ADVICELINK

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.

This is particularly important at this time when there are so many changes to the visitor experience both before, and when they visit, due to Coronavirus. Having all the latest information available on your web listing is vital
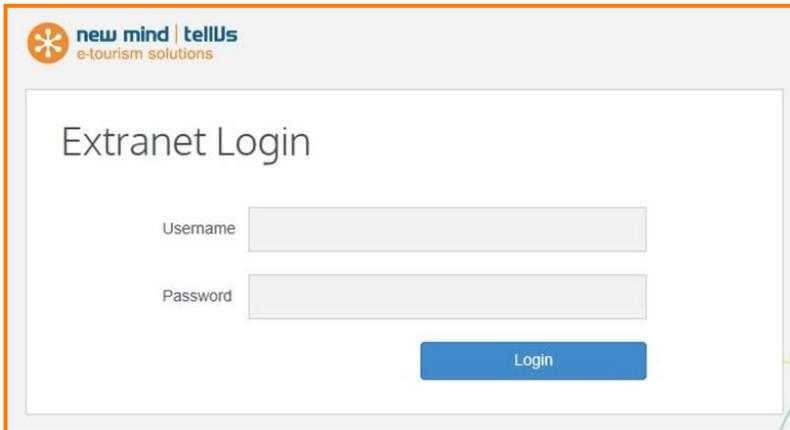
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1. Getting Started

Click into **https://provider.visitscotland.com/** and enter your username and password. The screen show look like this—see figure 1. If you have forgotten your password, you can reset it yourself in this Extranet link
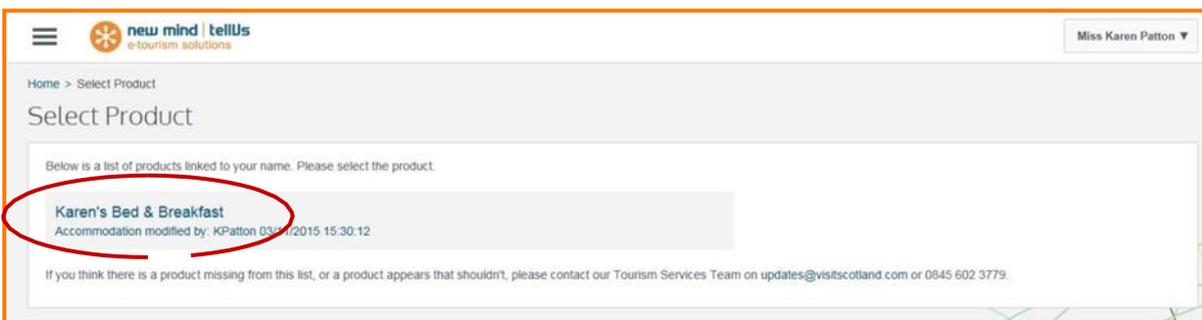
Figure 1

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

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.
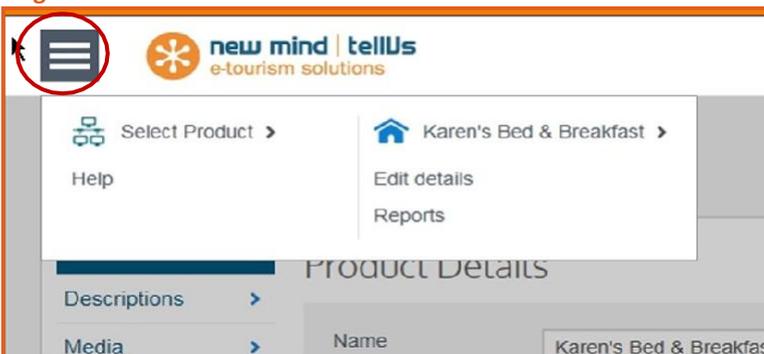
Figure 4

Figure 3

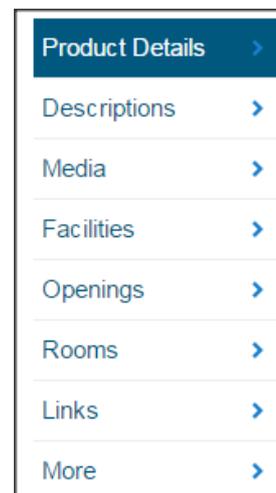## 2.1 Section – Product Details

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**

☐   To change your map location, move the orange pointer to the most accurate location on the

☐   Click 'Save & close'

☐   Click 'Save'

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 figure 6)

Figure 6
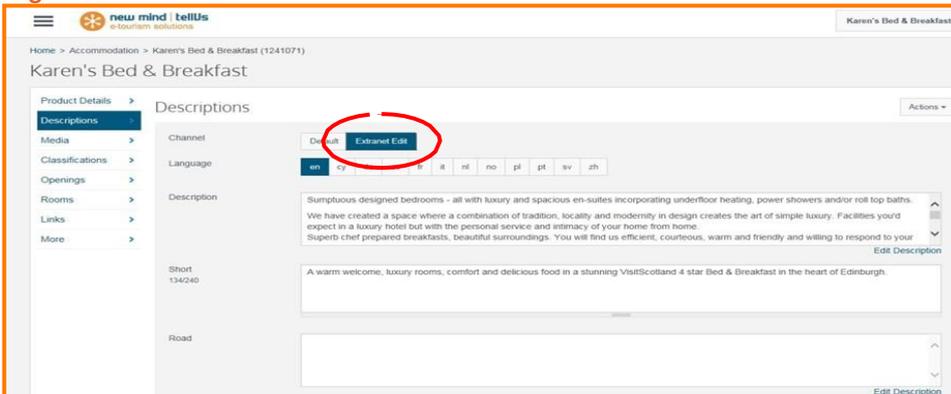
Any text which appears in this Extranet Edit channel will appear on your visitscotland.com web listing. Please use lower and upper case and punctuation when typing this text. The text will appear on your listing exactly as you have entered it in these sections.

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. Include any important post Coronavirus specific information visitors will need to be aware of. For example:

Temporary changes to keep you safe:
- Revised opening hours if applicable
- Short summary of safety measures that visitors need to be aware of, such as physical distancing, mask-wearing, hand sanitiser provided
- Info about changes to offering for visitors, e.g. spa closed, function suite currently unavailable, take-away menu available, toilets open/closed, outdoor food and drink area, parking facilities
- Additional info. for visitors such as advance booking requirements, any limits on visitor numbers, local public transport changes

As part of your business description we would encourage you to include information on your business's sustainability policy and any related actions you have undertaken (see advice on visitscotland.org). For self-caterers this should include reference to your Energy Performance Certificate (EPC) Rating:

☐ Ensure that you have clicked the 'Extranet Edit' Channel (see figure 6)

☐ 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 above and add the URL of website. Click 'OK'

☐ Click "Save & Close" to save and to return to the Description page. Then "Save" at bottom of page

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

- ☐ Ensure you have clicked the 'Extranet Edit' channel
- ☐ Type or copy and paste your text directly into this box (max 240 characters – plain text, no formatting options available
- ☐ Click 'Save' at the bottom of the page

2.3 Section – Media

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

The ideal size for your main image is 2048 x 1536 pixels in landscape format. Max image size is 10MB. 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.

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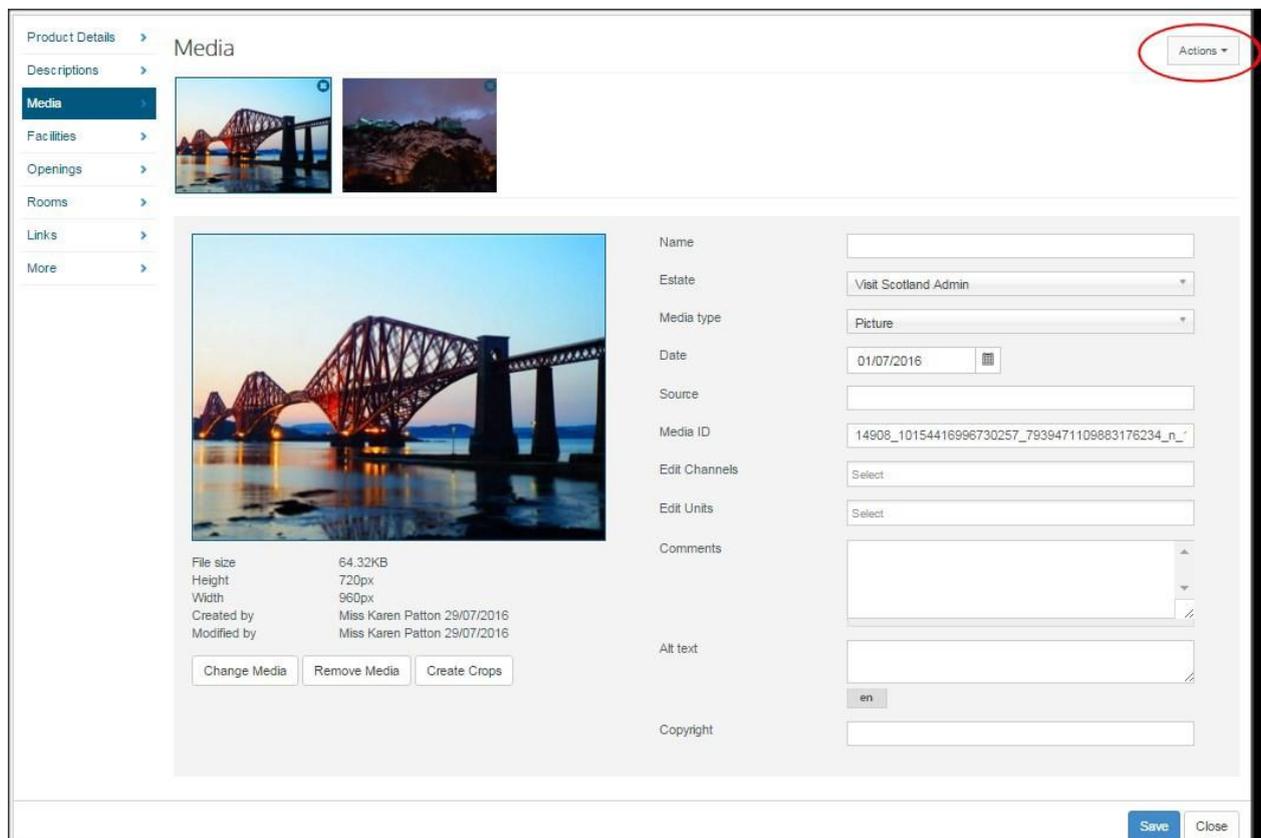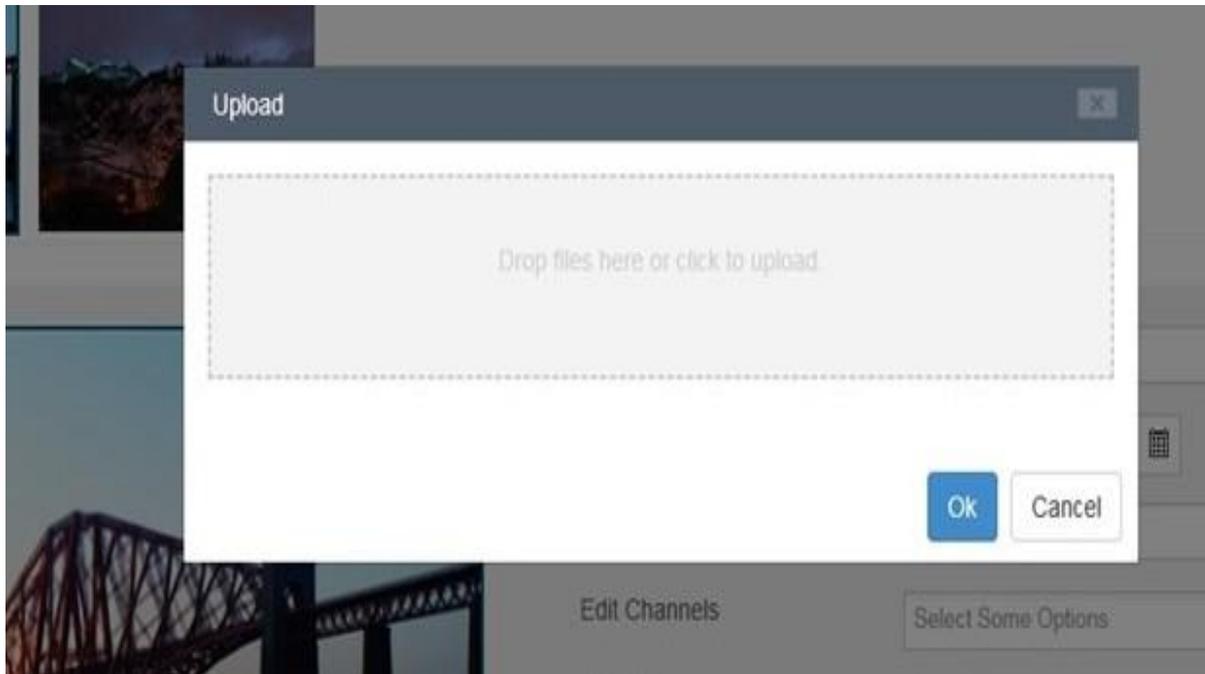
Figure 7

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)*
- *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'*
- *Ignore all other fields*
- *Click 'Save' at the bottom of the page*

2.4 Section – Facilities

This is where you can update your "Good To Go" and "Safe Travels" mark, show "We're Open", add facilities and your accessibility features

- ☐ Good to Go/ Safe Travels - after you complete the self certification, you can tick this box to display the logo on your listing. Visitors can filter on our website to find businesses taking part in these schemes

- ☐ We're Open – only once you are open, tick this box and the information will display on your listing and it is an option which can be filtered by visitors on our website

- ☐ 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 Notes 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.

2.5 Section – Openings

This allows you to specify what dates of the year you are open. If you have different seasonal opening times, add 2 openings

Figure 9
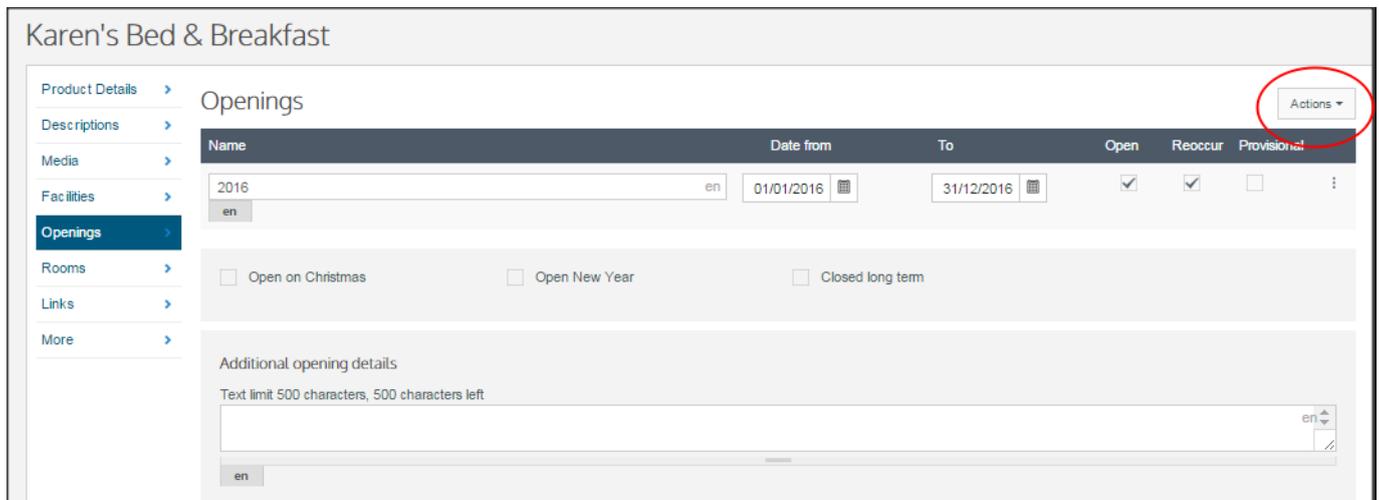
- ☐ Click on the 'Actions' drop down in the top right corner (see figure 9)

- ☐ Select 'Add Opening'

- ☐ Under 'Name' add a title which will appear on the web site

- ☐ Add your date range

- ☐ Clicking the 'Reoccur' box will automatically repeat these opening times for the following year.

- ☐ You can add specific daily opening times by clicking the 3 dots to the far right, and select 'Edit Days'

- ☐ Please note, the information in the 'Additional opening details' box does not appear on your web listing

- ☐ 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 Accommodation Booking Terms and Conditions regarding commission for this iCentre booking service

Figure 10

- 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

- Do this by going into 'Actions' in the top right corner and select "Add a Unit" - see figure 10

- 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 not want to be bookable via our VisitScotland iCentres, please untick this.

- Click 'Save' at the bottom of the page

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

- Within the Tickets section, go into 'Actions' in the top right corner and select "Add Unit" (see figure 11)
- 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'
- Click 'Save' at the bottom of the page

Figure 11

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 www.visitscotland.org. 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

- *Within External IDs, select the name of your web booking engine in the 'Type' field (see figure 13*
- *Add your Booking ID (supplied directly to you by your WBE) beside 'ID'*
- *Click 'Save' at the bottom of the page*

- **External Links**—You can add your YouTube videos here. These will then appear in your

- *Within External Links, go to 'Actions' in the top right corner and select 'Add External Link'*
- *In the 'Name' tab enter the name of the YouTube link eg Virtual tour of B&B*
- *Enter your YouTube address under 'Link URL'*
- *Select 'Youtube video' from the dropdown under 'Type'*
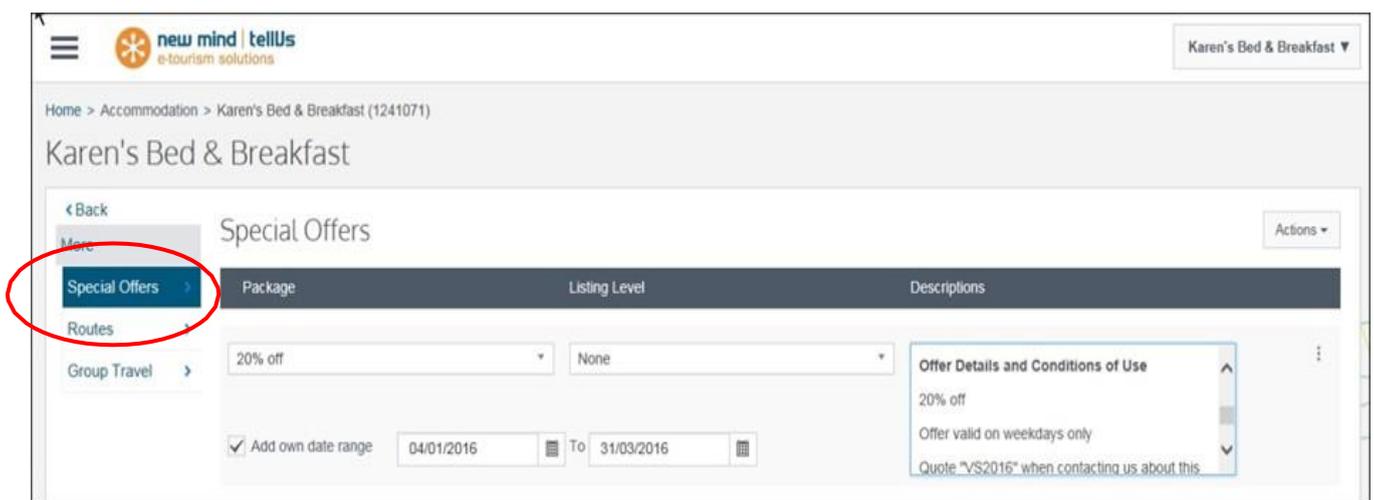- *Click 'Save' at the bottom of the page*

Figure 13
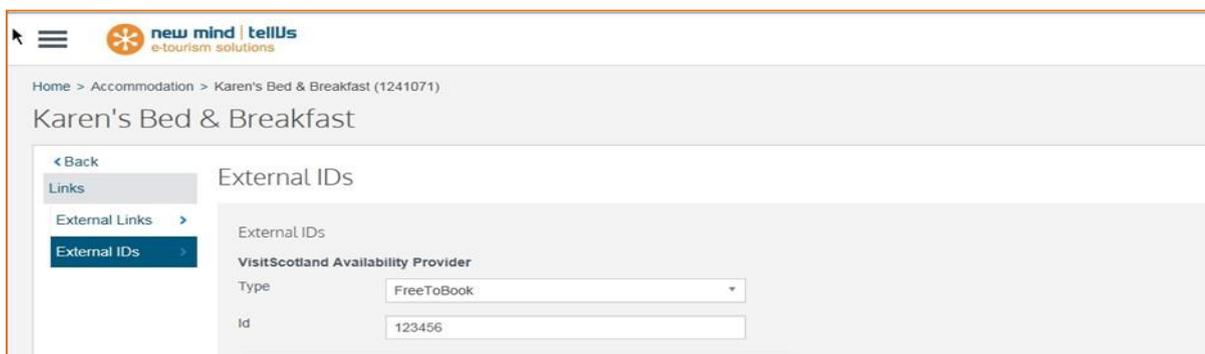
2.9 Section – More - Special Offers

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 14
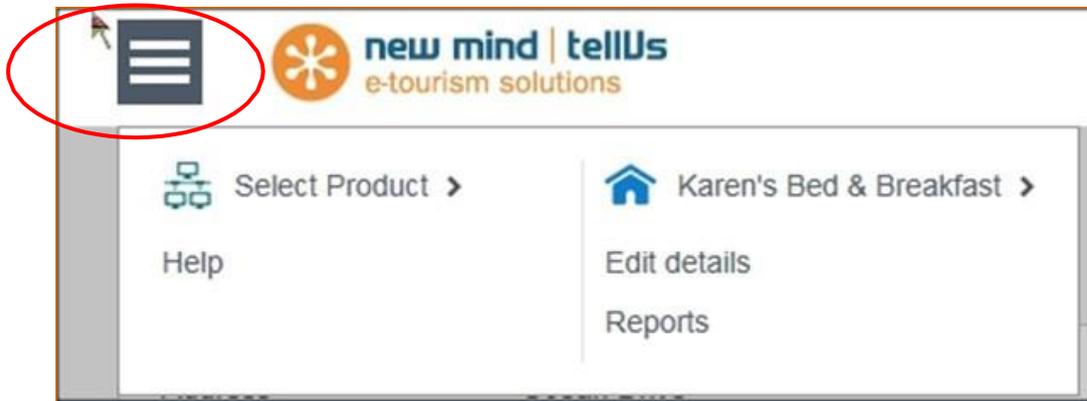
Figure 14

- *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*
- *Click 'Save' at the bottom of the page*

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:

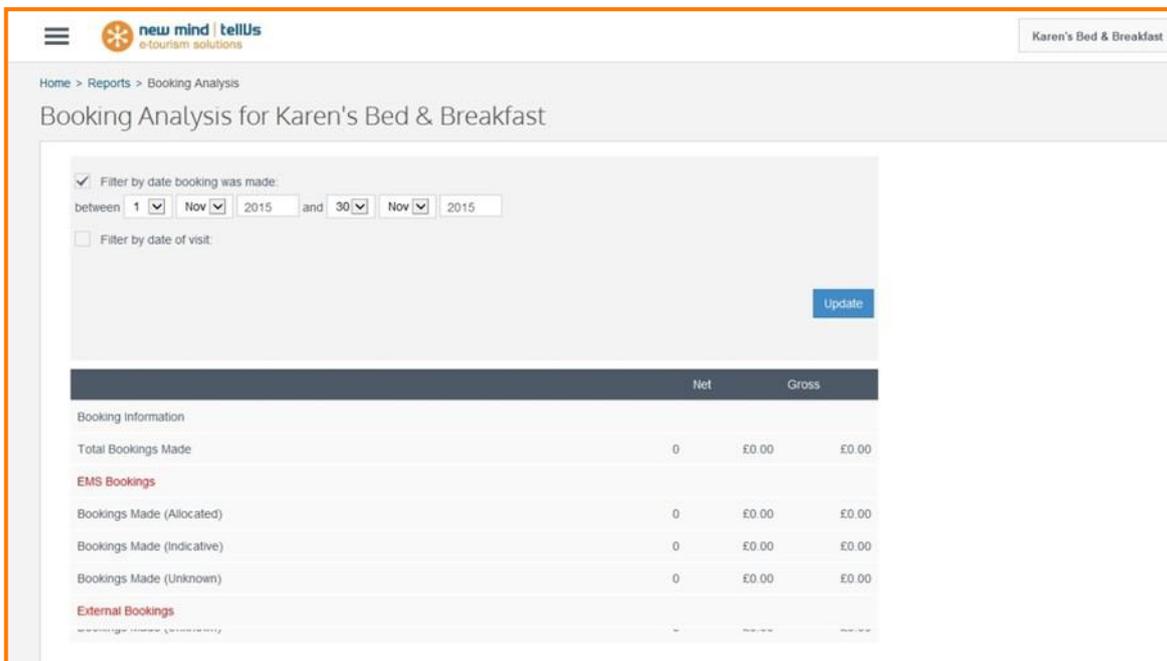1.   Booking
2.   Provider Statistics

Figure 15

1. Bookings

You can view statistics on the number of bookings made for your business between specific dates. Enter a date range and you will see the screen shown in figure 16

Figure 16

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.

Figure 17
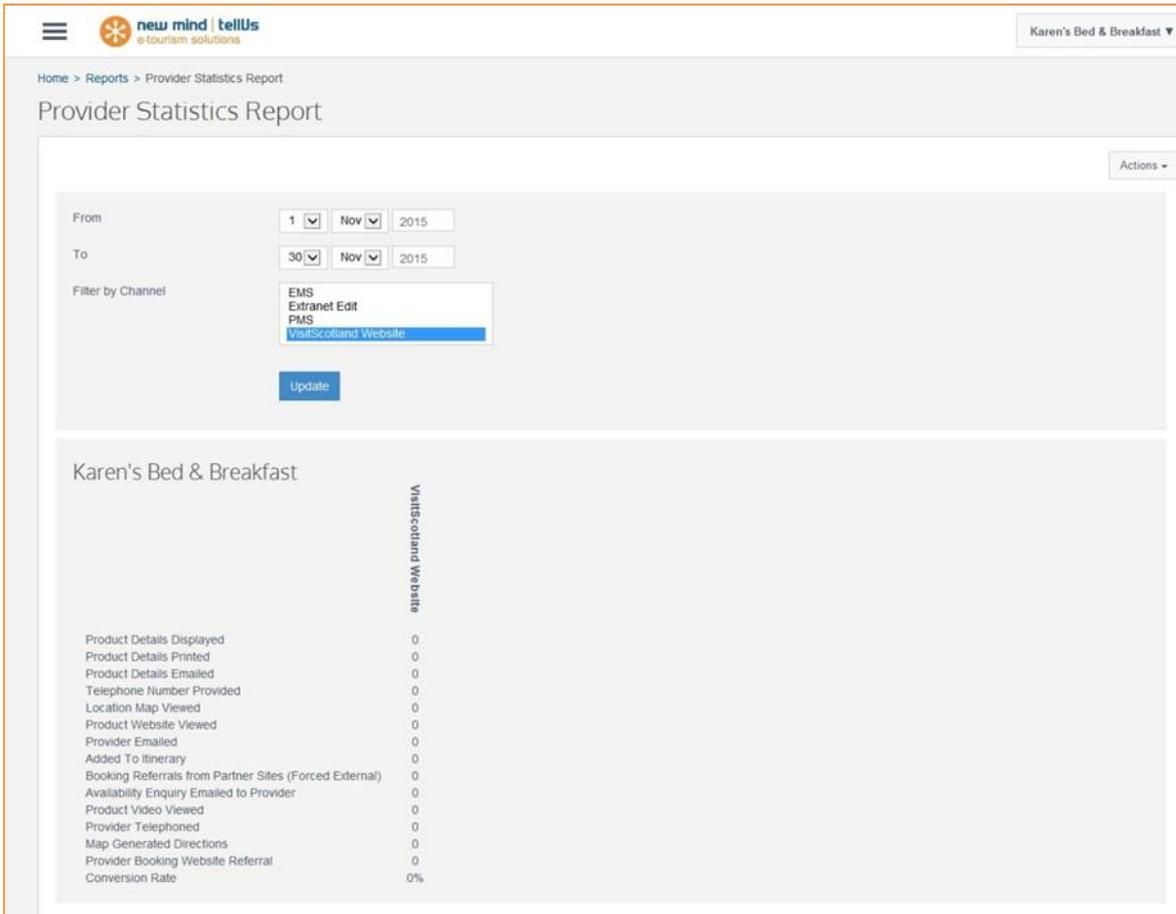
☐   The VisitScotland Website channel will show statistics for your visitscotland.com web listing

☐   The other channels are for internal use and unlikely to show any meaningful information

☐   For more detailed web listing statistics please contact your local Industry Relationship Manager

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
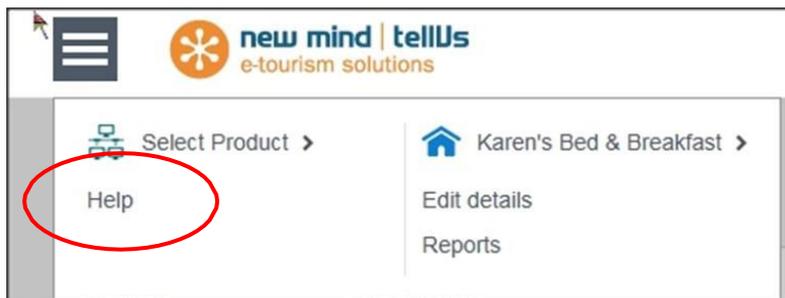
If you need any further help updating your VisitScotland web listing, please contact our Customer Services Team, available:
Monday – Friday, 9am – 5pm, on
customer.services@visitscotland.com or
Phone 0300 222 5000

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...

 PC

Internet Explorer 11*

Internet Explorer Edge

Google Chrome 51.0.2704**

Mozilla Firefox 47.0.1**

 Mac

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.

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.