



# RESOURCE PARTNER GUIDE

FEBRUARY 2024



# Hello!



The O’ahu Business Connector (OBC) connects small businesses and entrepreneurs to nonprofits, government partners, and support organizations to help them grow and create jobs.

The OBC is part of the City and County of Honolulu’s strategy to support small businesses and is managed by the City’s Office of Economic Revitalization.

The heart of the program is its grassroots team of Resource Connectors who personally reach out to businesses and educate them about available resources. They’ve already helped more than 3,000 local businesses.

OBC offers events, seminars, and professional development to small businesses, and an online directory ([OahuBusinessConnector.com](http://OahuBusinessConnector.com)) where businesses can find resources that meet their specific needs.

**This guide will help resource partners make the most of OBC.**

[oahubusinessconnector.org](http://oahubusinessconnector.org)  
[obc@honolulu.gov](mailto:obc@honolulu.gov)



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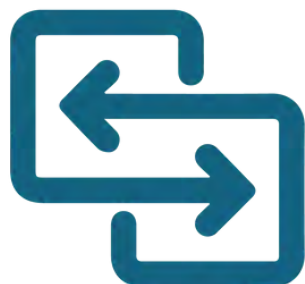
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# RESOURCE FINDER



# Creating a Profile

Nonprofit, government and educational institutions that support small businesses on O'ahu can request a listing on OBC by visiting:

[oahubusinessconnector.org/  
resource partner](https://oahubusinessconnector.org/resource-partner)



## TIPS FOR FILLING OUT YOUR PROFILE:

- Use the contact information for the best person to receive incoming referrals
- A direct phone number or email inspires confidence in the small business that your organization has someone to help and respond to them
- Select the services that your organization would like receive referrals for
- Selecting specialty will move your organization toward the top of search results





# Updating Your Profile

Are you starting or ending a program? Expanding your services or narrowing your focus? It's time to update your profile!

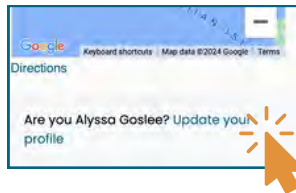
1

From the Home page, click Resource Finder and pull up your organization's profile.



2

Navigate to the bottom of the right section and click the button and a link will be sent to your email



3

Edit your organization's information, select/deselect subcategories.



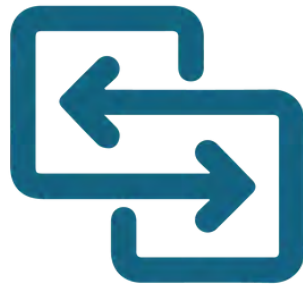
**Would you like us to make the update for you? No problem!**

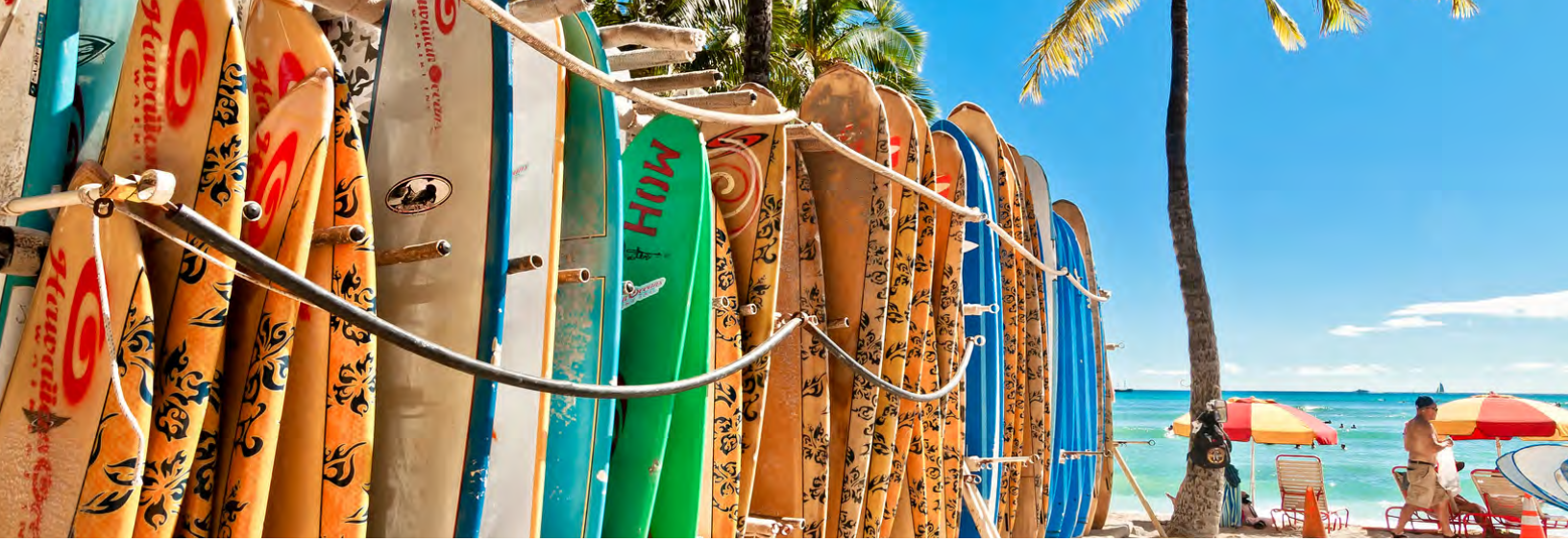
**Email: [alysa.goslee@honolulu.gov](mailto:alysa.goslee@honolulu.gov)**



M O D U L E

# CALENDAR



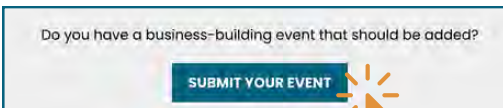


# Adding Your Event

Resource partners listed on OBC can add their events and workshops to the calendar:

1

From the **Home** page, click **Calendar** and on the bottom of the page follow link to add your event



2

Add your event details including physical location if in-person or virtual if online.

3

Include a flyer or graphic for your event. Entrepreneurs are more likely to click your event if a visual is included!

Would you like us to add your event for you? No problem!

Email: [alysa.goslee@honolulu.gov](mailto:alysa.goslee@honolulu.gov)







# Editing Your Event

You can see and update events you've listed.

## Submit an Event

Add New Event [VIEW YOUR SUBMITTED EVENTS](#)

EVENT TITLE: *(required)*

EVENT DESCRIPTION: *(required)*

## STEP ONE

Navigate to the page where you add a new event. Click **View Your Submitted Events**.

## STEP TWO

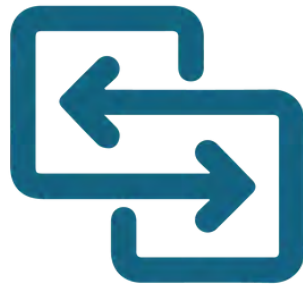
Find the event you'd like to adjust and click Edit. If the event is one of a series, you'll need to indicate if you are editing the full series or the singular event.

PUBLISH STATUS	TITLE
✓	Small Business Connection at Honolulu View   Edit   Delete All



MODULE

# BACK LINKS



# Creating Back Links

The way that websites are connected through hyperlinks remains a critical factor in search engine optimization (SEO).



Let's help each other's SEO!

## TIPS FOR LINKING TO OBC:

- **Where the link is placed matters.** A link buried on an internal page three clicks deep on a website is less helpful. A prominent link and call to action matters.
- **Including a visual** with text narrative that is hyperlinked works best (e.g. logo, designed graphic with call to action, etc).
- **The text that you hyperlink matters**, this is the part that is blue and clickable. Best practice is to hyperlink keywords.
- **Great example:** Looking for [startup business help on O'ahu?](#) Check out O'ahu Business Connector.

**We Listen. We Connect. We Help**

