

**TISCOVER
Extranet
User Guide
For
Non Accommodation
Businesses**

Content and Images

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Introduction

The Extranet application is a powerful, web-based tool, which enables you to manage and update the information about your business. All of the information entered will be displayed on www.visitscotland.com.

The information about your business falls into categories:

Content and Images

- Business Name and Address data
- Image Gallery
- Getting There
- Facilities/Price-Information

Entering this information will ensure your business details are displayed in full on the website in the guide section.

This user guide covers the information about each of these sections.

Login

The URL for the Extranet is:

<https://secure.visitscotland.com/extranet>

Enter your User ID and Password (image shown below)

Tiscover Extranet is exclusively available to our Members and Partners.
Maintain your content data (allocations, rates, seasons, etc.) to guarantee up-to-date information on your site!

User ID :

Password :

Click Login

A security message may appear warning that you are about to enter a secure site, click OK.

You will be directed to the Main Menu screen

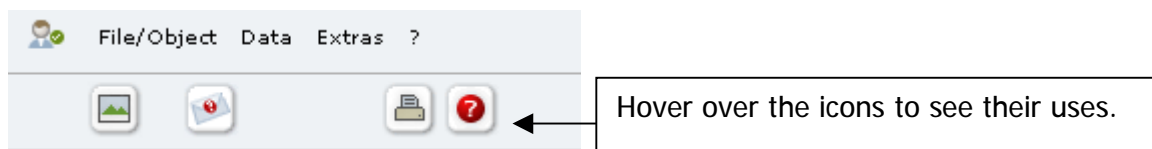
The screenshot shows the main menu of the Aberdeen Maritime Museum Extranet. At the top, there is a navigation bar with a user profile icon, a search icon, and a help icon. Below the navigation bar, the user is logged in as 'Aberdeen36' and is viewing the 'Messages/Bookings' section. The 'Messages/Bookings' section displays two rows of data: 'New bookings since last login: 0' and 'New inquiries since last login: 0'. There are links for 'Booking Overview' and 'booking statistics'. On the left side, there is a Swarovski advertisement with a 'NEU' badge and a link to 'Jetzt informieren'. The top right corner has a 'Logout' link.

Messages/ Bookings. This will not be relevant to non-accommodation businesses.

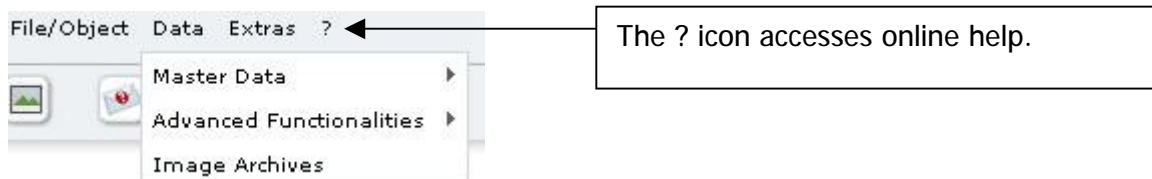
The menu bar at the top of the screen will provide the tools to navigate the system, as explained in the next section.

General Navigation

The Home page has a grey toolbar section containing 3 main menu options.

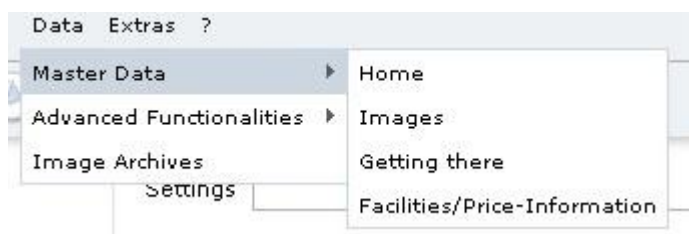


Each of these menu options has a drop down sub menu, an example is shown below.



Some of the drop-down menus access further menu options; these will be denoted with an arrowhead, as shown in the example below. The Master Data menu item accesses the Home, Images, Getting there and Facilities/Price-Information sections.

N.B. The menu titles shown under the Data/Master Data option are labelled according to the type of business you are listed as. Please be aware the display you are looking at may not match exactly the example shown below. The options shown all follow a similar style and theme to the ones used in this guide.



To select an option, click on the name in the menu drop-down. If you change any data you must click save at the bottom of the page before accessing another page or all changes will be lost.

Editing Data

Once you open a section mandatory fields are indicated by *. If a field has ** then only one of these fields are mandatory. For example, this means you would enter information in either the postcode field or the PO Box field. It is not necessary to enter both.

If data is not entered into a section then that section will not appear on the web page.

Menu Options

By hovering the mouse over a menu item i.e. *File / Object* in the toolbar at the top of the page a drop-down menu will detail all the accessible headings within this section.

If you have more than one business within this login, they will be listed in the File/Object drop down menu. You can access the required business by clicking on its name. Each business will have it's own home page and data menu to enable you to edit that businesses details.

Via this page you can use the menu options to access all of the features of the application. These are explained in the table below.

Main menu item	Sub menu item	Lowest level menu item
File/Object	Home/Start	
	Name of Business	
	Logout	
Data	Master Data	Home - View only
		Images
		Getting there
		Facilities/Price-Information
<i>Accessed by the updates team.</i>	<i>Advanced Functionalities</i>	<i>Search Parameters</i>
		<i>Booking Conditions</i>
	Image Archives	
Extras	Statistics	Messages/Bookings
	Settings	Change password
		Edit settings
?	Online Help	General Online help
		Context-sensitive online help

N.B. Remember your menu options may not match exactly the ones listed above, but will be labelled in a similar way. The labelling depends on the type of business you are.

Image Archive

The Extranet allows you to add a significant number of different images relating to your business to display on your web-entry.

- Welcome Page
 - Two images and a business logo can be added to this page. (The logo can be an additional image if you prefer).
- Image Gallery
 - 15 images can be added here together with selling text relating to the image
- Getting There
 - One route image can be added to this section.

Together with many of the images, particularly those in the gallery, you can add text descriptions to explain the images and further sell the benefits of your business.

Within the data pages relating to your business you can change the images as often as you like. This will allow you to ensure that the images displayed are relevant to the time of year the customer is viewing your web-entry. For example you may have Winter and Summer images and change them according to the selling season.

To achieve this the Extranet has a folder where all of your images can be stored. This is the Image Archive. All images should be saved in this section; they can be saved under category headings for ease of reference. Images will stay in this archive and can be assigned to the data pages as required. An image removed from a data page will no longer display on the website, but will still be stored in the image archive to be used again at another time.

Good images of your business within your profile on our website will promote your business in the best light. They will also help the contact centre and Tourist Information Centre staff to promote your business to customers who are visiting the area.

The image archive allows you to add all of your images. When you setup your data, at any point where an image can be used, you can select the appropriate one from the archive and assign it within the data.

Before you start to add your business data it is advisable to upload all of your images into the image archive.

To load all of the images, go to:


Data

Image Archive

Image Categories

Before you add all of the images, you have the option of creating categories for the images you are adding. This will allow you to save the commonly themed images together. Examples of categories could be winter, spring, summer, autumn, internal, external, rooms, catering, etc.

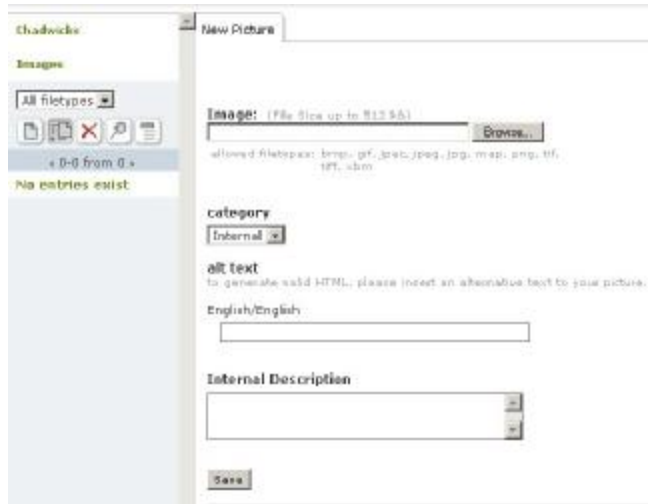
If you wish to do this:

- click on the categories icon 
- the new category tab will now be available
- click on this tab
- name the category
- click on Save.
- view the categories list by clicking on the categories tab at the top of the screen.


Repeat this for all categories you wish to create.

Importing New Images

Ensure that the images are readily available either saved to your PC, or on a disk. You can also upload images that are saved on a digital camera if your camera is connected to your PC.



To import a new image:

- click on 
- click on the browse button to find an image, and navigate to where the images are located
- select an image
- choose a category where to store the image (if applicable)
- insert the description/name of the picture name in the Alt Text field. (This is the description that will display for the image on the website if a visitor moves the mouse over the image).
- Internal Description:
This would be used for notes about the image e.g. what it is, when it was taken etc (for your ref only).
- Click save.

A preview of your image will appear.

- If the image is correct click Save Image and Assign button.

If your image needs to be resized this will happen automatically. However if you try to upload a panoramic view, although the application will resize your image it may become distorted.

Repeat this for all images you need to add to the archive.

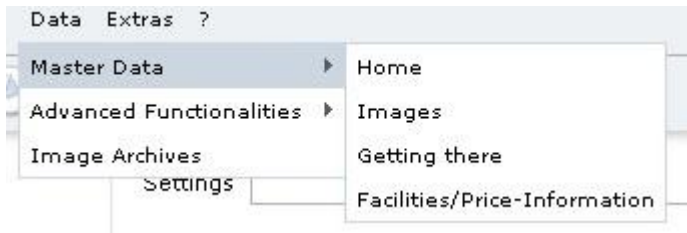
Home

The Home section of the extranet links to the Welcome Page displayed on the website. This page is the first view the customer sees about your business and will encourage them to look at more of your web entry.

This is accessed via:

Data

Master Data
Home



Click on the pencil item for each menu option listed on this page and add the appropriate information.

You should add all of the text information and then click save at the foot of the page prior to adding any images.

Add the images and then save the page again.

At the base of the welcome page there is a section which should only be completed if you are working with the Wildlife site.

Wildlife (for use on Wildlife site)

Water

<input type="checkbox"/> Atlantic Salmon	<input type="checkbox"/> Basking Shark
<input type="checkbox"/> Bottlenose Dolphin	<input checked="" type="checkbox"/> Common Seal
<input type="checkbox"/> Grey Seal	<input type="checkbox"/> Harbour Porpoise
<input type="checkbox"/> Minke Whale	<input type="checkbox"/> Orca (Killer Whale)

Land

<input type="checkbox"/> Adder	<input type="checkbox"/> Badger
<input type="checkbox"/> Daubenton's Bat	<input type="checkbox"/> Mountain Hare
<input type="checkbox"/> Orkney Vole	<input type="checkbox"/> Otter
<input type="checkbox"/> Pine Marten	<input type="checkbox"/> Red Deer
<input type="checkbox"/> Red Fox	<input type="checkbox"/> Red Squirrel
<input type="checkbox"/> Roe Deer	<input type="checkbox"/> Scottish Wood Ant
<input type="checkbox"/> Wild Goat	<input type="checkbox"/> Wildcat

Air

<input type="checkbox"/> Golden Eagle	<input type="checkbox"/> Osprey
<input type="checkbox"/> Peregrine	<input type="checkbox"/> Red Kite
<input type="checkbox"/> White-tailed Eagle	<input type="checkbox"/> Black Grouse
<input type="checkbox"/> Capercaille	<input type="checkbox"/> Chough
<input type="checkbox"/> Crested Tit	<input type="checkbox"/> Crossbill
<input type="checkbox"/> Dipper	<input type="checkbox"/> Great Spotted Woodpecker
<input type="checkbox"/> Kingfisher	<input type="checkbox"/> Ptarmigan
<input type="checkbox"/> Red Grouse	<input type="checkbox"/> Snow Bunting
<input type="checkbox"/> Arctic Skua	<input type="checkbox"/> Arctic Tern
<input type="checkbox"/> Gannet	<input type="checkbox"/> Great Skua
<input type="checkbox"/> Guillemot	<input type="checkbox"/> Manx Shearwater
<input type="checkbox"/> Puffin	<input type="checkbox"/> Razorbill
<input type="checkbox"/> Storm Petrel	<input type="checkbox"/> Barnacle Goose
<input type="checkbox"/> Black-throated Diver	<input type="checkbox"/> Cormorant
<input type="checkbox"/> Dottrel	<input type="checkbox"/> Eider
<input type="checkbox"/> Goosander	<input type="checkbox"/> Greenland White-fronted Goose
<input type="checkbox"/> Lapwing	<input type="checkbox"/> Red-breasted Merganser
<input type="checkbox"/> Red-Necked Phalarope	<input type="checkbox"/> Red-throated Diver
<input type="checkbox"/> Slavonian Grebe	

Trip Type (for use on Wildlife site)

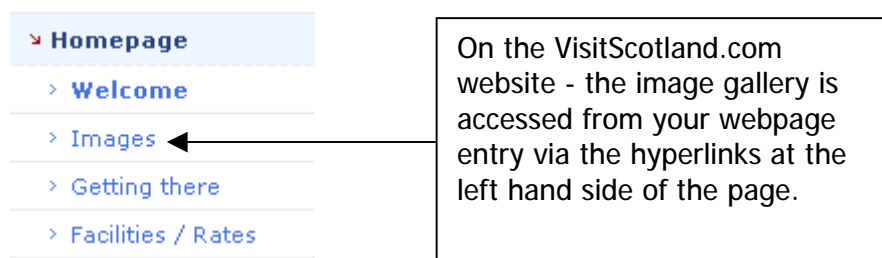
<input type="checkbox"/> By Boat	<input type="checkbox"/> Gentle walking
<input type="checkbox"/> Hiking / climbing	<input type="checkbox"/> Self drive
<input type="checkbox"/> Landrover trip	<input type="checkbox"/> Wildlife reserve
<input type="checkbox"/> Wildlife attraction (eg seabird centre)	<input type="checkbox"/> Country Park / garden / forest

Images

The images section allows you to add up to 15 images to represent your business on our website. Good images can help to profile your business and help our visitors decide if they wish to visit you.

Together with the images the Extranet allows you to add text to further promote/explain the image. This text can be displayed with a heading in bold and descriptive text below.

Before starting to add your images please ensure that you have loaded images to the Image Archive – see the section on Image Archive for details on how to do this.



Both .jpg and .gif formats are accepted (.jpg is the preferred format).

The size of the image is important, as TISCOVER will shrink the image if it's larger than the allowable size. This can distort the quality and proportions of the image.

Thumbnail image = 60x50 pixels
 Homepage 1 = 195x210 pixels
 Homepage 2 = 200x175 pixels

To enter your images and the corresponding text select:

Data

Master Data
Images

Images View: [view all](#) [hide all](#) [view only required fields](#)

Introductory Text Images

Text (Maximum Length: 800)

Image 1 (Maximum Size 210x175 Pixel)

Text 1

Teaser (Maximum Length: 1400)

Text (Maximum Length: 3800)

Link 1 for Text 1

English/English:

Link Linktext

Link 2 for Text 1

English/English:

Link Linktext

Select View all

Enter your introductory text that will display at the top of the Images Page to introduce this section. Use benefits and key selling words here.

Click Assign Image. (full details below)

Enter here the descriptive heading and text for the first image.
Heading
Text

Below each image you have the opportunity to enter two website links. The text entered in the Linktext field will be the text that is displayed beneath the image on the gallery. Use this to add website links that will be useful to the visitor, e.g. Ferry information.

To add an image

- Click View all to display all fields.

The example describes how to add Image One. Follow the same instructions for the other images in this section.

- Click Assign Image button

The image archive will open in a separate window.

- Click on the name of the image you wish to use

The screen will refresh and display the image in the main section of the page. Ensure the ALT text for the image has been entered.

- Click Save and Assign image

The page will refresh and return you to the image gallery page in the Extranet. The image you have uploaded will display on this page under Image 1.

Text

Beneath this heading are two fields; the Teaser and the Text. Information entered into the Teaser section will display as a heading, (in bold type) and information entered in the Text section will show in normal text.

Continue for Images 2 – 15 to add any further images and text you require.

Once you have completed all of your images and text click Save at the foot of the page.

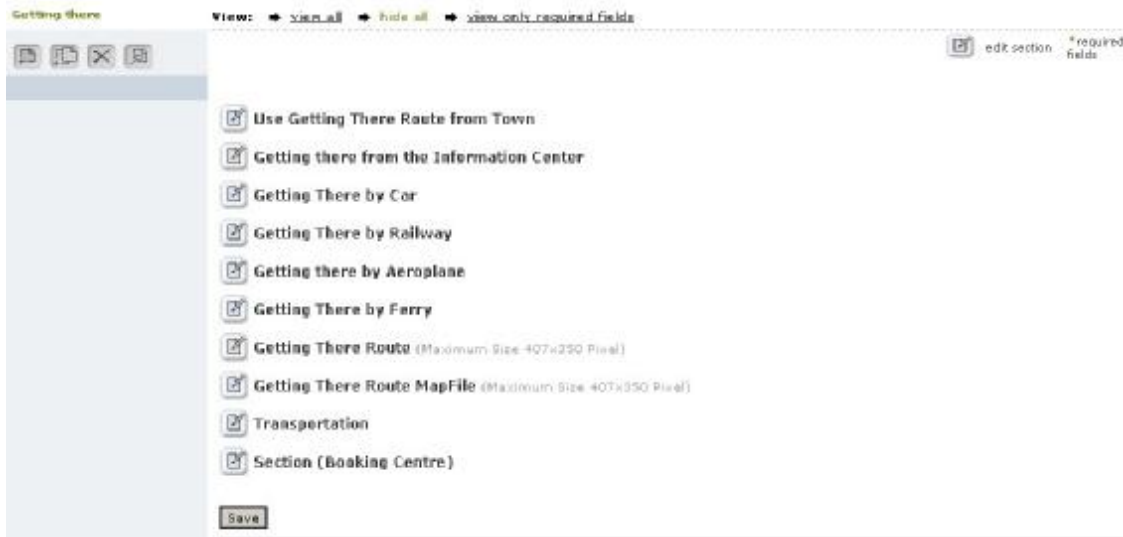
Getting There

The Getting There section includes the directions that will display on the website which enable visitors to find your premises. You can use as many or as few of these that are relevant. If you decide not to use a section, then that section will not display on the website.

To enter directions go to:

Data

Master Data Getting There

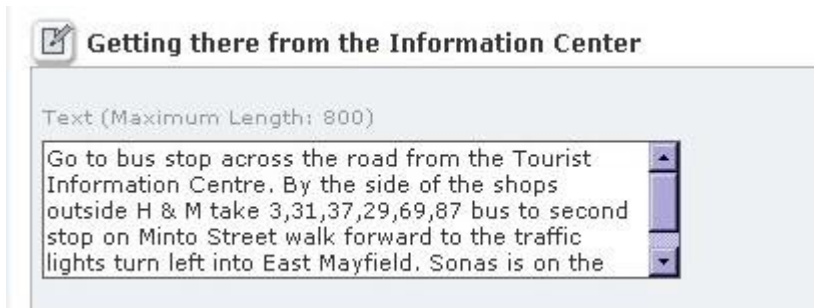


Enter text directions for all relevant sections.

Under the Use Getting There Route from Town section there is a tick box. This must be left unchecked.



In the example below, directions from the Information Centre will show on the website, however as no other directions have been added no other headings will appear.

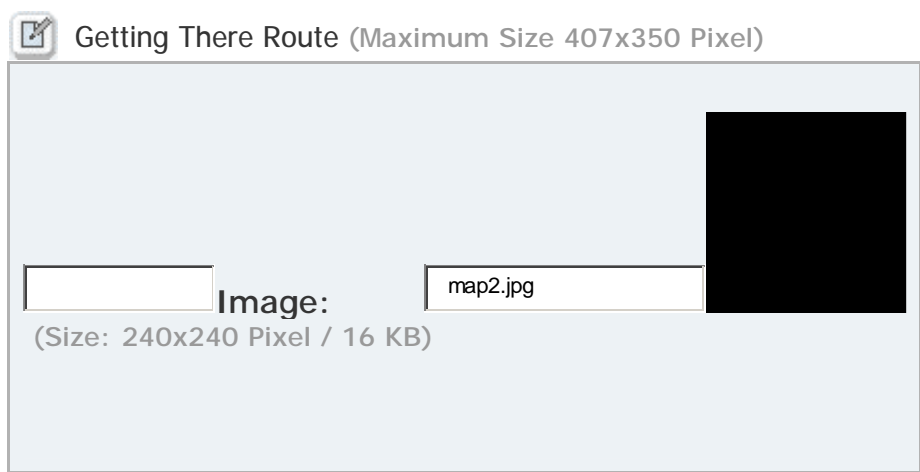


This will be displayed on the website as shown below

Getting there from the Information Center

Go to bus stop across the road from the Tourist Information Centre. By the side of the shops outside H & M take 3,31,37,29,69,87 bus to second stop on Minto Street walk forward to the traffic lights turn left into East Mayfield. Sonas is on the right.

The Getting There Route section is shown below. Here you can add a map as an Image in the same way as described in the image section.



The Transportation section consists of a list of facilities relating to transport. To choose to show the facilities, check the relevant boxes.

Transportation

<input type="checkbox"/> Coach Parking Off-site / street	<input type="checkbox"/> Automatic Car Available
<input type="checkbox"/> Private Car Space	<input type="checkbox"/> Private Parking Next To Pitch
<input type="checkbox"/> 24hr Help Link	<input type="checkbox"/> 24hr CCTV
<input type="checkbox"/> Airport Transport Supplied	<input type="checkbox"/> Bike Shed Available
<input type="checkbox"/> Coach Parking On-site	<input type="checkbox"/> Cycle Hire Nearby
<input type="checkbox"/> Cycle Locker	<input type="checkbox"/> Cycle Rack
<input type="checkbox"/> Free Parking Off-Site/Street	<input type="checkbox"/> Free Parking On-Site
<input type="checkbox"/> On Public Transport Route	<input type="checkbox"/> Paid Parking within easy distance
<input type="checkbox"/> Park & Ride	<input type="checkbox"/> Private Parking
<input type="checkbox"/> Public Parking Nearby	<input type="checkbox"/> Taxi Rank < 100m from station

Click Save at the foot of the page.

These display as a list at the foot of the Getting There section on the website.

Facilities/Price-Information

The facilities that you enter here relate to the whole business. These facilities should be accurate, and not contradictory, and should allow the visitor to picture what your premises offers.

To enter facilities go to:

Data

Master Data
Facilities/Prices.

Facilities

View: ➔ [view all](#) ➔ [hide all](#) ➔ [view only required fields](#)

- General
- Children and Infants
- Groups and Parties
- Other Disabled Facilities
- Additional Facilities
- Services
- Recreation
- Smoking
- Location
- Languages Spoken
- Suitable for
- Animals
- Pets
- Discounts
- Price Unit
- Price
- Free Child Maximum Age
- Minimum Child Age
- Price Text

The sections consist of check boxes from which you can choose the facilities applicable to the business.

You can either click on each section to open that section individually or to open all sections, click on [view all](#) at the top of the screen.

The last section of the form relates to the pricing information, you should complete these fields as required.

The screenshot shows a form with several sections, each with a checkmark icon in a box:

- Price Unit**: A checkbox is present, with the text "Admission Fee/Person" to its right. An arrow points from a callout box to this checkbox.
- Price**: Two input fields labeled "from" and "to" are shown, each followed by "GBP".
- Free Child Maximum Age**: A single input field.
- Minimum Child Age**: A single input field.
- Price Text**: A text input area.
- Save**: A button at the bottom of the form.

The callout box contains the following text: "The price and Price Text fields are the fields that show on the website. The Price field will only display if the Price Unit field has been ticked."

The only headings that will display on the website are ones that you have entered a facility for. Enter as many as are appropriate and will give the visitor the best picture of what your business offers.

- Click Save at the foot of the page.

Help

The Allocation team can be contacted for assistance between 09.00 – 17.30 Mon – Fri as follows:

Telephone	0845 602 3779
Fax	01506 832 222
Email	updates@visitscotland.com