TravelOK.com Data Engine
User Guide

TravelOK.com, Oklahoma's Tourism & Recreation Department website, consistently ranks among the Top 10 tourism websites in the nation for unique visitors and page views. Since its debut in January 2010, virtual tourists have used the many tools available on the site to plan their trip to Oklahoma. On TravelOK.com, potential guests are invited to view videos and photo slideshows, read articles and plan their vacation at the click of a button. While learning what our great state is all about, they can also print coupons, download maps and menus and even click through to social media sites for their favorite attraction, event, lodging property or restaurant.

None of this would be possible without you, the tourism industry professionals that fuel TravelOK.com with your listings. We hope this Data Engine User Guide will help you build the most beneficial listing possible. We are here to help, so feel free to contact us with your concerns or questions. As always, we'll do our best to help you get those visitors through your doors.

Best Wishes,
The TravelOK.com Interactive Team

Adam Jewell, Digital Content Editor: Adam.Jewell@TravelOK.com
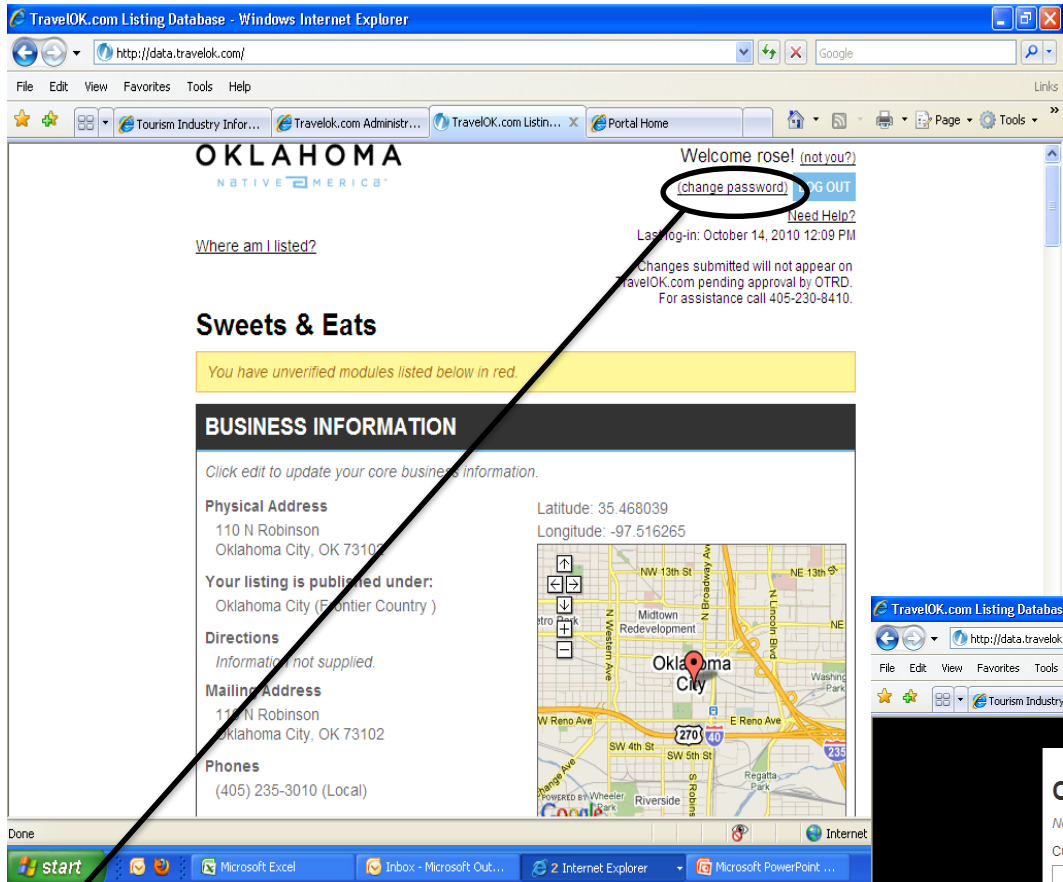General Information: Update@TravelOK.com

To access your listing in the TravelOK.com Data Engine, go to http://data.travelok.com and login. If you need your login credentials, email Update@TravelOK.com.
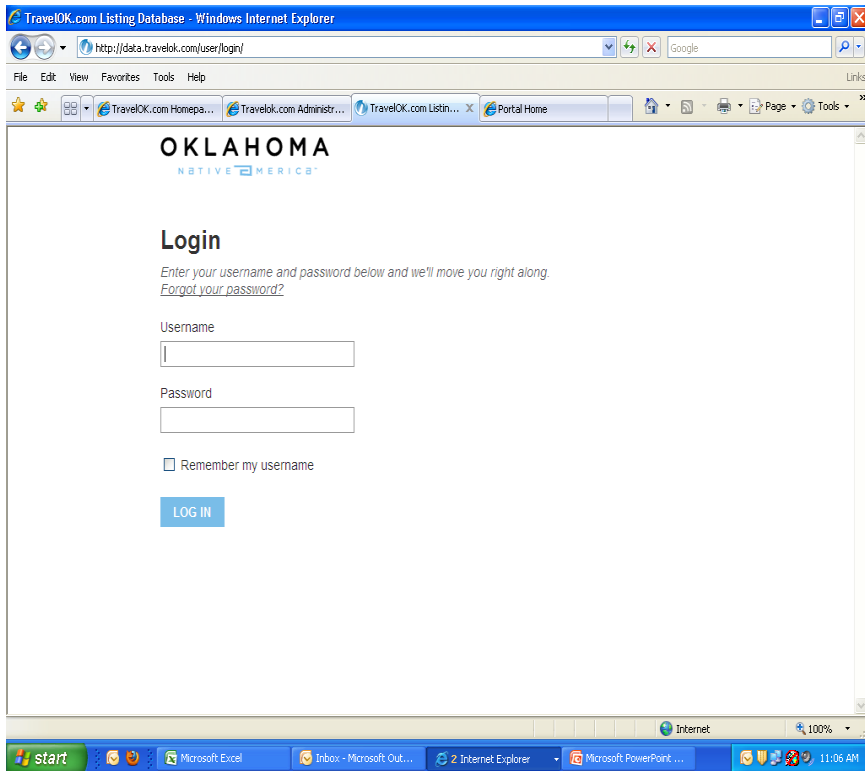
Add this page to your favorites list to easily update your listing anytime.
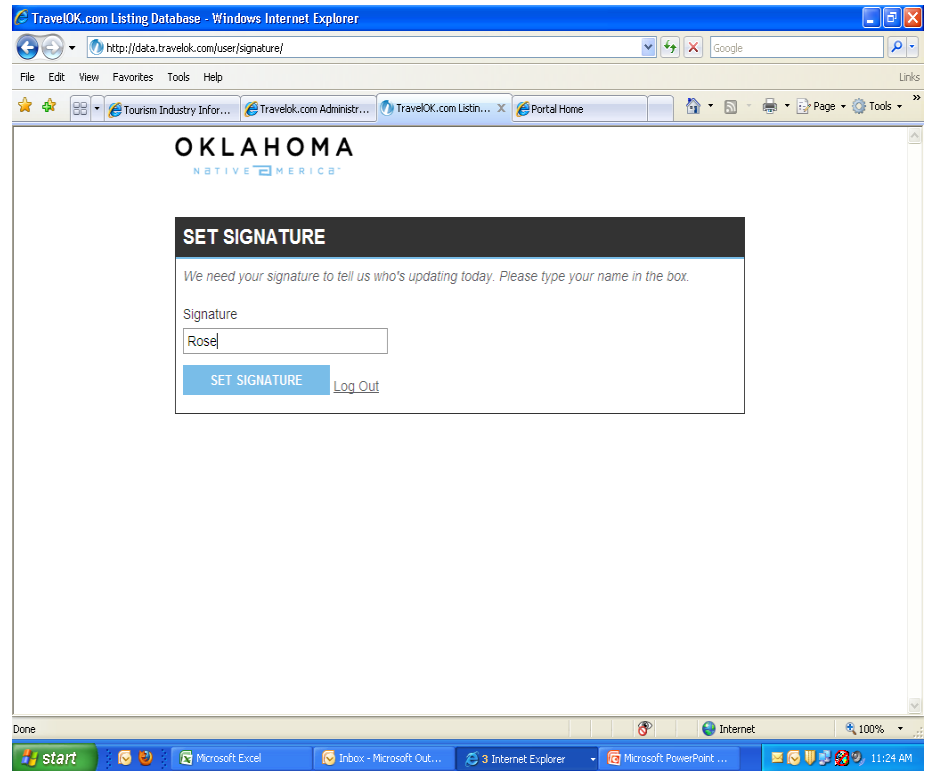
Simply type in your name and click Set Signature.

Changes made to your listing do NOT automatically appear live on the site, but are processed as soon as possible. If you need an immediate change, please email Update@TravelOK.com.
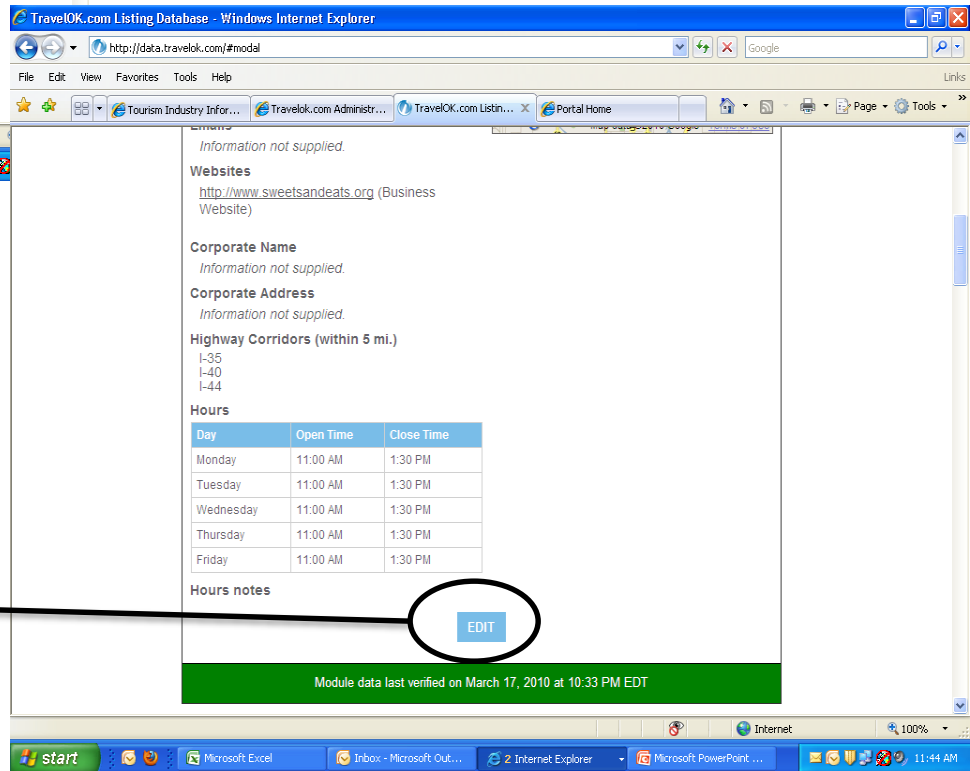
For convenience, passwords can be changed at any time.

Tip: For security purposes, passwords should be updated if there is a change in staffing within the organization.
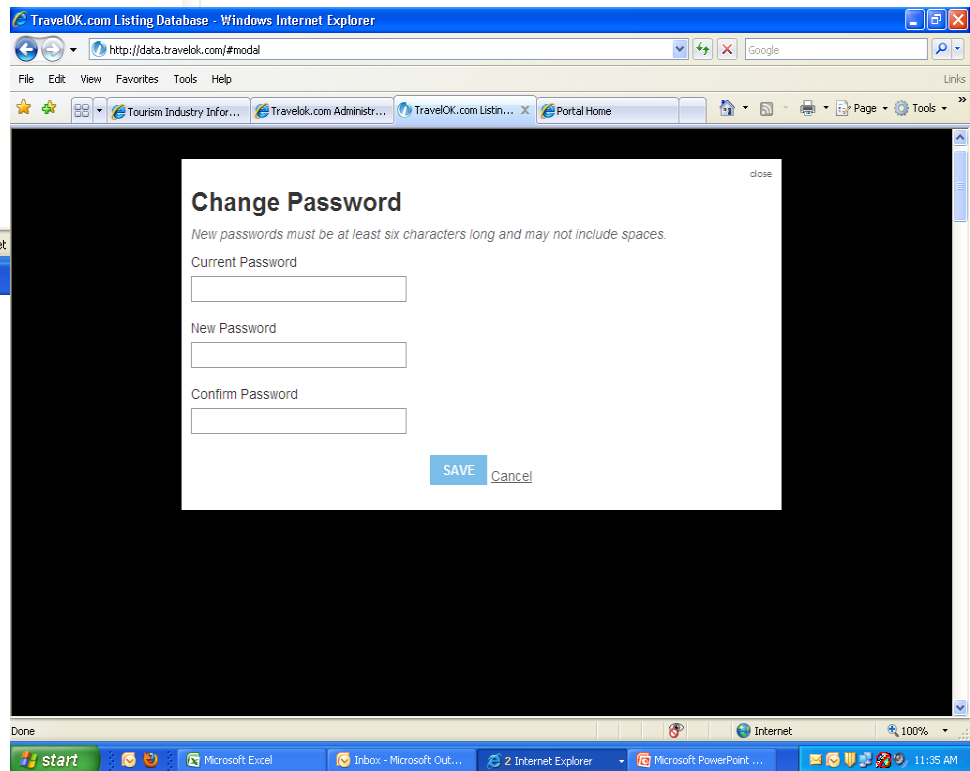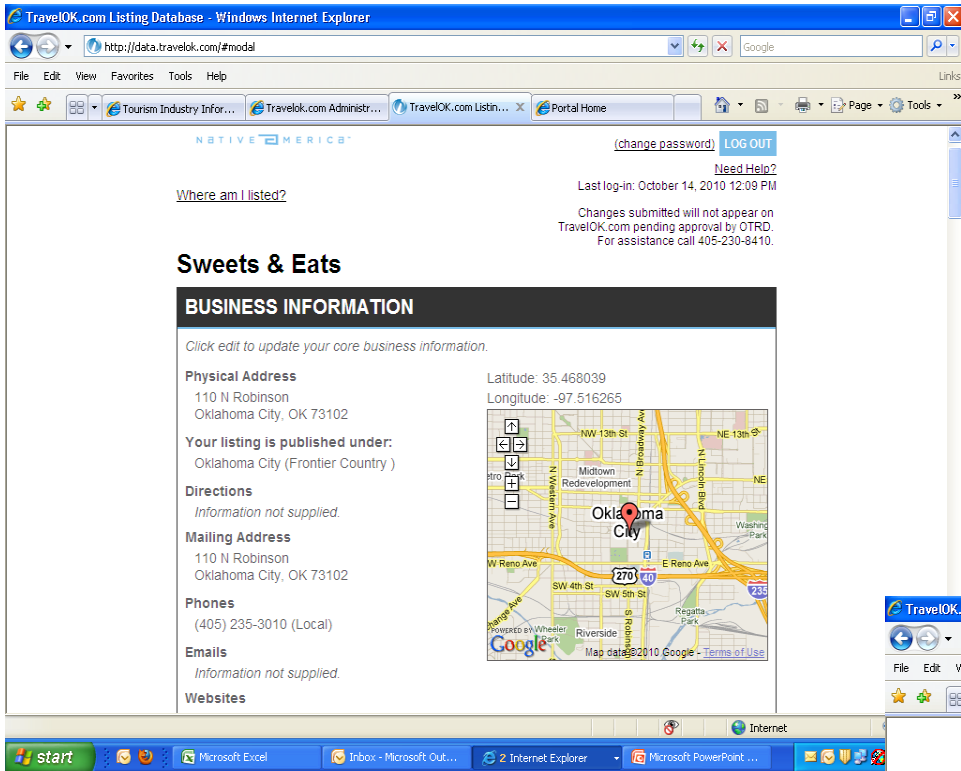
Once you've signed in, start reviewing each module for accuracy and add any missing details that you want your listing to have on TravelOK.com.

1. **Business Information Module**
   This module contains the core business information that is displayed on TravelOK.com. To begin your review, click the blue Edit button.

First, click the Map Address button so that your Google map will appear correctly with your listing.

If your Google map is not accurate based on your physical address, just click on the red balloon and move to the correct location.

BUSINESS INFORMATION

Business Name
Sweets & Eats

Physical Address
110 N Robinson

Physical Address 2

City
Oklahoma City

State   Zip
OK   73102   MAP ADDRESS

Your listing is published under:
Oklahoma City (Frontier Country)

Directions

Latitude: 35.468039
Longitude: -97.516265

Move red locator to pinpoint your business location.

If your mailing address is the same as your physical address, be sure to check this box. Your mailing address will NOT appear on the TravelOK.com. It is only used for industry mailings.

Enter all your websites and email addresses.

☐ Use physical address for mailing address

Mailing Address
110 N Robinson

Mailing Address 2

City
Oklahoma City

State   Zip
OK   73102

Local Phone   Alt. Local Phone   Fax Phone
405   235-3010

Toll Free US Phone   Toll Free Worldwide Phone

Business Email   Booking Email

Business Website   Booking Website
http://www.sweetsandeats.org

Mobile Website

If your correspondence needs to be directed to the corporate office, enter that information here. This is only for our records and will NOT be visible online.

Next, click on the highway(s) located no more than five miles from your location.

If you have set hours, enter them in the boxes. Feel free to list any exceptions (including by appointment only, etc.) in the Hours Notes box.

Feel free to list admission or ticket prices in the Pricing box.

Don't forget to hit the blue Save button to save changes before moving on to the next module.
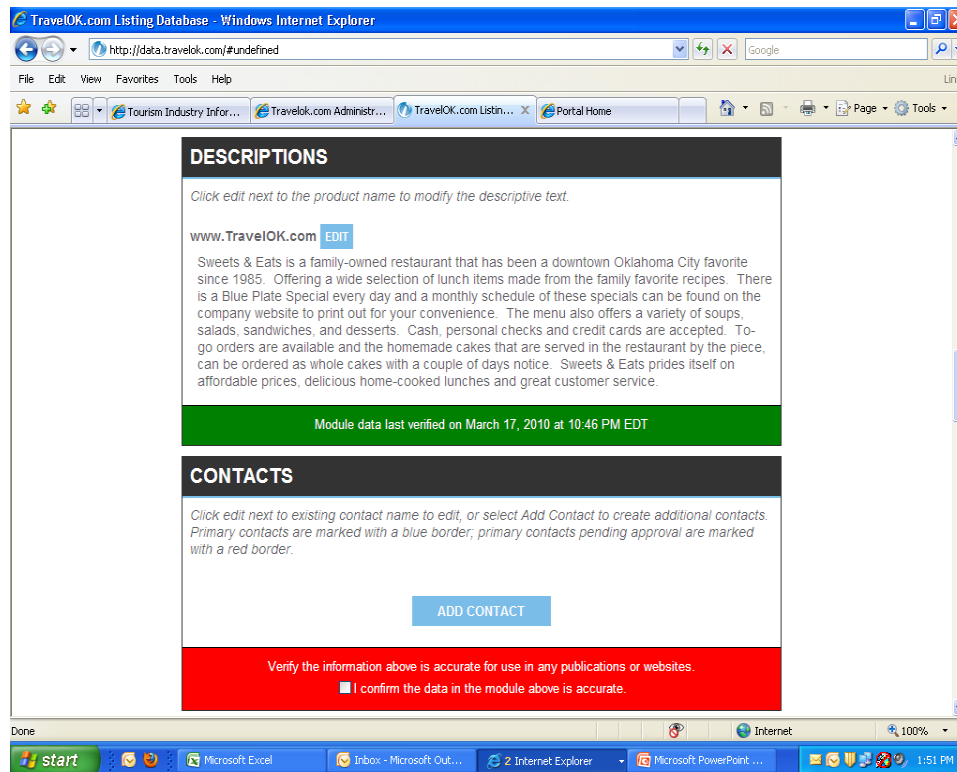
2. <u>Amenities Module</u>

This module gives you the ability to list features of your location, attraction or event. To update this module, click the Edit button and then select the amenities that apply to you. Selected amenities will turn gray.

Tip: If your destination has an amenity that is not included in the list provided, please include that special feature in your description.

Please Note: This Amenities Module example is for a restaurant. Each listing will have a slightly different list of amenities based on category. For instance, events will have amenity option for tour groups and number of attendees.

Tip: It is very important to always click the Edit button in this module because once you do, there will be many amenities to choose from that you won't see until you open the module up for editing. As always, remember to hit the Save button after editing.

3. **Descriptions Module**

This module allows you to provide unique information about your location, attraction or event. Get creative to intrigue potential visitors and help web users find you on TravelOK.com.

After you click the Edit button, you will find a link for tips and style guidelines for your description. Read it for good advice.

Don't forget to spellcheck your description before clicking Save.
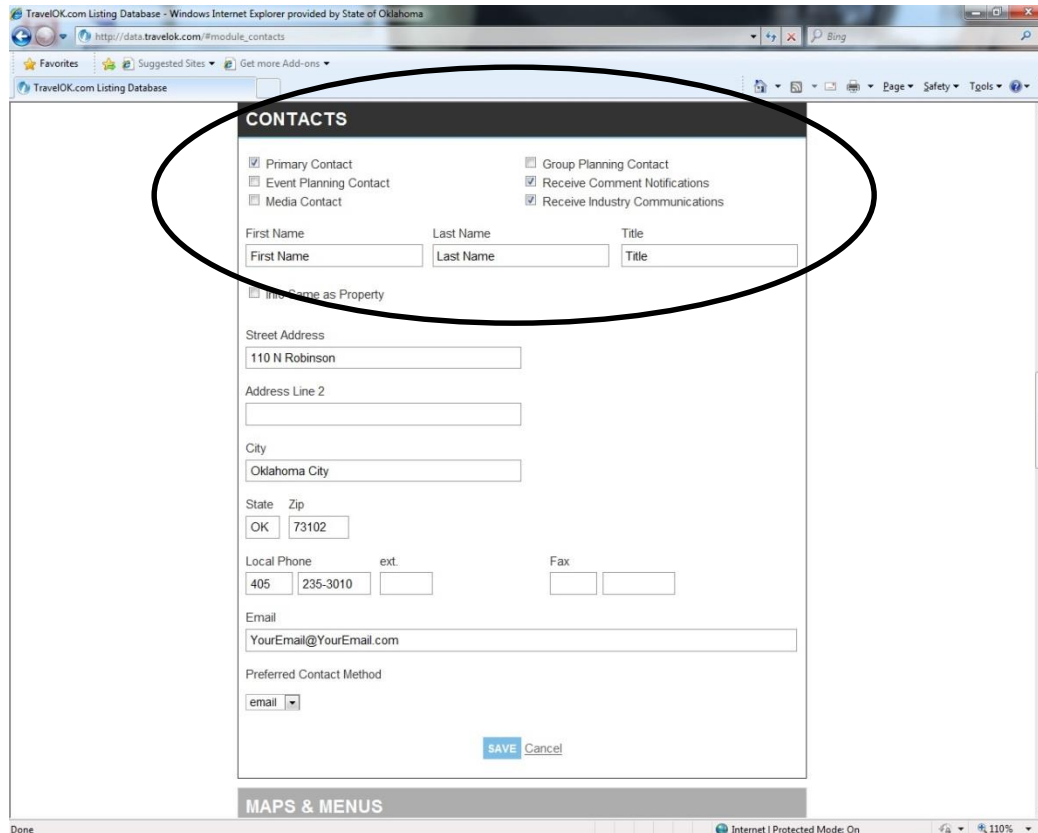
Module Verification – Green is Good!

The text information for our OTRD publications comes directly from the data engine. To ensure that we print only the most up-to-date information, verification will be required.

The example above shows that the Descriptions Module has been verified and the bar has turned green. The Contacts Module still needs to be reviewed and verified. The red bar will appear until that is done.

4. Contacts Module

This module gives you the ability to list several contacts and make sure that you can be contacted properly by visitors and OTRD.

Most listings have a primary contact for their organization. If you have different contacts for different functions, use this tool to create a contact list.

When someone leaves a comment on your page or when we need to contact you, this is where we pull the information from. Only your first and last name will be visible on TravelOK.com.

Include phone, fax, email and choose the way you like to be contacted. Email is our favorite!
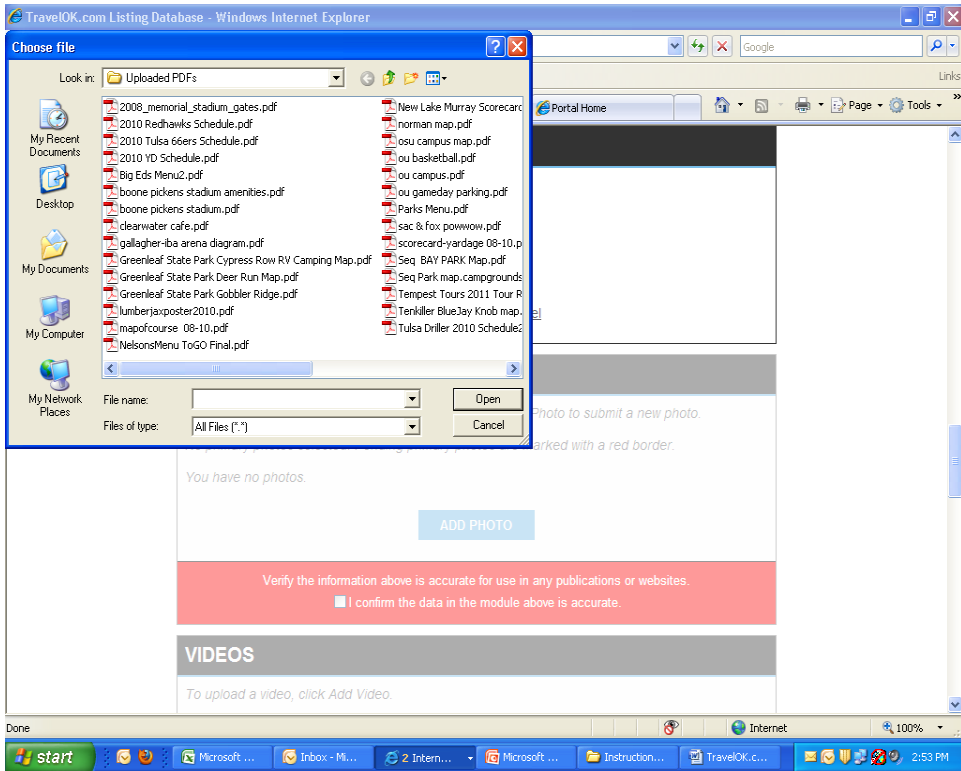
Don't forget to hit Save!

5. Maps & Menus Module

This module is a great way to further promote your destination by uploading maps, menus, vendor applications, floor plans, etc.
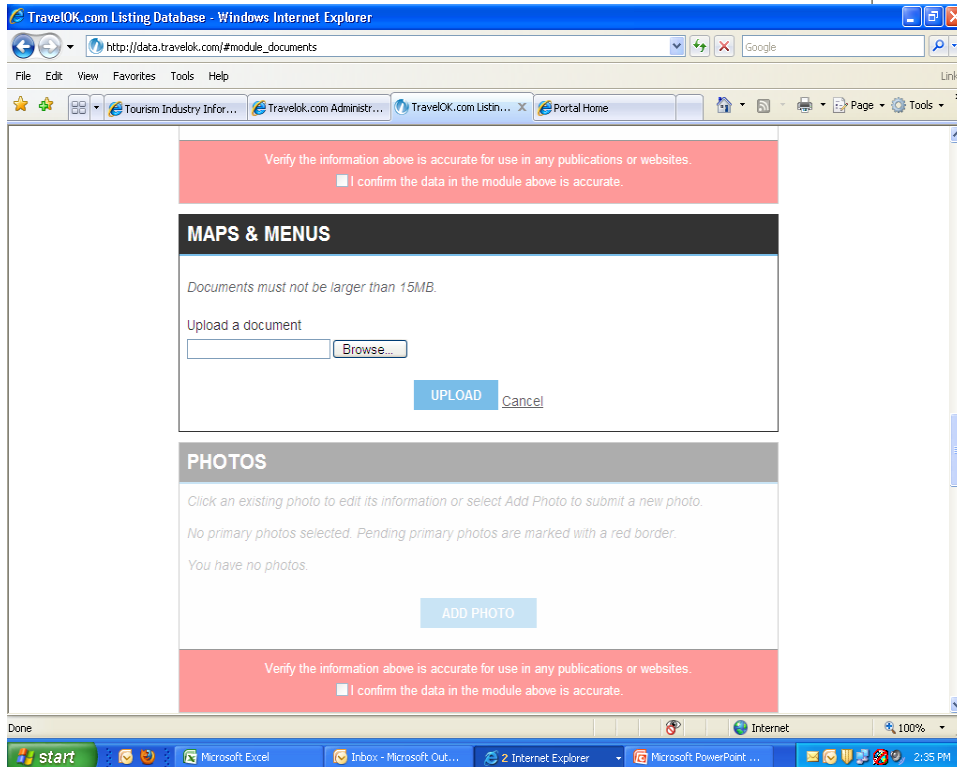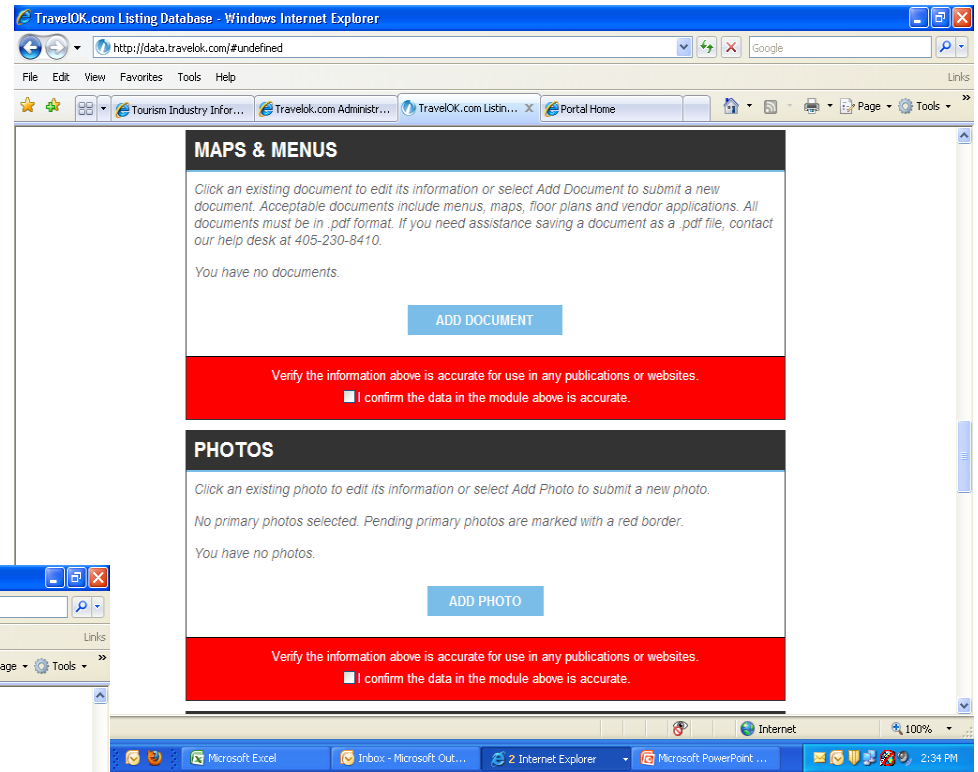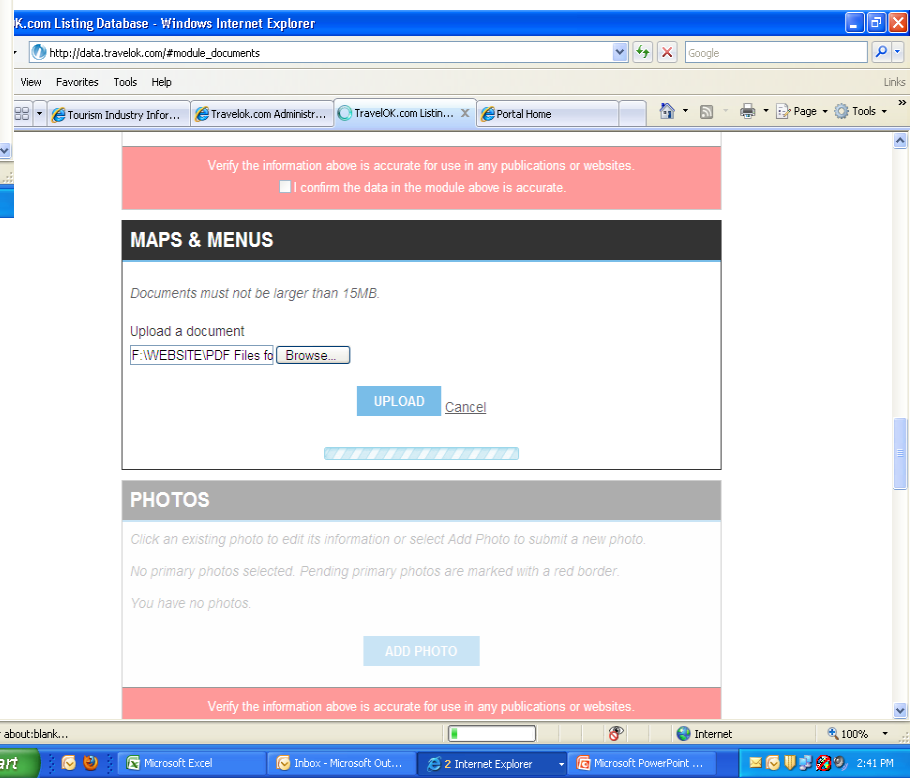

To add a document, click the Add Document button then click Browse.

The document that you can use in the Maps & Menus Module must be a PDF file and can be no larger than 15 MB in size.

A screen similar to this will appear, and you can select which file you'd like to upload. Click the Open button.

After the file name populates the field, click the Upload button.

If you need help converting a file to a PDF format check out these links:

http://www.wikihow.com/Convert-a-Microsoft-Word-Document-to-PDF-Format

http://office.microsoft.com/en-us/help/save-a-file-in-pdf-format-HA010064992.aspx

Don't forget to check this box to display your documents on your listing.

If you're done uploading documents, click Save. If you have several PDF files to upload, click Save and Add Another.

If you messed up and uploaded the wrong document, click Cancel Document Upload and try again!
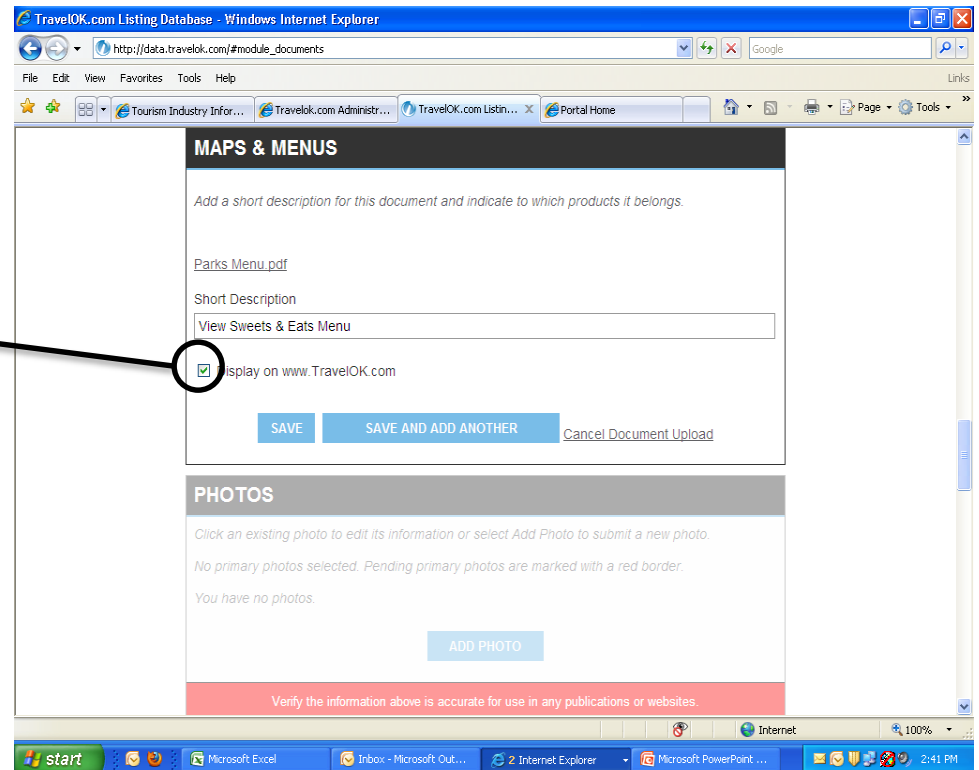
You can upload up to 120 PDF files and manage them any way you'd like. If one becomes out of date or your menu changes, just delete the file and upload the current one.

http://data.travelok.com/#undefined

Favorites | Suggested Sites ▼ | Get more Add-ons ▼

TravelOK.com Listing Database

Page ▼ Safety ▼ Tools ▼ ❓ ▼

PHOTOS

Click an existing photo to edit its information or select Add Photo to submit a new photo.

Primary photos are marked with a blue border.

<no caption>
Primary photo for:
www.TravelOK.com

ADD PHOTO

Verify the information above is accurate for use in any publications or websites.
☐ I confirm the data in the section above is accurate.

RE-ORDER PHOTOS

Click the button below to begin re-ordering photos. Please note, you cannot reorder the primary photo. That can be handled with the photos module.

SORT PHOTOS

VIDEOS

To upload a video, click Add Video.

To edit an existing video's information, click that video.

No primary videos have been selected; primary videos pending approval have a red border.

You have no videos.

ADD VIDEO

Internet | Protected Mode: On   110%

6. **Photos Module**

This is where you will add photos of your location, attraction or event. Color photos are a great way to showcase your destination, and each listing on has the capability of displaying up to 120 photos.

How to upload photos

1. Click the Add Photo button.
2. Select the Browse button and choose a photo file the box that pops up.
3. Click the Upload button.
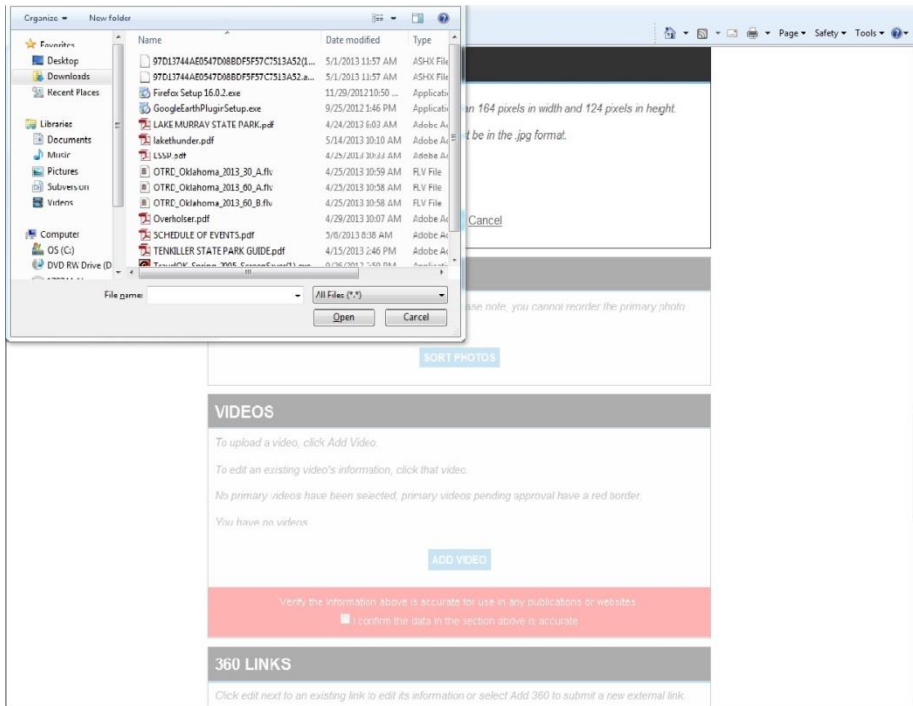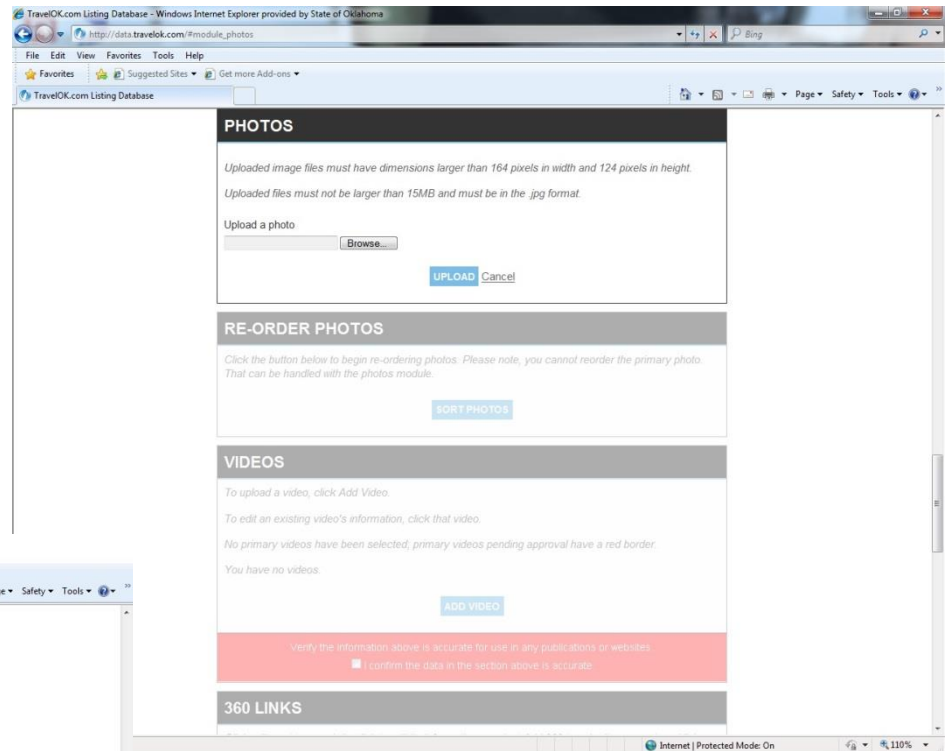
Helpful Hint: Please try to crop out photo time and date stamps before uploading images for a more professional appearance. If you're a restaurant, share photos of your food! If you're an event, share photos of people having a good time.
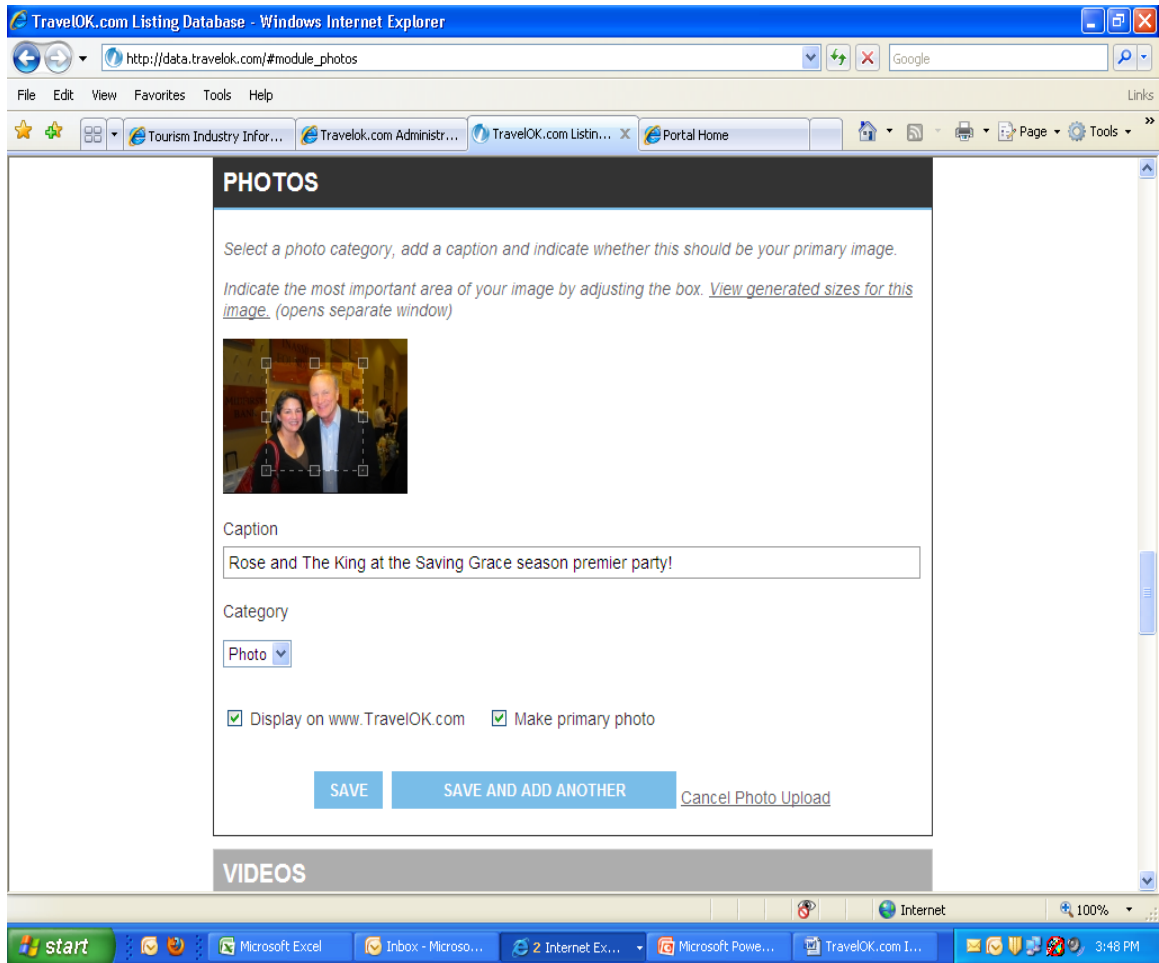
More tips for uploading photos

Photos must be in the JPG format and 15 MB or less in size.

Captions should be added to engage your audience.

Click the Display on TravelOK.com button to show the photo on your listing.

Pick the photo you want to appear first by clicking the Make Primary Photo button.

Hit Save button if you're done. If you have several photos to upload, click the Save and Add Another button.

If you messed up and uploaded wrong image, just click the Cancel Photo Upload button and try again!

Friendly reminder: Your photo will NOT appear on TravelOK.com until approval by our content team.

7. **Re-order Photos Module**

If you have multiple photos and would like to change their order, click the blue Sort Photos button.
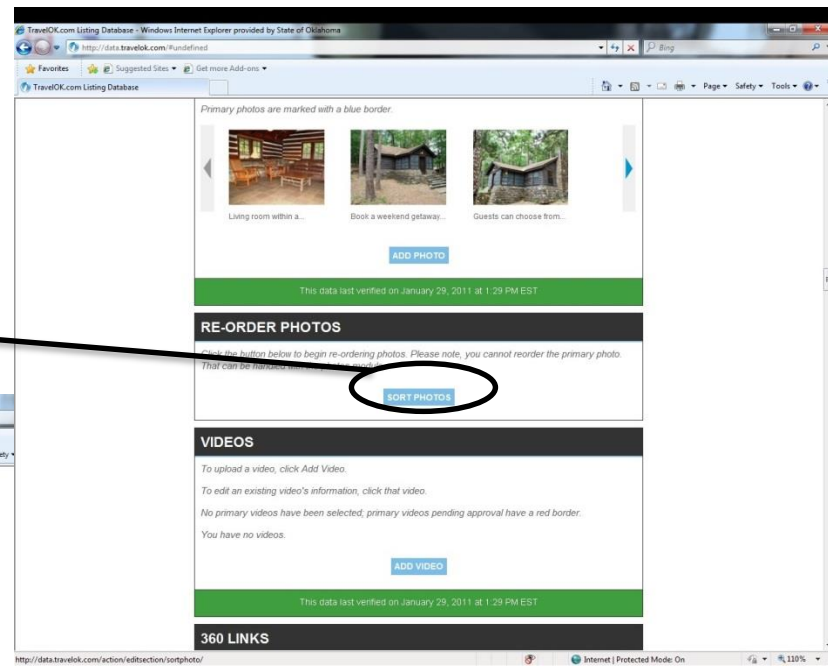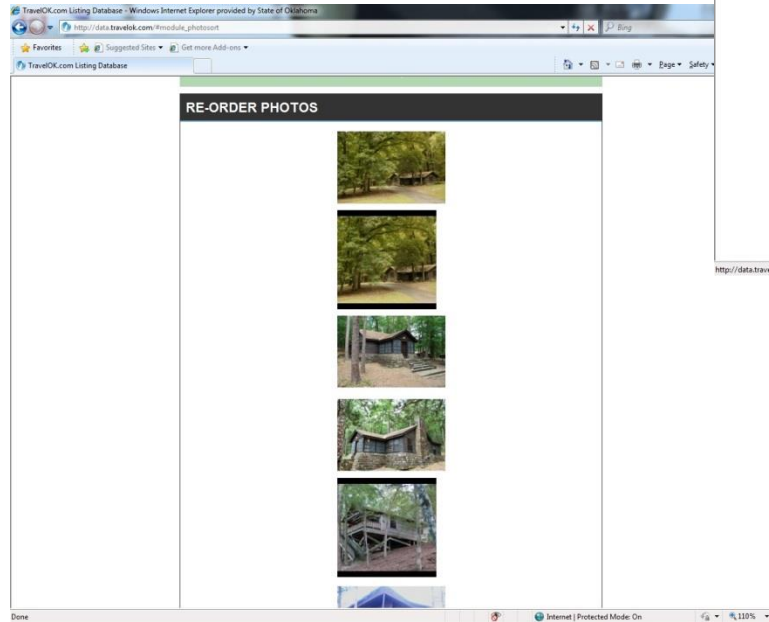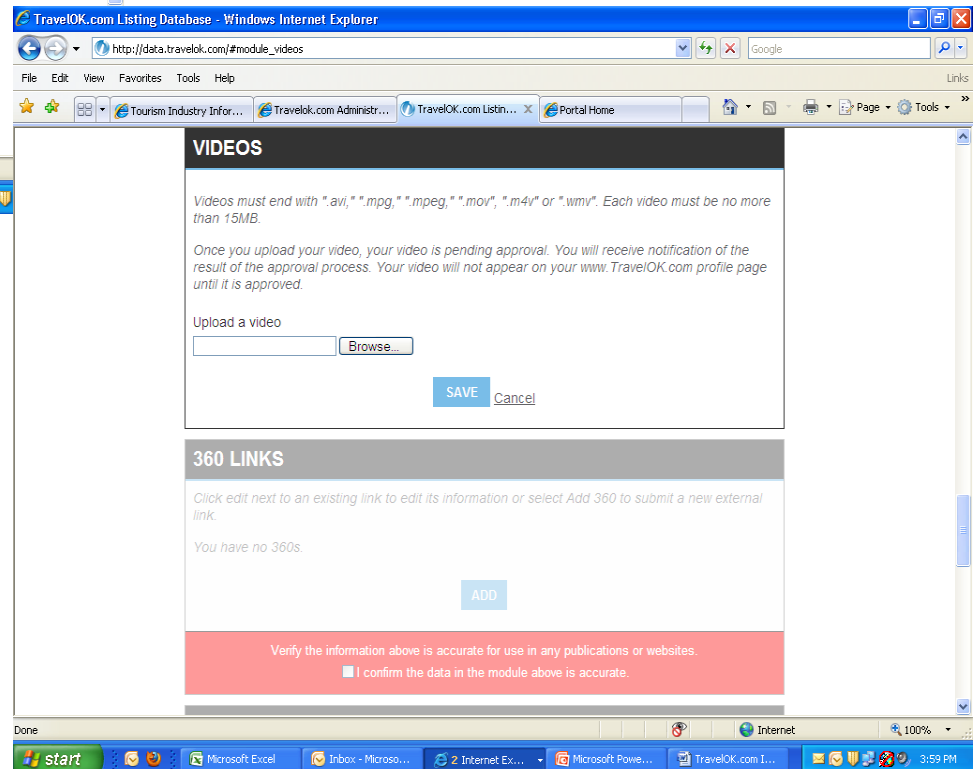

Once you click Sort Photos, a screen will come up with all of your photos in order. From there, just click and drag your photos into the order you want. When you're finished, click Save Sorting.
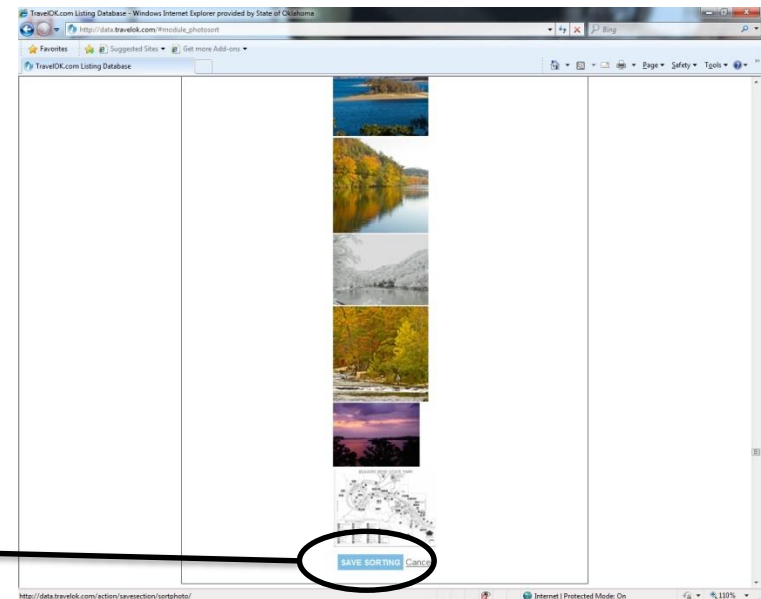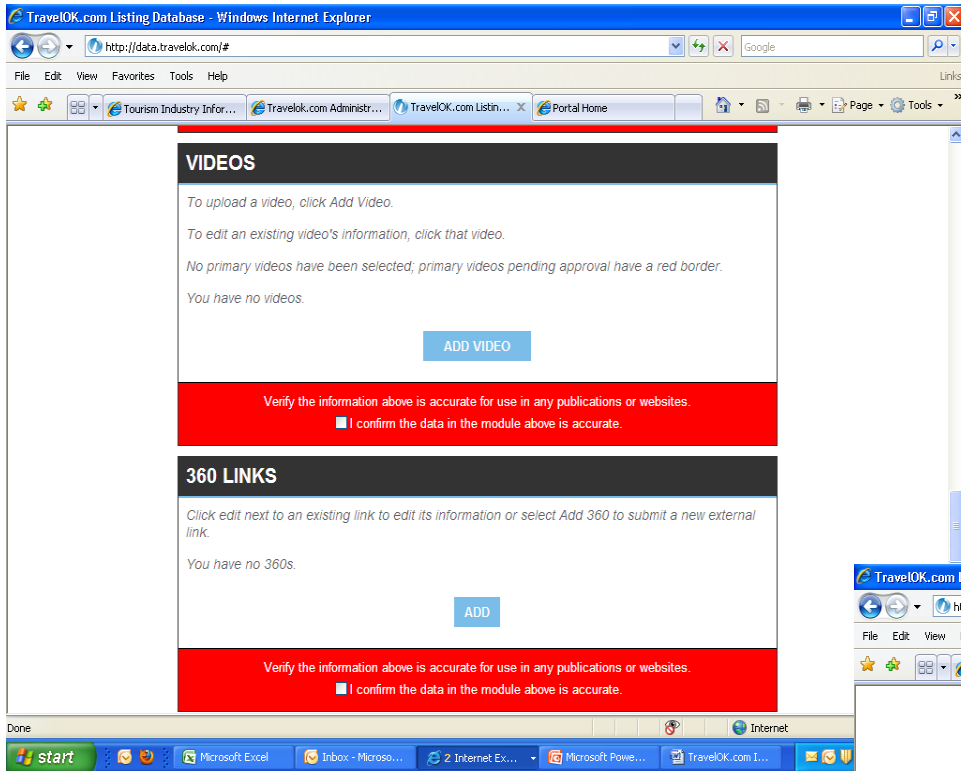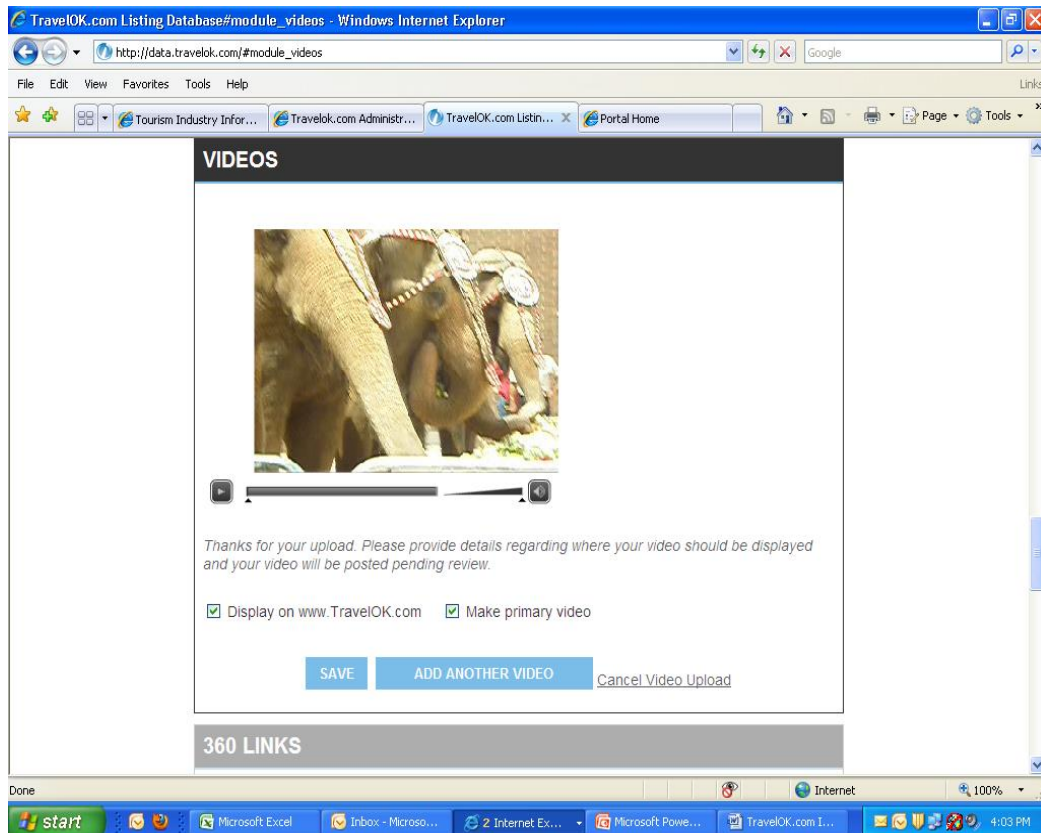
8. **<u>Videos Module</u>**

This module allows you to upload up to 120 videos of your location, attraction or event.

Video uploading is just like the photo upload module. Click Add Video button, browse your computer for the video file and select the Save button.

Remember to click the Display on TravelOK.com box to show your video. If you have more than one video, choose the Make Primary Video box for the one you want to appear first on your page. If you're done with videos, hit the Save button or the Add Another Video button to upload more. As always, if you mess up just click the Cancel Video Upload button and start again.
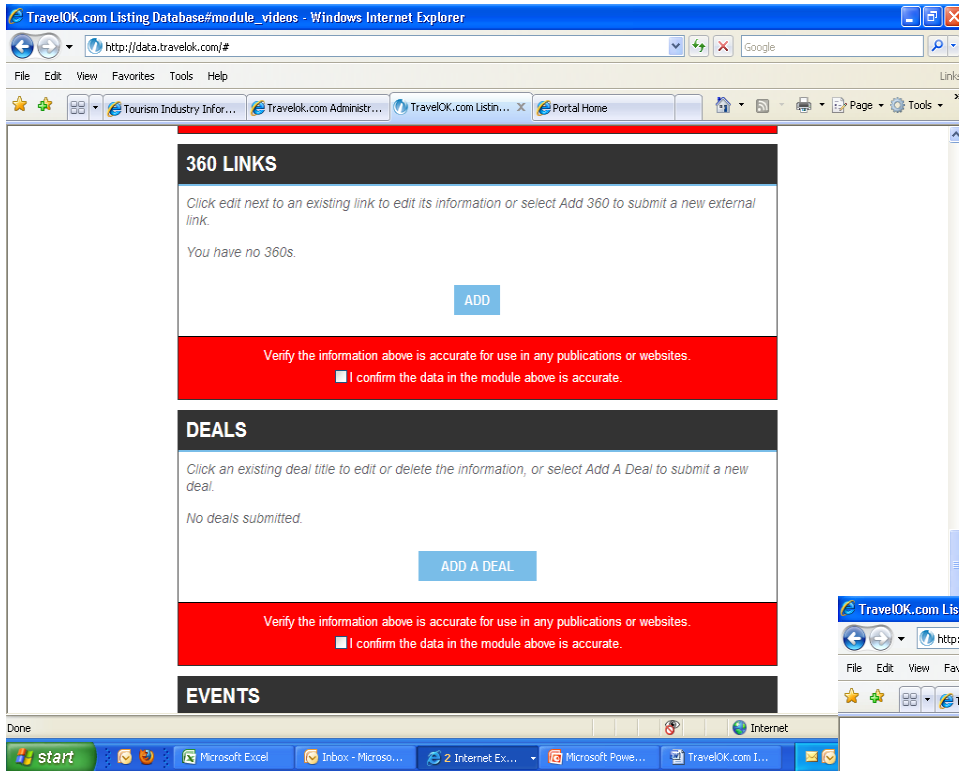
9. **<u>360 Links Module</u>**

360 degree tours take the world on a virtual visit of your destination.

For a sneak peek at how others are using this feature to their benefit, visit <u>newspin360.com</u> and click the Portfolio tab.

You can upload up to 120 virtual tours of your destination. Click the Add button, name the virtual tour, enter the URL for your 360 tour, click the box to Display on TravelOK.com, select the Make Primary 360 box if applicable and hit Save. It's that easy!
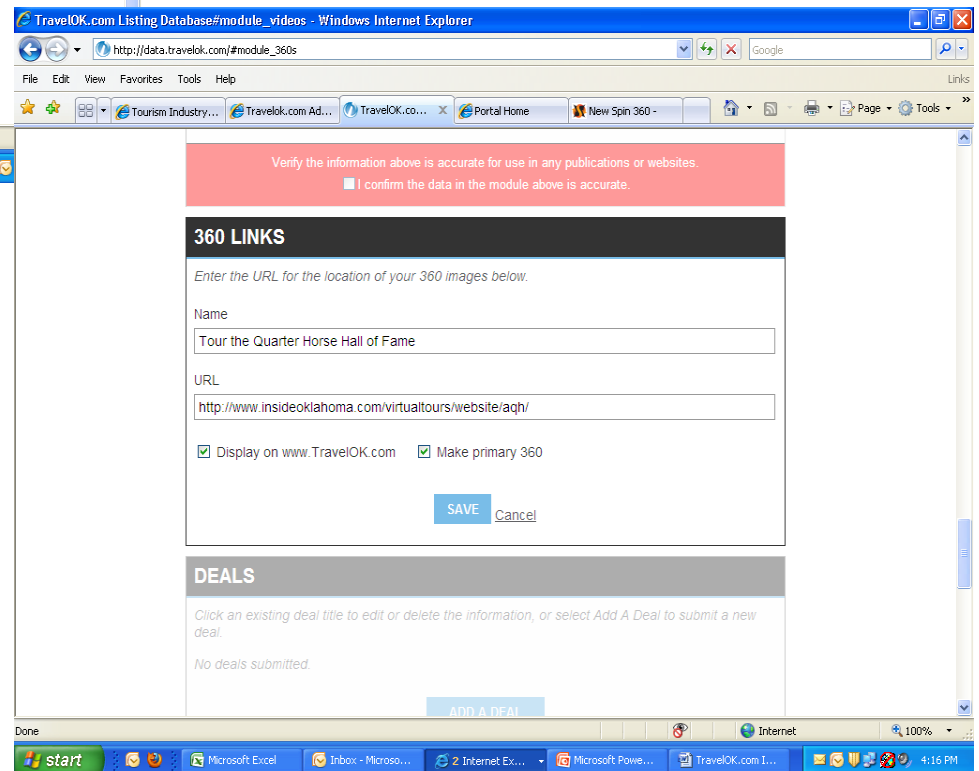
10. **Deals Module** – This module gives you the tools necessary to post deals and specials.
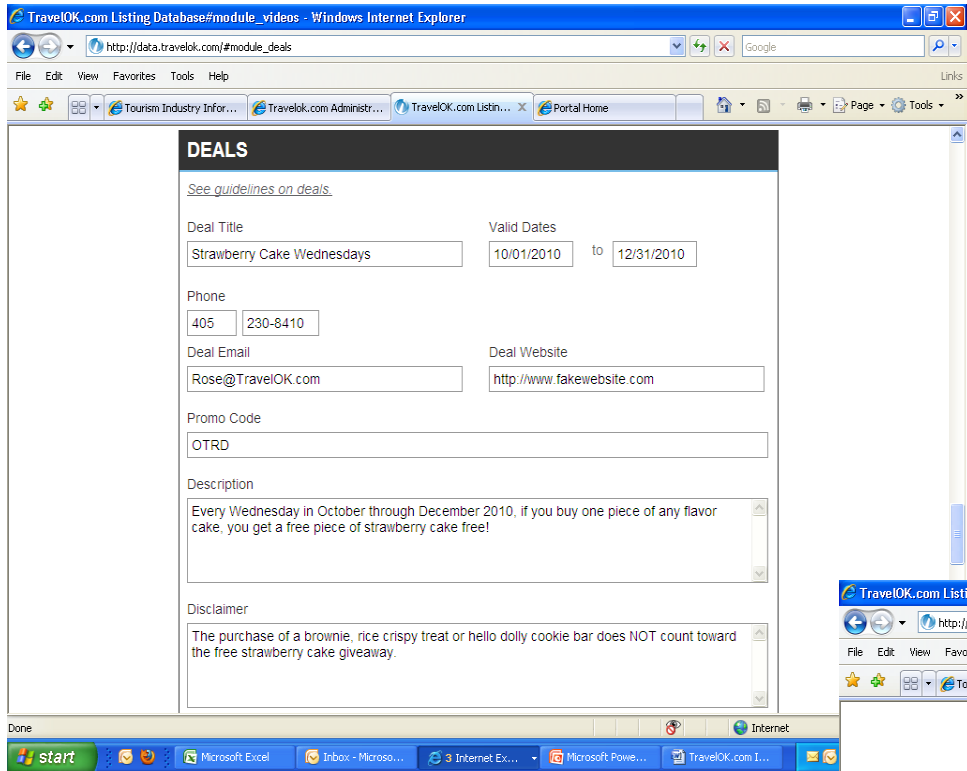
Deals or special offers are expressed as a dollar off amount, percentage savings amount or a 'buy x, get x free' offer.

Packages feature more than one industry member offering accommodations, meals, admission, services, etc. for one price. The package can be paid for at one location. Package deals need to explain what elements are part of the package and state the price of the package. There's no requirement here of savings, just stating the all-inclusive price for the elements contained in the package and telling where it can be purchased.

All deals must have a valid start date and end date. Include any disclaimers, blackout dates and other conditions and a promo code if necessary.
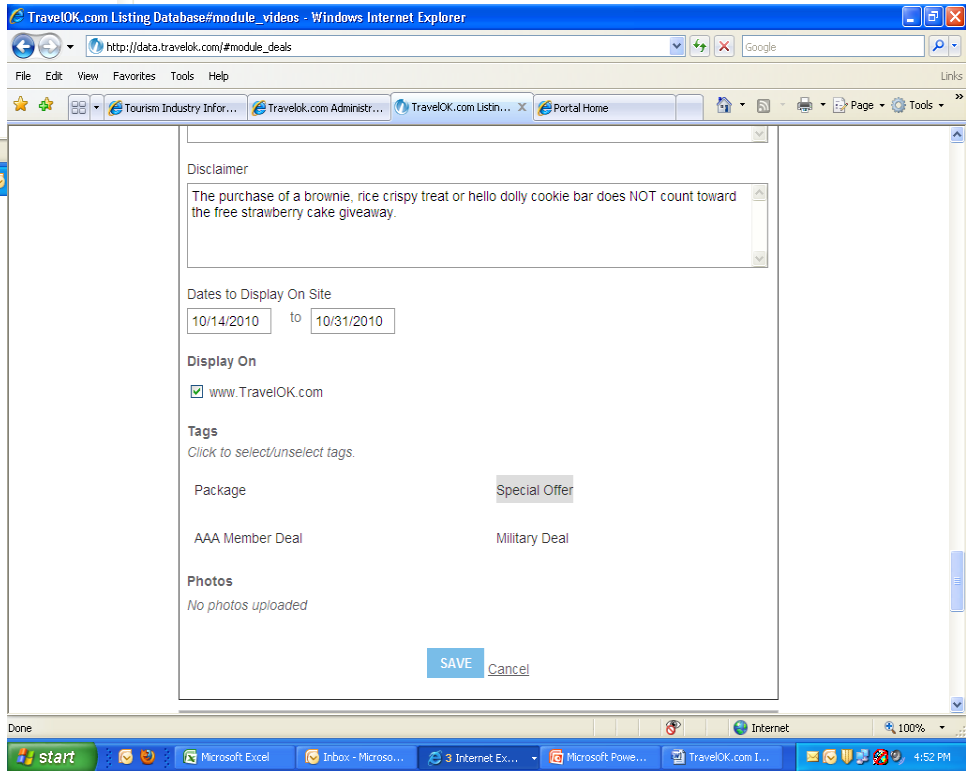
Coupons are also an option on TravelOK.com. To use a coupon, web-ready artwork in JPG format must be provided to the Digital Content Team. Artwork must be roughly a horizontal rectangle in order to fit in the display. The image must be able to be sized down for a thumbnail display and sized up for a detail view and must print without losing formatting. Coupon guidelines are just like deals.

Something to think about with deals, packages and coupons: Not only does your deal, package or coupon appear on your TravelOK.com listing page, but also on the Deals & Coupons section of the website, your city page (if your city has a profile page) and any other subject landing pages that you're associated with.

DEALS

See guidelines on deals.

Deal Title
Strawberry Cake Wednesdays

Valid Dates
10/01/2010 to 12/31/2010

Phone
405 230-8410

Deal Email
Rose@TravelOK.com

Deal Website
http://www.fakewebsite.com

Promo Code
OTRD

Description
Every Wednesday in October through December 2010, if you buy one piece of any flavor cake, you get a free piece of strawberry cake free!

Disclaimer
The purchase of a brownie, rice crispy treat or hello dolly cookie bar does NOT count toward the free strawberry cake giveaway.

Disclaimers are important to ensure a great customer experience.

When the deal expires, it just falls off the site. You don't have to do a thing!

Disclaimer
The purchase of a brownie, rice crispy treat or hello dolly cookie bar does NOT count toward the free strawberry cake giveaway.

Dates to Display On Site
10/14/2010 to 10/31/2010

Display On
☑ www.TravelOK.com

Tags
Click to select/unselect tags.

Package   Special Offer

AAA Member Deal   Military Deal

Photos
No photos uploaded

SAVE   Cancel

11. Events Module – This module will allow you to list events held at your destination.

This module would generally be used for events that would NOT qualify to be listed in the Festivals & Events section of TravelOK.com.

Select the Add New Event button and fill in the blanks with your event details.

Please keep in mind – this event information will only appear on your page on TravelOK.com.

A good description is always key in attracting visitors.

Remember these buttons!

Did you know you can submit event forms to us online? For more information, go to
www.TravelOK.com/event_form

12. <u>Social Media Module</u>

Social media lets you connect with your customers in a whole new way. Share your attraction or event's social media link, and we will list it on your TravelOK.com listing.

To get started, click the blue Add Link button under Social Media Links.

Next, click the drop down menu and select what kind of social media account you currently have.
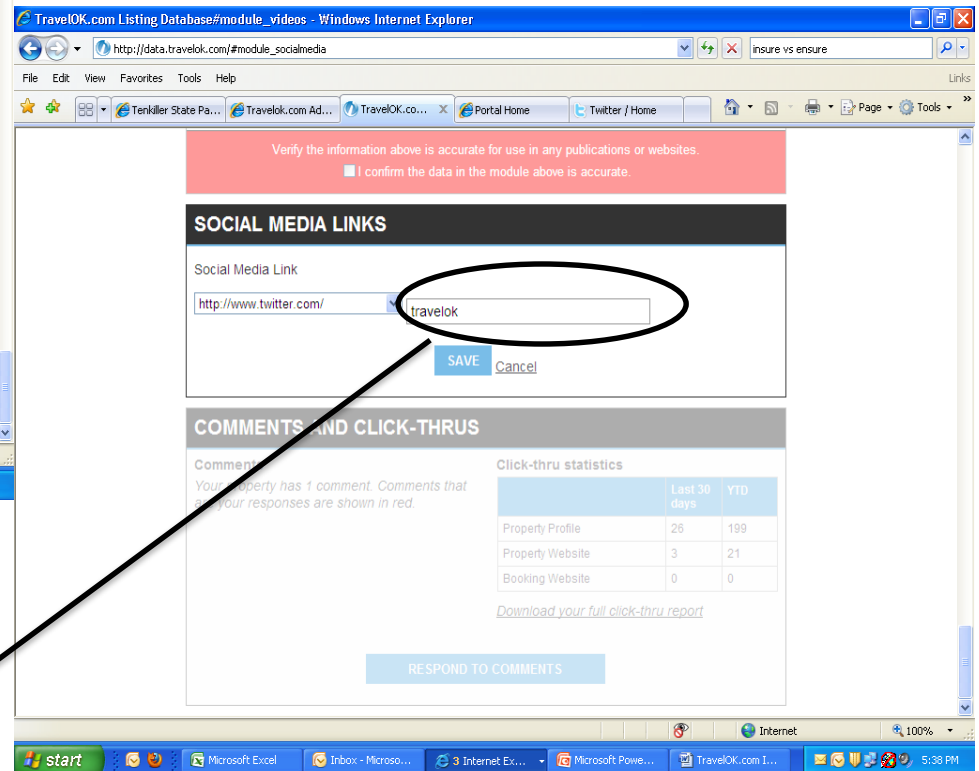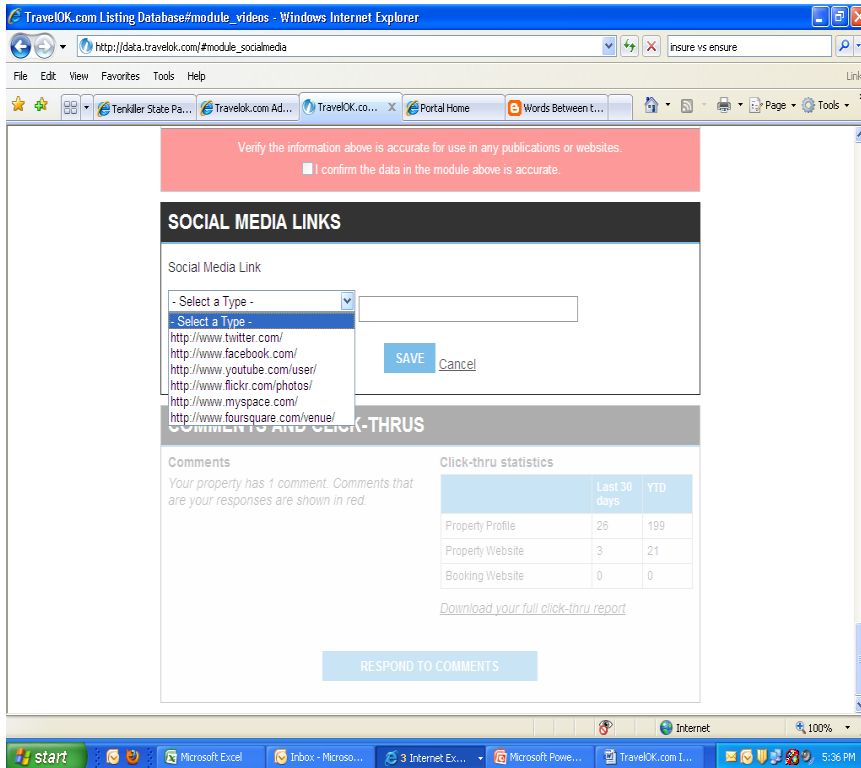
We need to know your social media address. For example,
http://www.facebook.com/**TravelOK**
Or
http://www.twitter.com/**TravelOK**

Enter that here and click Save.

You're finished! Please keep in mind that all changes will be reviewed before anything shows up live on the site.

We've covered the basic modules of the data engine, and we hope that it will assist you in updating and maintaining your listing details. We look forward to working with you and helping you become an integral part in the Oklahoma tourism industry.

If you have comments, concerns or questions about the data engine or TravelOK.com, please don't hesitate to contact us at Update@TravelOK.com or by calling (405) 522-9634.