visitisleofman.com Extranet User Guide – Attractions & Activities

1.0 visitIsleofman.com

In 2016, The VisitIsleofMan.com website went under a refresh due to dated functionality and limited product cross-selling opportunities.

This means a mobile-optimised website promoting all the Isle of Man has to offer with increased functionality such as an itinerary planner, mapping and cross-selling events, activities, accommodation, eateries and more, to assist the visitor in planning as much into their visit as possible!

Industry members are set up with business pages which they can log into and maintain. This provides great opportunities to promote your latest imagery, Trip Advisor reviews, opening hours, special offers and more.

Categories, location and business facilities will allow your business to be promoted in different areas across the website, suggested as a similar or nearby product, be filtered in searches and saved to a user's itinerary to be printed or saved for later.

The Vision for VisitIsleofMan.com

> **To provide an enjoyable customer experience for people researching a potential holiday, considering booking and who have already booked and want to plan their visit.**

Objectives:

- **Improve the visitors online experience**
- **Improve product cross-selling opportunities to increase visitor spend**
- **Increase UK families long and short holidays**
- **Increase short breaks (singles & couples)**
- **Extend the season, focusing initially on March and October**

2.0 Logging in to your account

In order to edit your property details on the website, you will need to login to your extranet account on the internet.

1. Open your internet browser (e.g., Safari, Internet Explorer, Fire Fox, Google Chrome)

Type the following URL into the search bar: https://extranet-entirety.newmindets.net

- The following screen will be displayed:

2. Enter your **Username** and **Password** into the boxes and click the '**Login**' button.

Enter the URL: http://extranet-entirety.newmindets.net

Extranet Login

Username

Password

Login

Enter your: **USERNAME**
{This is your email address}

Enter your: **PASSWORD**
If you are unsure of your password, please contact us.

- Once logged in, you will see your product selection screen. Depending upon how many products (properties) you have, you may see one or multiple products listed.

3. Click on the product (property/business) you wish to view or update.


Home > Select Product / Organisation

Select Product / Organisation

Below is a list of products and organisations linked to your name. Please select a product or an organisation.

Example Activity
Activity modified by: Hwilliams 15/12/2017 13:01:47

Example Attraction
Attraction modified by: Hwilliams 15/12/2017 13:03:00

If you think there is a product or organisation missing from this list, or a product, or an organisation appears that shouldn't, please contact your local DMO/VIC.

- Your product/business details will display
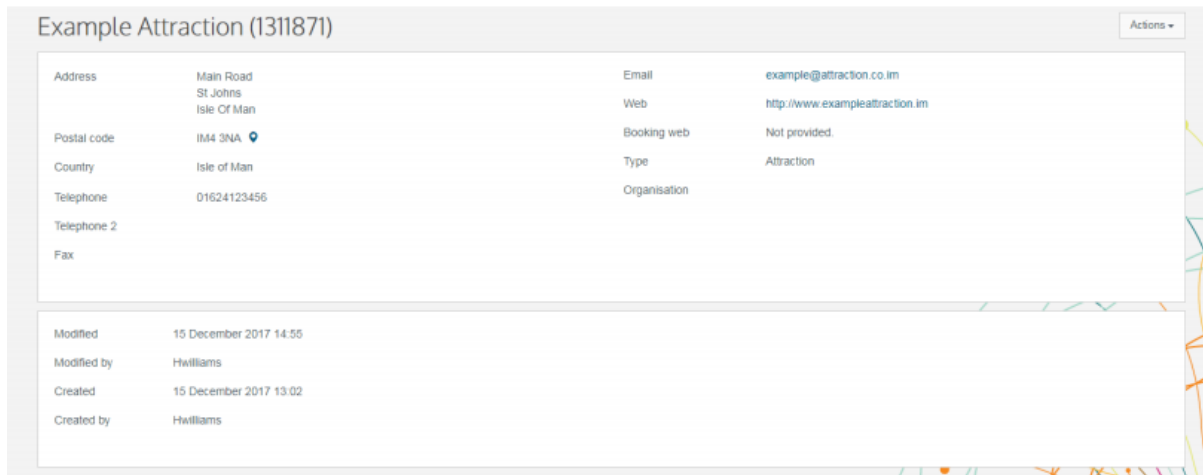
2.1 Logging out of your account

1. To log out of your account, click the **'User Preferences'** button, which will state the name of the product **'Example Attraction'** in the top right of the screen.
2. Click **'Logout'**
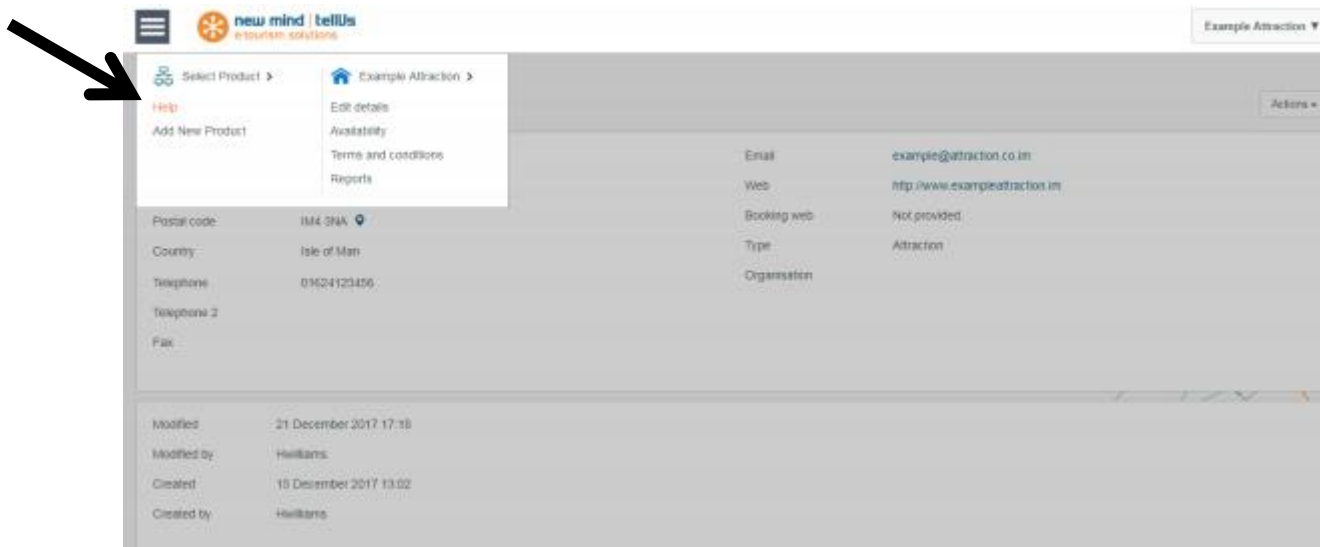   - This will take you back to the 'Login' screen
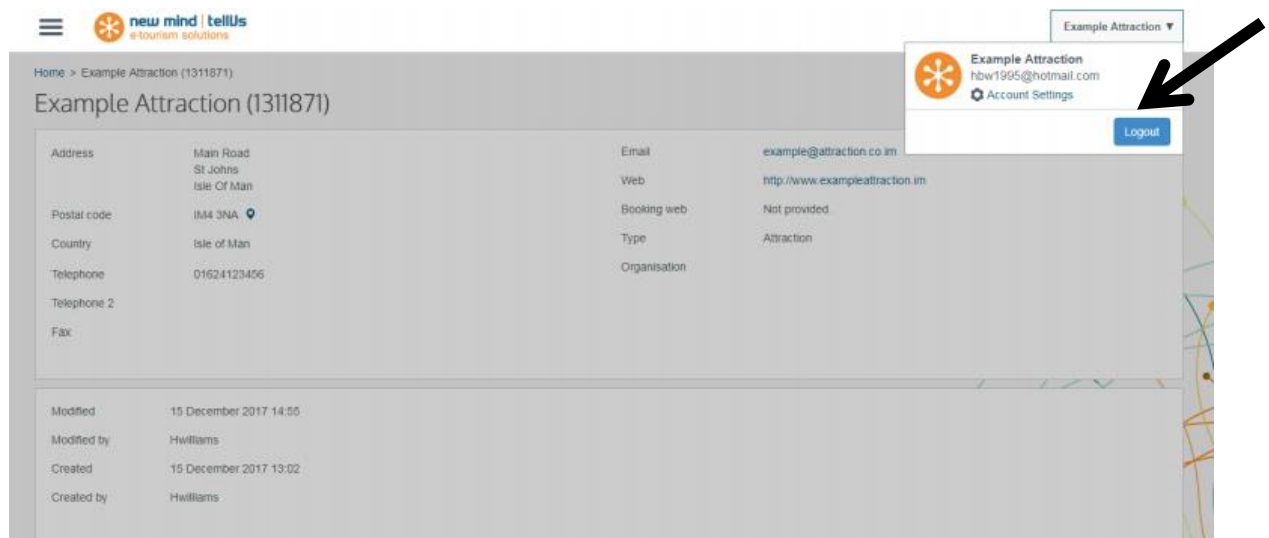
3.0 Help Tutorial Videos

There are a number of short tutorial videos available to help you navigate around the product page and complete each section.
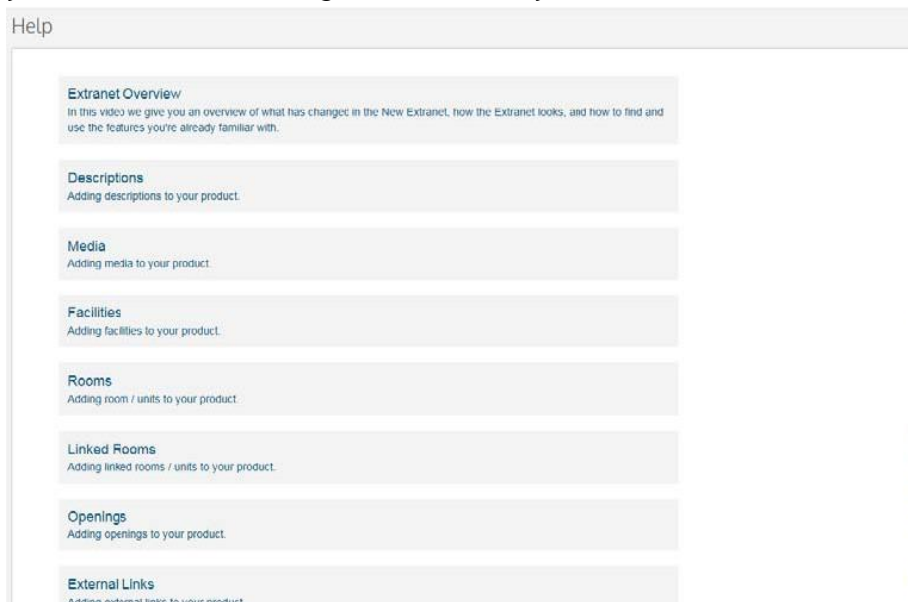
To access the 'Help' videos:

1. Click on the ☰ icon in the top left of your screen
2. Click '**Help**'

The selection of help videos will display.

3. Simply click the video relating to the section you wish to view.

4.0 Updating Information

1. To update your product information, click on the ≡ symbol in the top left of the screen.
A menu box will appear with a number of options:
- **Select Product** – this will take you back to the select product screen
- **Product Name** – this will take you back to the start page of the product you have selected

Edit Details – this will allow you to update the descriptions and details associated to your product
- **Reports** – this will allow you to view statistical reports associated to the selected product, for example, the number of times your product has been clicked on, added to the itinerary planner, and phone number has been requested

If you wish to close this menu box, click on the ≡ and the box will disappear.

2. To edit your property details click on '**Edit details**'
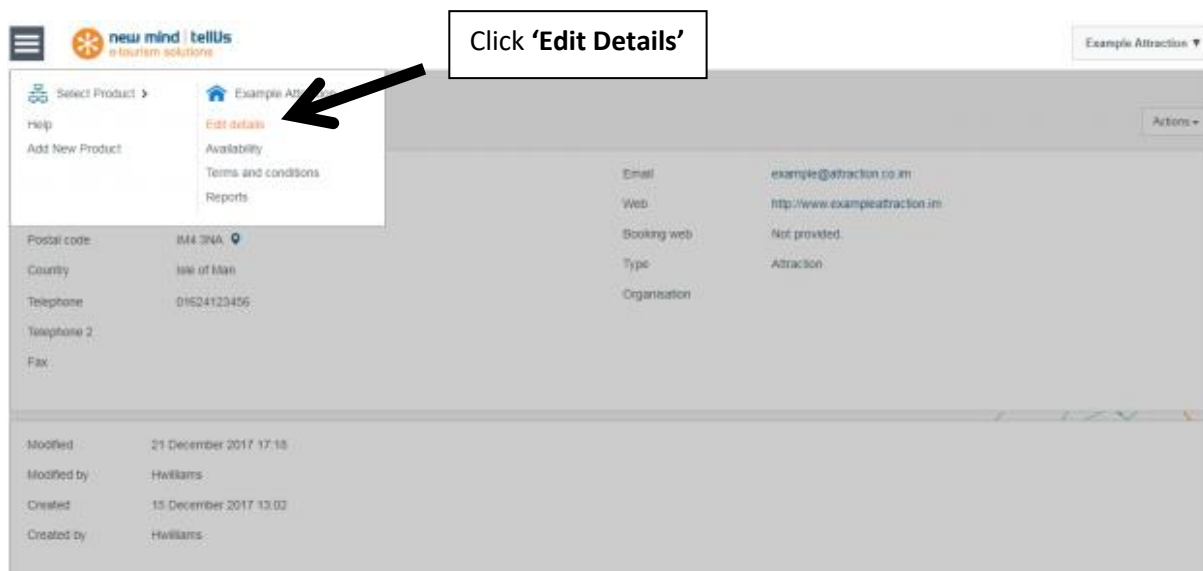
Your property information will then be displayed. Use the navigation bar on the left side of the screen to edit each section of your profile:
- Product information
- Description
- Media
- Facilities
- Openings
- Links
- More
  a) Special Offers
  b) Group Travel

4.1 Product Details

1. To edit your product contact details, click **'Product Details'** in the navigation bar located to the left of the screen.

This screen will display. You can edit all of the information on this screen by clicking into the text boxes and typing, or by using the drop down lists.

NAME – Providers MUST NOT edit the NAME of their property as this needs to be exactly as stated on your registration form. If you do wish to change the name of your property please contact the Business Development Team for Tourism on 01624 686806.

COUNTRY – use the drop down list by clicking the arrow at the end of the box, select **ISLE OF MAN**

ADDRESS – There are two ways in which you can enter your address, either manually type your address into the boxes provided OR enter your postcode into the 'Postal Code' box, and select the [icon] icon at the end of the box – this will automatically populate your address. If the address presented isn't exactly correct, you can manually edit the text.

TOWN – enter your Isle of Man town

POSTAL CODE -enter your post code

LOCATION – use the drop down list by clicking the arrow at the end of the box, and select the location of your property (this will allow users to filter by town in a website advanced search):

LATITUTE LONGITUDE – This locates where your property is on the Isle of Man and is how the system will link your property to surrounding accommodation, eateries and other activities and attractions as recommendations to the visitor using the website as 'What's Nearby', so it is important that this is correct.

1. To set your coordinates, click on the [icon] icon. A map will display

2. To plot your location, use the tools in the top left of the screen to navigate to the correct area, and to also 'zoom in' and 'zoom out'
3. To plot your location, click on your selected point on the map, and the orange pointer will land
4. Click **'Save & Close'**

Navigate, left; right, up and down to move the map

Zoom in and Zoom out of the map

Save & Close
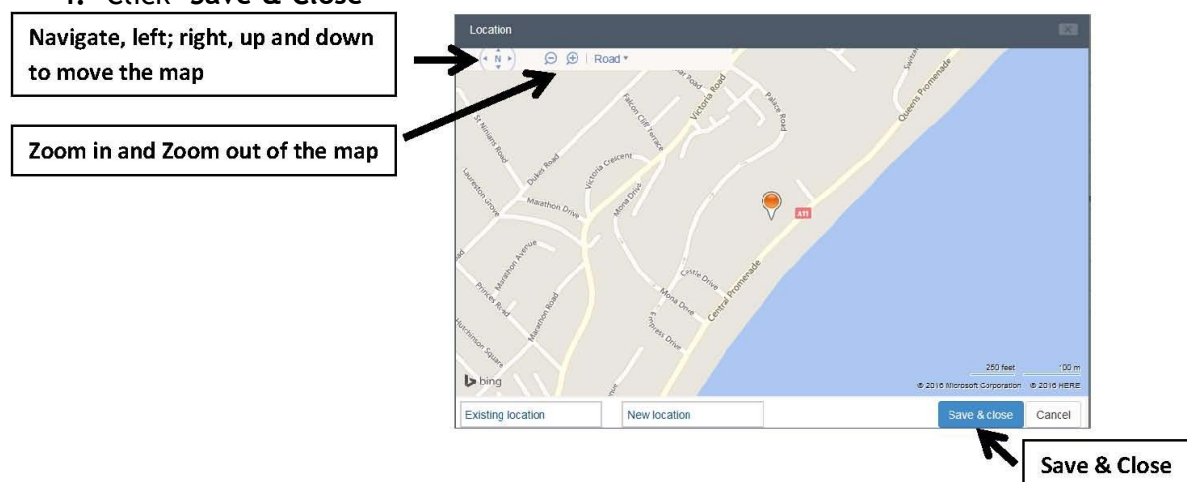
TELEPHONE – Please enter your property telephone number with the area code, for example **+44 1624 685965** and **not 01624 685965**, as this will enable visitors browsing the website on their smart phone to call you by clicking on your telephone number.

TELEPHONE 2 – If you have more than one property contact number for visitors to call for information or to make a booking, enter this here

FAX – If you have a Fax number, enter this here

EMAIL – Enter your property contact email address

WEBSITE – Enter your property website URL here
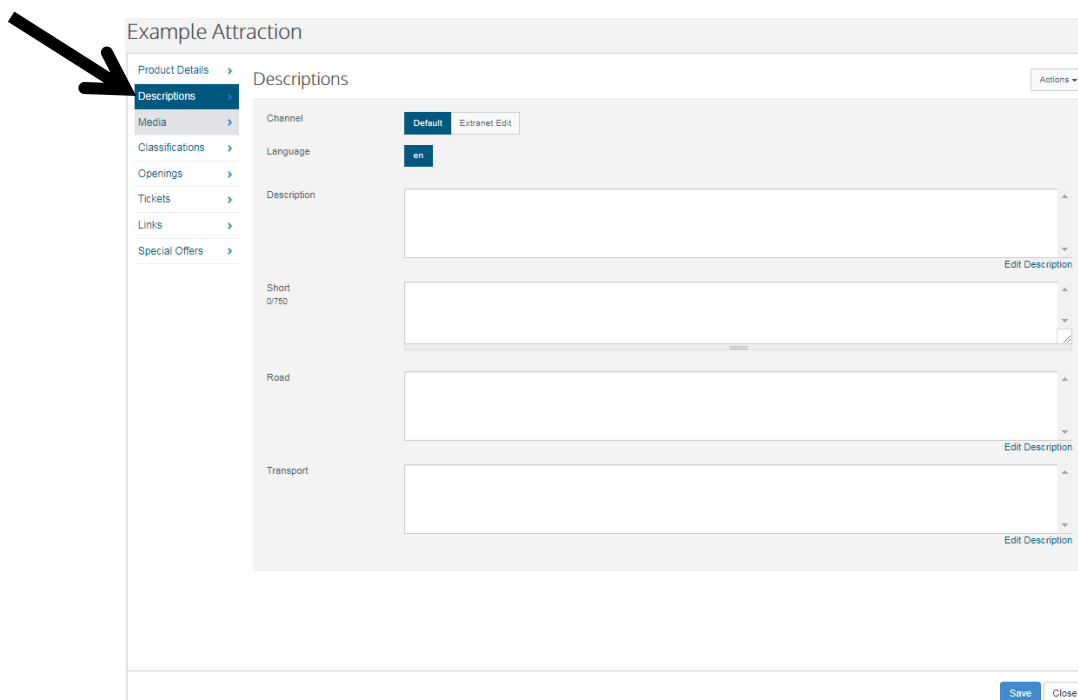
BOOKING WEBSITE – Ignore. *Leave this box blank*

KEYWORDS -these are words which visitors may type into the search box on the website to try and find you. You may wish to enter into these box common misspellings of your property name, or phonetic spellings. You can separate these by using a simple comma and space (,).

5. Once you have completed your details, click on the save button at the bottom right hand side of the screen.
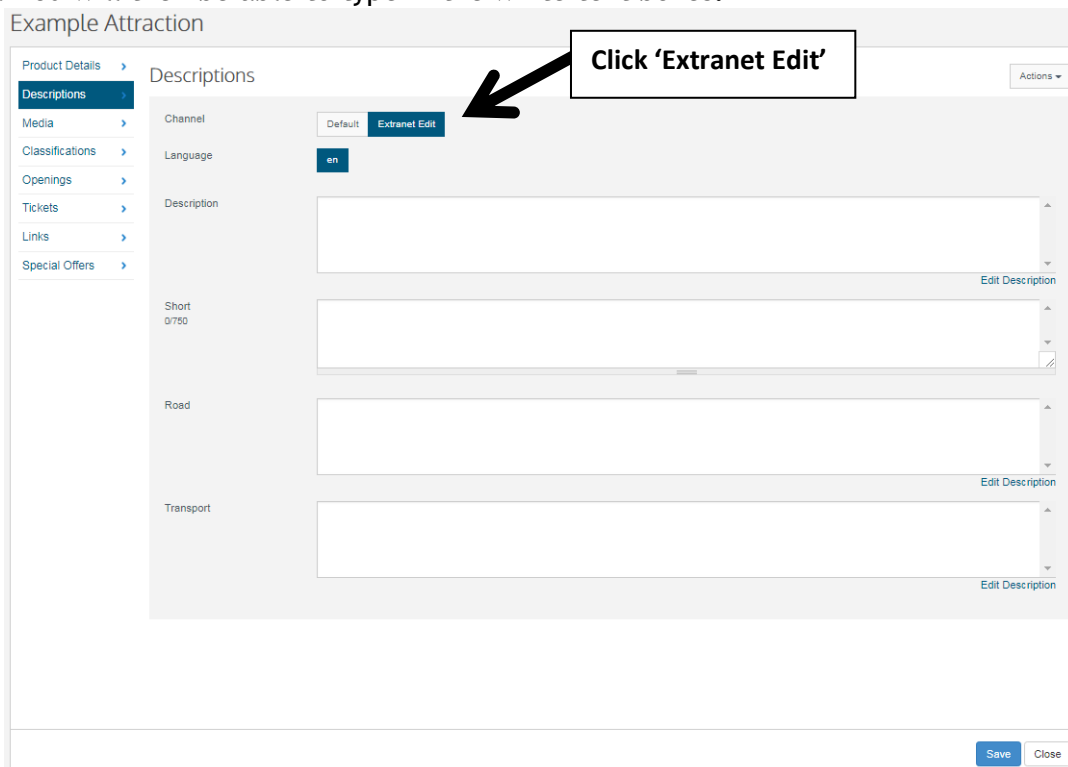
4.2 Description

The description information tab, allows you to add descriptive information relating to your product.

1. To update your product description, click **'Descriptions'** in the navigation bar located to the left of the screen. This screen will display.

2. You will see on your screen that the **'Default'** button is highlighted in blue. In order to edit your description, you will first need to click on the **'Extranet Edit'** button, so it turns blue. You will then be able to type in the white text boxes**.**

There are various fields available that relate to different aspects of your product record;

- **DESCRIPTION**: This should be a long, detailed description that will appear on your individual profile, for example:

About

Adventurous Experiences is an established Adventure Sports Centre, based from the family farm in the centre of the Isle of Man.

Explore the coastline, viewing wildlife; unforgettable experiences through sea kayaking, coasteering, gorge scrambling, team building and family friendly adventures. We welcome individuals, families and groups, birthdays, hen/stag parties, corporate events, friends and colleagues. Family, adventure, fun, wildlife, coastline...

Our coaches are highly trained, motivated and qualified to run the activities we offer, and have the customer as their primary focus.

👍 Like 0   🐦 Tweet

- **SHORT**: This should be a short description (an overview) which will appear next to your listing on the search results page, for example:
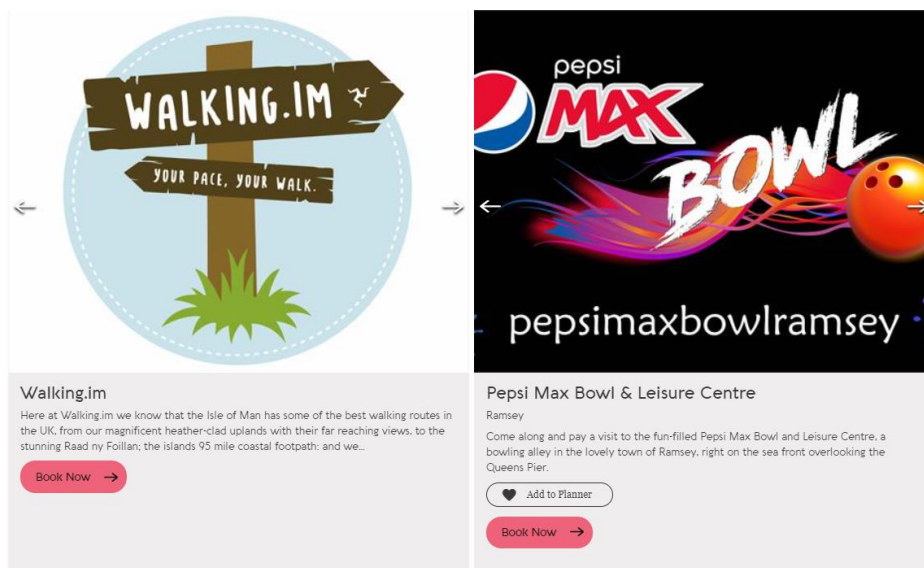
- **ROAD**: This is where you should explain the directions to your product by road.

- **TRANSPORT**: This is where you can outline what public transport visitors can travel to your product (e.g. bus routes, including bus service number and bus stop to get on and off at).
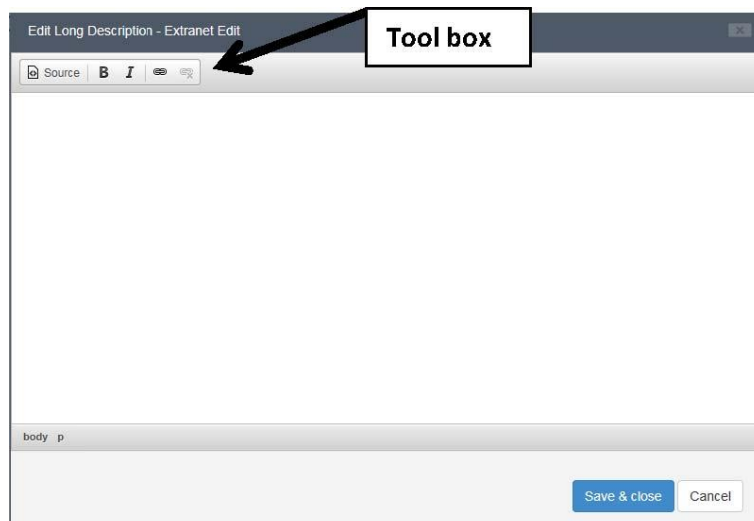
To update the text in the text boxes provided;

2. Click **'Edit Description'** underneath the text box
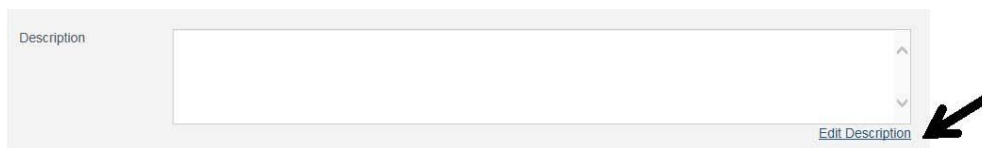
This box will appear.

3. To add text into the box, click in the white space and start typing. If you wish to make any of your text **bold** or *italics*, you can do this by using the tool box

5. Once you have completed your descriptions, click on the save button at the bottom right of the screen.

4.3 Media (Images)

The media tab allows you to upload up to 10 images to display on your product record.

Please ensure your images are as close to these dimensions as possible, so that they do not distort on large screens. Image Dimensions: height 535px by 950px wide. We recommend that you don't upload posters or leaflets as your images as these may be cropped.

1. To edit your media, click **'Media'** in the navigation bar located to the left of the screen.
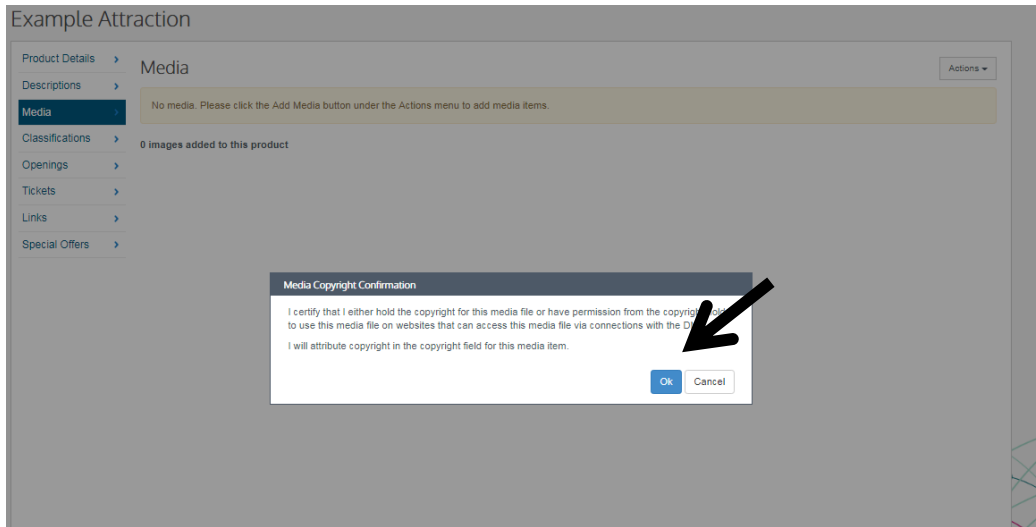
This screen will display.

2. To add new images click the **'Actions'** button in the top right of your screen.
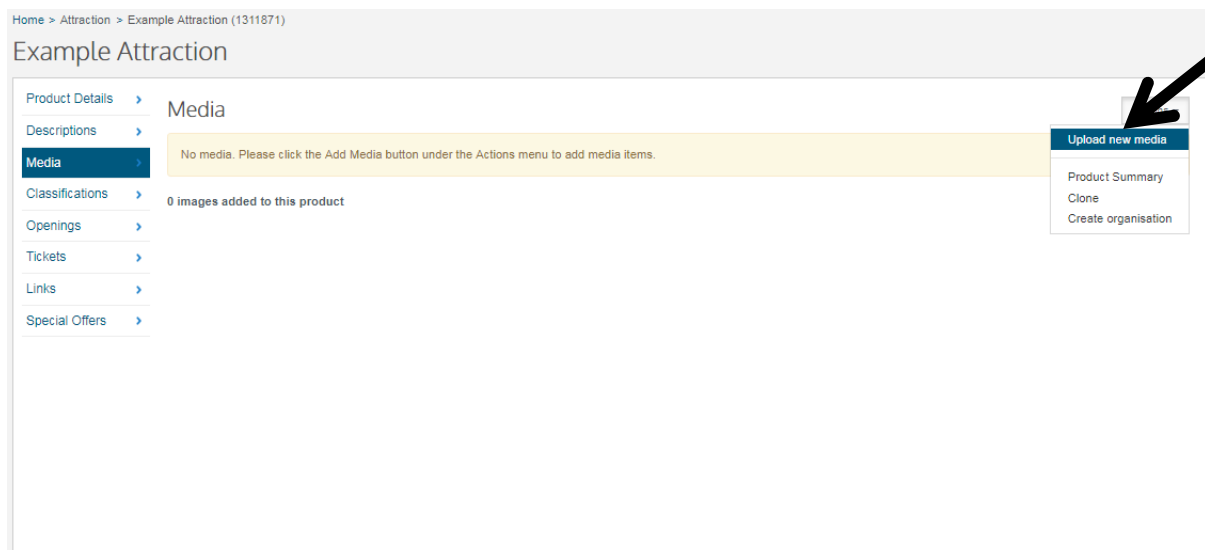
3. Then click **'Upload new media'**
4. This screen will appear. Click **'OK'** to confirm that you have the correct permissions to use the images you are about to upload.

5. To add images click into the grey box, and your computer files will display. You can then search for your images in your computer gallery. To select multiple images hold down the 'Ctrl' button and select multiple images with the mouse.
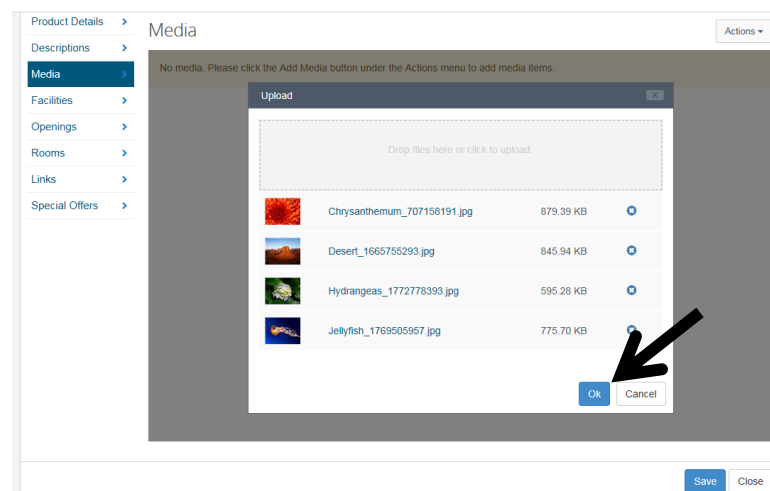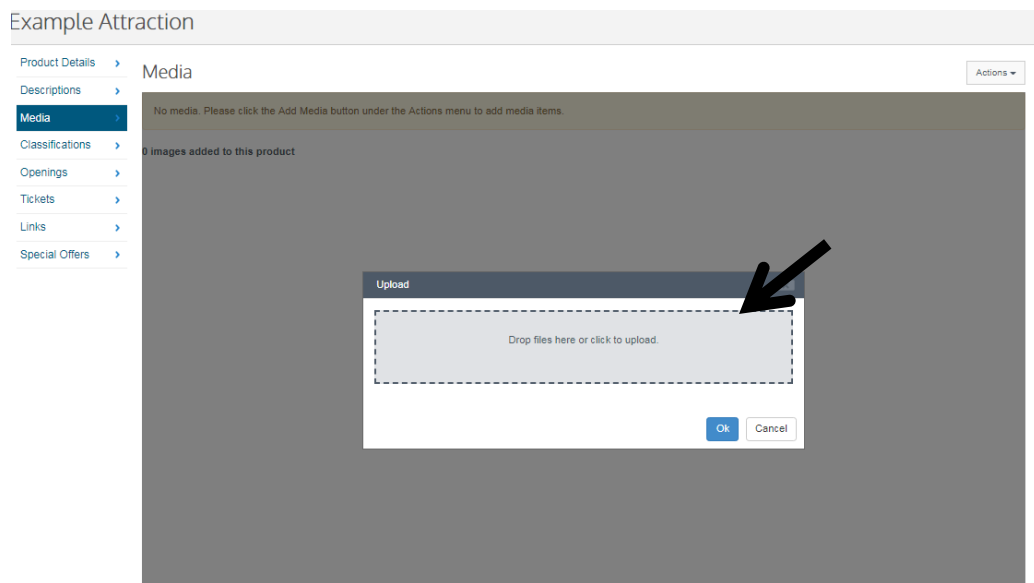
6. To remove an image, click the **X** associated to the image – the image will disappear.

7. Once you have selected your images, click **OK.**

8. You can change the position of your images by clicking on the image and dragging it to where you would like to position it.

9. To add text against each of your images, select one image from the scroll – this will then display as the large image.

Click 'Remove Media' or the X in the corner of the image to delete the image from the gallery
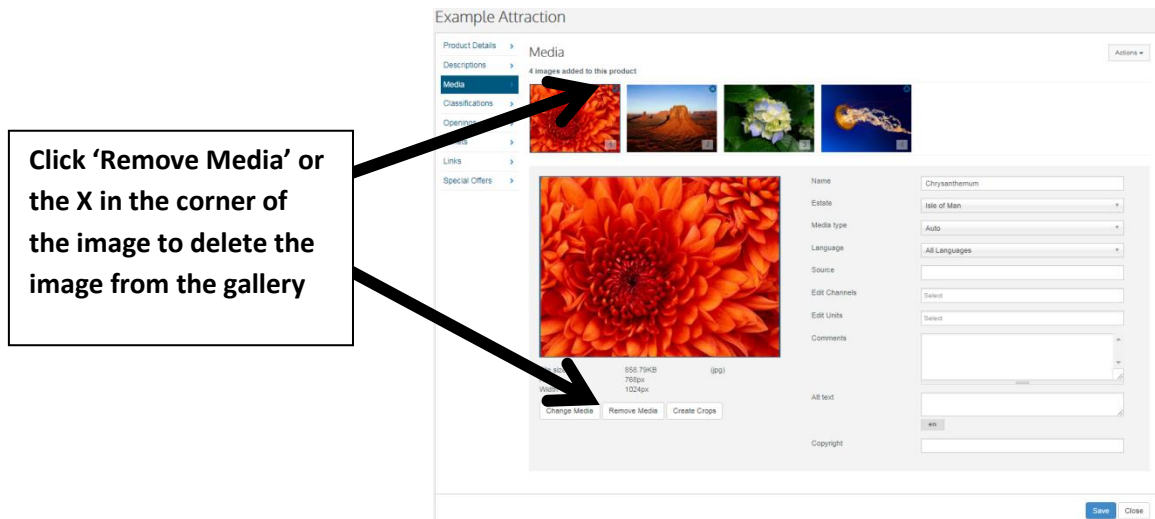
Please note: The first image in the scroll will be used as the main image for your product across the website, so please ensure this is your best property/business image.

Title / name of the image e.g.: Kayak

Select: Isle of Man

Select: 'Picture' from the drop down menu

You can add further details in regard to the image for your own internal use – this will not be visible on the website, e.g. remove this image in January

ALT TEXT – title / name of the image e.g. Double Bedroom **(important to complete)**

If you have added images which need to be attributed to a specific Photographer or company, you can enter this information here – *if permission to do so has been given by the Photographer*

The important fields to complete are **'Name'** (the name of the photo, e.g. 'Double Bedroom')and **'Alt text'** (the alt text means that search engines such as Google can identify the text and screen readers or assistance software can pick this up. Alt text is the description that appears when you hover over the image), for example:


Sea Kayaking around the Isle of Man coast

10. Once you have added your photos and completed the text fields, click the **save** button in the bottom right of your screen.

4.4 Facilities

1. To update your property facilities, click **'Classifications' then 'Facilities'** in the navigation bar located to the left of the screen. Click on the **'all'** button so that it is highlighted blue.

This screen will display.
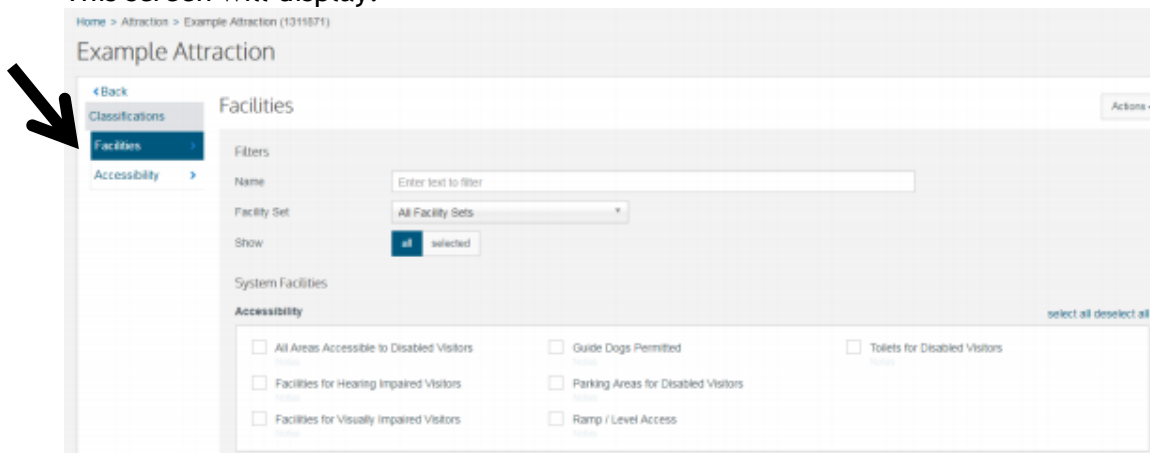
2. Scroll down the page, and tick each box next to the facilities your property provides. If you wish to add more specific notes against a facility you can do this by clicking on the word **'Notes'** beneath the facility, for example:
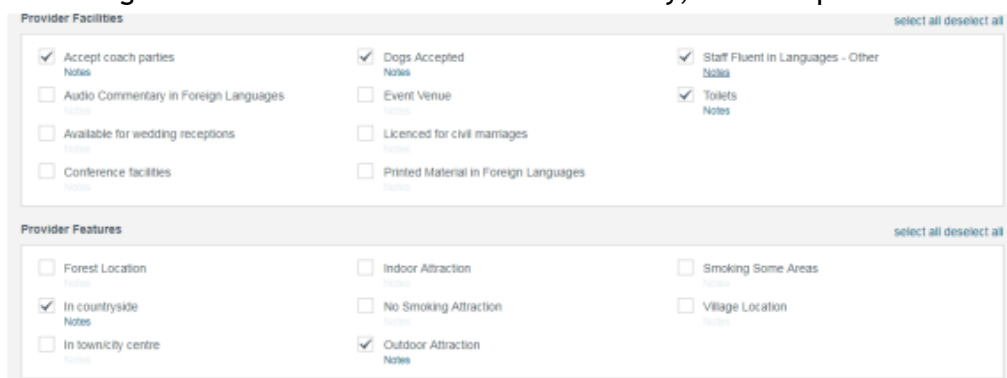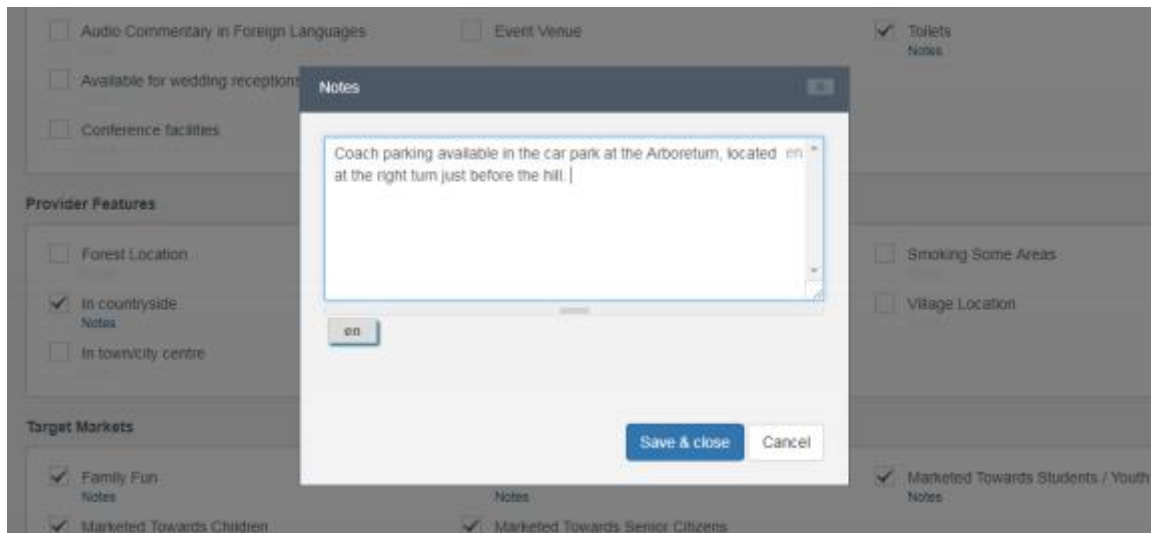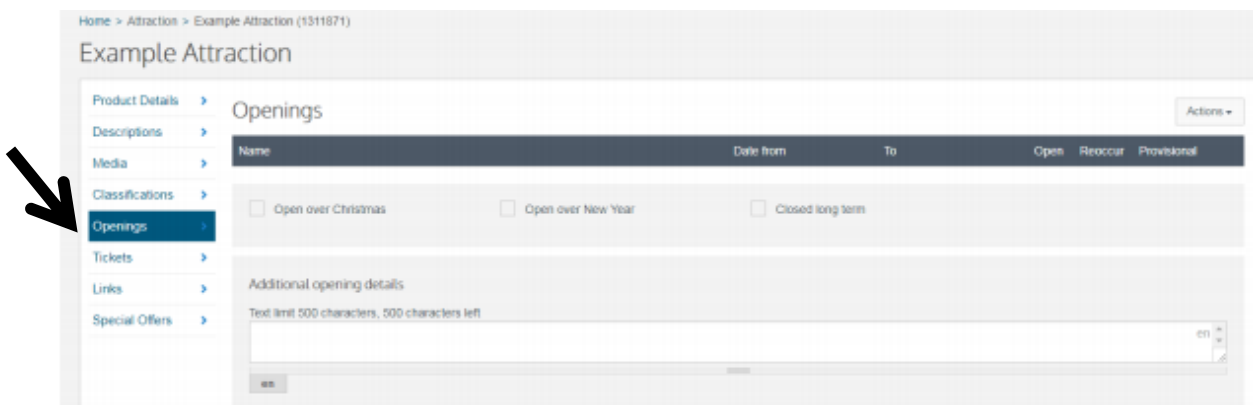
3. Once you reach the bottom of the scroll, click save in the bottom right hand corner.

4.5 Openings

1. To edit your product seasonal opening times, click **'Openings'** in the navigation bar located to the left of the screen.

This screen will display.

2. Tick the boxes **'Open Christmas'**, **'Open New Year'** and **'Closed Long Term'**, if these apply to your business operation.

3. If you close your business at certain periods throughout the year (e.g. for the month of December) or if you have set seasons (e.g. Peak season and Off-Peak season) you can add this information by clicking on the **'Actions'** button in the top left hand corner and select **'Add Opening'.**
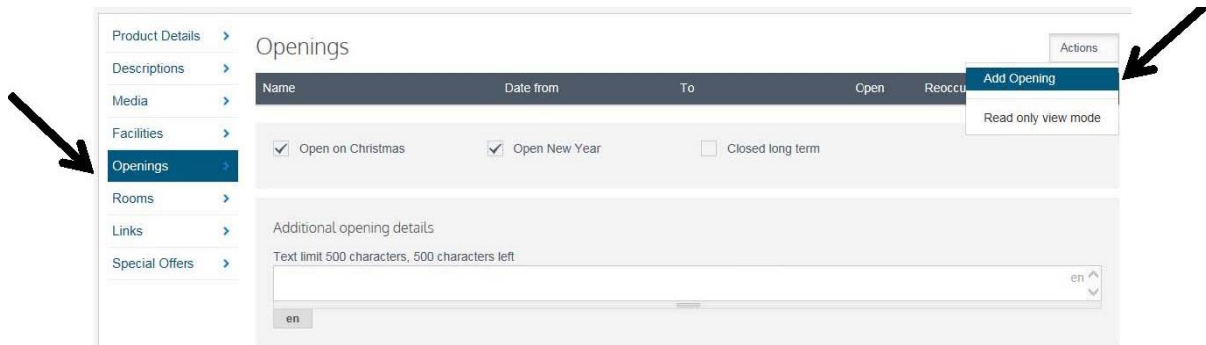
4. Enter the name of your opening operation in the text box, for example, Peak Season / Off Peak Season.

5. To amend the date, click on the **calendar icon**, followed by clicking on the appropriate date.

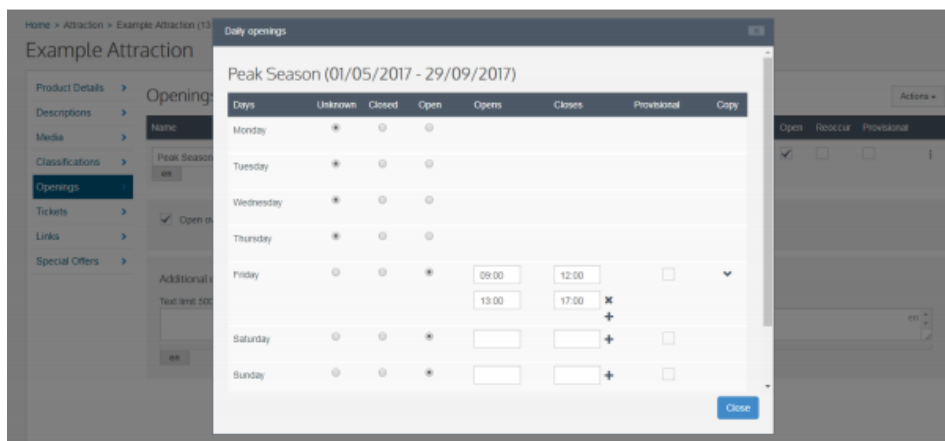Select any of the tick boxes which apply to this opening;
Open: Click this box to signify that the date range set is when the business is open and available to take bookings.
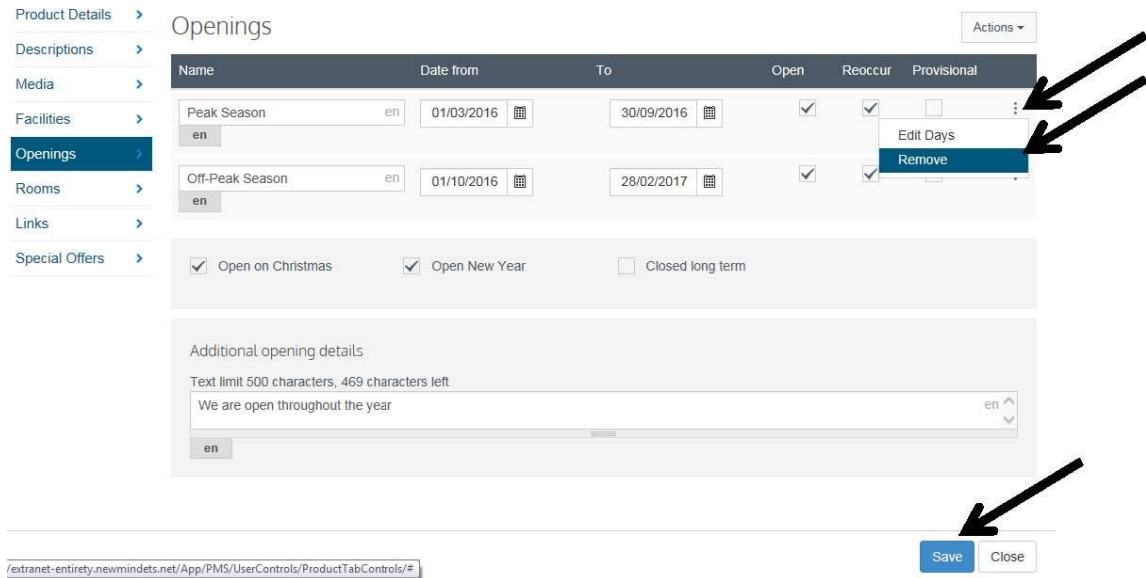**Reoccur:** Click this box is these opening times are the same each year.
Provisional: *Leave this box empty*
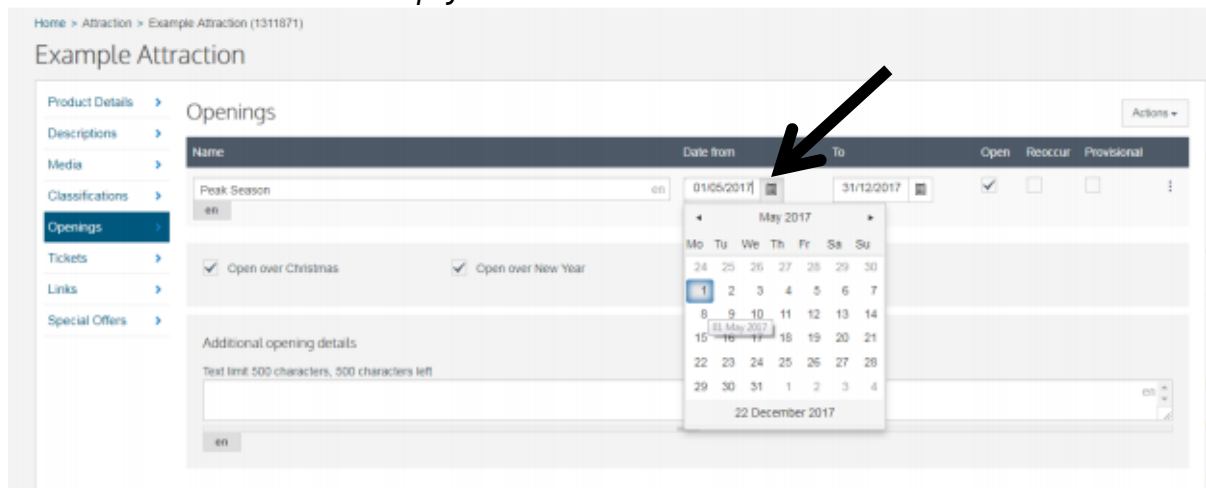
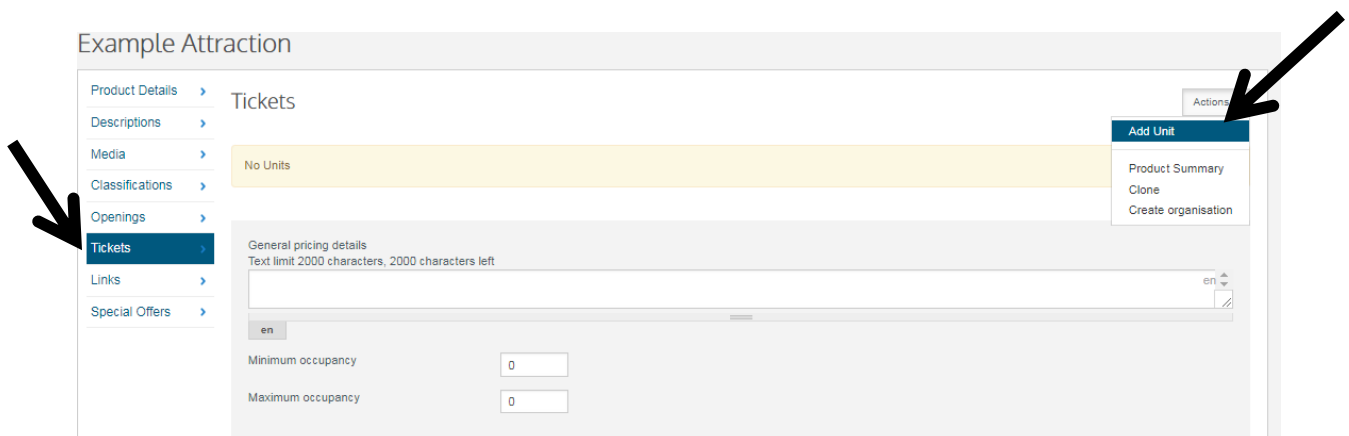6. To amend the hours and days of the week, click the ⋮ 'kebab' icon and select **'Edit Days'**

7. If you wish to add further details regarding your opening season, for example, check in times, check out times, you can add this into the text box **'Additional opening details'**.

8. If you wish to remove an **'Opening'** that you have created, click the ⋮ 'kebab' icon at the end of the row, and click **'Delete'**. The opening will be removed from your screen.

7. Once you have added your seasonal opening times, click the save button in the bottom right corner of the screen.
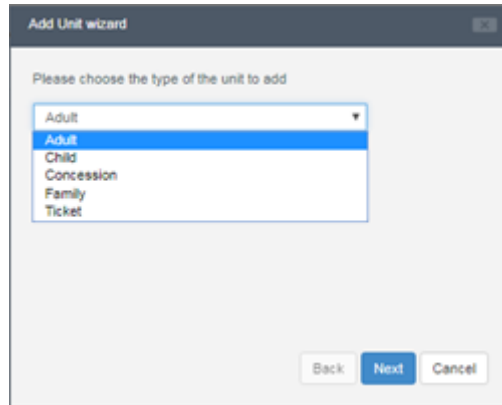
4.6 Tickets

This tab allows you to add information in regard to the type and number tickets available.

1. To add your individual unit capacities, click **'Tickets** in the navigation bar located to the left of the screen. This screen will be displayed.
2. To add your units, click the **'Actions'** button in the top right of the screen, then click **'Add Unit'**

3. The 'add unit' wizard will appear. Select the type of unit you wish to add, for example, **'Adult'.**
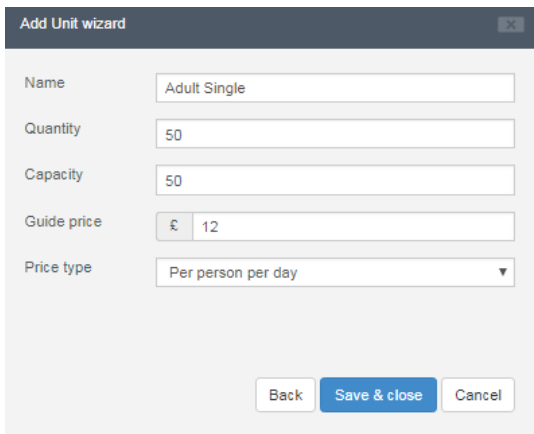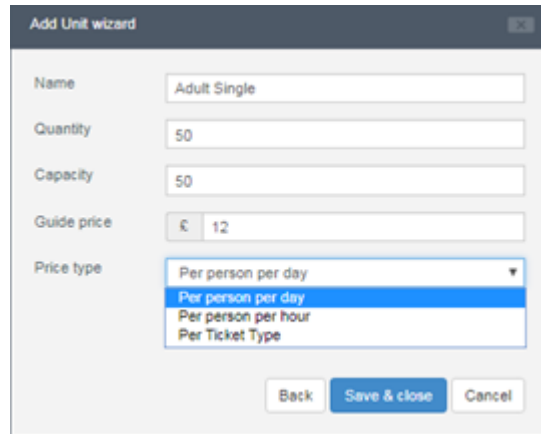**4.** Click **'Next'**

Name – this is the name of the individual unit e.g. Adult Single

Quantity – this is how many of this unit you have e.g. the total number available

Capacity – this is how many people this individual unit the product has

Guide Price-this is an estimate guide price (or from price)

Price type – this identifies the specifics of the guide price. Click on the arrow to reveal a drop down list, and select the relevant option.

5. Click **'Save and Close'**

This screen will display.

6. If you wish to set a more specific guide price, facilities or delete the unit click the 'kebab' icon, which will reveal these options:
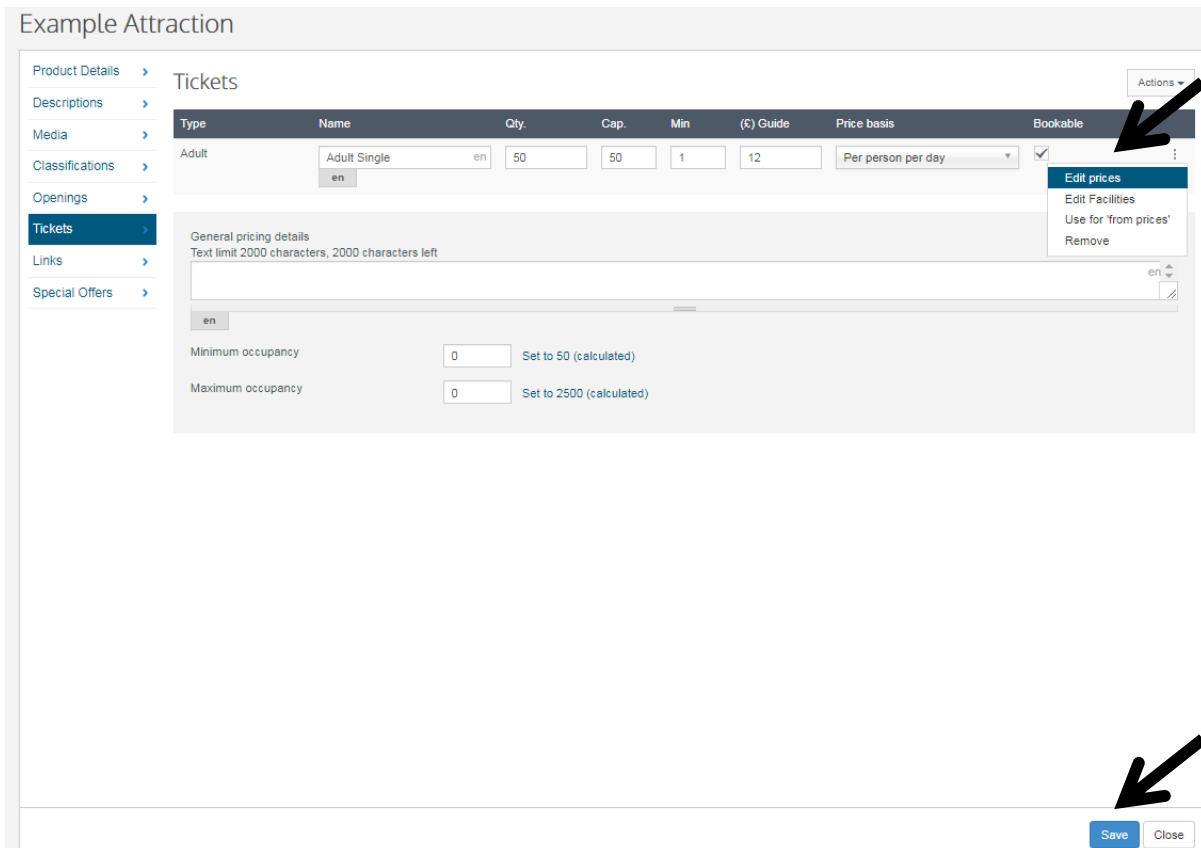
7. To add additional tickets, repeat this process (4.6)

Once you have added all of your tickets, click '**Save**' in the bottom right of the screen

4.7 Links

This tab allows you to add links to other external web items, including Facebook, Twitter, Trip Advisor and YouTube videos.
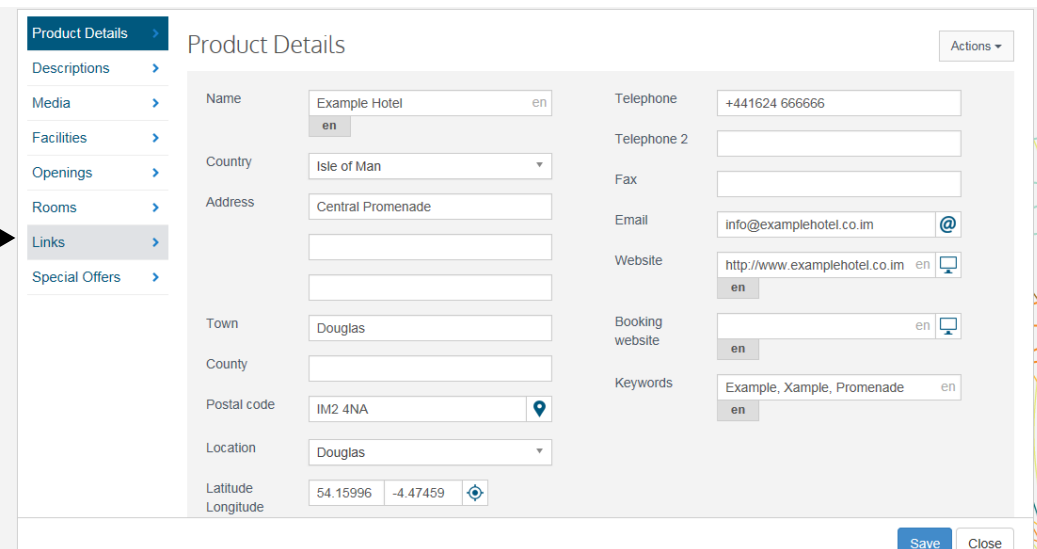
- **FACEBOOK**

1. To add your social channel or YouTube video, click '**Links**' in the navigation bar located to the left of the screen.
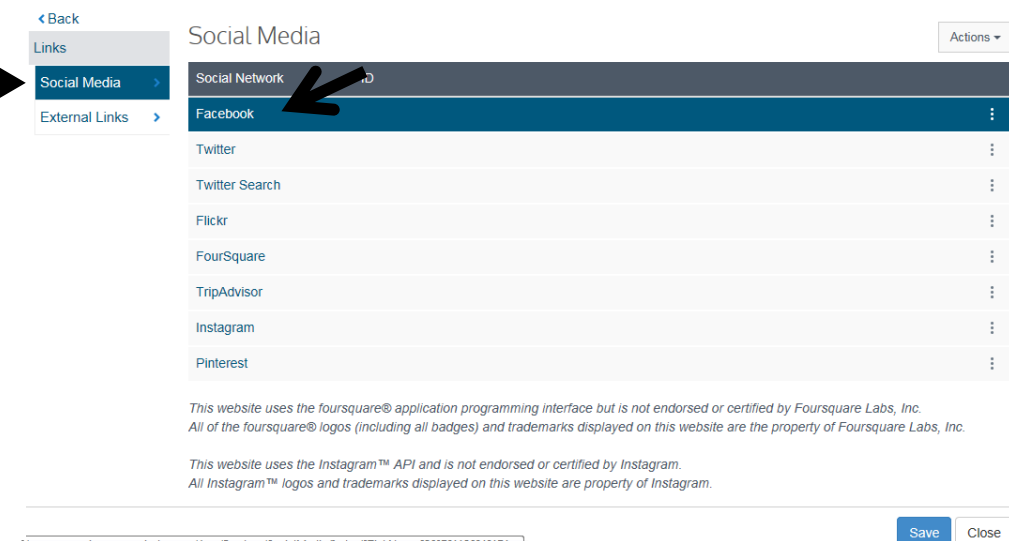
This screen will be displayed.

2. To add your Facebook and Twitter accounts, click **'Social Media'** in the navigation bar.

3. Click **'Facebook'**

This screen will appear.

4. Copy and paste your Facebook Business page URL into the 'URL box' or type it into the box provided and click **'Lookup' e.g. facebook.com/visitisleofman** – this will search for your Facebook page, and populate the ID box, Name and Description.

Enter your Facebook URL here

Facebook ✕

Link to Facebook Page

URL   facebook.com/visitisleofman   Lookup

Id   356680040473

Name   Visit Isle of Man

Description   Imagine a place which is far away from the
hustle and bustle of everyday life. A place
with breathtaking scenery and a relaxed and
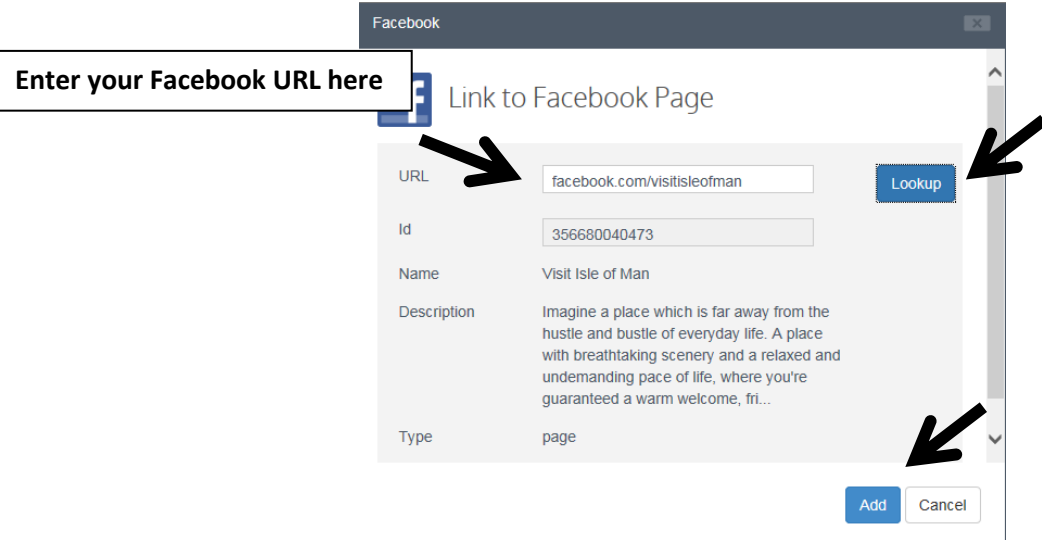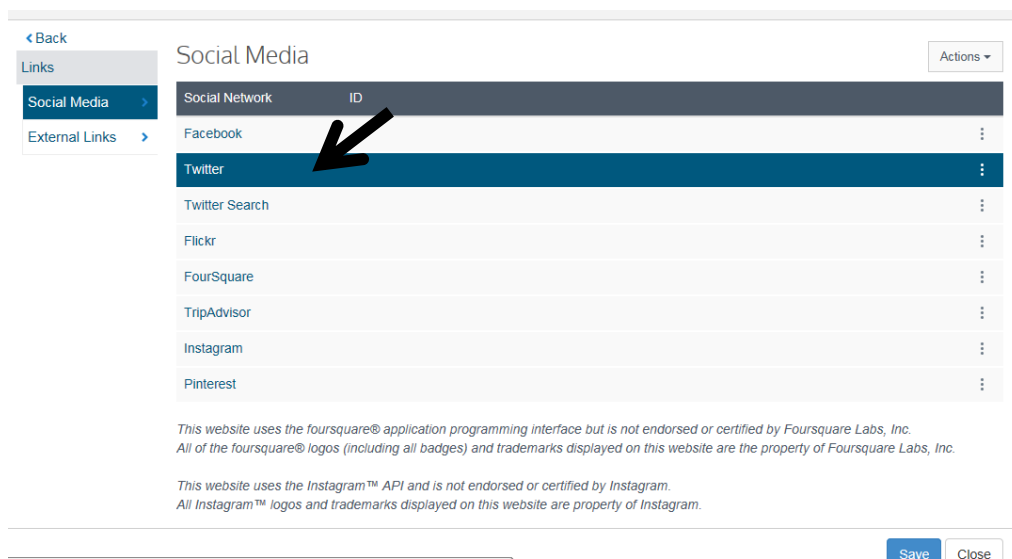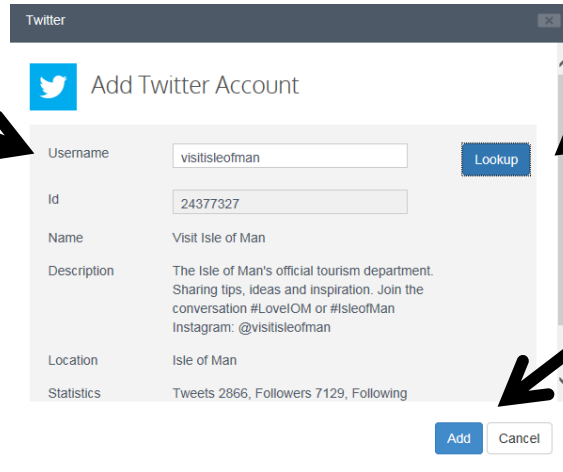undemanding pace of life, where you're
guaranteed a warm welcome, fri...

Type   page

Add   Cancel

5. Click '**Add**'

- **Twitter**

1. To add your Twitter account to your product page, click '**Twitter**'.

‹Back

Links

Social Media   ›

External Links   ›

Social Media   Actions ▾

Social Network	ID	
Facebook		⋮
Twitter		⋮
Twitter Search		⋮
Flickr		⋮
FourSquare		⋮
TripAdvisor		⋮
Instagram		⋮
Pinterest		⋮

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Save   Close

This screen will appear.

2. Type your Twitter username into the box for example @visitisleofman, and click
'**Lookup**'. This will search for your Twitter account and populate the ID, Name,
Description, Location and Statistic fields.

Enter your Twitter username e.g. @visitisleofman

Twitter

Add Twitter Account

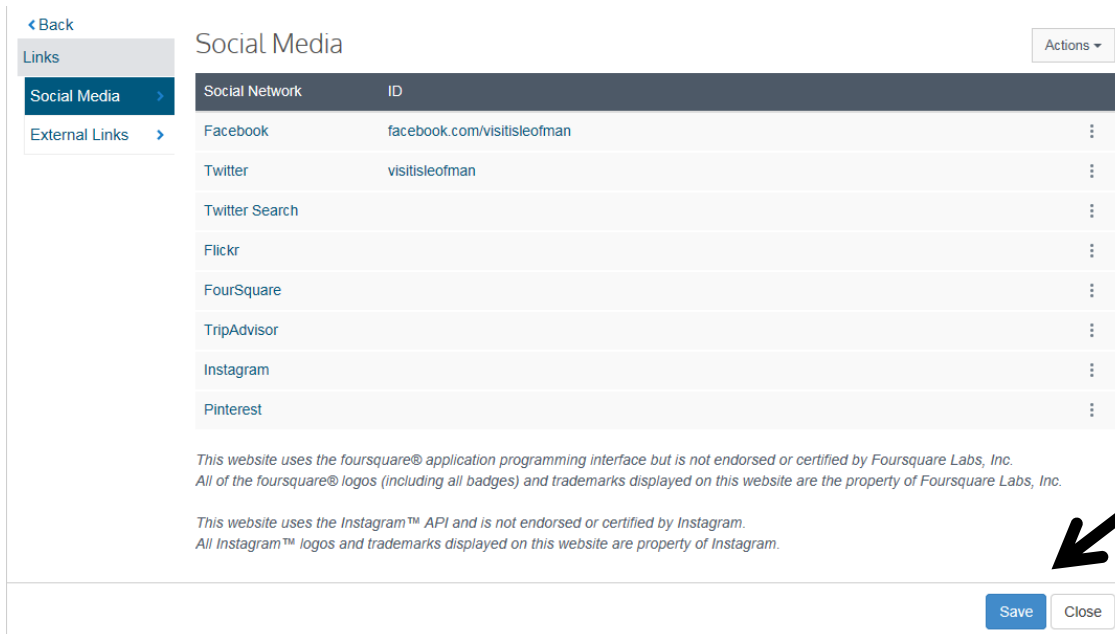|	
Username	visitisleofman
Id	24377327
Name	Visit Isle of Man
Description	The Isle of Man's official tourism department. Sharing tips, ideas and inspiration. Join the conversation #LoveIOM or #IsleofMan Instagram: @visitisleofman
Location	Isle of Man
Statistics	Tweets 2866, Followers 7129, Following

Lookup

Add   Cancel

3. Click **'Add'**
4. Your screen will now look like this – click **'Save'** in the bottom left corner of the screen

‹ Back

Links

Social Media ›

External Links ›

Social Media

Actions ▾

| Social Network	ID	
Facebook	facebook.com/visitisleofman	⋮
Twitter	visitisleofman	⋮
Twitter Search		⋮
Flickr		⋮
FourSquare		⋮
TripAdvisor		⋮
Instagram		⋮
Pinterest		⋮

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Save   Close

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- **Trip Advisor**

1. To add your Trip Advisor account to your product page, click **'Trip Advisor'.**

This screen will appear.
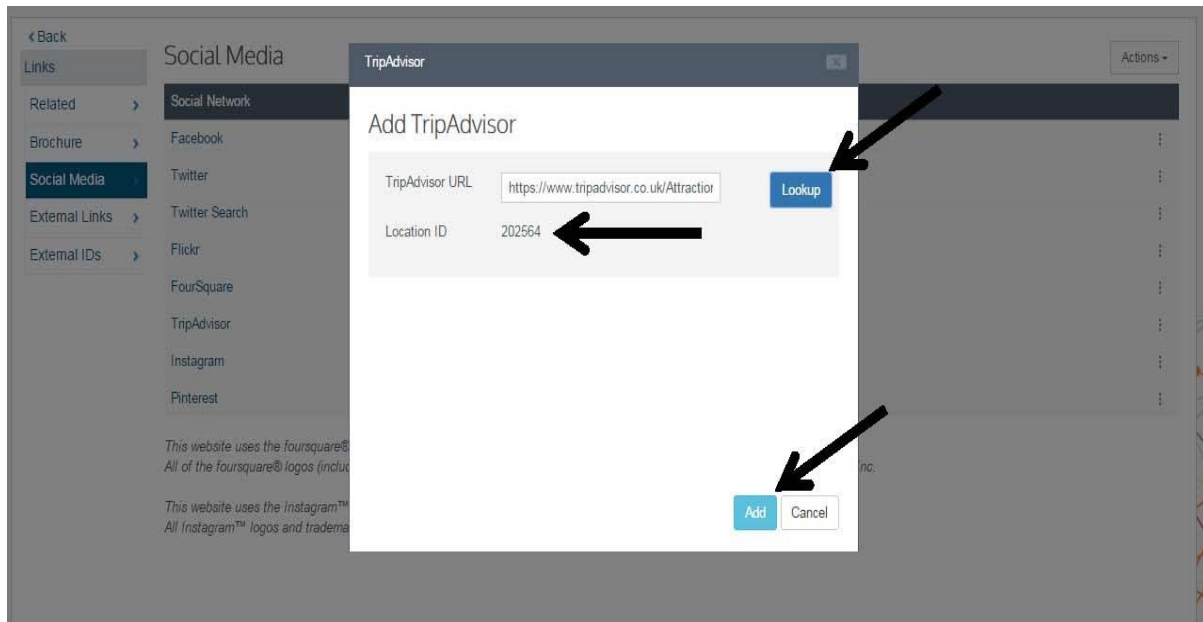
2. Copy and paste your Trip Advisor Business page URL into the 'URL box' provided and click **'Lookup'** – this will search for your Trip Advisor Business page, and populate the ID box.
3. Click **'Add'**

- **YouTube Videos**

1. To add a YouTube video to your product page, click **'Links'** and then **'External Links'** in the left navigation bar
2. Click **'Actions'** in the top right of the screen and select, **'Add External Link'**


3. Enter the name of the video e.g. 'Isle of Man'
4. Copy and paste the YouTube video URL into the URL box
5. Leave the language as **'English'**
6. Type – use the scroll menu and select **'YouTube Video'**

Enter the YouTube URL here

Enter the name of the video here
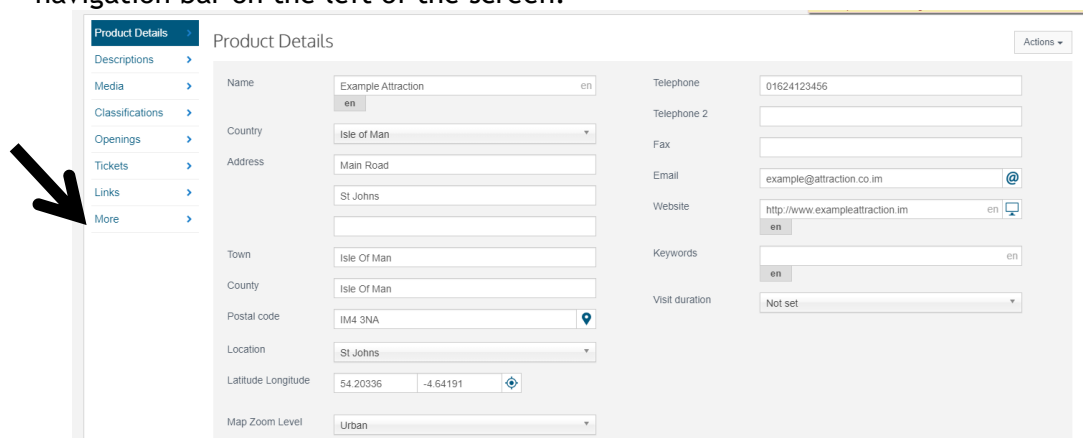
Select 'YouTube' Video
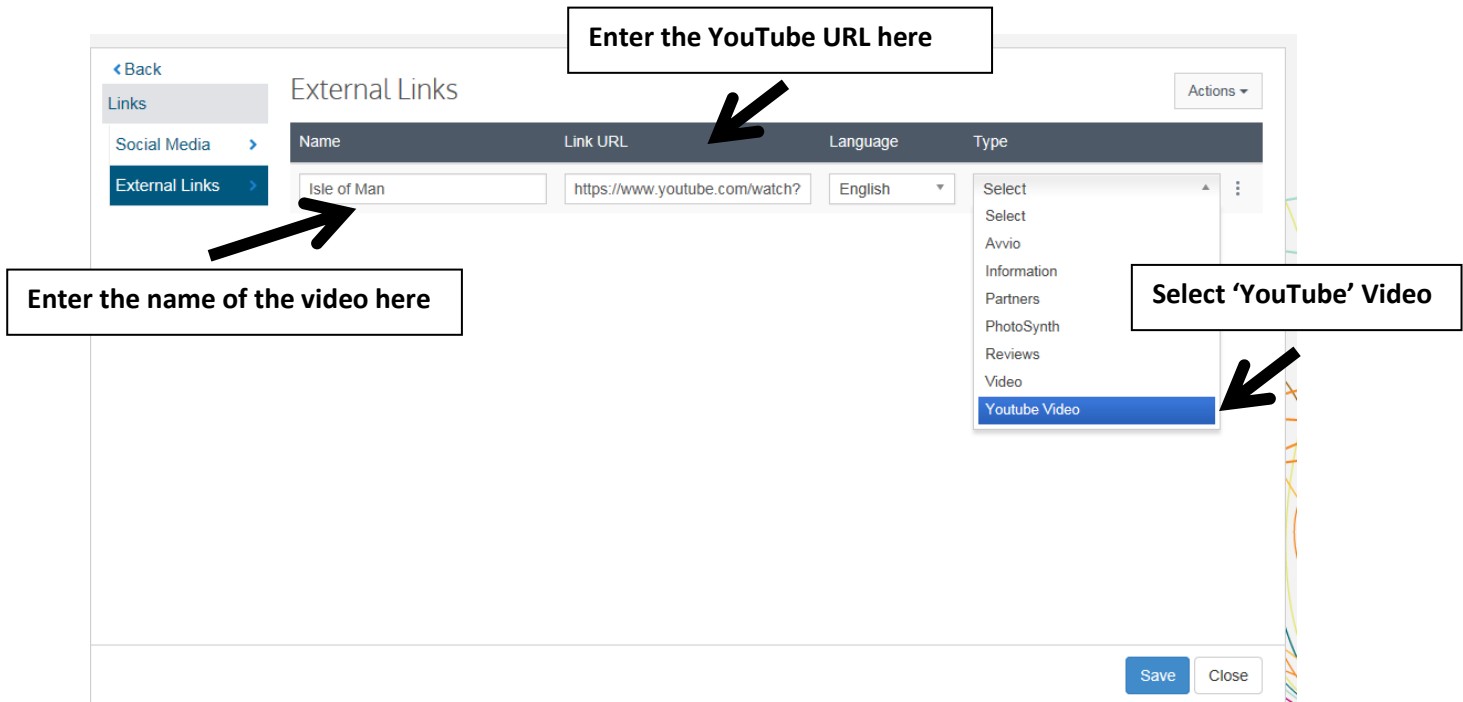
7. Click **'Save'** in the bottom right of the screen

8. If you wish to remove a video from the product page, click the 'kebab' icon to the left of the row and click **'Remove'**.
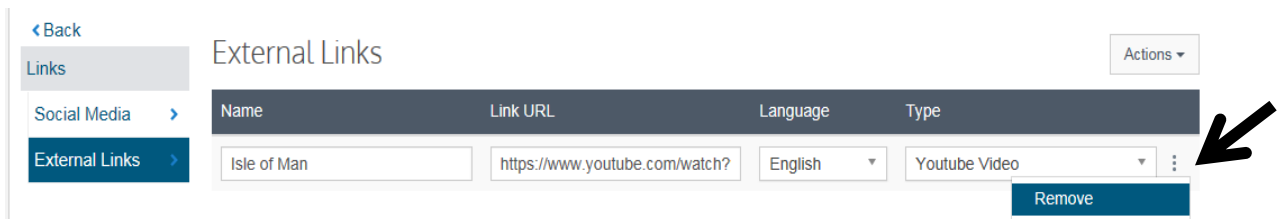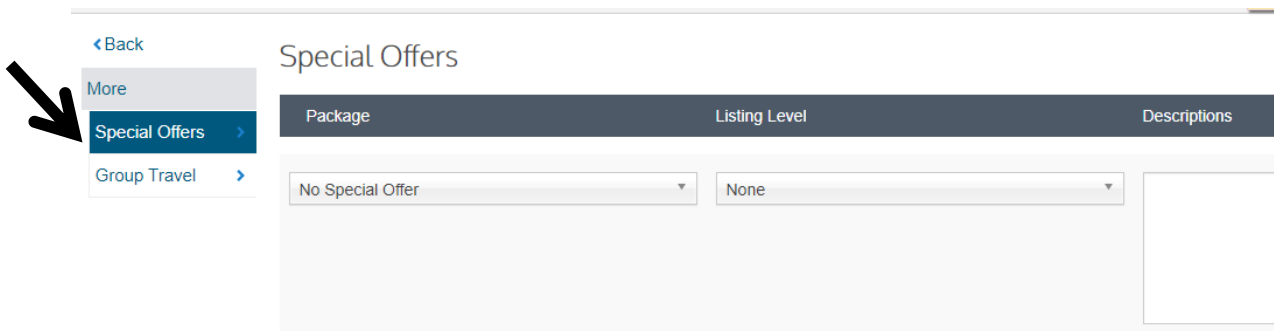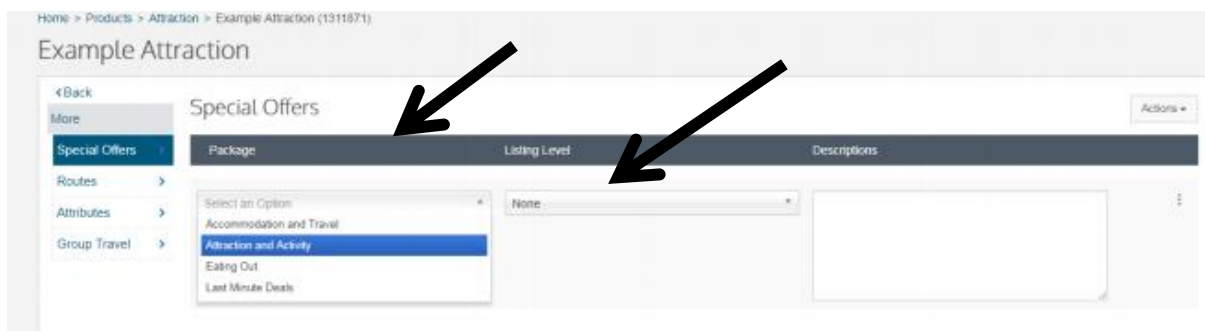

4.8 Special Offers

1. To add a special offer to the website for this particular product, select **'More'** in the navigation bar on the left of the screen.

Then select **'Special Offers'**

2. Click in the '**Select an Option**' box, to reveal a drop down menu, and select the applicable category which your offer will be placed.


3. Select the **'Listing Level'** as **'Enhanced'**

4. Click in the white **'Description'** text box to add your 'Special Offer' details, for example
Special Guided History Tours of the Older Continuous Parliament in the World! Guided Tours around the Tynwald Hill site and the Legislative Buildings in Douglas for £10 with tea and cake included throughout the months of September to November. Call +44 (0) 1624 695700 to book and quote 'Visit Isle of Man' to redeem your offer.
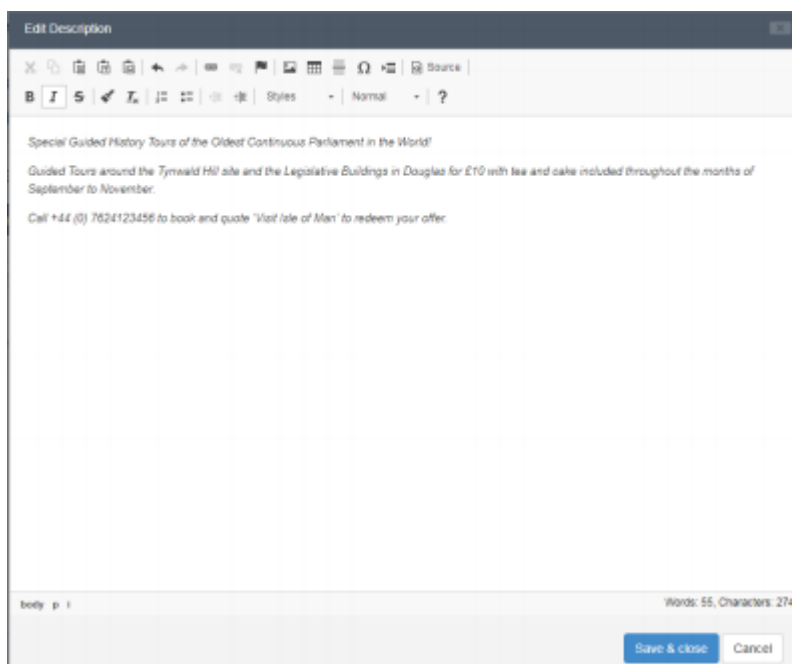
5. Click '**Save & Close'.**

6. Click **'Save'**

7. To add an image to accompany the offer, click the 'Kebab' ⋮ icon at the end of the row, and select **'Add Media'.** If you do not select an image, your main property image will display here.
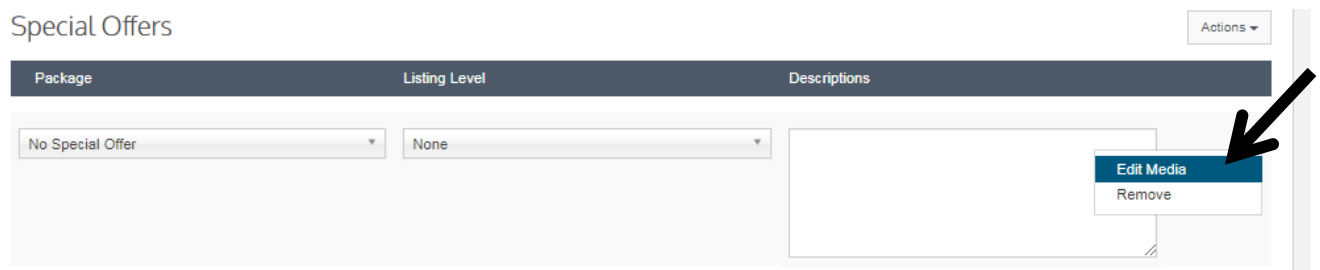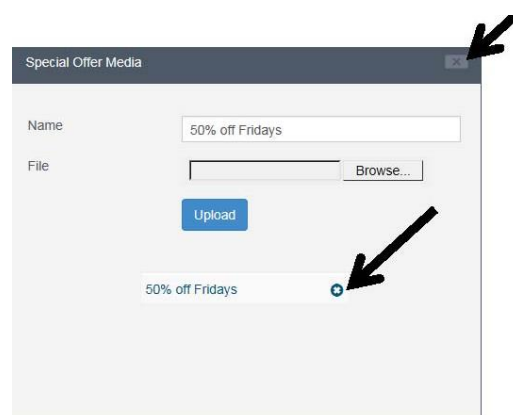

This screen will display.

8. Name your image, in relation to the offer, for example '50 % off Fridays'

9. Click **'Browse'** to search for an image in your computer library. (If you wish to remove the image, and select a different one, or remove it altogether, click the X next to the image)
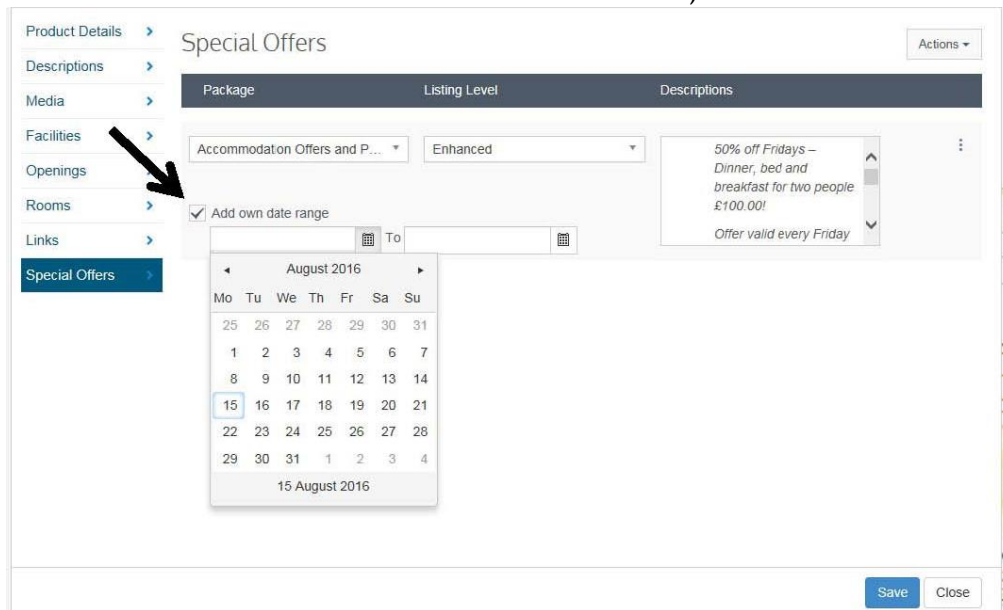
10. Click **'Upload'**

11. Click the X in the top right corner of the box to complete your image upload

12. To add a date range for the offer, tick the box next to **'Add own date range'**

13. Click the calendar icon to reveal a calendar menu, and select 'from' and 'to' dates (the offer will 'fall off' the website on the stated 'to' date)
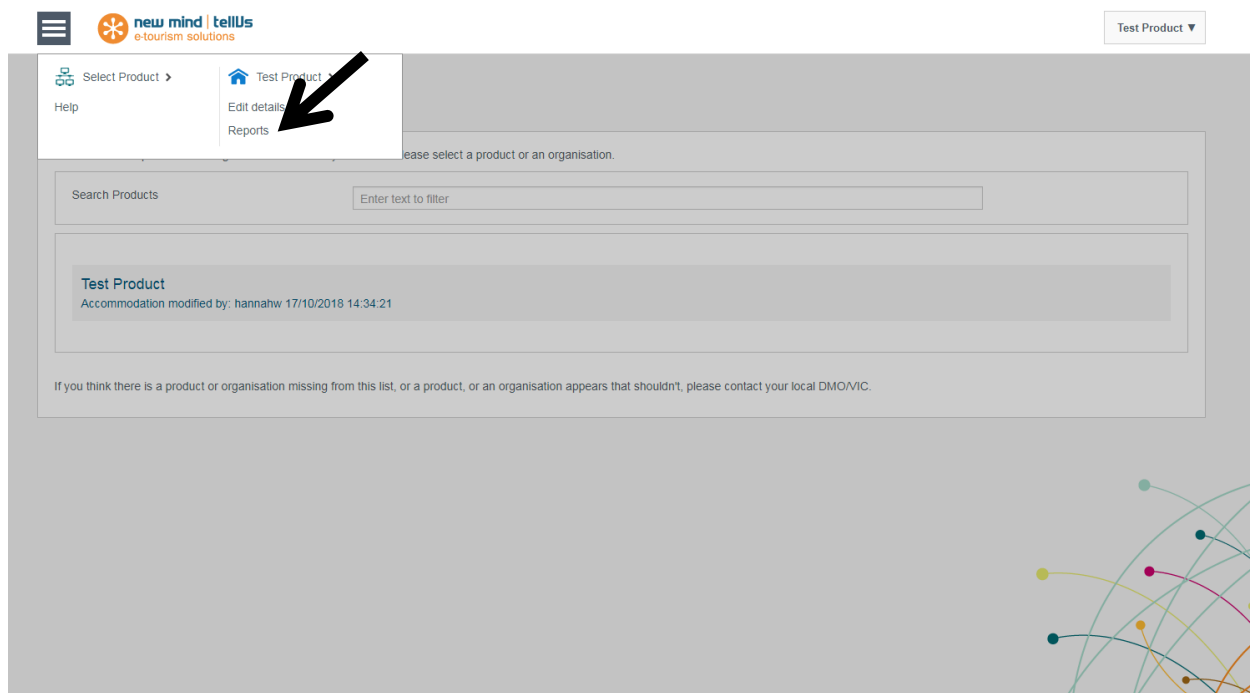

14. Click **'Save'**

15. To add additional Special Offers, repeat this process (4.8)

5.0 Viewing Profile Reports

1. Click on the ☰ icon in the top left of your screen
2. Click Reports

3. Choose Provider Statistics

4. Select the date range you wish to view statistics from and to

5. Filter by channel: choose **Isle of Man Website**
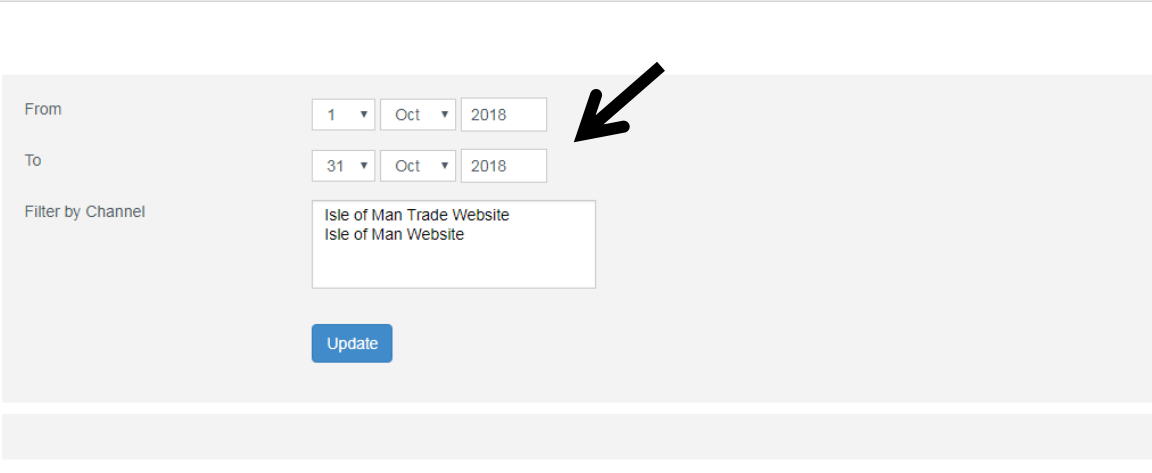
Home > Reports > Provider Statistics Report

Provider Statistics Report

From	1 ▼	Oct ▼	2018
To	31 ▼	Oct ▼	2018
Filter by Channel	Isle of Man Trade Website Isle of Man Website		

Update

Click Update

Stats will display as below:

	Isle of Man Website
Product Details Displayed	578
Product Details Printed	0
Product Details Emailed	0
Telephone Number Provided	7
Location Map Viewed	4
Product Website Viewed	26
Provider Emailed	1
Added To Itinerary	22
Product Video Viewed	0
Polling Booking OUT	9
Booking Referrals from Partner Sites (Forced External)	0
Booking Referrals from Visit Britain	0
Availability Enquiry Emailed to Provider	0
Front desk referral (out)	0
Visit Britain Referals	0
Provider Telephoned	0
Map Generated Directions	0
Provider Booking Website Referral	0
Conversion Rate	0%

Some of the statistics will show as 0, this is because they are not applicable on this site.

Look for the following stats:

- **Product Details Displayed** – Product details displayed in full on website

- **Telephone Number Provided** – Tracks when a phone shows a providers telephone number

- **Location Map Viewed** – Product's location map viewed

- **Product Website Viewed** – Product website viewed using the web link on the website

- **Provider Emailed** – Provider emailed using the email link on the website

- **Added to Itinerary** – Product added to an itinerary on website

- **Polling – Booking OUT** – Used to register that a viewer has been redirected from the site for an external booking