

Your Essential Extranet User Guide

The Extranet system allows you to manage your web listing content and images, giving you the flexibility to make updates to your listing whenever you want.

The system has been upgraded with a new look and feel. Overall functionality remains the same; however there are a few changes in terms of navigation. Please see page 12 for guidance on the web browsers you can use with the Extranet.

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1. Getting Started

Click into https://provider.visitscotland.com/ and enter your username and password. The screen show look like this—see figure 1.

Figure 1

inguie I			
e-tourism solutions			
Extranet Lo	ogin		
Username			
Password			
		Login	
			_/

2. Editing your web listing

Select the product you would like to edit by clicking on the relevant business name. Once you have done this, your business details will appear— see figure 2. Please note all changes made in your Extranet update overnight, and so will be visible on your web listing the next day

Figure 2

	E tourism solutions	Miss Karen Patton v
	Home > Select Product	
	Select Product	
	Below is a list of products linked to your name. Please select the product.	
\langle	Karen's Bed & Breakfast Accommodation modified by: KPatton 03/1/2015 15:30:12	
	If you think there is a product missing from this list, or a product appears that shouldn't, please contact our Tourism Services Team on updates@visitscotland.com or 0845 602	2 3779.
		XIX

Click on the 3 grey lines in the top left hand corner, and select 'Edit details' - see figure 3. A menu will appear on the hand side, select the section of your web listing you would like to edit— see figure 4.

Figure 3		Figure 4	Product Details	>
e-tourism	nd tellUs		Descriptions	>
	☆ Karen's Bed & Breakfast >		Media	>
Help	Edit details		Facilities	>
	Reports		Openings	>
Descriptions >	Product Details		Rooms	>
Media >	Name Karen's Bed & Breakfas		Links	>
			More	>

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2.1 Section – Product Details

This is where you can update your contact details for visitors. You can also use the symbol beside Latitude Longitude to ensure your business appears in the correct map location on your web listing –see figure 5.

Figure 5

 \Rightarrow

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= 🚯	new mind e-tourism solut									Karen's Bed &	Breakfast 🔻
		n's Bed & Breakfast	(1376051)								
		reakfast	(10/0001)								
Product Details											
Descriptions	Pro	oduct Detail	S								Actions +
Media		lame	Karen's Bed & Breakfast	t	en		Telephone	44 (0) 131 472 22	222		
Facilities	>		en				Telephone 2				
Openings	, C	ountry	Scotland		Ŧ		Fax				
Rooms	, A	ddress	Ocean Drive				Email	test@karenbandt		@	
Links	>						Website				
More	>						vvebsite	http://www.karen	bandb.com	en 🖵	
	т	own	Edinburgh				Booking email			Ţ	
	c	ounty	Midlothian				Booking website			en 🖵	
		ostal code	EH6 6JH		•			en		🔽	
			ЕПО БЛ				Keywords			en	
		ocation	Scotland > Edinburgh &	The I othic	ans > Edinburg *			en			
	L	atitude Longitude	55.98042 -3.17	483							
	N	lodified by	kpatton 29 July 2016				Edward Taxa	Desident Edit			
	с	reated by	kpatton 08 June 2016				Extranet Type	Product Edit			
	E	state	Operations Product Edit								
										Save	Close
										~~~~	
					,						
	Lati	itude							•		
				55	98106		-3.1753	8	۲		
	Lon	gitude									
											-!
hange v	your ma	ap locatio	on move the o	orang	ge pointer to	o the	most acc	urate locat	tion on tl	he map	
< 'Save	& close										
k 'Save'											
N Jave											



# **2.2 Section – Descriptions**

This takes you to a page where you can update information into the following fields: 'Description' and 'Short'.

**IMPORTANT** - To edit these details you must always choose the Extranet Edit channel (circled below)

= 🚷 :	Hourisr	nind tellUs m solutions	Karen's Bed & B	reakfast
		<ul> <li>Karen's Bed &amp; Breakfast (12)</li> <li>Drooplefoot</li> </ul>	41071)	
Karen s B	ea	& Breakfast		
Product Details Descriptions	>	Descriptions	Ac	ctions •
Media	>	Channel	D. fault Extranet Edd	
Classifications	>	Language	en cy de ce fr it ni no pi pt sv zh	
Openings	>			
Rooms	>	Description	Sumptuous designed bedrooms - all with luxury and spacious en-suites incorporating underfloor heating, power showers and/or roll top baths.	^
Links	>		We have created a space where a combination of tradition, locally and modernity in design creates the art of simple luxury. Facilities you'd expect in a luxury hotel but with the personal service and intimacy of your home from home.	
More	>		Superb chef prepared breakfasts, beautiful surroundings. You will find us efficient, courteous, warm and friendly and willing to respond to your	~
			Edit Desci	iption
		Short 134/240	A warm welcome, luxury rooms, comfort and delicious food in a stunning VisitScotland 4 star Bed & Breakfast in the heart of Edinburgh.	
		Road		
				^
				~
			Edit Desc	notion

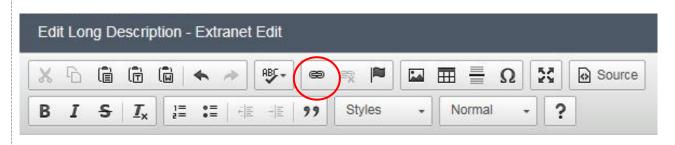
Any text which appears in this Extranet Edit channel will appear on your visitscotland.com web listing. Please use lower and upper case and punctuation when typing this text. The text will appear on your listing exactly as you have entered it in these sections.

Please note the Road and Transport section do not populate your web listing. If required, add this information to your main Description.

You cannot edit the Default channel. Text here does not appear on your listing.

**'Description'** – the text you enter in this field is your main description and what visitors will see when they land on your listing. This should give a detailed overview of your business. Write a keyword-rich description for search optimisation :

- $\Rightarrow$  Ensure you have clicked the 'Extranet Edit' Channel
- $\Rightarrow$  Click on 'Edit Description' below the Description box
- ⇒ This will open a second page where you can update your main description (if you copy and paste text into this pop up box, please ensure this is done via Notepad to remove any formatting which might not appear correctly on your VisitScotland web listing)
- ⇒ If you wish to link to an external website or content, E.G TripAdvisor or menus, use the hyperlink facility. Highlight the text you would like hyperlinked, click on the link icon circled below and add the URL of the relevant website. Click 'OK'.



 $\Rightarrow$  Click 'Save & Close' to save and return to the Description page

 $\Rightarrow$  Click 'Save' at the bottom of the page

'Short' – this is the text which appear in bold at the start of your main description:

- $\Rightarrow$  Ensure you have clicked the 'Extranet Edit' Channel
- ⇒ Type or copy and paste your text directly into the box (maximum 240 characters plain text, no formatting options available)
- $\Rightarrow$  Click 'Save' at the bottom of the page.

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## 2.3 Section – Media

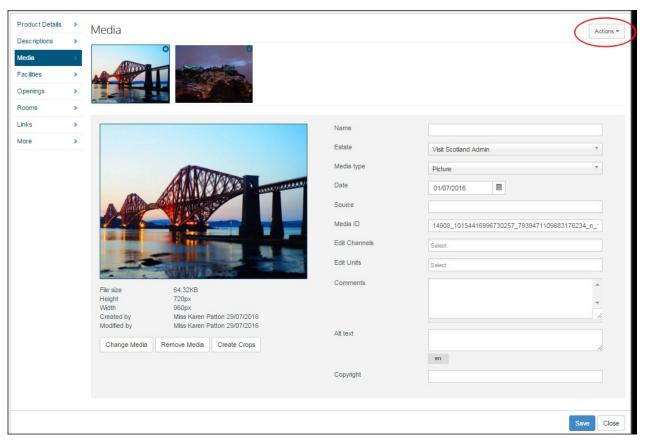
In this section you can upload images and videos -please ensure all images and text comply with VisitScotland's website terms of use <u>www.visitscotland.com/policies/website-terms-of-use</u>.

The ideal size for your main image is 2048 x 1536 pixels in landscape format. Image width and height can be checked below the image in Extranet . As a minimum requirement images must be 1024 x 768 pixels in landscape format. Please do not use portrait images. Although the image appears correctly in the Extranet, only the middle section of the image will appear in your web listing. The image on the left most position is the one the system selects as your main image. You can drag and drop to change this.

**IMPORTANT** - Your main image should be one which best sells your business. It is this image which appears in the search results page and is also the first image which visitors see in your web listing.

- $\Rightarrow$  Click 'Action' in the top right corner and select 'Add Media' see figure 7.
- $\Rightarrow$  A Media Copyright Confirmation pop box will appear click 'OK'.

#### Figure 7



#### Figure 8



- ⇒ Either drop your image into the grey box, or click the grey box to select the image you want to use (see figure 8)
- $\Rightarrow$  Click 'OK'
- ⇒ If your media is an image, make sure you leave the 'Media type' as 'Auto' or 'Picture'
- ⇒ If adding a pdf in this section (eg menu/access statement, change 'Media type' to 'Document'
- $\Rightarrow$  Ignore all other fields
- $\Rightarrow$  Click 'Save' at the bottom of the page



## 2.4 Section – Facilities

This is where you can update your facilities and your accessibility features (see figure 10)

⇒ Facilities – tick all the appropriate boxes based on the facilities your business has, and add any explanatory details by clicking on 'Notes'.

⇒ Within Facilities, you can update accessibility here and use this feature to provide detailed information for customers with access needs. It's important to be as accurate as possible to give visitors with access requirements the ability to choose an appropriate business.

Click 'Save' at the bottom of the page.

# 2.5 Section – Openings

This allows you to specify what dates in the year you are open.

### Figure 9

 $\Rightarrow$ 

escriptions		Openings						Act	tions 🕶
	>			5.1.6	-	•			
fedia	>	Name		Date from	То	Open	Reoccur	Provisional	$\sim$
acilities	>	2016 en		en 01/01/2016 🗐	31/12/2016	$\checkmark$	$\checkmark$		1
penings	>								
looms	•	Open on Christmas	Open New Year	Closed I	ong term				
inks	>								
lore	>	Additional opening details Text limit 500 characters, 500 characters I	left						
								e	en‡ %

$\Rightarrow$	Click on the 'Actions' drop down in the top right corner (see figure 9)
$\Rightarrow$	Select 'Add Opening'
$\Rightarrow$	Under 'Name' add a title which will appear on the web site
$\Rightarrow$	Add your date range
$\Rightarrow$	Clicking the 'Reoccur' box will automatically repeat these opening times for the following year.
$\Rightarrow$	You can add daily opening times by clicking the 3 dots to the far right, and select 'Edit Days'
$\Rightarrow$	Please note, the information in the 'Additional opening details' box does not appear on your web listing
$\Rightarrow$	Click 'Save'



## 2.6 Section – Rooms (Accommodation businesses only)

In this section you can enter details for each of your rooms and prices. This gives visitors an indication of your guide price when they check your web listing.

**Important** - Your business will only be bookable via our VisitScotland iCentres if this section is completed and you have ticked the 'Bookable' box. Please see our <u>Accommodation Booking Terms and Conditions</u> regarding commission for this iCentre booking service – www.visitscotland.org/Accommodation-Booking-Terms.aspx

#### Figure 10

Rooms								ctions -
Туре	Name	Qty.	Cap.	Min	(£) Guide	Price basis	Bookable	
Double Room	Double Rooms incl breakfast	2	2	1	50.00	Per room per night (breakfast inc.) *	$\checkmark$	:
Single Room	Single Room en	3	1	1	30.00	Per room per night (breakfast inc.) *	$\checkmark$	:
General pricing details Text limit 2000 charac	s ters, 2000 characters left							
en								
Minimum occupancy	5							
Maximum occupancy	7							
							Save	Close

⇒	You need to have a separate 'Type' for every different variation of room or unit you have e.g. Double Room with en-suite or Double Room shared bathroom
$\Rightarrow$	Do this by going into 'Actions' in the top right corner and select "Add a Unit" - see figure 10
$\Rightarrow$	A pop up box will appear. Select the type of room or unit you want to add and click 'Next'
⇒	Add your Room name (e.g. Double Room with en-suite), specify the quantity you have of this type of room, what the capacity of the room is, a guide price, and what this price covers (e.g. per room per night - breakfast inc.). Click 'Save & Close'
⇒	The bookable box is automatically ticked. If you do <u>not</u> want to be bookable via our VisitScotland iCentres, please untick this.
$\Rightarrow$	Click 'Save' at the bottom of the page



# 2.7 Section – Tickets (Attractions, Activities, Tours Operators and Transport Operators)

- $\Rightarrow$  Within the Tickets section, go into 'Actions' in the top right corner and select "Add Unit" (see figure 11)
- $\Rightarrow$  In the new box which appears, select the type of ticket you want to add and click 'Next'
- ⇒ Add your ticket name (e.g. Adult Price what you type here will appear on your web listing under Ticket Information), a Guide Price, a Price Type and click 'Save & Close'
- $\Rightarrow$  Click 'Save' at the bottom of the page

#### Figure 11

Tickets							(	Actions -
Туре	Name	Qty.	Cap.	Min	(£) Guide	Price basis	Bookable	
Full Price	Adult en	1	1	1	16.50	Per ticket	*	:
Child Price	Child en	1	1	1	9.90	Per ticket	*	:
Concessions Price	Concessions en	1	1	1	13.20	Per ticket	*	:
General pricing detai Text limit 2000 chara	ls cters, 2000 characters k	n						
en Minimum occupancy		3						
							Save	Close

## 2.8 Section – Links

This is where you can add details of your integrated Web Booking Engine (WBE) in **External IDs** and add your YouTube video in **External Links** 

• External IDs – (accommodation businesses only) if you are using a web booking engine which is integrated with VisitScotland, you can enter their details here in order to display your availability to visitors.

Details of the WBEs who work with VisitScotland can be accessed from <u>www.visitscotland.org</u>. Your room/property availability will only appear if you are using an integrated WBE.

Your live room availability will then be searchable on visitscotland.com when a visitor carries out a search with specific dates – see figure 12. The visitor will also be able to complete the reservation on the online booking page provided by your WBE.

Figure 12

#### SCOTLAND | ALBA ACCOMMODATION SEE & DO HOLIDAYS TRAVEL ABOUT DESTINATIONS Search for Location Scotland SEARCH Accommodation ▼ in Dates Guests 1 Night Clear 🛽 1 Room, 2 Guests 16/03/2018 > 17/03/2018 for •



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Within External IDs, select the name of your web booking engine in the 'Type' field (see figure 13  $\Rightarrow$ Add your Booking ID (supplied directly to you by your WBE) beside 'ID'  $\Rightarrow$ Click 'Save' at the bottom of the page  $\Rightarrow$ External Links—You can add your YouTube videos here. These will then appear in your Gallery • Within External Links, go to 'Actions' in the top right corner and select 'Add External Link'  $\Rightarrow$ In the 'Name' tab enter the name of the YouTube link eg Virtual tour of B&B  $\Rightarrow$ Enter your YouTube address under 'Link URL'  $\Rightarrow$ Select 'Youtube video' from the dropdown under 'Type'  $\Rightarrow$ Click 'Save' at the bottom of the page  $\Rightarrow$ 

#### Figure 13

k	e-tourise	nind   tellUs m solutions							
	Home > Accommodation > Karen's Bed & Breakfast (1241071) Karen's Bed & Breakfast								
	< Back Links	External IDs							
	External Links > External IDs >	External IDs VisitScotland Availab Type Id	liity Provider FreeToBook 123456		×				

# 2.9 Section – More - Special Offers

You can describe your discounts and offers in this section. The content and validity period of your offer (s) is controlled by you - see figure 164

e-tourism	nind   tellUs n solutions			Karen's Bed & Breakfast
Home > Accommodation > Karen's Bed &				
Mare Special Offers > Routes	Special Offers Package	Listing Level	Descriptions	Actions +
Group Travel	20% off ✓ Add own date range 04/01/2016	▼ None To 31/03/2016   ■	Offer Details and Condition     20% off     Offer valid on weekdays only     Quote "VS2016" when contai	,

⇒ Under Special Offers, select the relevant category from the 'Package' drop down menu
 ⇒ Tick the box beside 'Add own date range' and add these. Your offer will appear on your listing with the valid to and from dates and will be automatically removed from your listing and search results once the end date is reached
 ⇒ Leave 'Listing Level' as None
 ⇒ Add your offer details in the Description box and click 'Save & close' when finished

 $\Rightarrow$  Click 'Save' at the bottom of the page

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## 3. Reports

In this section you can access reports relating to your business listing. Click the 3 line icon on the top left corner of the home screen and select 'Reports' shown in figure 15:

- 1. Booking
- 2. Provider Statistics

#### Figure 15

new mind   tellUs e-tourism solutions						
Select Product >	Karen's Bed & Breakfast >					
Help	Edit details					
	Reports					

#### 1. Bookings

You can view statistics on the number of bookings made for your business between specific dates. Firstly enter a date range and you will see the screen shown in figure 186

#### Figure 16

e-tourism solutions			
> Reports > Booking Analysis			
oking Analysis for Karen's Bed & Breakfast			
Filter by date booking was made: between 1 V Nov V 2015 and 30 V Nov V 2015			
Filter by date of visit:			
			Update
			_
	Net	Gr	oss
Booking Information			
Total Bookings Made	0	£0.00	£0.00
EMS Bookings			£0.00
EMS Bookings Bookings Made (Allocated)	0	£0.00	20.00
	0	£0.00	£0.00
Bookings Made (Allocated)			
Bookings Made (Allocated) Bookings Made (Indicative)	0	£0.00	£0.00

You will see 'Total Bookings Made' and Net and Gross revenue. Bookings made by VisitScotland iCentres will appear as 'EMS Booking – Bookings Made (unknown)'

Important - you must complete the Rooms section in your Extranet to be bookable via VisitScotland iCentres



## 2. Provider Statistics

View statistics for your business from the VisitScotland Website. Select a date range and click 'VisitScotland Website' channel. See figure 17 to see what the report looks like.

e-tourism sol	tellUs utions		Karen's Bed & Breakfast
e > Reports > Provider Sta	atistics Report		
ovider Statist	ics Report		
ornaer otacise	ies nepore		
			Actions
From	1 V Nov V	2015	
То	30 V Nov V	2015	
Filter by Channel	EMS Extranet Edit PMS VisitScotland Webs		
	Update		
Karen's Bed &	Breakfast		
Raren's bed a	Dicultuse	VisitScotland We balte	
		Scott	
		and	
		Wel	
		osite	
Product Details Display	red	0	
Product Details Printed		0	
Product Details Emailer Telephone Number Pro		0	
Location Map Viewed	wided	0	
Product Website Viewe	d	0	
Provider Emailed		0	
Added To Itinerary		0	
	Partner Sites (Forced External)	0	
Availability Enquiry Emailed to Provider		0	
Product Video Viewed		0	
Provider Telephoned		0	
Map Generated Directi		0	
Provider Booking Webs	site Referral	0	
Conversion Rate		070	

The VisitScotland Website channel will show statistics for your visitscotland.com web listing  $\Rightarrow$ 

- The other channels are for internal use and unlikely to show any meaningful information  $\Rightarrow$
- For more detailed web listing statistics please contact your local Industry Relationship Manager  $\Rightarrow$

# 4. Further help

Help is available via our online videos. Click in the 3 line icon on the top left corner of the home screen and select "Help" as shown in figure 18.

#### Figure 18

new mind   tellUs e-tourism solutions		If you need any further help updating your VisitScotland	
Help	Karen's Bed & Breakfast > Edit details Reports	web listing, please contact our Customer Services Team, available: Monday – Friday, 9am – 5pm, on <u>updates@visitscotland.com</u> or Phone 0300 222 5000	



## 5. Web Browsers you can use with the Extranet

The DMS has been developed to run in modern desktop browsers. There are small number of places where functionality is limited to working correctly only in Internet Explorer.

The list of Browsers that are supported are...

## <u>PC</u>

Internet Explorer 11* Internet Explorer Edge Google Chrome 51.0.2704** Mozilla Firefox 47.0.1**

## <u>Mac</u>

Apple Safari 9.1 Google Chrome 51.0.2704** Mozilla Firefox 47.0.1**

#### **Mobile Devices**

No mobile devices are currently supported to access the DMS or Extranet.

*Note: Previous versions of Internet Explorer are no longer supported. This includes versions 7, 8, 9 and 10. This is due to Microsoft withdrawing support from older versions earlier this year. Removing support for these versions is to avoid data loss and support issues and when trying to log in using these browsers it will be blocked at the login page.

**Note: Older version of Chrome/Firefox may function to a degree but we would recommend using the most recent versions to ensure stability.

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If you require this publication in an alternative format please contact the Corporate Content Team on 0131 472 2222 to discuss your needs.

Disclaimer: This guide is designed to provide accurate information in regard to the subject matter covered and is correct at the time of going to press.

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