

# Instructions On Updating Your Web Listing for [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com)



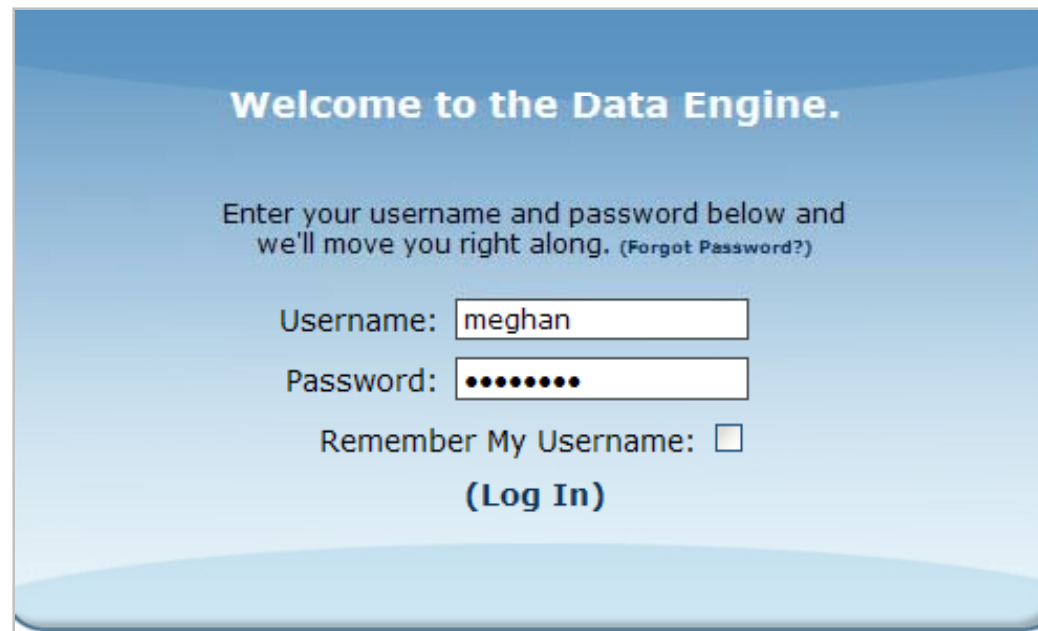
# Logging In

## Log-in

Please go to the url

<http://data.visitstpeteclearwater.com> to log in.

You will see a log in screen such as the one below. Please enter your unique user name and password to log in. If you do not have a user name and password, please contact Dick Roesler ([dick@visitspc.com](mailto:dick@visitspc.com)) to receive your log in information.



The screenshot shows a login interface with a blue gradient background. At the top, it says "Welcome to the Data Engine." Below that, it prompts the user to enter their username and password, with a link for "Forgot Password?". The username field contains "meghan" and the password field is masked with dots. There is a checkbox for "Remember My Username" which is currently unchecked. At the bottom, there is a "(Log In)" button.

**Welcome to the Data Engine.**

Enter your username and password below and we'll move you right along. ([Forgot Password?](#))

Username:

Password:

Remember My Username:

**(Log In)**

# Signature



**Hi. What's Your Name?**

We need your signature to tell us who's updating today. Select your name from the list or type it in the box. Click the  to remove a user.

**Meghan** 

**Other:**

The signature page records who at your organization is making updates for this particular session.

The page defaults to display all contacts. New people can be added as updaters, but it does not add them as a contact within the listing.

# Main Display



Welcome, Meghan (not you?) (change password)

Logout

Last log in: December 2, 2008 4:32 PM

Where am I listed?

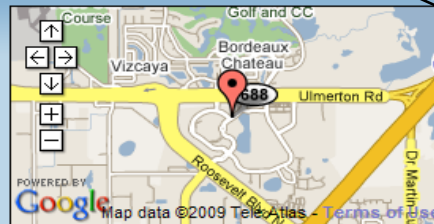
## Hilton St. Petersburg Carillon Park (edit business name)

### Business Information (edit)

**physical address**  
950 Lake Carillon Dr.  
St. Petersburg, FL 33716

**mailing address**  
950 Lake Carillon Dr.  
St. Petersburg, FL 33716

**Your listing is published under:**  
St. Petersburg (Pinellas County)



**emails**  
*Info not supplied.*

**phones**  
(727) 540-0050 local  
(727) 540-0778 fax

**websites**  
<http://www.hiltonhotelstpete.com> business

### Contact Information (click contact name to edit, or add new contact)

## Elements of main display view

- Signature at top right; can be changed if there's a mistake in who is updating the listing.
- Logout button.
- Time/date stamp of last log in.
- Business name in large bold letters.
- Edit business name link; allows you to request a name change.  
(This must be approved by the VSPC)
- Throughout the site, clickable links are colored navy blue and action links like edit, save and cancel are emphasized by parentheses.
- Scroll down the page to view all modules – allows you to jump to a particular section if you only wish to update those details.

# Business Information

**Business Information** (Save) (cancel changes)

**physical address**

Street Address  
950 Lake Carillon Dr.

Street Address 2

City ST Zip  
St. Petersburg FL 33716

**mailing address**

Same as physical

Street Address  
950 Lake Carillon Dr.

Street Address 2

City ST Zip  
St. Petersburg FL 33716

**Your listing is published under:**  
St. Petersburg (Pinellas County) (request change)

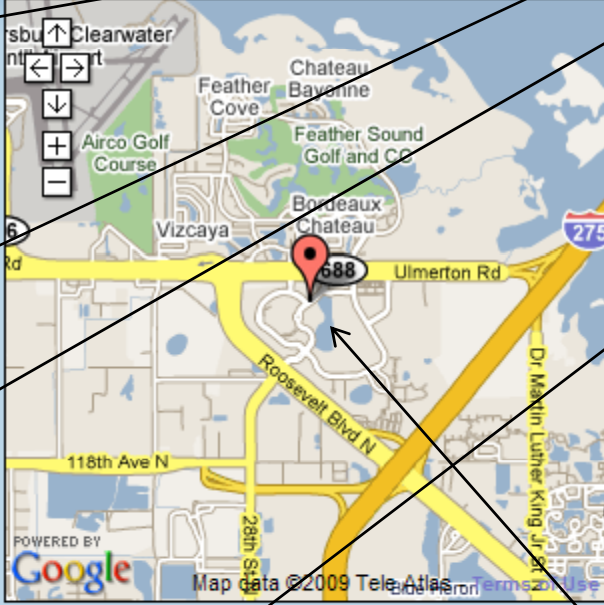
**phones**

727	540-0050	local			tollfree u.s.
		alt. local			tollfree worldwide
727	540-0778	fax			

**email addresses**

property

Latitude: 27.891435 Longitude: -82.666666



Move red locator to pinpoint your business location (map address)

## Business Info

- Physical and mailing addresses.
- Published city – changes must be approved by VSPC since this can affect print guide placement.
- Emails and websites accepted for the general property and booking needs.
- Local and toll free #s, as well as fax.
- Mapping: you have the power to pinpoint your exact location on the map to ensure it is accurate on the site. The map address button will map to the physical address details, but the red map pointer can be manually moved to more specifically pinpoint your location.

# Contact Information

The screenshot shows a web form titled "Contact Information" with a "(Save) (cancel changes)" button in the top right. The form is divided into several sections: "Primary Contact" (checked) and "Emergency Contact" (unchecked). Below these are fields for "First Name", "Last Name", "Title", and "Address" (including "Same As Property", "Street Address", "Street Address 2", "City", "ST", and "Zip"). There are also "Phones" fields for "local", "local ext", and "fax", and a "Preferred Contact Method" dropdown set to "email". An "Email Address" field is at the bottom. Two black arrows point from the text on the right to the "Primary Contact" checkbox and the "Emergency Contact" checkbox.

## Contacts

- Contacts are used for internal purposes; mainly, to let the VSPC know who to contact for periodic updates.
- A primary contact is always necessary as this tells us who is the first person to go to request listing updates.
- An emergency contact is also required for contacting during a weather emergency.
- Partners will have the ability to update room inventory via a separate page if a weather emergency is declared.

# Amenities

Amenities
(Save) (cancel changes)

Not all amenities are used in all products.  
 To select a new item, click; highlight indicates selection  
 To remove an item, click; highlight will disappear

<p><i>Activities</i></p> <ul style="list-style-type: none"> <li>Canoeing</li> <li>Golf Course on site</li> <li>Horseshoes</li> <li>Scuba</li> <li>Shuffleboard</li> <li>Snorkeling</li> </ul> <p><i>Category</i></p> <ul style="list-style-type: none"> <li>Hiking/Nature Trails</li> </ul> <p><i>Disabled Traveler Information</i></p> <ul style="list-style-type: none"> <li>ADA Compliant</li> <li>Wheelchair-friendly</li> </ul> <p><i>Facility Amenities</i></p> <ul style="list-style-type: none"> <li>Babysitting Service</li> <li>Boat Dock</li> <li>Currency Exchange</li> <li>Entertainment</li> <li>Exercise/Fitness Facilities</li> <li>Food/Beverage Service</li> <li>Marina</li> <li>Meeting Facilities</li> <li>Multilingual Staff</li> </ul>	<p><i>Facility Amenities Continued...</i></p> <ul style="list-style-type: none"> <li>Non-smoking Rooms</li> <li>Parking</li> <li><b>Pool Outdoor</b></li> <li><b>Restaurant</b></li> </ul> <p><i>General Information</i></p> <p>Hours: <input type="text"/></p> <p><b>Number of Units:</b> <input type="text" value="227"/></p> <p><b>Total Number of Suites/Condos:</b> <input type="text" value="49"/></p> <p><i>Guest Information</i></p> <ul style="list-style-type: none"> <li>Gay Friendly</li> </ul> <p><i>Information/Services Provided</i></p> <ul style="list-style-type: none"> <li>Multilingual Materials Available</li> </ul> <p><i>Internet Connection</i></p> <ul style="list-style-type: none"> <li>Wireless (WiFi)</li> </ul> <p><i>Meeting Facilities</i></p> <ul style="list-style-type: none"> <li>Audio/Visual Equipment Rental</li> <li>Internet Connectivity</li> <li>Off-site Venues Nearby</li> <li>Total Capacity of Meeting Space: <input type="text"/></li> </ul>	<p><i>Meeting Facilities Continued...</i></p> <p>Total Number of Meeting Rooms: <input type="text"/></p> <p>Total Sq Ft of Largest Meeting Room: <input type="text"/></p> <p>Total Sq Ft of Meeting Space: <input type="text"/></p> <p><i>Pet Information</i></p> <ul style="list-style-type: none"> <li>Pets on Leash Allowed</li> </ul> <p><i>Rentals</i></p> <ul style="list-style-type: none"> <li>Bicycle Rental</li> <li>Watersport/Beach Gear Rental</li> </ul> <p><i>Room Amenities</i></p> <ul style="list-style-type: none"> <li>Full Kitchen</li> <li>Linens/Towels</li> <li><b>Whirlpool/Jacuzzi</b></li> </ul> <p><i>Spa Information</i></p> <ul style="list-style-type: none"> <li>Spa on-site</li> </ul> <p><i>Wedding Services</i></p> <ul style="list-style-type: none"> <li>Florist</li> <li>Photography/Florist/Decorator</li> <li>Wedding Services</li> <li>Wedding/Reception Venue</li> </ul>
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## Amenities

- On the main screen you can view all the amenities your property already has selected.
- Clicking the edit link will open up the panel to display all possible amenities.
- To add an amenity, simply click it; it will highlight peach. To de-select, click again.
- **NOTE:** amenities in red can only be changed by VSPC.
- For input fields, start typing in the box and the highlight will appear.
- **NOTE:** not all amenities will be displayed across all products (website, Visitor Guide, Area Guide, etc.)
- When you're done, click Save and the panel will close.

# Descriptions

Descriptions (Save) (cancel changes)

www.visitstpeteclearwater.com 680 characters remaining.

**B** *I* Ω

Located on the north side of St. Petersburg, five minutes from the St. Petersburg/Clearwater International Airport and 15 minutes from Tampa International Airport. Guests find us convenient to downtown St. Petersburg, St. Pete Beach and Tampa's Westshore area. The Hilton St. Petersburg Hotel Carillon Park in Florida is a nine-story hotel with 227 upscale guestrooms including 49 suites. Each guest room includes over sized desks, complimentary high-speed wired and wireless Internet access, complimentary HBO, Sony PlayStations, coffeemakers, iron/ironing board, hairdryers and in-room safes. The hotel also features over 20,000 square feet of state-of-the-art meeting space which includes a 9,600-square-foot ballroom having a 14-foot ceiling, executive board rooms and break out rooms to delight any meeting planner.

\*Descriptions may be edited for length, content and formatting.

## Descriptions

- Any product (such as a website listing, a listing in the Visitor Guide or Area Guide) with descriptive text that about your business is found under “Descriptions”. will show up here. Each will be listed accordingly with the name.
- To edit or add a description to a product, click the product’s name.
- NOTE:** Please follow style and editing “Best Practices” that can be found on <http://www.pinellascvb.com/cms/index.php?id=23> . VSPC retains the right to modify listings for style, content, relevancy and consistency.
- Bold and italics are formatting options, can add special characters like accented letters, and the character count is displayed in the upper right.
- When you’re done, click Save on the upper right hand corner.


# Assign Photos to Website

## Product Photos (Save) (cancel)


You are allowed 6 images for display in your gallery on [www.visitstpeteclearwater.com](http://www.visitstpeteclearwater.com). The photo selected as primary will appear as your main listing thumbnail throughout the site.

Click on a photo to select it for your product gallery. Click again to remove it from the product gallery.

Photos will be sorted by reverse upload order (most recent first) when displayed on web profile pages.



Primary

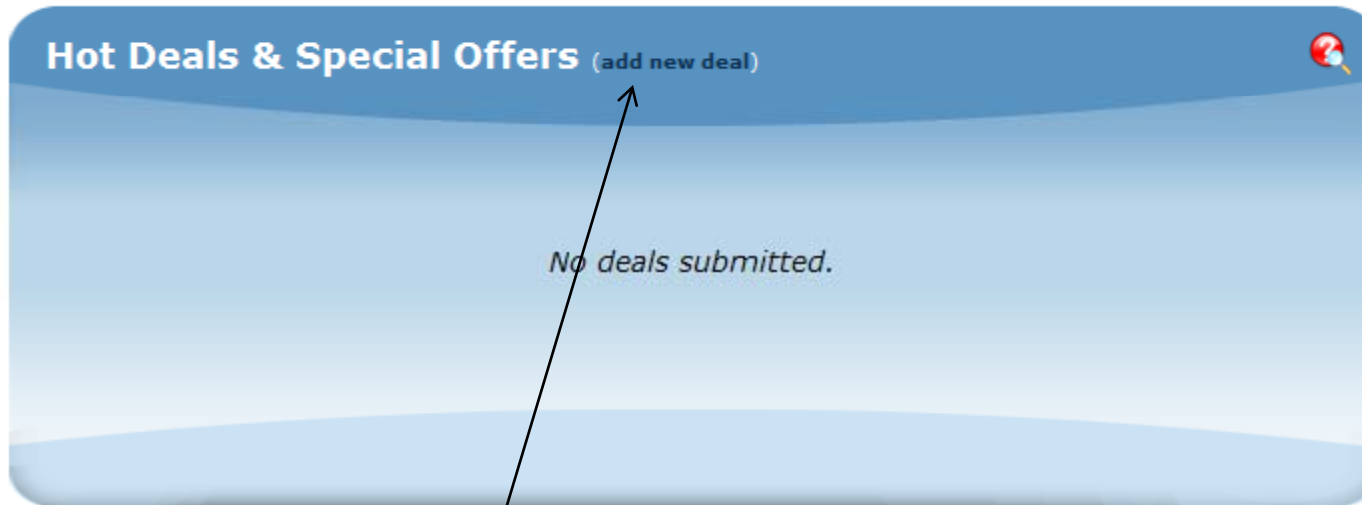


Primary

## Media Gallery

- The Media Gallery is where you can upload photos, videos and 360-degree external image links. **Please note, the current VSPC website only supports images at this time.** Only images will be displayed until the VSPC web re-design is complete.
- Clicking edit opens the gallery where you can add media and you can edit caption and category data for photos and videos.
- Each photo or video should only have one category chosen; this determines pulling the appropriate photos for different locations, such as a meetings site vs. the regular consumer site.
- Managing your gallery by products allows you to specify which photos you want to feature on a particular website. The VisitStPeteClearwater Meetings website will be added shortly.
- The primary button indicates the main photo you want to be displayed with your property.
- Adding video is similar to adding photos; videos must be reviewed by VSPC before posting on the site. (Future feature)
- 360-degree images are contained only as links; links will display on the media section and will open in a pop-up.
- Please follow “Best Practices” for updating images and videos found on <http://www.pinellascvb.com/cms/index.php?id=23>

# Adding Accommodation Specials



- To add an accommodation special, scroll down to the Hot Deals & Special Offers module and click on “Add New Deal”.
- Please remember, only three deals can be posted at a given time. These may be 3 “Hot Deals” or a combination of “Hot Deals” and Wedding specials (posted on the wedding pages of VisitStPeteClearwater.com)

# Adding Accommodation Specials


The screenshot shows a web form titled "Hot Deals & Special Offers" with a "(Save)(cancel changes)" button in the top right. The form contains the following fields and options:

- Deal Title:** Labor Day Blow Out
- Valid Dates:** 09/04/2009 to 09/07/2009
- Select the website(s) on which your deal should display:**  www.visitstpeteclearwater.com
- Select tag(s) appropriate for your deal:**  all\_inclusive\_wedding\_packages,  honeymoon\_packages,  hot\_deals
- Deal Details (one only):**
  - off admission price per person
  - off per week
  - off with purchase of
  - off per night
  - off purchase
  - Buy  nights, get  free

Arrows from the text below point to the "www.visitstpeteclearwater.com" checkbox, the "hot\_deals" checkbox, and the "\$ 30.00 off per night" field.

- Enter your special deal using the outline provided.
- Be sure to include a Deal Title and the dates when your special is available.
- You must check the [www.VisitStPeteClearwater.com](http://www.VisitStPeteClearwater.com) url box **and** indicate which page your special should be displayed on (All Inclusive Wedding Packages, Honeymoon Packages or Hot Deals). Your special will not be displayed if you do not check one of these page boxes and the url box.
- Choose one deal detail that best represents the value received from your special.

# Adding Accommodation Specials

Phone	Deal Email	Deal Website
<input type="text"/>	<input type="text"/>	<input type="text"/>
Promo Code		
<input type="text"/>		
Description		
<input type="text" value="Take advantage of great rates this Labor Day weekend."/>		
Disclaimer		
<input type="text"/>		
Published Dates		
<input type="text"/>	<input type="text" value="to"/>	<input type="text"/>
Photo		
<div style="border: 1px solid gray; padding: 5px; text-align: center;">No image currently selected.</div>		
Current Deal Photo Click a photo from the right to update.		

# Adding Accommodation Specials

- Complete entering the deal by including the property phone, and other contact information requested.
- Add a description and any potential disclaimer (disclaimer not required).
- Published dates are the dates your special will be posted on the [www.VisitStPeteClearwater.com](http://www.VisitStPeteClearwater.com) website. - Please note, deals require 24 hours before being displayed on the website.
- Click on the image you would like included with your special or no image will appear.

# Other Listing Details

## **Meeting Room Information**

- Meeting room information currently displayed on the Visit St. Pete/Clearwater Meetings website can not be updated via this module at this time. This feature will be available with the VSPC website re-design.

## **Events**

- The ability to add special events to the VisitStPeteClearwater.com website will be available with the VSPC website red-design.

## **Timing**

- New listings will be posted within a week of submission. New specials require 24 hours before posting. Other updates to listings will be displayed within an hour of making changes.

## **Editing**

- VSPC retains the right to modify all copy based on formatting, grammar and punctuation. Excessive formatting (all bold, underlines, un-needed punctuation !!!, etc.) will be edited.
- Best practices regarding business listings can be found at:  
[http://pinellascvb.com/files/business\\_listings\\_best\\_practices.pdf](http://pinellascvb.com/files/business_listings_best_practices.pdf)