

Torrance Business Profile Help

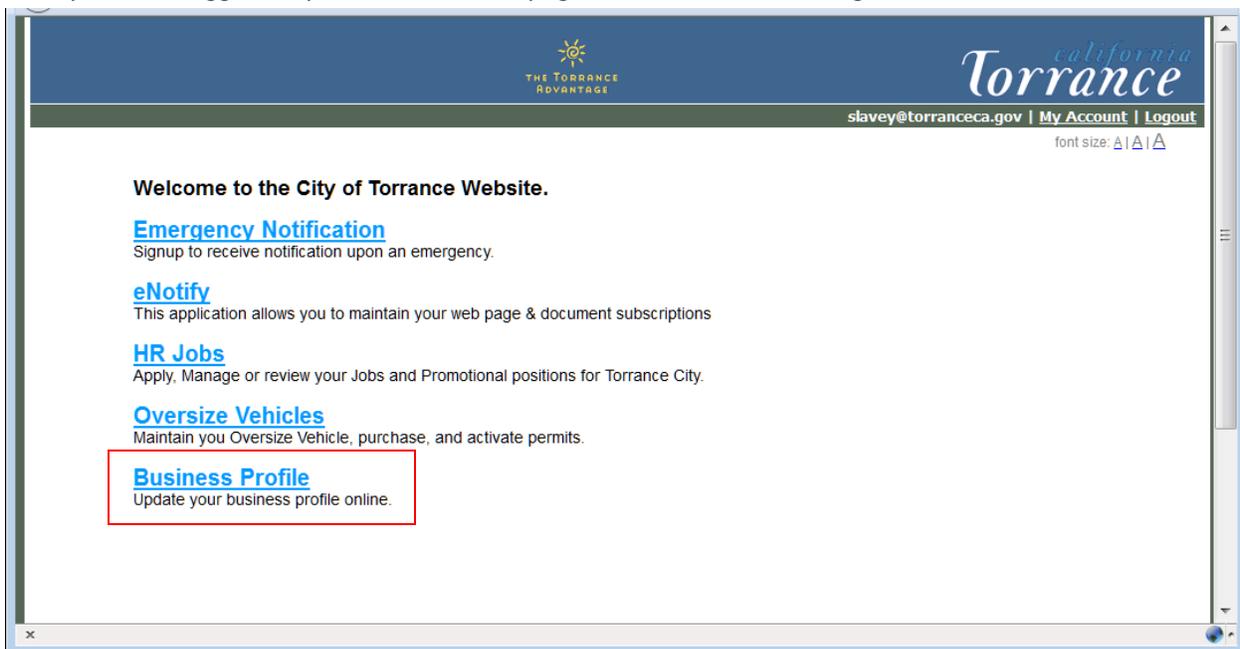
The Business Profile web application is for creating and updating business profiles that are included on the City of Torrance website (<http://www.TorranceCA.Gov>). This Help file provides basic information regarding this service, and is intended for businesspeople who would like to have a business profile through the Torrance website. Please contact the Economic Development office at 310-618-5807 or EconomicDevelopment@TorranceCA.Gov for more information on this and other City programs for Torrance businesses.

Background

Since early 1996, the City of Torrance has been promoting local businesses through its website. For details, please review this webpage <http://www.torranceca.gov/16208.htm>. Business profiles provide a way for Torrance businesses to have, or increase, their presence on the Internet. A profile provides a free listing on the Internet that includes the business's contact info, including location, hours of business, email address, and connections to a website, Facebook page and Twitter account. They are available only to businesses located in the City of Torrance that have a current Torrance business license. The Business Profile system links to live business license data to verify that a business has an active license and is located in Torrance. Only Torrance businesses that have "opted in" have business profiles on the City website.

Creating or Editing a Business Profile

After you have logged in, you will see a web page similar to the following:



Click on the Business Profile link to create or maintain a business profile.

Home slavey@torranceca.gov | My Account | Logout font size: A | A | A Help

Maintain Business Profile

Business License #: Lic-EXMT 999999

Category: 9999 (can be found on your [Business license](#))

[Retrieve](#) [Exit](#)

From this web page above, enter your business's license number and category. If you have any questions about what or where this information is, clicking on the Business license link to the right of the Category field will open an example of a business license to show where this info is located. (See below for an example.) This link is highlighted with a red box in the above image.

THIS BUSINESS LICENSE MUST BE DISPLAYED AT PLACE OF BUSINESS READ REVERSE SIDE

BUSINESS LICENSE

CITY OF TORRANCE Exp. Date:

LICENSE NO	CATEGORY	AMOUNT PAID	ISSUE DATE
Lic-SRVC-1234	1234 Your Category	\$	

ISSUED TO:
Your Company
3031 Torrance Blvd.
Torrance, CA 90503

Annual business tax is due and payable January 1st each year, and is delinquent if not paid on or before the last day of January each year.
ISSUED BY FINANCE DEPARTMENT

ASSISTANT FINANCE DIRECTOR

THIS LICENSE IS GOOD UNTIL VOIDED OR REVOKED, IT BECOMES VOID UPON ANY CHANGE OF OWNERSHIP OR LOCATION. Notify The LICENSE SUPERVISOR in Writing Of Any Change In Ownership Or Address. City Hall, 3031 Torrance Blvd., Torrance

[Close](#)

Website URL: <http://www.torranceca.gov>

Maintain Business Profile

Business License #: Lic-SRVC [input field]

Category: [input field] (can be found on your [Business license](#))

[Retrieve](#) [Exit](#)

Current profile is displayed, update the profile and submit for approval.

Business name: [input field]

Address: [input field]

City, State, & Zip: TORRANCE, CA 90505

Phone: (310) 555-1212

Hours: m-f 12-9 PM

[input field] [Suggestions](#)

Website URL: <http://www.torranceca.gov>

Facebook URL: <http://www.facebook.com>

Twitter URL: <http://www.twitter.com>

Email: yourname@yourcompany.com

Description: [input field]

Meta tag: Business profile for, [input field] [What is this?](#)

Include in public listing

Current profile is displayed, update the profile and submit for approval.

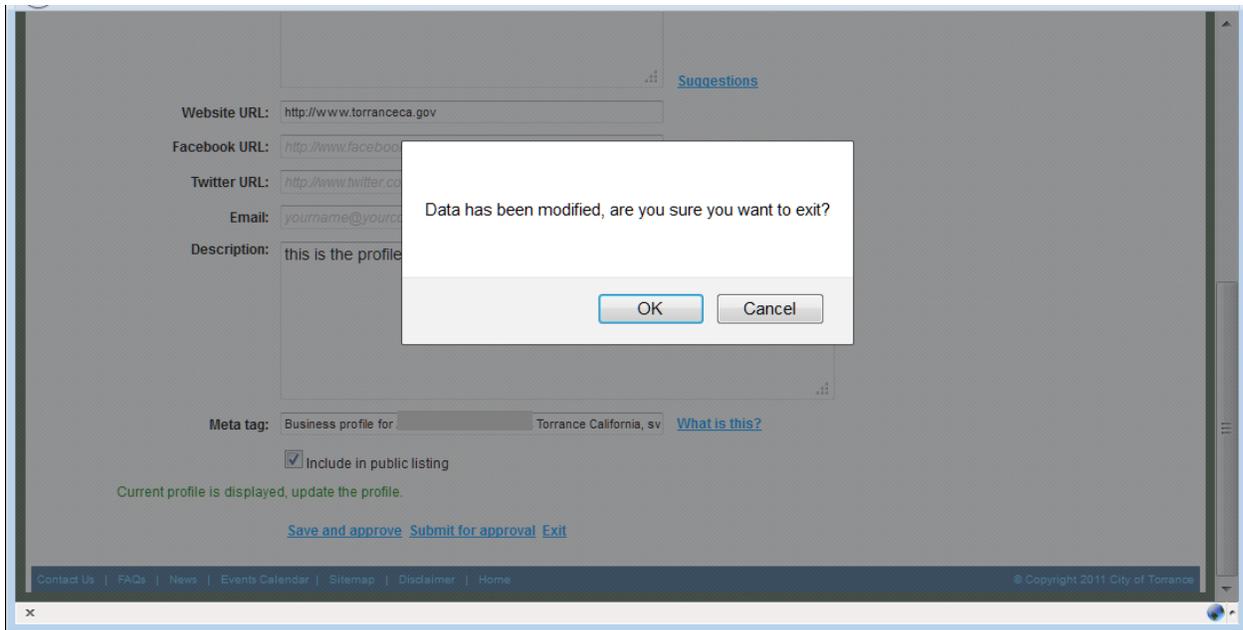
[Submit for approval](#) [Exit](#)

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Use this web page to create or update your business profile. The Business Name and Address fields are pulled from your business license, and are not changeable in the Business Profile system. For changes to this information, you must contact the Business License office regarding changing your business license. You may leave any of the fields blank for any reason. Any blank fields will not be shown on your business profile. The Meta Tag field is information that will be part of your profile, but will only be visible to search engines, and helps provide search engine optimization. This information helps people find this business profile when they search the Internet with Google, Bing, Yahoo and other search engines. When complete, click on Submit for Approval at the bottom of the page. Click on the Exit link to exit the profile and return to the main menu.

The system reviews the profile before it exits the page. If any unsaved changes are found, it will prompt for your approval before exiting. (See image below.) Pressing OK will exit without saving; Cancel will return you to the profile so you can make other changes, if necessary, then Submit for Approval.



Submitting for Approval causes your profile to be routed to City staff for cursory review. This is to make sure no objectionable language is included in the profile. It is not meant to verify any information included in the profile. As soon as staff approves your profile, it will be available on the City website.

Businesses can update their profile as necessary: there is no limit to how many times a profile may be updated. Although to update a profile, it must be submitted for approval, you do not have to wait for it to be approved before making another update. For example, you could edit a profile on Saturday, while City staff are not available, and make more edits on Sunday. Staff will only see the most recent update of a business profile.

Please keep in mind that the business profile is directly linked to the business's Torrance business license. This license must be kept up-to-date. If the business license expires for any reason, the linked business profile will be immediately unavailable. Also, profile information cannot be moved between businesses.

Frequently Asked Questions

- Q. I had an online advertisement in the previous system. What happened to that information?
- A. Existing information from the City's previous business ads system has been imported as a business profile. For those businesses, their profile has already been created and displayed on the [City website](#). In some cases, previous information may not have been brought over to the new system for a variety of reasons. In these cases, please enter a new profile.
- Q. Why can't I find my business to create (or update) my profile? I have my printed license, but the system says No License Found, or something similar.

A. There are a couple of reasons this could happen. In the regular process of maintaining business licenses, a license number may be changed by business license staff after the license was issued. If your business license does not come up, please contact the Business License office at 310-618-5828 with your business license number for staff to review your information. Also, because the business profile depends on having a validated City of Torrance address, occasionally a license may not be found due to an error in the business license system. Again, please contact the Business License office with any questions.

Q. I entered an updated profile for my business, but I can't find it on the City website. What's going on/where can I find it?

A. If you have recently updated a business profile, the most likely reason that it is not visible is that the profile has not been approved. As with the previous system, new and updated profiles must be reviewed and approved by City staff before they are available on the City's website. Staff will not be validating any information in the profile, only making sure no inappropriate information is included.

Otherwise, if it's been a little while since you have submitted your profile, there may have been a change involving your business license information. You can check this by logging in to your profile. If you cannot pull up your profile for updating, please contact the Business License office at 310-618-5828 with your business license number for staff to verify that everything is correct with your license.

Q. Can I include graphics in my profile?

A. Sorry, not at this time. However, there are links provided in the profile for your own website and Facebook page, which are great places for any graphics you'd like to display.

Q. How long will it be until my profile is available online?

A. As soon as staff approves your profile, it is available online.

Q. Will the URL/link to my profile change?

A. No. Although the profiles are dynamically displayed, the URL to your profile is a sort of "perma-link" and will not change. This enables businesses to use their profiles for a wide range of purposes- including as a simple web site if they so choose. This could be a powerful tool for businesses who don't want to create a full website, but want to have an online presence. Keep in mind that profiles will be available as long as their business license is in good standing.

Q. How do I see what my profile looks like?

A. Go to the Business Profile web page at <http://www.torranceca.gov/business/>

Q. What is Activity or NAICS on the search page?

A. Activity is the business activity code used by the Business License office to classify businesses. This is one way to describe the type of work in which the business is involved, and is defined by the City of Torrance.

The North American Industry Classification System (NAICS) is a standard classification system for business activities for North America, and is defined in the US by the Census Bureau. See the [Census Bureau website \(http://www.census.gov/eos/www/naics/index.html\)](http://www.census.gov/eos/www/naics/index.html) for more information on these codes.

Q. My Activity or NAICS description in the search results is not correct. How do I change it?

A. This information is set in the City's business license system, and registered with your business license. It cannot be modified in your business profile. If you think this information is incorrect or incomplete, please contact the Business License office at 310-618-5828 with your business license number for staff to verify this information. You may want to review the [Census Bureau website \(http://www.census.gov/eos/www/naics/index.html\)](http://www.census.gov/eos/www/naics/index.html) to find which NAICS code(s) is/are applicable for your business.