Guide to Embedding ReCollect

Version 2 (January 2016)

Getting started

ReCollect's Collection Calendar and Waste Wizard web apps are easy to embed on your website.

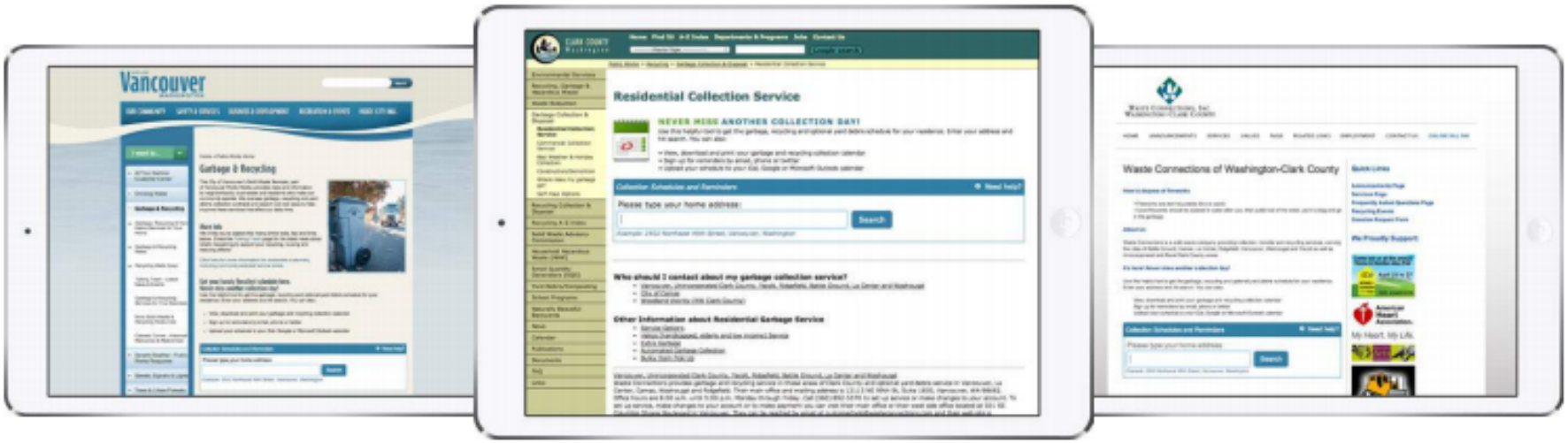
The goal is to have residents sign up for collection day reminders, and search for waste materials. You want to build a long-term relationship with your residents.

Therefore, it's extremely important you embed your web apps on websites and webpages that residents visit frequently. And it's important that web apps are displayed prominently.

The more the merrier

You can place the web apps on multiple webpages and websites:

- Your website (homepage, solid waste, 311, etc.)
- Other levels of government (county/region, etc.)
- Hauler
- Environmental organizations



City County Hauler

Location! Location! Location!

Place the web apps on webpages that are easy to find.

Use these options to help determine where to best place your web apps:

Where to place the web app

Do a Google search of:

- *[Your City] garbage schedule*
- *[Your City] recycling schedule*
- *[Your City] garbage calendar*
- *[Your City] recycling calendar*

to see the top websites where your residents are looking for their schedules.

Put the Collection Calendar web app on the top three pages.

Your Main Website

Where to place the web app

Garbage and recycling schedules are one of the top reasons residents come to your website.

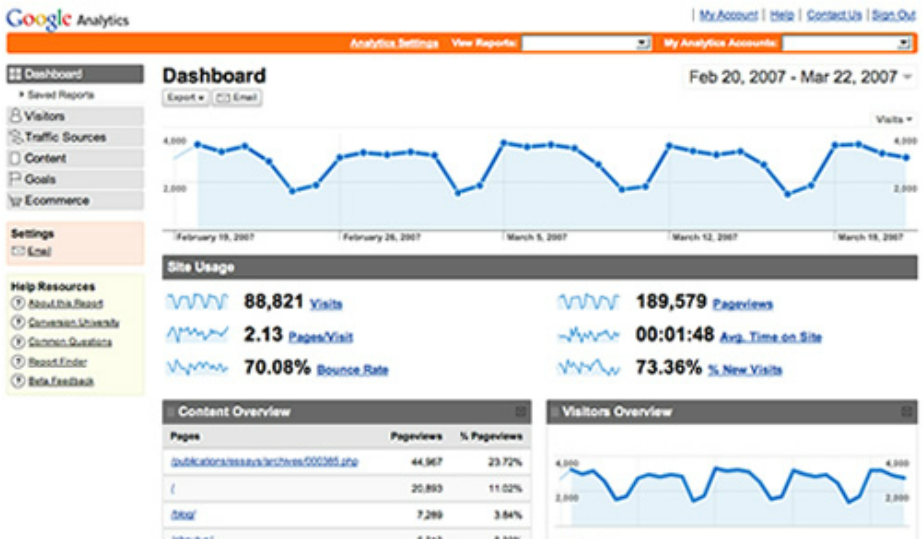
Put a link to the Collection Calendar on your website's main homepage.

Website Analytics

Where to place the web app

If possible, measure where your residents are looking for their collection schedule on your website.

Put the Collection Calendar web app on these webpages!



Social Media

Where to place the web app

If your organization has a Facebook page, put the Collection Calendar web app on this page as well.

This is easy to do behind-the-scenes at recollect.net/admin.

Make web addresses easy to remember

Make it easy to direct residents to your Collection Calendar and Waste Wizard web app with easy-to-remember names.

Create aliases for long URLs. It's easier to communicate:

☑ tol.ca/recycle

than

☒ tol.ca/Services-Contact/Garbage-and-Recycling

or

☑ halton.ca/putwasteinitsplace

than

☒ webaps.halton.ca/waste/putwaste/default.aspx

Web app placement

Place your Collection Calendar and Waste Wizard web apps "above the fold."

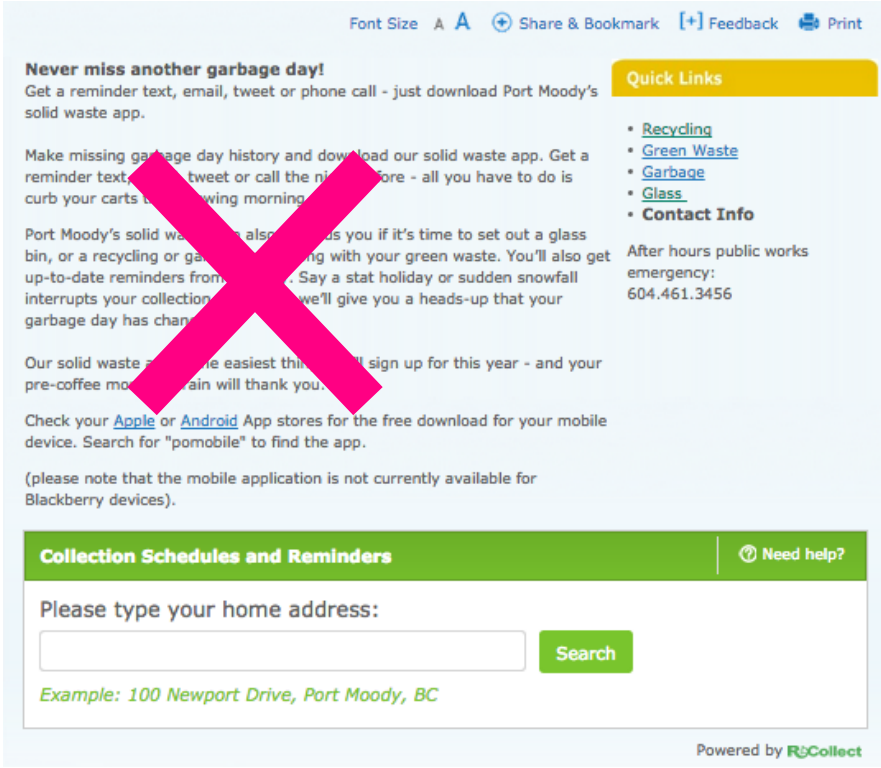
Research shows people don't scroll down on webpages, so place your web apps at the top of the page (within 700 px).

That way residents can easily find and use them.

Get rid of “explanatory” text

Avoid placing large blocks of text above the web apps.

Residents don’t want to read lots of information before using the Collection Calendar or Waste Wizard web apps.

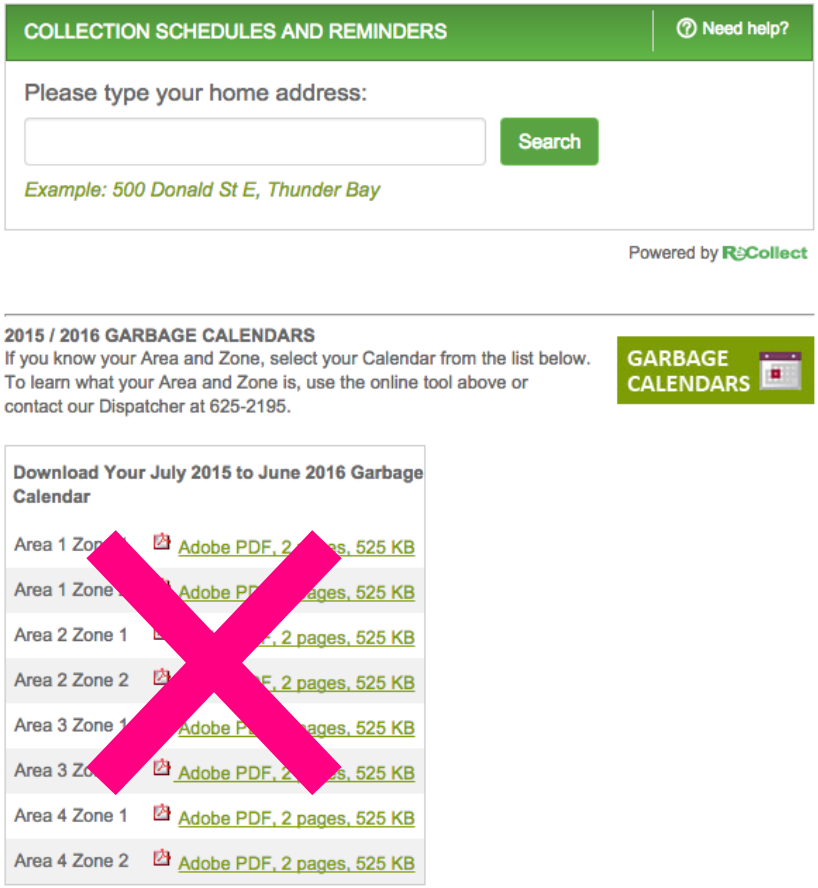


Get rid of “duplicate” maps and PDFs

Remove listings of holiday delays, JPG and PDF maps, and PDF calendars from your website.

This encourages residents to use the Collection Calendar web app and sign up for reminders.

This will increase your users.

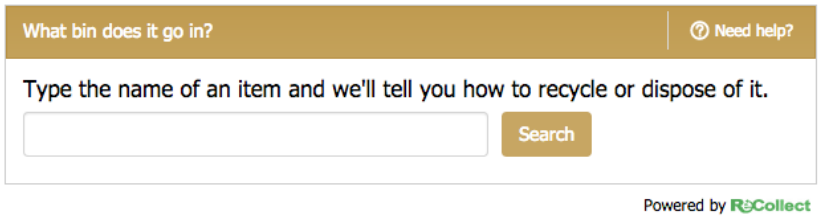


Get rid of “duplicate” information

Remove lists of acceptable materials from your website.

This will encourage residents to use the Waste Wizard.

This will increase your usage.



We love learning from you.

Contact us anytime support@recollect.net 1-888-291-0604 x 5

About ReCollect

ReCollect systems is a technology company specializing in digital solutions for the waste management sector. With a focus on meeting and surpassing the expectations of residents, ReCollect has the proven experience to deliver digital products that also meets the needs of waste managers, communicators, It specialists and governmental officials.

Launched in 2009, today ReCollect is used by millions of residents across North America. From small villages to large urban centres, from municipal services to private haulers, ReCollect is ready to make your waste management programs more efficient and successful.

ReCollect ReCollect Systems Inc. | recollect.net | 1-888-291-0604