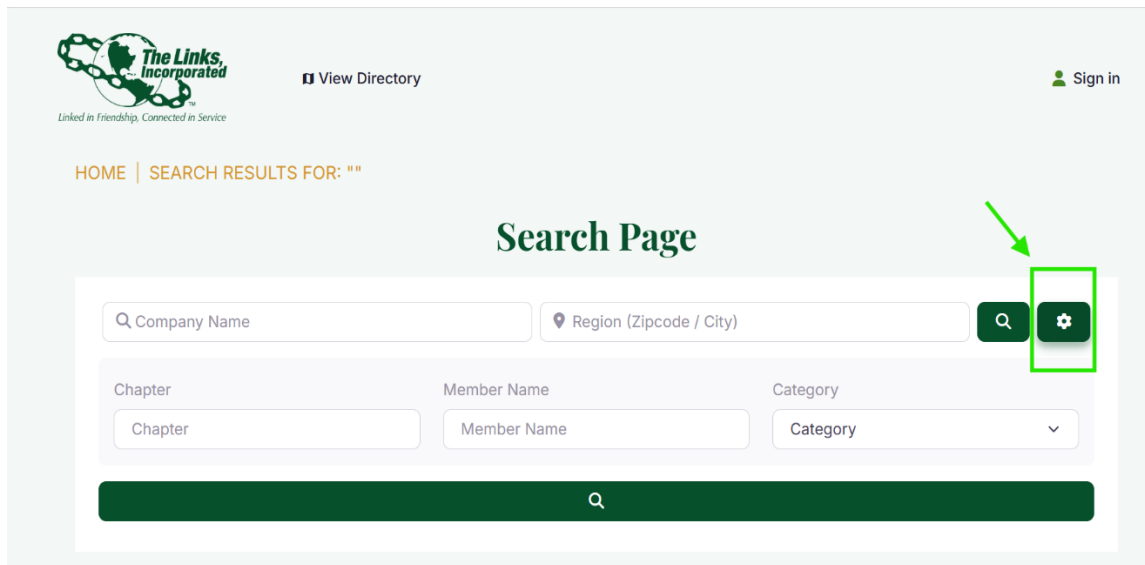
[Submit Listing](#) [Preview Listing](#)

10. **Search for a Listing** - When searching for a business listing, you can also fill in data in the white search bar on the Home Page to find a Business Listing or Member. Simply type in the business name and hit the search magnifying icon. If you don't know the business name and want to search by Member Name or chapter, leave the white search blank and select the magnifying icon on the right side of the white search bar.



11. A Search Page will be presented and when you select the gear icon at the far right of the search bar, you will see all search filters -- Company Name, Region/Zip Code, Chapter, Member Name and Category

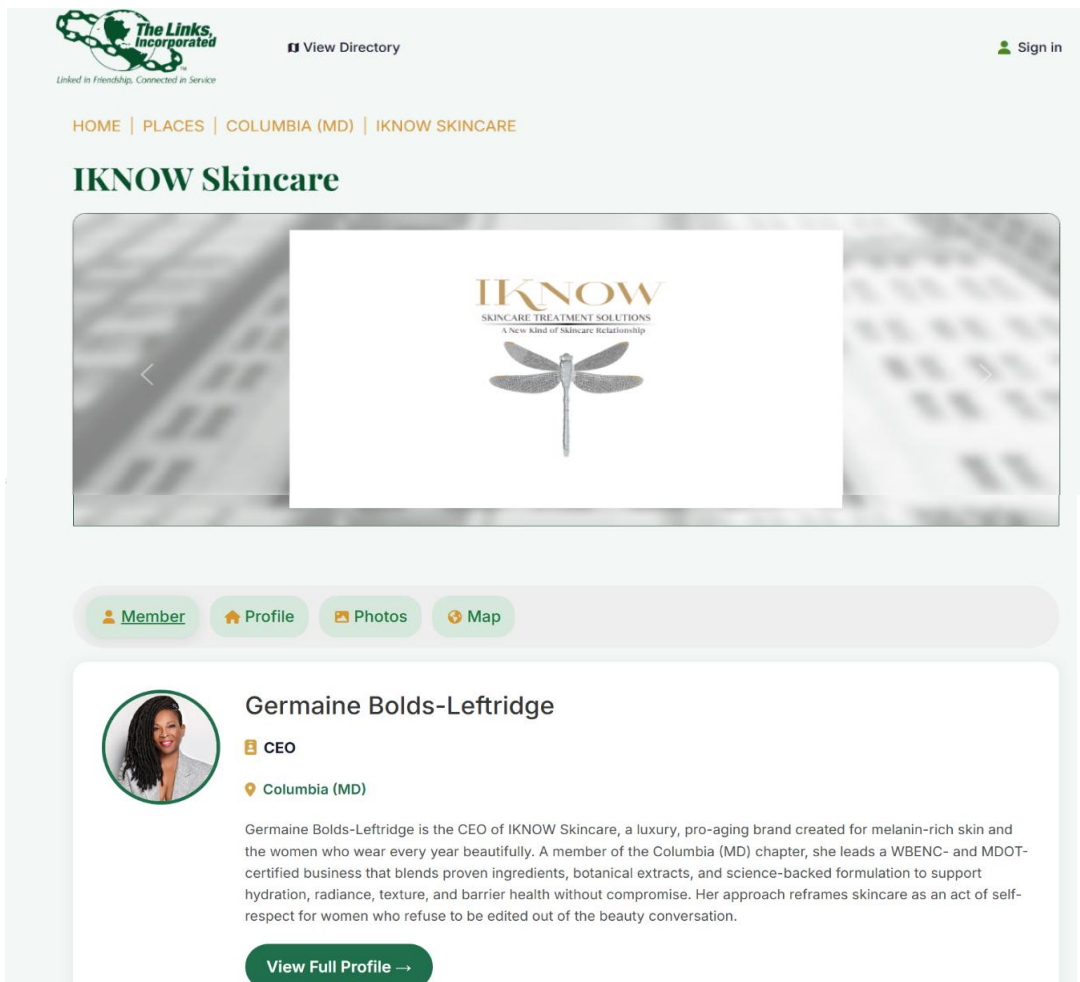
Search Page (Search by Company Name, Member Name, Chapter, Region, or Category)



The screenshot shows the Search Page of the Emerald Wall Street Digital Directory. At the top left is the The Links, Incorporated logo. To its right is a "View Directory" button. Further right is a "Sign in" button. Below the logo is the text "HOME | SEARCH RESULTS FOR: """. The main heading is "Search Page". Below this is a search form with two input fields: "Q Company Name" and "Region (Zipcode / City)". To the right of these fields are two buttons: a magnifying glass icon and a gear icon. A green arrow points to the gear icon, which is also highlighted with a green box. Below the input fields are three dropdown menus: "Chapter" (with "Chapter" selected), "Member Name" (with "Member Name" selected), and "Category" (with a downward arrow). At the bottom of the form is a large green button with a magnifying glass icon.

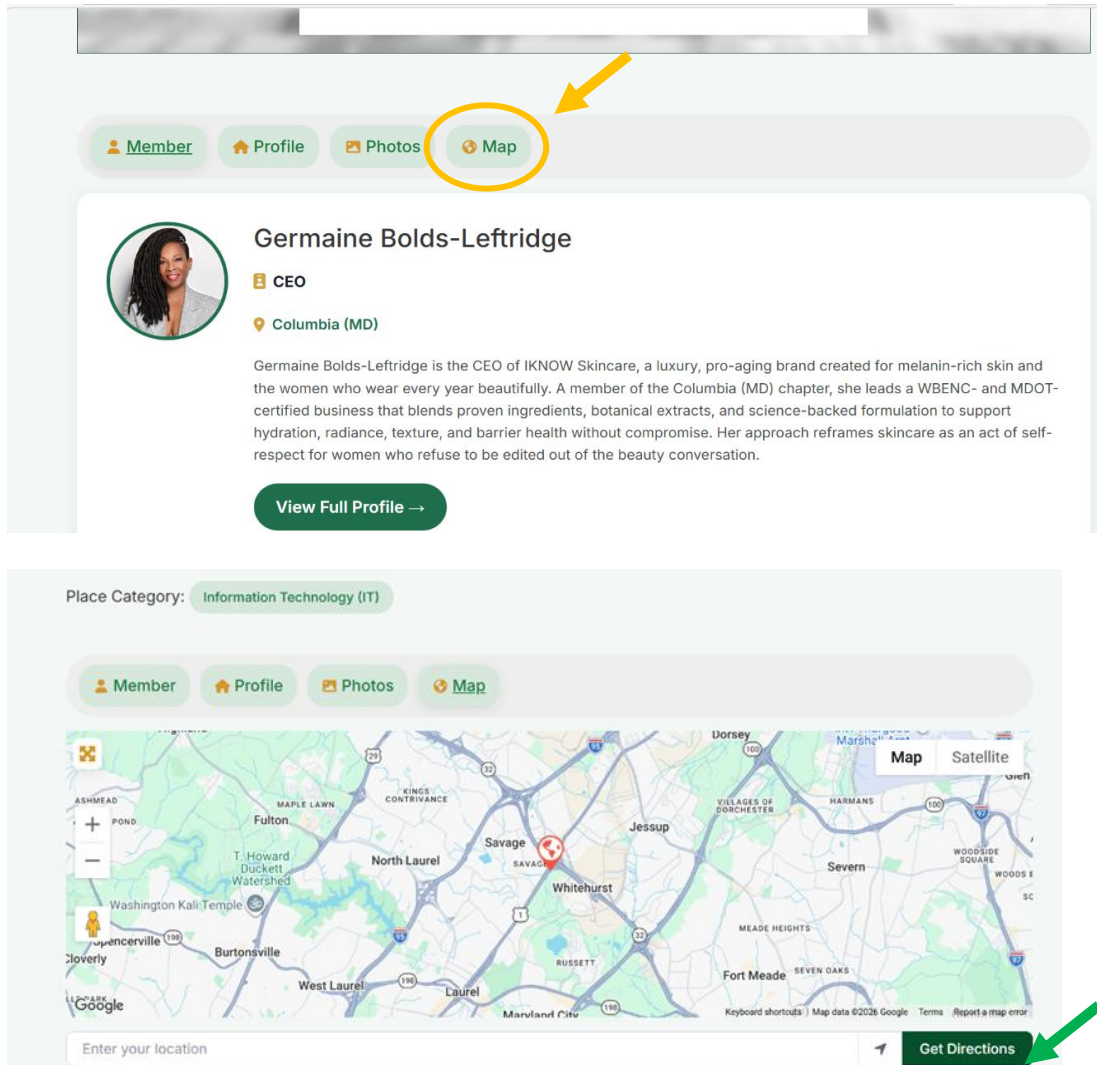
12. When you search for a business listing by any of the filters, you will be presented with a Business Profile for the business.

Business Profile Page

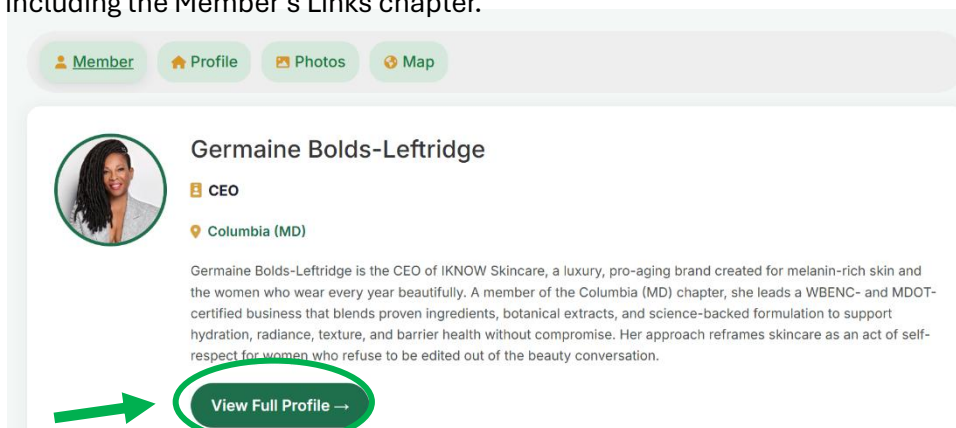


The screenshot shows the Business Profile Page for IKNOW Skincare. At the top left is the The Links, Incorporated logo. To its right is a "View Directory" button. Further right is a "Sign in" button. Below the logo is the text "HOME | PLACES | COLUMBIA (MD) | IKNOW SKINCARE". The main heading is "IKNOW Skincare". Below this is a large banner image featuring the IKNOW Skincare logo, which includes a dragonfly. Below the banner is a navigation bar with four buttons: "Member", "Profile", "Photos", and "Map". Below the navigation bar is a profile card for Germaine Bolds-Leftridge. The card includes a circular profile picture of Germaine, her name "Germaine Bolds-Leftridge", her title "CEO", and her location "Columbia (MD)". Below this information is a paragraph of text: "Germaine Bolds-Leftridge is the CEO of IKNOW Skincare, a luxury, pro-aging brand created for melanin-rich skin and the women who wear every year beautifully. A member of the Columbia (MD) chapter, she leads a WBENC- and MDOT-certified business that blends proven ingredients, botanical extracts, and science-backed formulation to support hydration, radiance, texture, and barrier health without compromise. Her approach reframes skincare as an act of self-respect for women who refuse to be edited out of the beauty conversation." At the bottom of the card is a green button with the text "View Full Profile →".

13. When you select the **Map** “button” on the Business Profile page (see below) you will see where the business is located on a local map and you can get directions to the business.



14. When you select **View Full Profile** on the Business Profile page, you will be directed to a Member Full Profile page with both the Member and their business listing information, including the Member’s Links chapter.



Member Full Profile

Cover Photo

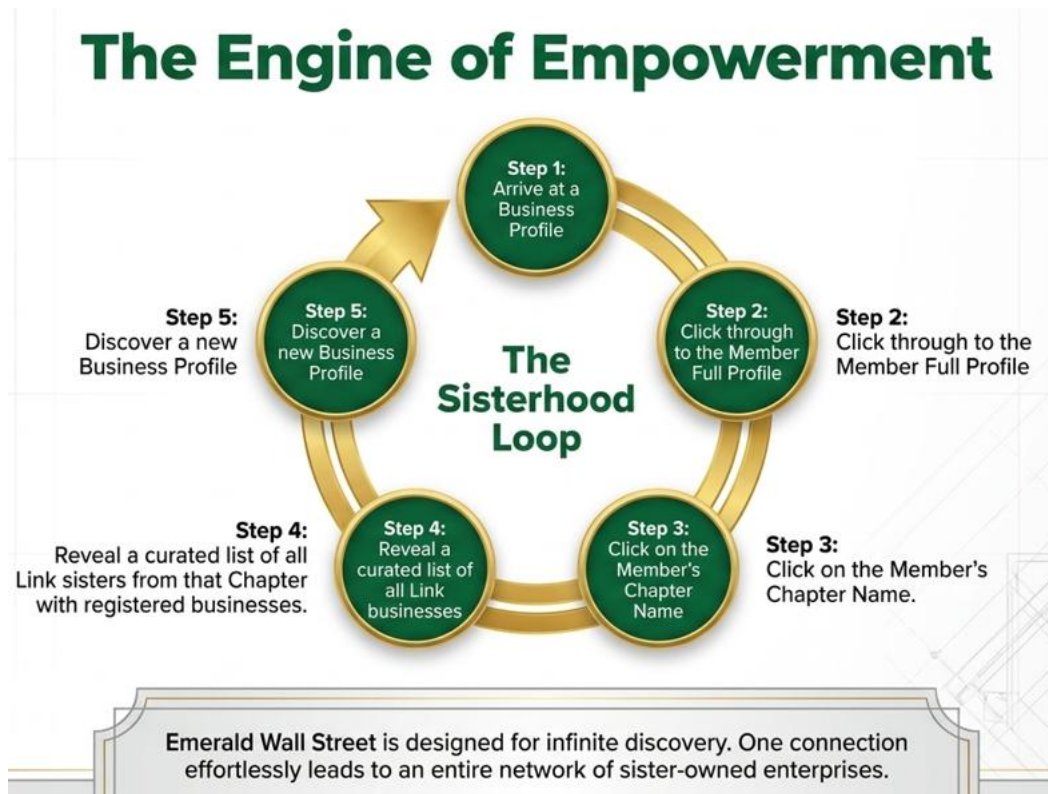


Germaine Bolds-Leftridge

About Member Listings

Columbia (MD)

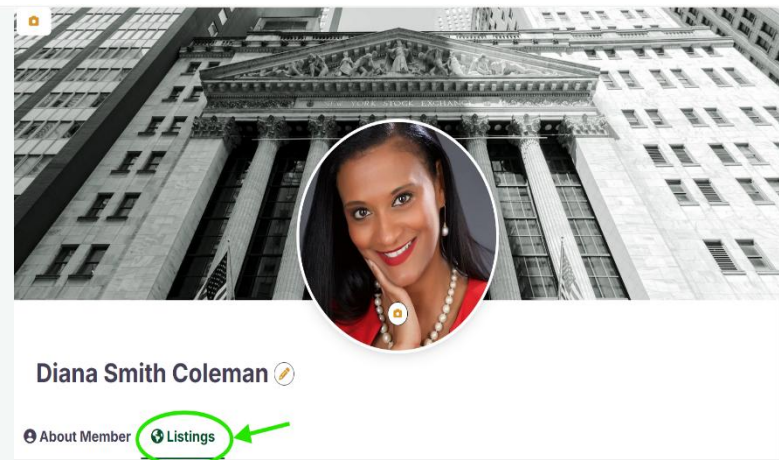
15. When you click on the Chapter name, you will see a list of Link sisters from the Chapter who have businesses registered in the Emerald Wall Street directory. You can search the directory by Chapter Name and you can discover Link sisters with business enterprises within a Chapter. Emerald Wall Street was designed with empowerment in mind.



16. **Editing Cover Photo and Member Photo** - If you are logged in to the Emerald Wall Street directory, you can edit the Cover Photo on the Member Full Profile page by clicking camera the icon (similar to updating a banner photo on your Facebook profile). Add a photo or promotional graphic or marketing graphic that represents you or your business.



17. If you are logged into the Emerald Wall Street directory, you can edit your business listing and member profile data by selecting **Listings** on the Full Member Profile page.



To edit a listing after it is published follow these steps:

1. Log in to your account.
2. Navigate to your business listing /profile by searching the directory for your business.
3. Select the **View Full Profile** button and then select **Listings** under your profile photo.
4. Select the **Edit** button and then scroll down on the Edit Place page to update listing details.
5. Select **Submit Listing** button at bottom of the page.



Bright Eagle Solutions

Bright Eagle Solutions is a small, woman-owned consulting firm specializing in IT consulting, business solutions, and mission-critical support services. We

Member Name: Diana Smith Coleman

Role: Owner & CEO

Chapter: Columbia (MD)

Location: Laurel MD

Published **Edit** **Delete**

18. From the bottom of each page on the Emerald Wall Street platform, you can select **FAQ** to view Frequently Asked Questions. You can select **Contact Us** to reach out to a member of The Links, Inc. Emerald Wall Street cohort if you need more information or support. And you can select **About Us** to learn more about the Emerald Wall Street initiative and how it moved from vision to reality.

