👤 Visitor Back-Office Guide

Everything you need to know about your visitor account on the platform.

⚡ Walkthrough — do this, in this order

Brand new here? These are the exact clicks, from your first sign-up to your first saved place and review. Screens are named as they appear on screen.

1. **Sign in — or register.** Open zaarhub.com and click **Sign In** (top-right of any page). In the modal click the **Register** tab, fill in **Name**, **Email** and **Password**, then click **Create Account**. You are logged in immediately — no confirmation step in the way.
2. **Find a business.** Type what you need into the search box on the homepage (or open a city page, e.g. `/city/palm-bay`) and press **Enter**. Use the **List / Map / Split** toggle above the results to change how they are shown.
3. **Open the listing.** Click the business name. The page opens at `/biz/<slug>/<id>` and shows photos, opening hours, the Leaflet map, every review and a direct message form.
4. **Save it.** Click 🔖 **Save** on the business page. The button changes to **Saved**. Your bookmarks live under **Saved Places** in the visitor portal (`/visitor` → **Saved Places**).
5. **Leave a review.** Scroll to the **Reviews** section on the same page, choose your star rating (1–5), write your text, and submit. Your review appears on the listing straight away.
6. **Get your ZaarCash QR code.** While logged in, the **ZaarHub Rewards** card on that business page shows your tier, your ZaarCash balance and your personal QR code. Nothing to install — it is on every participating business profile.
7. **Claim a business you own.** Click **Claim This Business** on the listing (or open `/claim`), fill in your contact details and submit. An administrator reviews the claim.
8. **See the result.** Open `/visitor`. Your saved places, your reviews and your ZaarCash balance are all listed in one place — that is the whole loop.

✅ **You're done when:** you can sign in, find a business at `/biz/<slug>/<id>`, save it, review it, and see your balance and QR under **ZaarHub Rewards**.

1. Introduction

As a visitor you can create an account to interact with directory businesses. Your account lets you:

🔖 Save Businesses

Bookmark businesses you like to quickly find them later.

⭐ Write Reviews

Share your experience with star ratings and text reviews.

🏪 Claim a Business

If you own a business listed in the directory, you can claim it as the owner.

👤 Manage Your Profile

Update your name, email, and preferences from the visitor portal.

Your visitor account is separate from the business owner portal. Use the same email to unify your experience across both.

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2. Creating an Account

You can create a visitor account from the ZaarHub or any directory page. The login/register modal handles both sign-in and sign-up.

Step-by-Step

1. Click **Sign In** in the top navigation bar of any directory or ZaarHub page.
2. A modal appears with two tabs: **Login** and **Register**. Click the **Register** tab.
3. Fill in your details:
   - **Name** — Your display name
   - **Email** — Used for login and notifications
   - **Password** — Choose a strong password (min 8 characters)
4. Click **Create Account**. You'll be logged in automatically and can start using all features.

💡 **Tip:** Use the same email as your business owner account if you have one. This links your visitor and business profiles together.

Login

Once registered, simply click **Sign In** and use your email and password on the **Login** tab. Your session persists until you explicitly log out.

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3. Saving / Bookmarking Businesses

Save businesses you're interested in to quickly find them later without searching again.

How to Save a Business

1. Browse or search for a business in any directory.
2. Open the business detail page by clicking on the listing (opens at `/biz/:slug/:id`).
3. Click the 🔖 **Save** or ❤️ button on the business detail page.
4. The button changes to **Saved** to confirm it's bookmarked.

💡 **Tip:** The business detail page (`/biz/:slug/:id`) includes a full gallery, hours of operation, a Leaflet map with OSM tiles, all reviews, and a direct message form. You can also toggle between List, Map, and Split views on search results.

How to Remove a Saved Business

Click the **Saved** button again on the business detail page to remove it from your bookmarks. You can also remove saved businesses from your **Saved Places** list in the visitor portal.

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4. Writing Reviews

Share your experience with other visitors by leaving a review for any business in the directory.

Star Rating System

Reviews use a **5-star** rating system:

⭐	Poor
⭐⭐	Fair
⭐⭐⭐	Good
⭐⭐⭐⭐	Very Good
⭐⭐⭐⭐⭐	Excellent

How to Leave a Review

1. Navigate to the business detail page you want to review.
2. Scroll to the **Reviews** section on the page.
3. Click **Write a Review** button.
4. Select your star rating by clicking on the stars (1-5).
5. Write your review text describing your experience (optional but recommended).
6. Click **Submit Review**. Your review will appear after admin approval.

⚠️ **Note:** Reviews may require admin approval before they appear publicly. You can only submit one review per business. To update your review, edit it from the business detail page.

Editing or Deleting a Review

- **Edit** — Go to the business detail page, find your review, and click the edit (✏️) icon.
- **Delete** — Click the delete (🗑️) icon on your review to remove it entirely.

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5. Viewing Saved Places

All businesses you've bookmarked are accessible from your saved places list — either in the visitor portal or the dedicated dashboard at `/user/saved`.

Accessing Saved Places

1. Go to `/user/saved` — your personal dashboard with saved spots, reviews, and redeemed perks.
2. Alternatively, go to the **Visitor Portal** at `/visitor` or click your profile icon in the top navigation.
3. If not logged in, sign in with your email and password.
4. The dashboard loads with a **Saved Places** section showing all bookmarked businesses.
5. Each saved business shows its name, category, city, and a thumbnail image.

Saved Places Features

- **View details** — Click on any saved business to jump to its full profile.
- **Remove bookmark** — Click the bookmark icon to remove it from your list.
- **Write a review** — Click the review button to quickly leave a rating.
- **Search** — Filter your saved places by name or category.

💡 **Tip:** Saved places sync across your sessions. Bookmark a business on your phone and find it later on your desktop.

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6. Claiming a Business

If you own a business that's already listed in the directory, you can claim it to become its verified owner. This gives you access to the Business Portal where you can manage your listing, respond to reviews, and subscribe to premium features.

How to Claim

You can claim a business two ways:

Option A: Inline Claim (from business detail)

1. Navigate to the business detail page (`/biz/:slug/:id`) for the business you own.
2. Look for the **Claim This Business** button near the top of the page.
3. Click the button. A claim request form appears inline.
4. Fill in your contact details and optionally provide proof of ownership.
5. Submit the claim request. It goes to the directory admin for review.

Option B: 3-Step Claim Flow (`/claim`)

1. **Search** — Go to `/claim` and search for your business by name or URL. The system looks up matching listings across all directories.
2. **Verify** — Select your business from the results and provide verification details (email domain matching the business website, phone number on file, or other proof).
3. **Confirm** — Review the claim summary, agree to the terms, and submit. You'll receive a confirmation email and can track the status from your portal.

⚠️ **Note:** Claim approval is at the discretion of the directory admin. You may be asked to verify business ownership via phone, email domain, or business documents.

After Claiming

Once your claim is approved and you've set up your Business Portal credentials, you can:

- Update your business name, address, phone, hours, and description.
- Upload photos and manage your listing's appearance.
- Respond to customer reviews publicly.
- Subscribe to premium plans for enhanced visibility.
- Submit advertisements for admin approval.

Access the Business Portal at `/portal`.

7. Visitor Portal

The visitor portal at `/visitor` is your central dashboard for managing your account, saved places, reviews, and profile settings.

Portal Sections

👤 Profile

View and edit your name, email, and avatar. Your profile is shown on reviews you leave.

🔖 Saved Places

See all businesses you've bookmarked. Click to visit their detail pages or remove bookmarks.

⭐ My Reviews

View all reviews you've written. Edit or delete them from one place.

🏪 My Claims

Track your business claim requests. See pending, approved, and rejected claims.

🔐 Security

Change your password and manage active sessions.

📧 Notifications

Configure email notifications for review replies, claim updates, and platform announcements.

Accessing the Portal

1. Open your browser and navigate to `https://your-platform.com/visitor`.
2. If not logged in, the login/register screen appears.
3. Enter your email and password and click **Sign In**.
4. Your dashboard loads with your profile card at the top.

Editing Your Profile

1. From the dashboard, locate the **Profile** card or section.
2. Click the **Edit** button next to your profile info.
3. Update your name or other personal details.
4. Click **Save Changes** to update your profile.

Your changes are reflected immediately, including on any reviews you've written.

Changing Your Password

1. Navigate to the **Security** section in the portal.
2. Enter your current password and your new password.
3. Confirm the new password and click **Update Password**.

> ⚠️ **Note:** If you change your password, you'll need to log in again on other devices.

Logging Out

Click the **Logout** button in the portal header to end your session. This logs you out of all pages, not just the portal.

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8. Finding Businesses Near You

The **Near-Me Geolocation** feature lets you find businesses close to your current location. It's built into the directory search experience on both the ZaarHub frontend and individual directory pages.

How to Use Near-Me

1. Look for the 📍 **Near Me** button on the directory or ZaarHub search page.
2. Click the button. Your browser will ask for permission to access your location. Click **Allow**.
3. The directory loads businesses sorted by distance from you — closest first. Each listing shows approximately how far away it is.
4. Use the **Map View** toggle to see pins on an interactive map powered by Leaflet.js and OpenStreetMap.

Privacy

- Your location is only used to sort search results — it is not stored, shared, or tracked.
- You can deny location access and still use the directory normally. The near-me feature becomes available only when you grant permission.
- Location permission can be revoked at any time through your browser settings.

💡 **Tip:** Near-Me is especially useful when traveling or exploring a new area. Use it to find the closest restaurants, shops, or services without needing to know the neighborhood.

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9. Editor's Picks & Featured Businesses

Each directory features an **Editor's Picks** section — hand-selected businesses that the directory admin has chosen to highlight. These are often exceptional local businesses, hidden gems, or community favorites.

Where to Find Editor's Picks

- **Directory homepage** — Editor's Picks appear in a dedicated section, often as a carousel or grid near the top of the page.
- **ZaarHub frontend** — Editor's Picks from all participating directories appear in the ZaarHub carousel alongside featured deals and spotlights.
- **Badge on listings** — Editor's Pick businesses display a 🏆 **Editor's Pick** badge on their listing card and detail page, so you can spot curated businesses while browsing search results.

💡 **Tip:** Editor's Picks are a great place to discover quality local businesses you might not find through regular search. These businesses have been vetted and recommended by people who know the local community.

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10. Understanding Data Freshness

Business listings show a **Data Freshness Timestamp** that tells you when the information was last verified. This helps you know whether the business details you're viewing are current or may be outdated.

- **What you'll see:** A small note on business listings like "Data last updated: August 2026 from Google Places" or "Verified 2 weeks ago."
- **Sources:** Data can come from Google Places, Yelp, the business owner's own updates, or the directory admin.
- **Why it matters:** A recently updated listing means the hours, phone number, and address are likely accurate. Older timestamps might mean the info hasn't been checked in a while — use the contact info with this in mind.
- **No timestamp?** Some listings may not show a freshness timestamp if they haven't been enriched from a third-party source or recently updated by the owner.

💡 **Tip:** When comparing businesses, give preference to those with recent data freshness timestamps. A business that actively maintains its listing is more likely to be open, responsive, and reliable.

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11. ZaarHub Rewards on Business Profiles

When you visit any business detail page on ZaarHub (`/biz/:slug/:id`), you'll see a **"ZaarHub Rewards"** section that shows the loyalty program for that business.

If you're logged in and enrolled:

- **Your tier badge** — Bronze, Silver, Gold, or Platinum with a colored badge
- **Your ZaarCash balance** — Total ZaarCash you've earned across all ZaarHub businesses
- **Your scannable QR code** — Show this at checkout for businesses to scan and process your transaction
- **Earn rate** — 1 ZaarCash per $1 spent at that business (100 ZaarCash = $1.00)

If you're new (not enrolled yet):

- You'll see the program info and a **"Join ZaarHub Rewards"** button
- Click to enroll — it's free and takes one tap
- After enrolling, your QR code and balance appear instantly

If you're not logged in:

- You'll see the program details but not your personal loyalty data
- Sign in to see your tier, balance, and QR code

💡 **Tip:** The loyalty section fetches live data from the directory's native loyalty engine. Your balance updates in real time after every scan — no need to refresh or open a separate app.

💎 **ZaarCash at a Glance**

- **Earn 1 ZaarCash per $1** of earnable spend at any participating business
- **100 ZaarCash = $1.00** of buying power (1 ZaarCash = 1¢)
- **Redeem up to 10% of a bill** in ZaarCash — never more than a tenth of the total
- **Bank at least 100 ZaarCash** (=$1.00) before you can redeem anything
- **Free items earn nothing** — only the paid subtotal of a bill earns ZaarCash
- **One network-wide wallet, every city** — earn at a business in one ZaarHub city and redeem it in another; new cities join the same programme automatically
- **Look for the ZaarCash 💎 badge** — only businesses that sign up to the loyalty programme participate
- ZaarCash is ZaarHub's own loyalty programme, built into the directory — not a third-party service

💎 Your ZaarCash loyalty guide — the customer's view

ZaarCash (💎) is ZaarHub's own loyalty currency. It is **not** "points" and **not** "credits" — it is ZaarCash, and it is worth **100 ZaarCash = $1.00**. Here is how the programme works for you as a customer:

💎 What the programme gives you

- **Earn 1 ZaarCash per $1.00** of earnable spend at any participating business — plus check-in, visit and redemption bonuses where the business offers them
- **Redeem up to 10% of a bill** in ZaarCash — and only once you have banked at least **100 ZaarCash**
- **Free or fully discounted items earn nothing** — only the paid subtotal of a bill mints ZaarCash
- **One wallet, every ZaarHub city** — earn in one city and redeem in another; new cities join the same programme automatically
- **Look for the ZaarCash 💎 badge** — only businesses that sign up to the programme participate

Read the full ZaarCash programme guide for customers →

⚠️ **DISCLAIMER — FOR CUSTOMERS**

ZaarCash is a loyalty reward, not money. It has no cash value and cannot be exchanged for cash, transferred, sold or inherited. It can only be redeemed at businesses that participate in the programme.

The earning rates, the 10% bill cap and the minimum balance are set by each business and by ZaarHub, and can change; ZaarCash may also expire or be withdrawn if the programme changes or ends. A balance is not a promise that any particular reward will be available.

If a participating business refuses or is unable to honour a valid redemption, report it and we will act — but we do not guarantee any individual business's performance. Your balance belongs to your account and is forfeited if the account is closed.

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11. URL Cleanliness

When you click through to a business's website from a listing, you'll see a clean, readable URL — not a mess of tracking codes.

- **Clean display:** Business website links show as clean domain names (e.g., "joescoffee.com") on listing pages. This makes it easier to recognize the business and builds trust.
- **Automatic cleaning:** The platform removes over 30 tracking parameters (`utm_*`, `fbclid`, `ref`, `gclid`, etc.) from business URLs before displaying them.
- **What this means for you:** The URLs you see are the real business websites — without marketing tracking codes or campaign tags that clutter the display. They're cleaner, shorter, and easier to remember.
- **Clicking through:** When you click a business website link, you're taken to the actual business website. The cleaned URL is just for display — the link still works exactly as intended.

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12. Understanding the Notifications Ticker

While browsing a directory or the ZaarHub frontend, you may notice a horizontally scrolling bar at the top of the page showing recent activity. This is the **Notifications Ticker** — an automated feed of what's happening on the platform.

📡 What the Ticker Shows

🏪 New Businesses

Just-added or newly verified businesses in the directory.

🏷️ New Deals

Promotions and special offers recently posted by businesses.

⭐ Recent Reviews

High-rated reviews from other visitors and customers.

✅ Verified Claims

Businesses that recently verified their ownership — a trust signal.

🖱️ How to Interact

- **Click any ticker item** to go directly to the business listing, deal page, or review it references.
- **Hover** over the ticker to pause the scroll animation if you want to read a specific item.
- **Ticker items** are purely informational — they're system-generated from real platform activity, not ads or sponsored content.

> 💡 **Tip:** The ticker is a great way to discover new businesses and time-sensitive deals you might otherwise miss. If you see something interesting, click through — deals often have limited availability.
