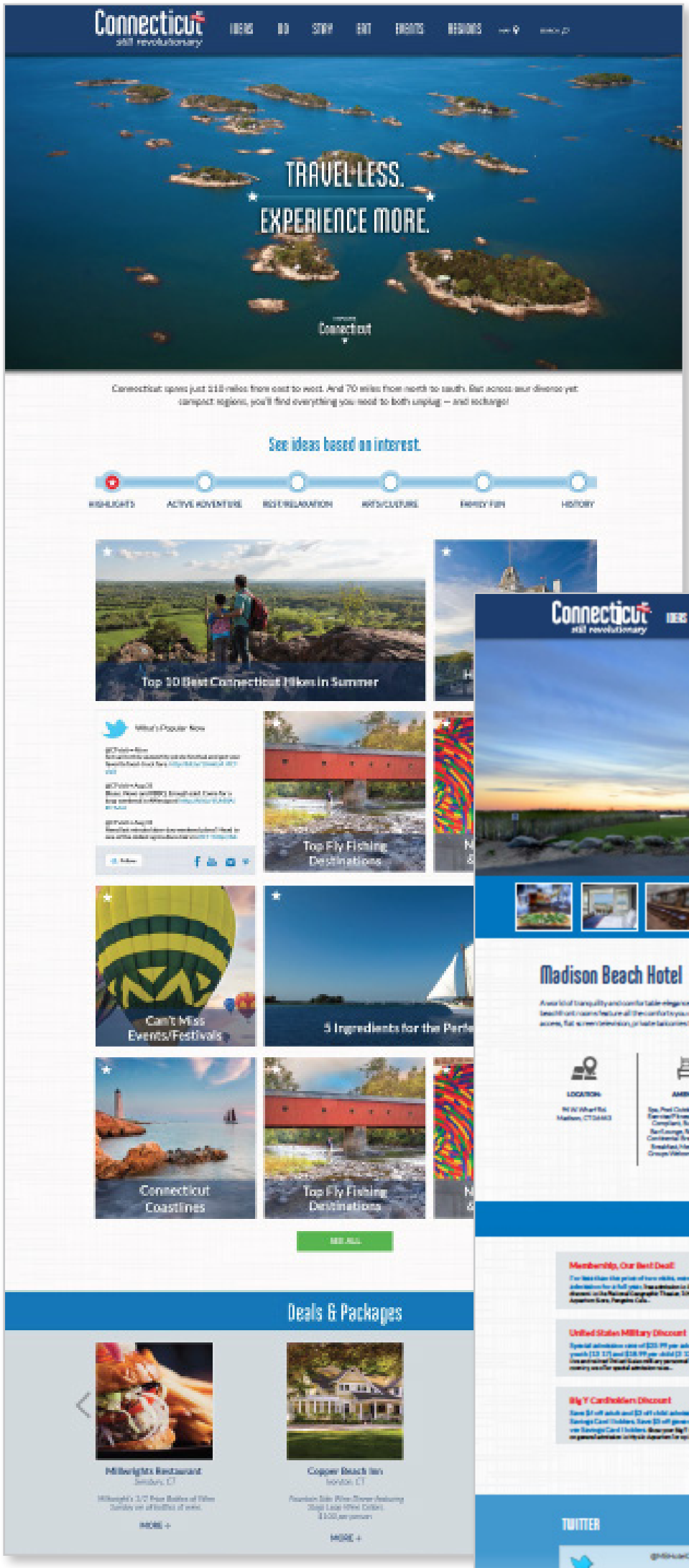
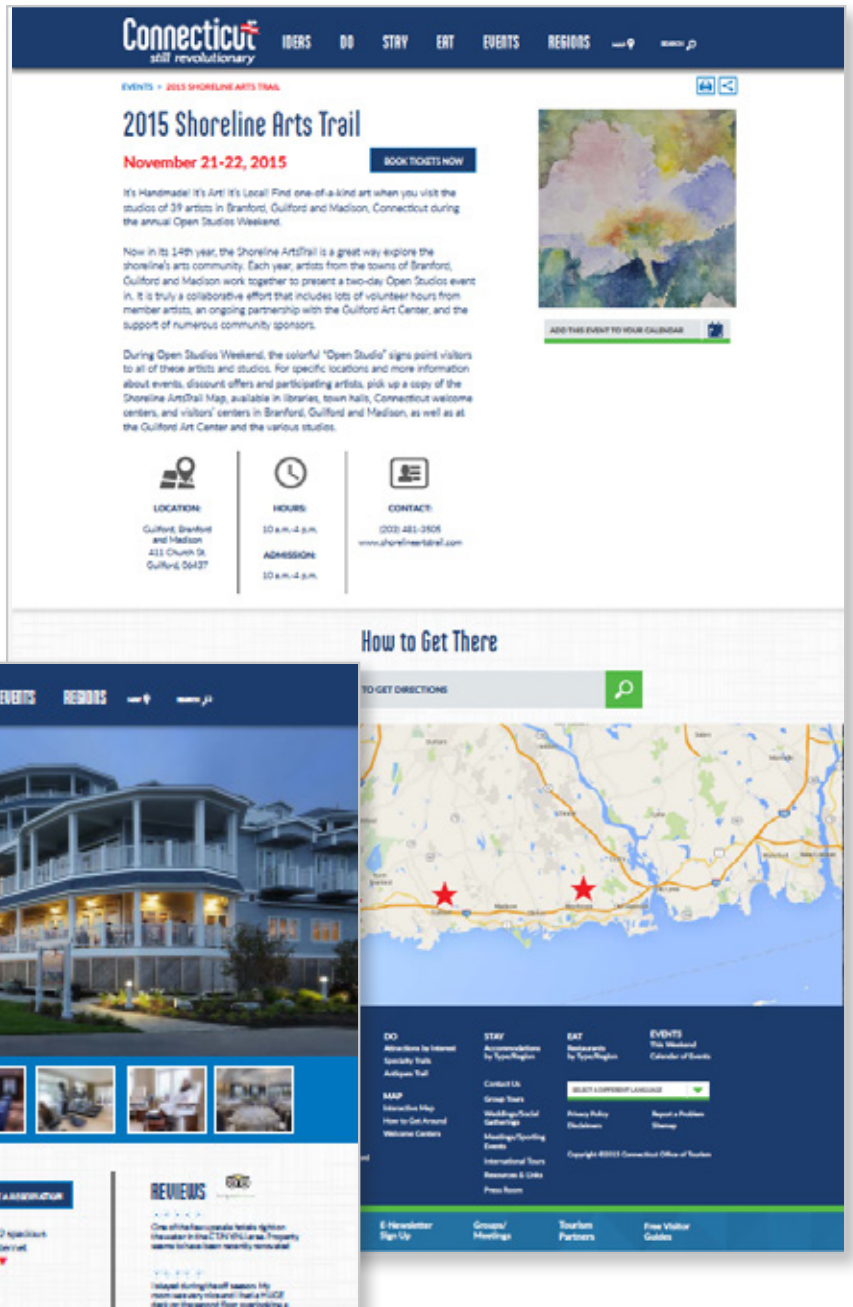
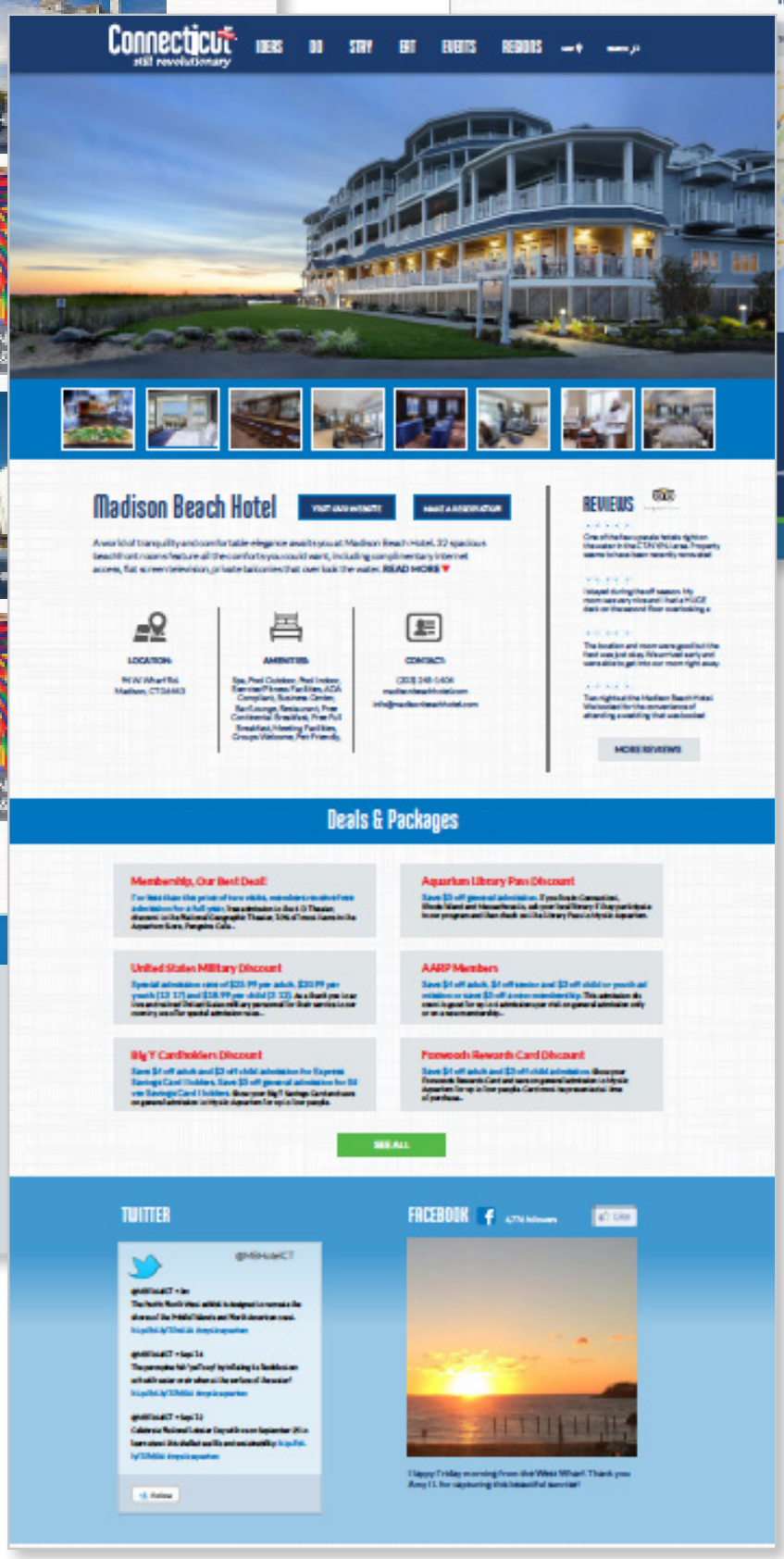
Connecticut®
Tourism Business
Partners

PARTNER ACTIVATION GUIDE

CTVISIT.COM CONTENT MANAGEMENT GUIDE FOR TOURISM PARTNERS







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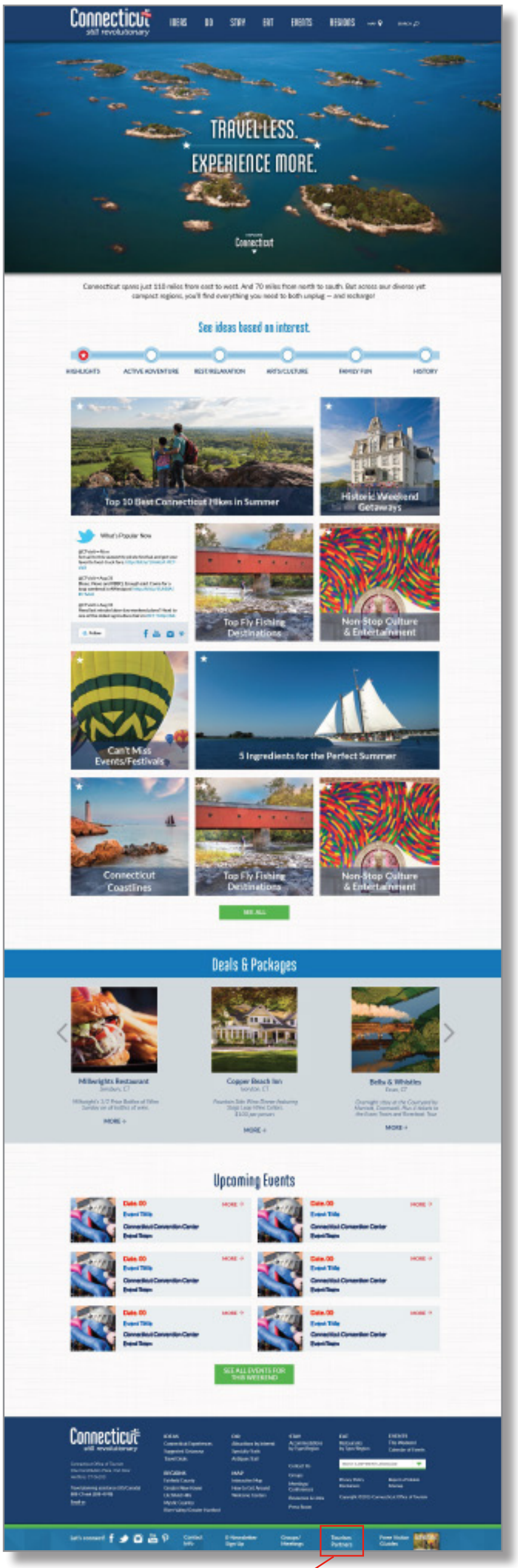


A whole new look…completely re-engineered.

The first thing you'll notice when you land on the new CTvisit.com is that the entire experience has been completely re-invented, with a prime focus on you — our tourism partners. The site launches with an inspirational background video focusing the core tenants of our brand — so many diverse things to do, all so close to you (and each other).

As you scroll down the page, you're met with a variety of ideas of things you can do, see and experience — all organized by area of interest (whether you're looking for an active adventure, family fun, arts and culture, or something different), by navigating through these main tabs, you'll get a series of travel ideas all curated to drive more activity to your destinations.

Further down the page you'll see a variety of different deals and packages that are being featured right from the homepage, as well as upcoming events not-to-be-missed throughout the state.

Regional flavor.

In addition to the State's main site experience, we've also completely overhauled all of the regional experiences as well. By simply going to the regions tab in the main navigation, visitors could also experience the site if they know exactly where they are looking to go.

Mystic Country

River Valley

Greater New Haven

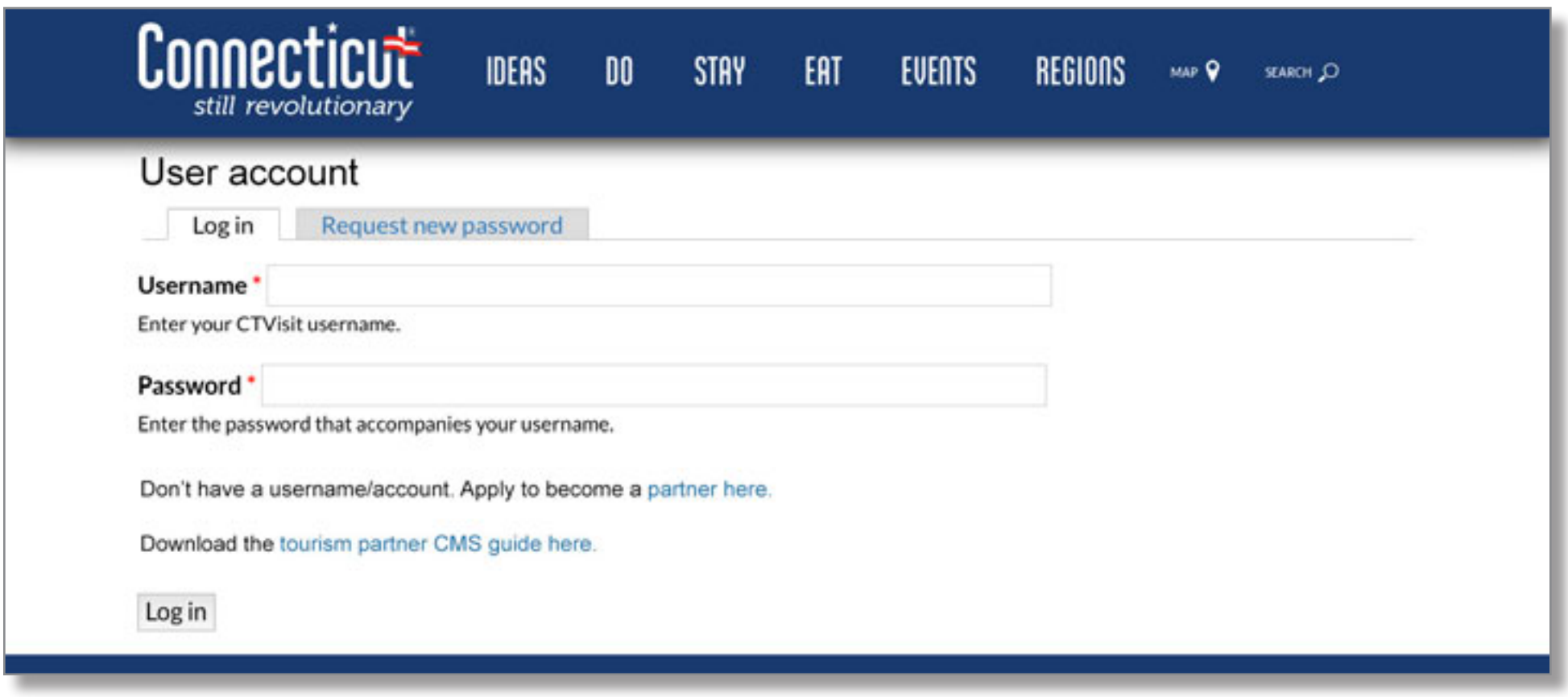
Litchfield Hills

Fairfield County

While the regional sites will provide a very distinctive and unique experience to the visitor, make no mistake, the new CTvisit.com will act as a "best-of" for all regions, creating a more unified view of our state PLUS providing the distinct regional views.

And remember, to make things as easy on you as possible, we've even added a link pinned to the footer for your access. Use this link often to login to the CMS tool to keep your listings, events and deals as updated as possible!

Login at: http://live-ctvisit.pantheon.io/user



Logging in to CTvisit.com

While the new site is in development, tourism partners and administrators will have early access to the site to help get its content (listings, events, deals, etc) in working order in preparation for the launch in early April. Outlined below is access and direction to the development site.

User Scenarios

"My organization already has a listing on the current CTvisit.com website."

Fantastic, then you're ready to go. The same username and passwords that you are using today will be carried over to this new experience. Simply visit **http://live-ctvisit.pantheon.io/user** and enter in your Username and Password via the appropriate fields to login.

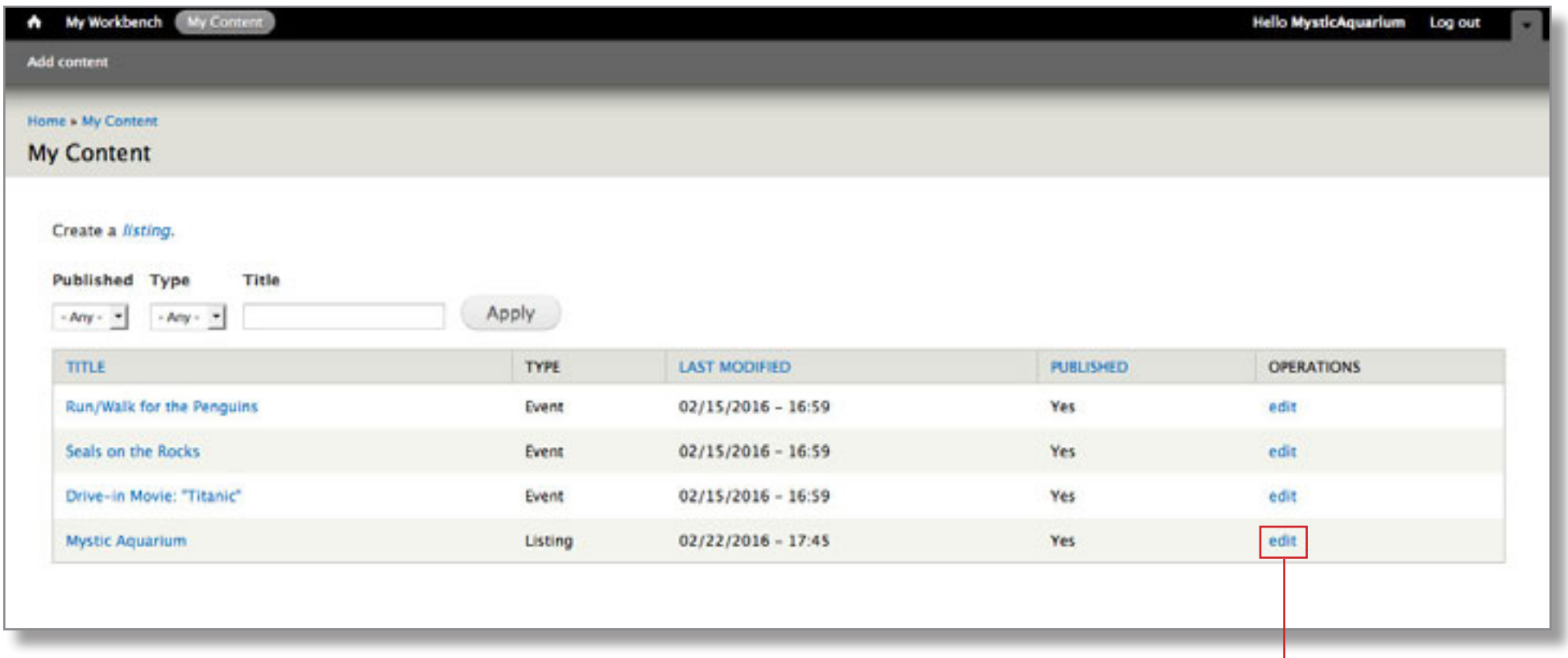
"I'm not sure if I am already listed on CTvisit.com's website."

Not to worry, we can help check for you. Simply visit the same link, **http://live-ctvisit.pantheon.io/user** and click on "Don't have a username, apply to become a partner here." Once you've requested entry, our administration team will quickly do a search through our records and email you back with your login credentials.

"I'm not listed on CTvisit.com's website, but I would like to be."

Great! Simply visit the same link, **http://live-ctvisit.pantheon.io/user** and click on "Don't have a username, apply to become a partner here." We'll ask you to provide some basic information about you, the organization you represent and what access you'd like to have for managing your destination. Once you've been approved, you'll be contacted via email with the appropriate credentials to login to begin administering your content.

Any questions, please don't hesitate to reach out to us! You can email Jean Hebert at (Jean.Hebert@ct.gov) or call at 860.256.2739.



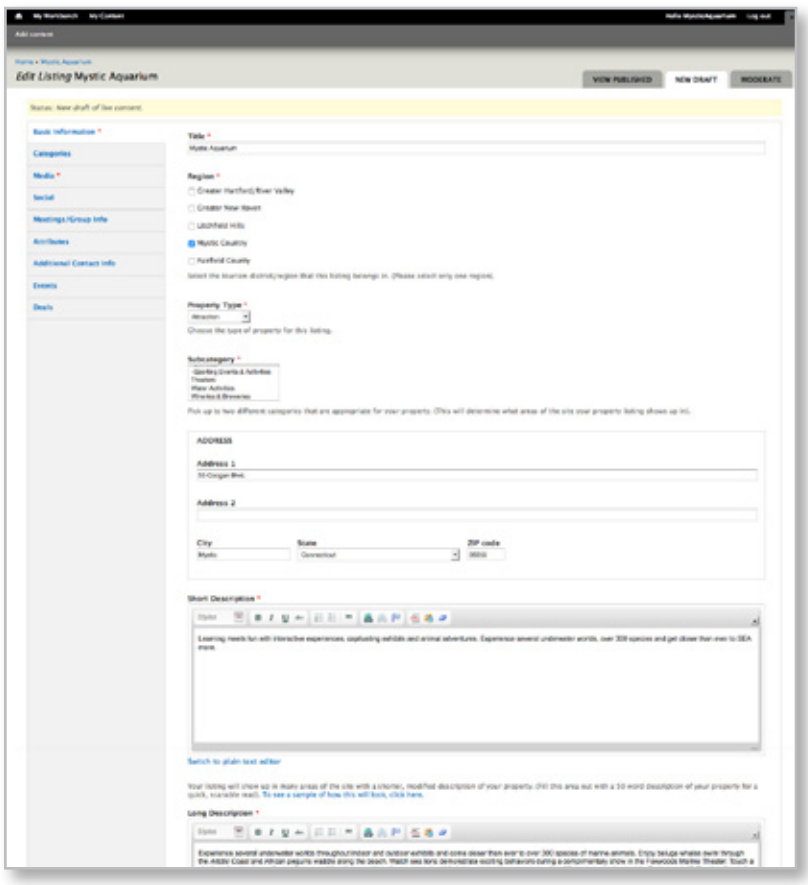
If you're an existing user with CTvisit.com, as soon as you've logged in you should see a screen that looks just like this. It provides a full content listing of all of the different types of content tied to your listing. The title column explains what the name of the content is, the type column will identify whether it's a listing or an event and the additional columns provide a view for you as the administrator of where and when the content was last touched (and whether it is live on the website).

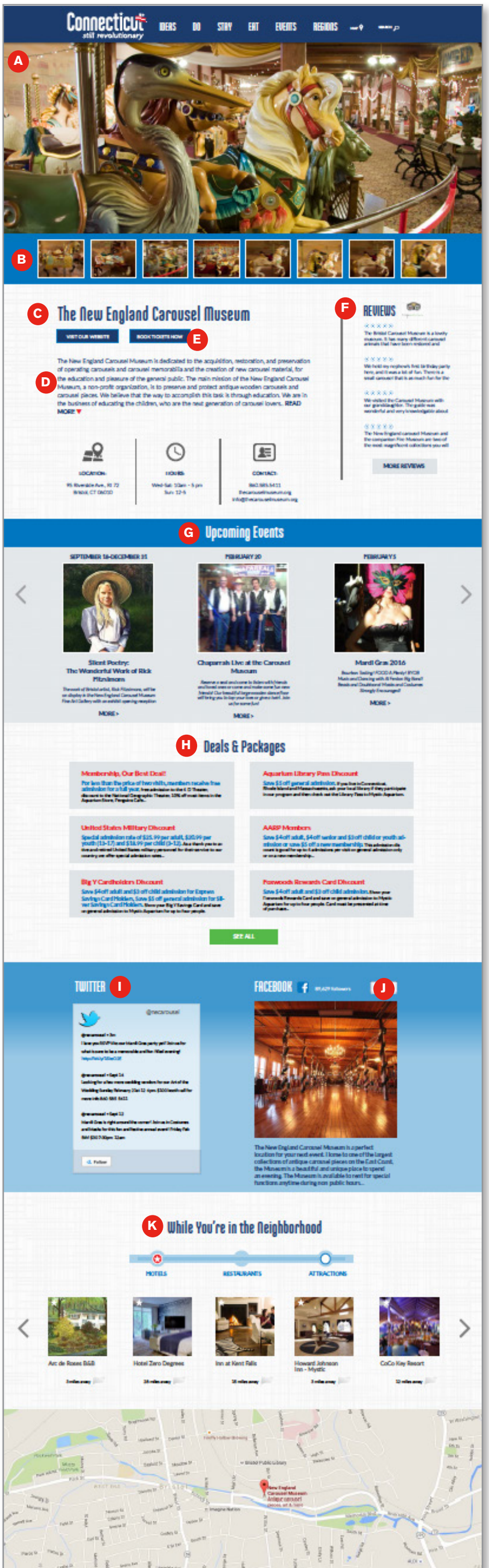
Getting Started

- ★ **Select your starting point by deciding what type of content you want to view/edit**. In the next section, we are going to take you through a full explanation of your "listing", so we'll begin here.
- ★ **Click the "EDIT" button** in the operations column to get to your listing admin screen.
- ★ *Note: Anytime you click on the **NAME in the title column** in any of the admin screens, you'll be taken to the public-facing view of that content (but will have a different feel). Because you are logged in as an administrator, it will also include editing buttons on the page. Do not worry, the public will not see this. It"s simply a tool within the system to make administering content easier for you.*
- ★ *If at an point you click on **"EDIT" in the operations column**, you'll always be brought to the CMS administration panel for editing your content. The view you begin on is completely up to you. Outlined below are two screens that outline the differences.*

(Ex) if you click on the **"name"** link to get started

(Ex) if you click on the **"edit"** link to get started





What makes up a complete listing?

As a listing partner on the official State tourism website, you are entitled to a very robust listings page, which can leverage a whole number of key communications goals. Outlined below are some detail around the Listing itself, and on further pages, details on how to create and administer them.

Elements that make up a Listing:

A) Hero visual that helps visually support your destination

B) Carousel Images that allow you to upload additional images as well as allowing you to leverage Instagram and YouTube to bring in your visual social media assets.

C) Name of Listing

D) Listing Description(s) which include both a short/long version. More details about the specifics can be found in the following pages

E) Calls to Action allowing you to include both a direct link to your website and links to your booking site (if applicable).

F) TripAdvisor. Build in TripAdvisor API allows you to leverage TripAdvisor reviews to be brought in to your listing page (if you choose).

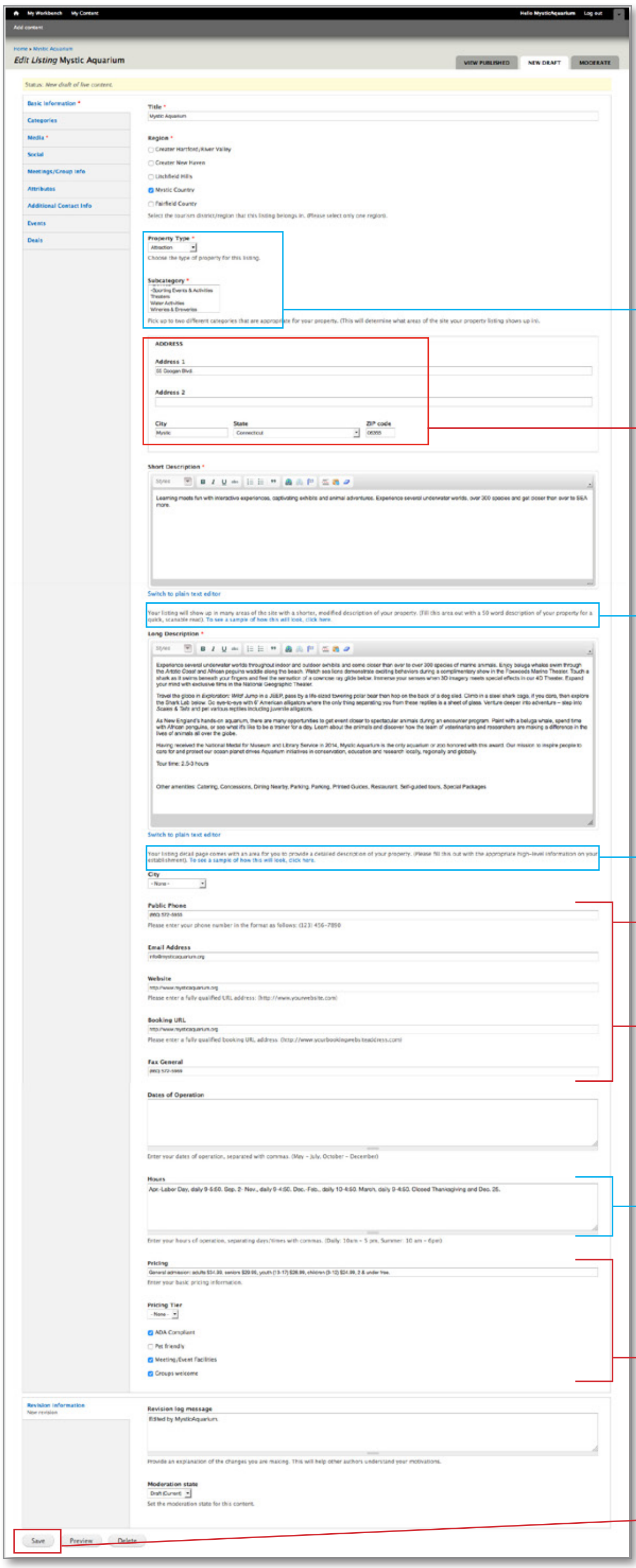
G) Upcoming Events. Because this new CMS platform is completely integrated (listing partners and events are tied together), the admin for a listing only needs to create events as needed and they will automatically be brought in here.

H) Deals/Packages. Same here. Each time a new deal and/or package is created, it will automatically be tied to the your listing and shows up here.

I) Twitter. Allowing even more social integration, you can add your Twitter handle and bring in your latest tweets right into your page...making last minute announcements even simpler for you to communicate.

J) Facebook. You can also bring in your latest Facebook posts directly into your listing page as an additional offering.

K) While You're In the Neighborhood. Because proximity is everything...especially to a mobile visitor, each listing profile page comes equipped with a "while you're in the neighborhood" feature which will automatically bring in other tourism partners that are nearby (broken down by Hotels, Restaurants and Attractions). These will be plotted on a Google Map and even tell the visitor how close it is to the listing they're viewing.



Once you've selected a listing, you will get an editing screen that looks a lot like the screen shot off to the left.

Each listing is comprised of 9 tabs, each with it's own pertinent information (and in certain key areas, includes help text and links for helping you best edit/ build your listing page).

Key aspects to make sure are filled out.

★ **Title** (name of property)

★ **Property Categories** – check to make sure you are assigned to the right **region, property type and subcategories**.

Then, make sure to check how you are assigned within the system. You can be included in up to two different sub-categories *(e.g., if you're a museum attraction, you could assign yourself to both history as well as museums/art galleries).*

★ **Address** – verify (or enter) your location address.

★ **Descriptions** – Notice that there are two different fields for your description…both short description and long description. Leverage the help text and links which will help you understand how to fulfill each field.

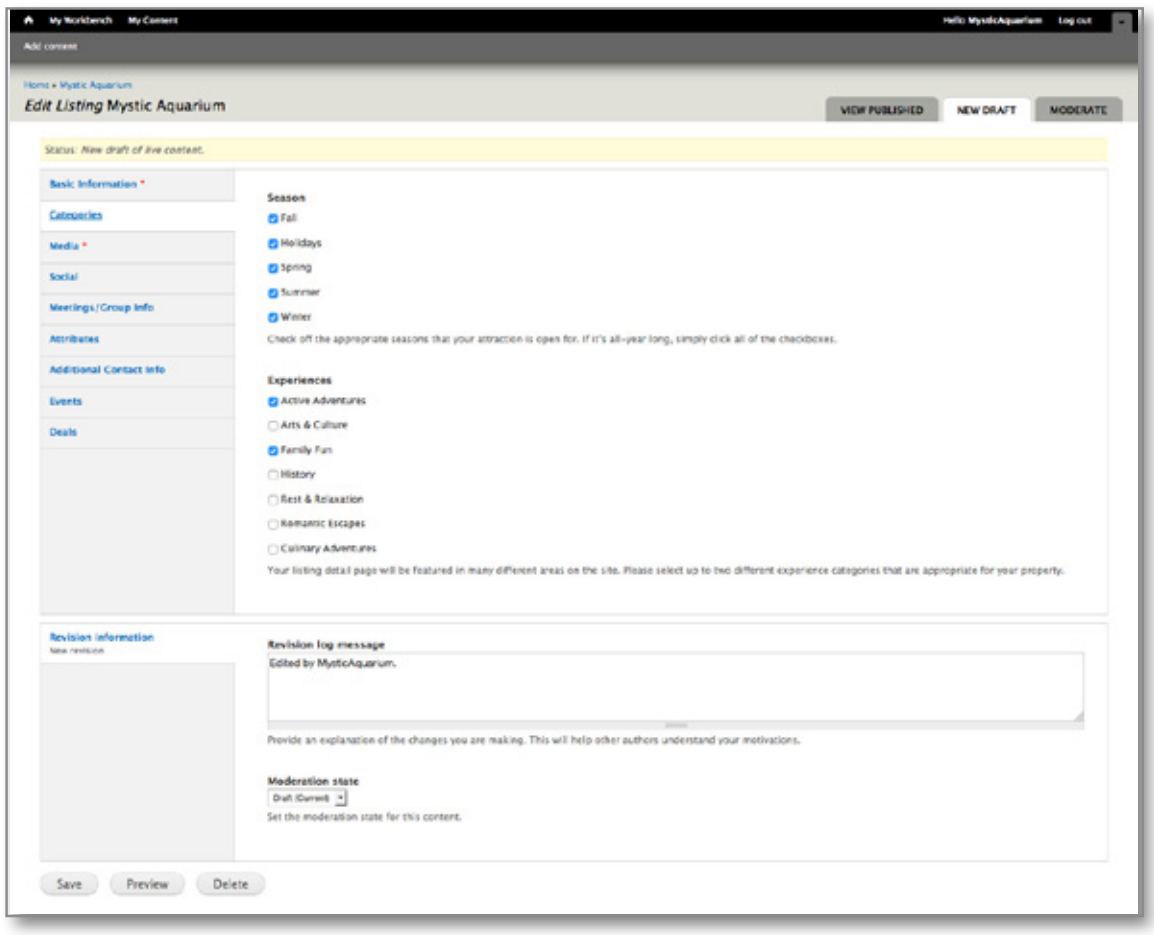
★ **Contact Information** – Your public phone, email and website will show up in your "Contact" box within your listing. Make sure this information is accurate.

★ **Website/Booking URLs** – These fields are key to helping drive traffic to your websites and booking engines (should you have one). By filling out these fields, your page will feature big call-to-action buttons at the top of your page with pointed links to your website and booking sites.

★ **Hours** – Your hours of operation will also show up next to your contact information on the page. Please leverage the help text underneath this field to ensure the Hours are formatted consistently and presented in the best manner.

★ **Pricing** – Make sure to fill out any pertinent pricing information. This is not a mandatory field but could be helpful to the visitor. If you are a hotel/restaurant, we would like you to leverage the selection box for "pricing tier" to make sure you are included in relevant searches.

★ **SAVE your updates**

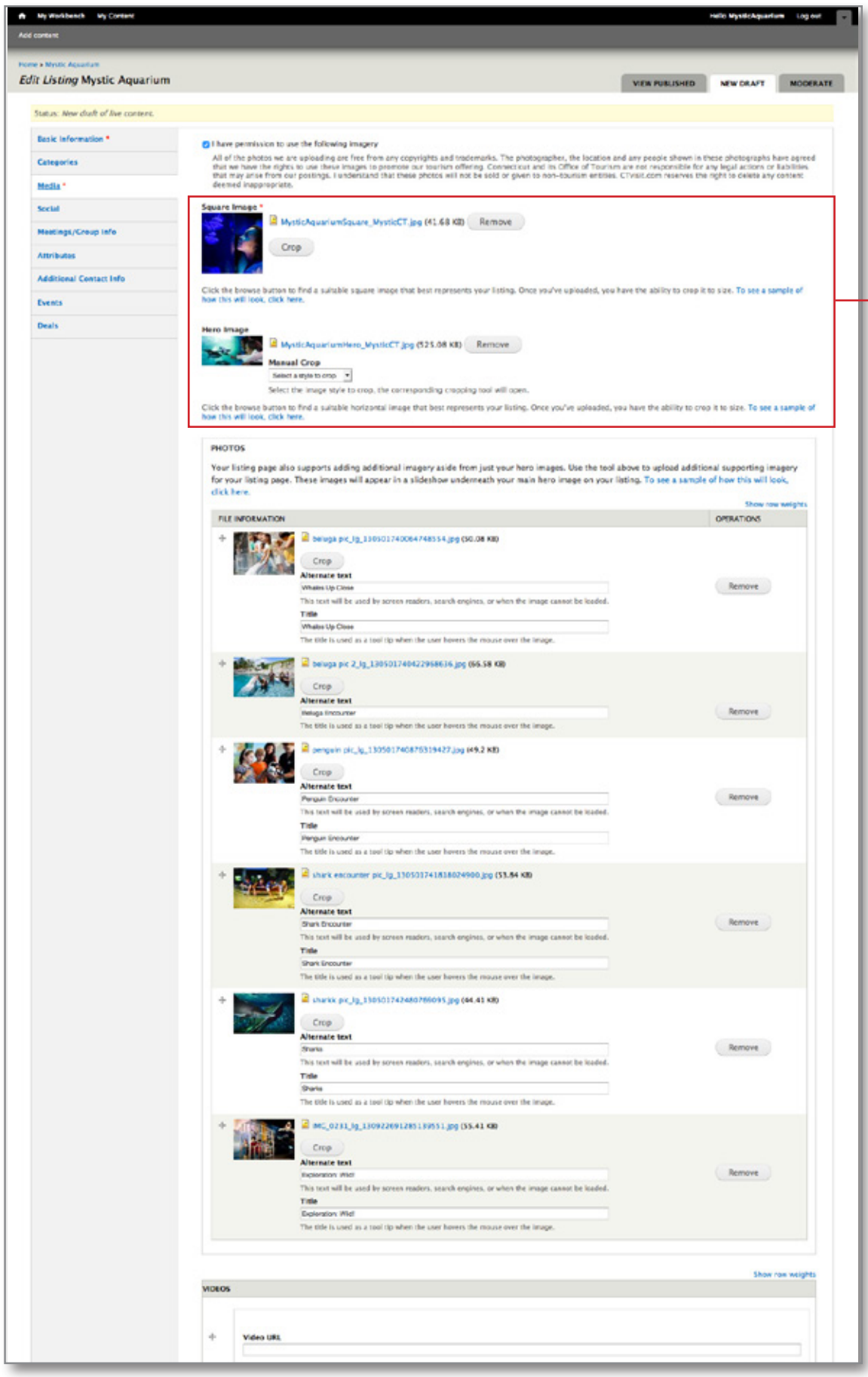


Categories Tab

Once you have completed the first tab, navigate over to the second tab labeled “Categories”

★ **Seasons** – Please check off the appropriate seasons that your attraction, accommodation or restaurant is open for. If it’s an all-year-round destination, please make sure to check all the boxes.

★ **Experiences** – The new site is organized at the highest level by “experiences” that the visitors can have when they come to CT. Please select up to two different experiences categories that are appropriate for your destination. You can choose from: *Active Adventure, Arts & Culture, Family Fun, History, Rest & Relaxation, Romantic Escapes and Culinary Adventures.*



Media Tab

Once you have acknowledged that you have permission to use the imagery you are about to upload, you’ll notice that there are areas in the listings CMS for uploading of imagery.

There are two different image sizes… The square-up profile image and then the hero (horizontal) profile image. **These are essential to make sure they are filled out.** By uploading these images, it will allow the system to present beautiful photography along with your property name not only on your listing page — but throughout the site!

★ *The square image requires a photo that is: 376 pxl by 376 pxls.*

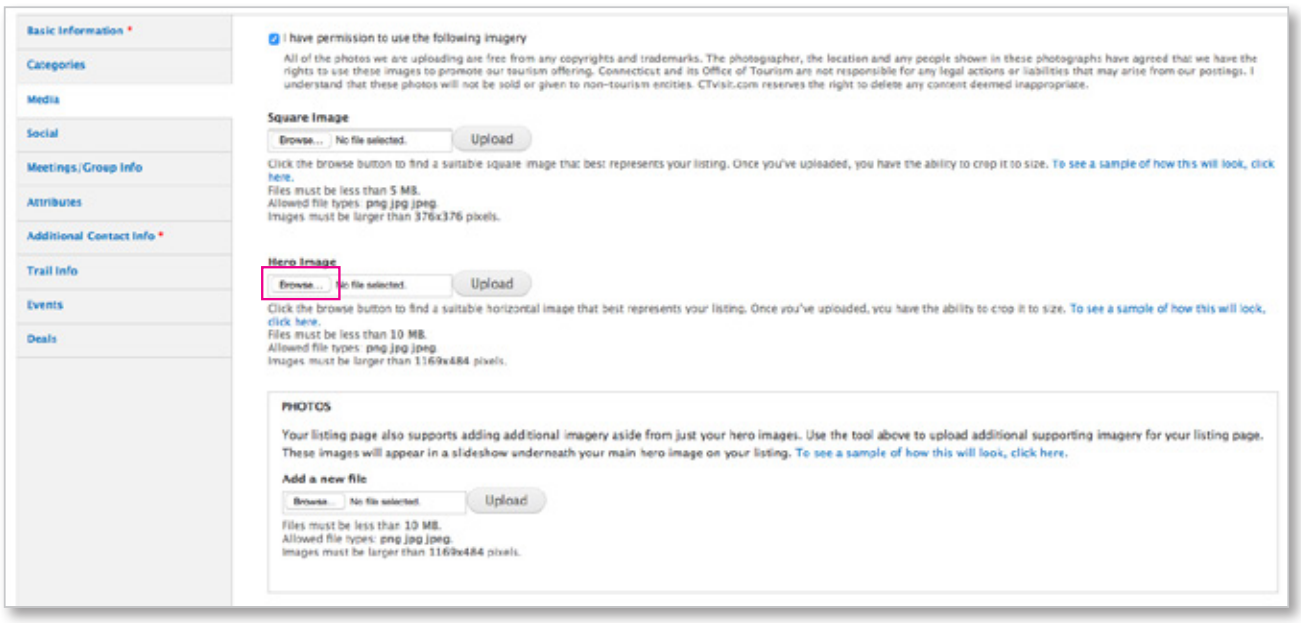
★ *The hero (horizontal) image specs are: 1200 pxl x 484 pxl wide*

Additional Photos

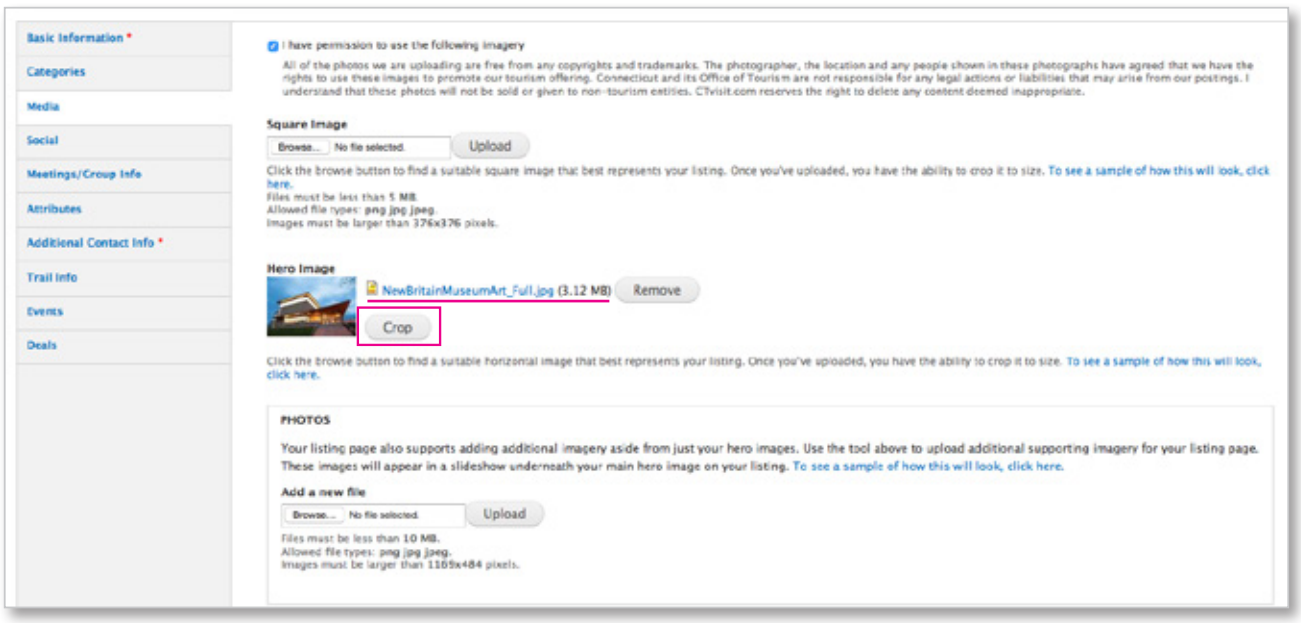
You’ll also notice that below the hero/square image upload area is another region labeled “Photos”

Here is where you can upload additional photos to be featured within the listings page. Please leverage the help text and links within this section of the CMS to help best explain how to best leverage these assets.

When you first go to upload new imagery for your listing you must first check off and acknowledge that you have rights to use the photo you're uploading.
Once you've checked the box, you may continue.

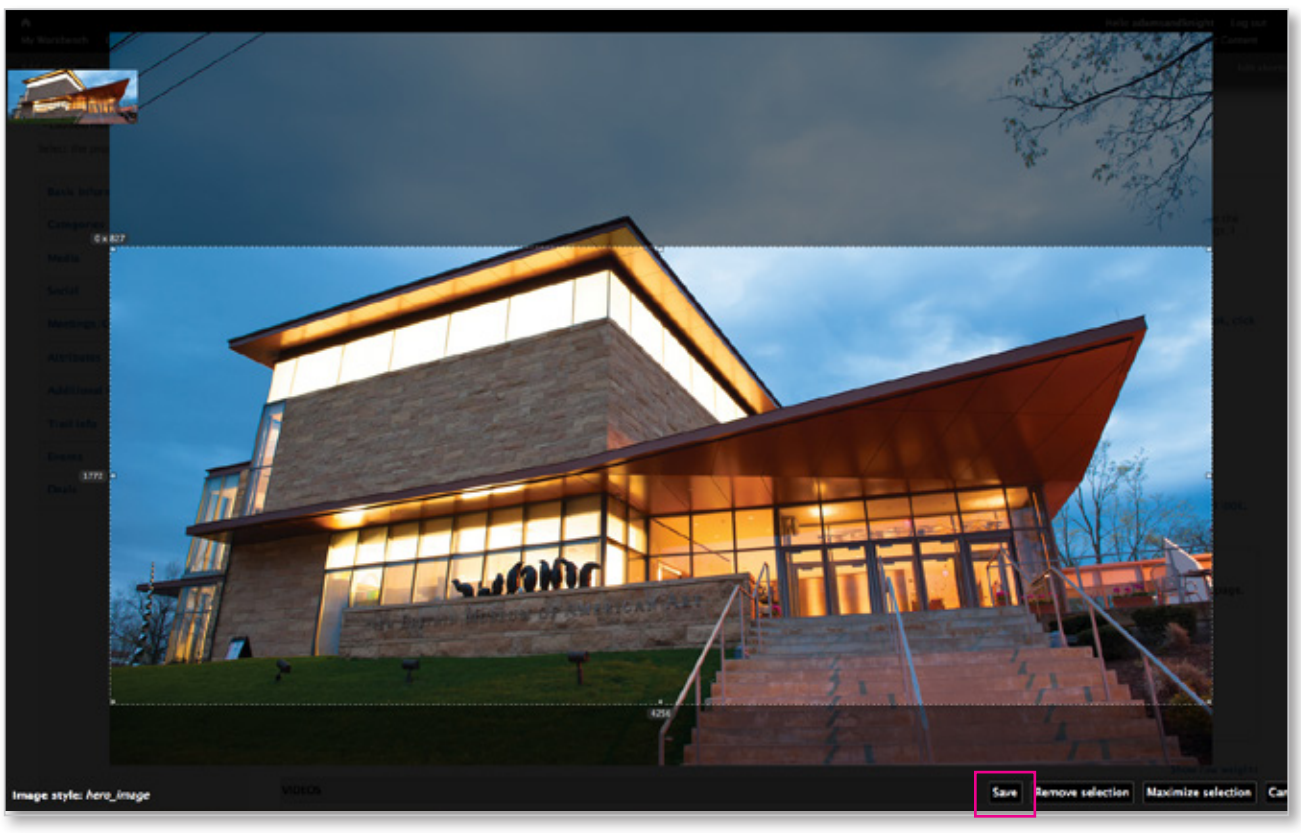


Click the "Browse" button to find your photo. It will create a pop up screen and ask you to navigate to the appropriate image on your computer. Once you've found it, click on the "Upload" button.



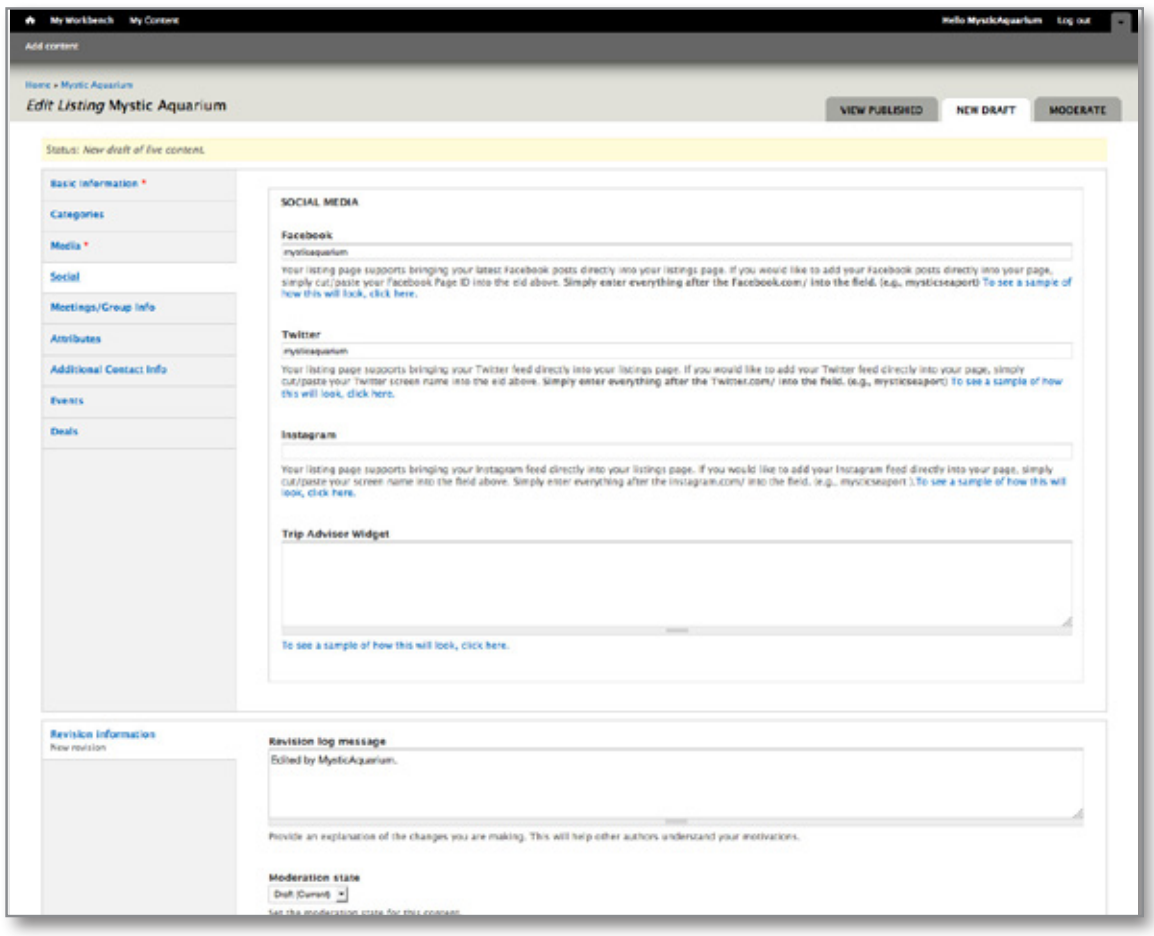
Once you've successfully uploaded the photo, you should see a small thumbnail of the photo along with the file name. In order to best represent the photo, you also have the ability to "Crop" the photo to exactly how you'd like it to appear.

Click the "Crop" button to begin.



Next you will be shown your image. Click and drag into the image and you will be presented with a bounding box allowing you to move the selection anywhere you want within the photo to crop to.

After you're happy with your crop selection, simply click on the "Save" button in the bottom right and you are all set!



Social Tab

As part of your listing page, you have the ability to fully integrate your social media platforms right within your page with Facebook, Twitter, Instagram, YouTube and Trip Advisor as optional elements to turn on.

From the social tab, you'll notice that there are input fields for Facebook, Twitter, Instagram and TripAdvisor. Please note that YouTube is included on the previous tab under "Media".

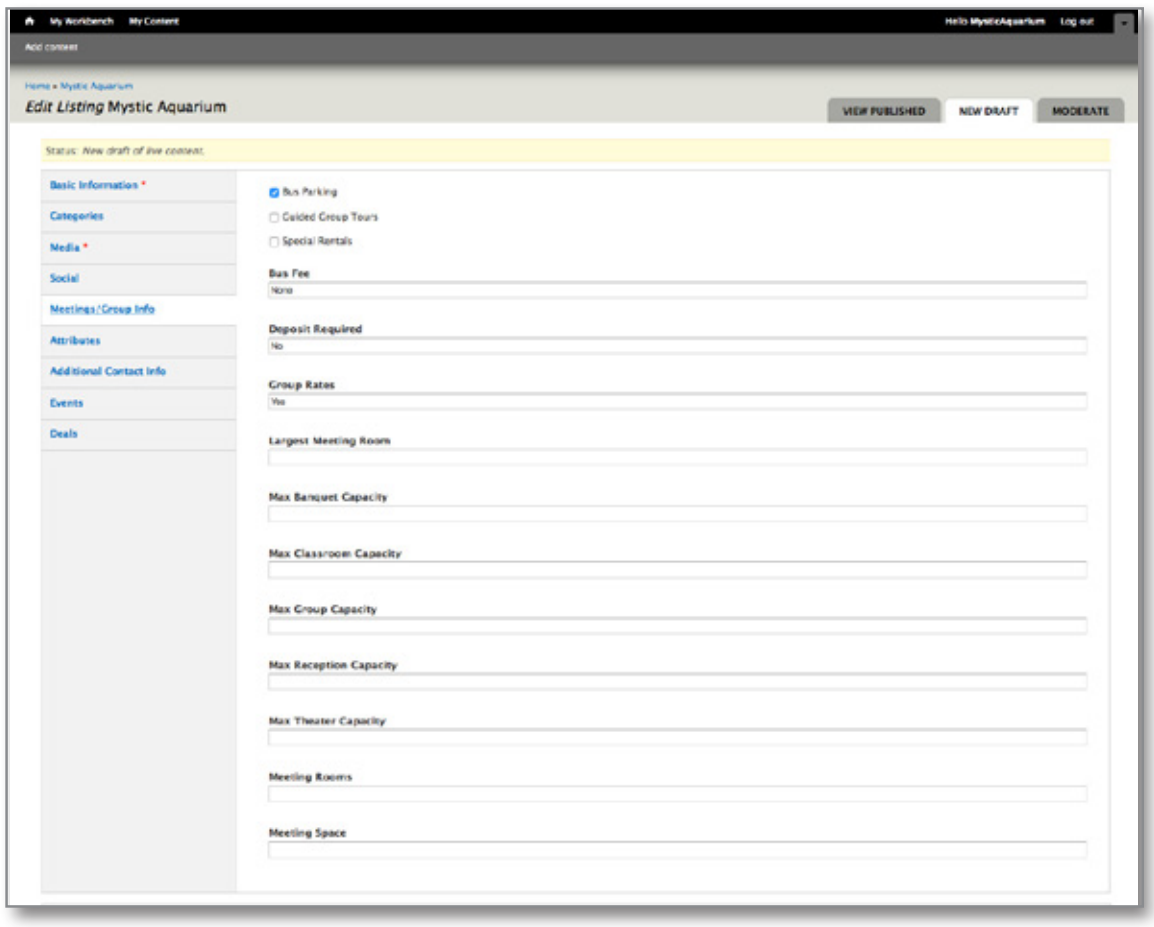
If you choose to leverage this aspect of your page, please make sure to follow the help text underneath each field and take full advantage of the links within the help text for extended guidance.

Outlined below are they can enter in their social media URL paths into the appropriate field and the CMS will automatically display their latest social posts. In order to do that, the listing partners would simply go to each of their social media pages and copy and paste the URL into the fields provided. *Example seen above is Mystic Aquarium. Please also note the help text under each field will link you over to live examples with detailed description to help you (and your listing constituents).*

Facebook
Facebook URL: http://www.facebook.com/pages/Mystic-CT/Mystic-Aquarium-Institute-for-Exploration/30350237514
The information that is needed for listing is everything after the facebook.com/… *so in this case the field should be filled out with:*
pages/Mystic-CT/Mystic-Aquarium-Institute-for-Exploration/30350237514

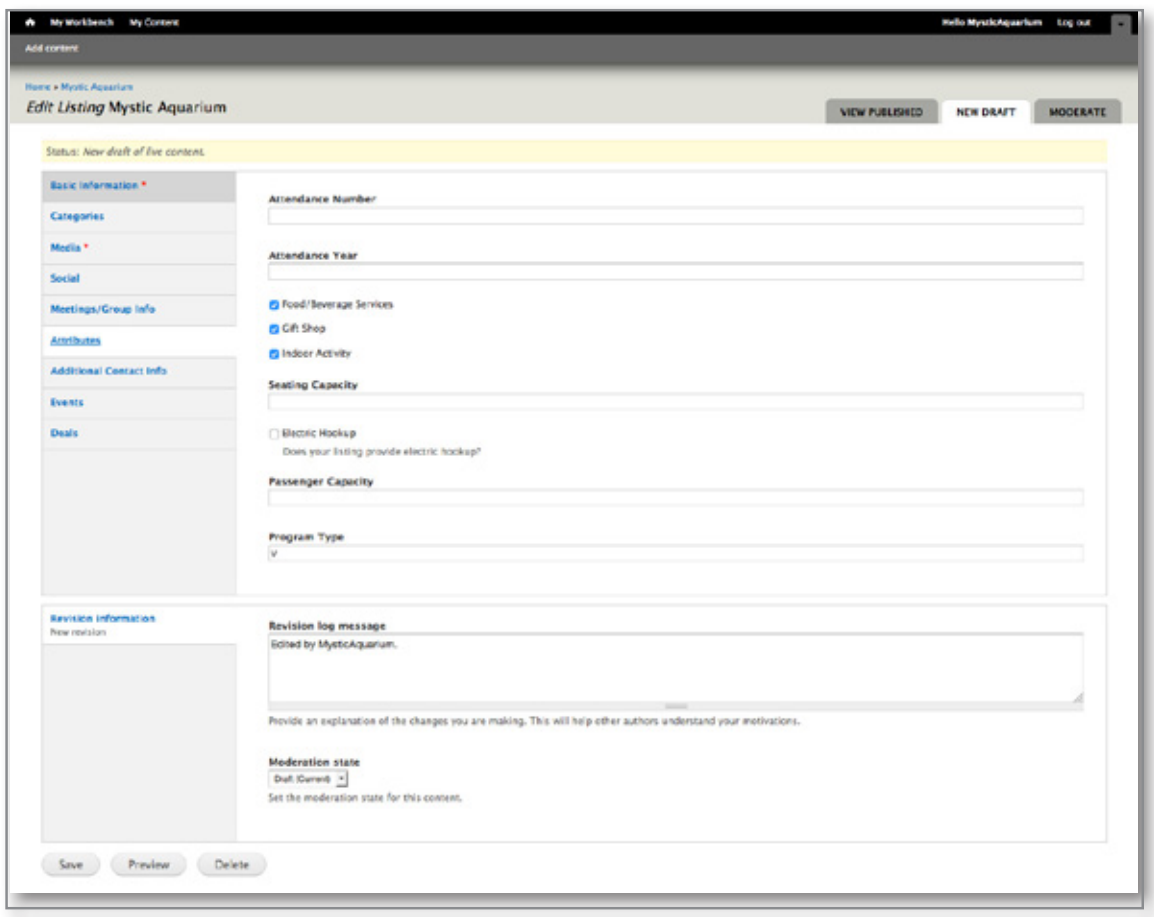
Twitter
Twitter URL: https://twitter.com/mysticaquarium
The information that is needed for listing is everything after the twitter.com/… *so in this case the field should be filled out with:*
/mysticaquarium

Instagram
Instagram URL: https://www.instagram.com/mystic.aquarium/
The information that is needed for listing is everything after the instagram.com/… *so in this case the field should be filled out with:*
/mystic.aquarium



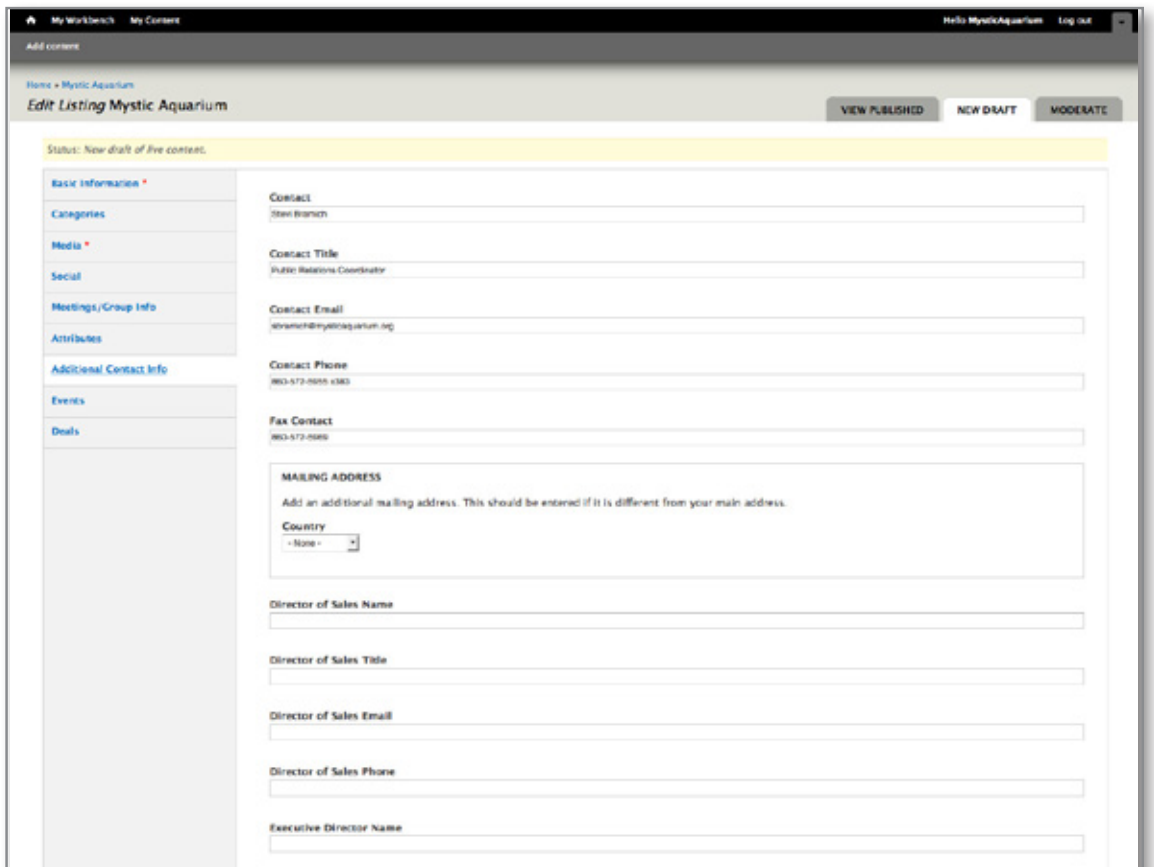
Meetings/Groups Tab

An additional section of the CMS that allows you to provide additional detail information about your property. *This will only display after the user has selected to see your full description. This is not mandatory.*



Attributes Tab

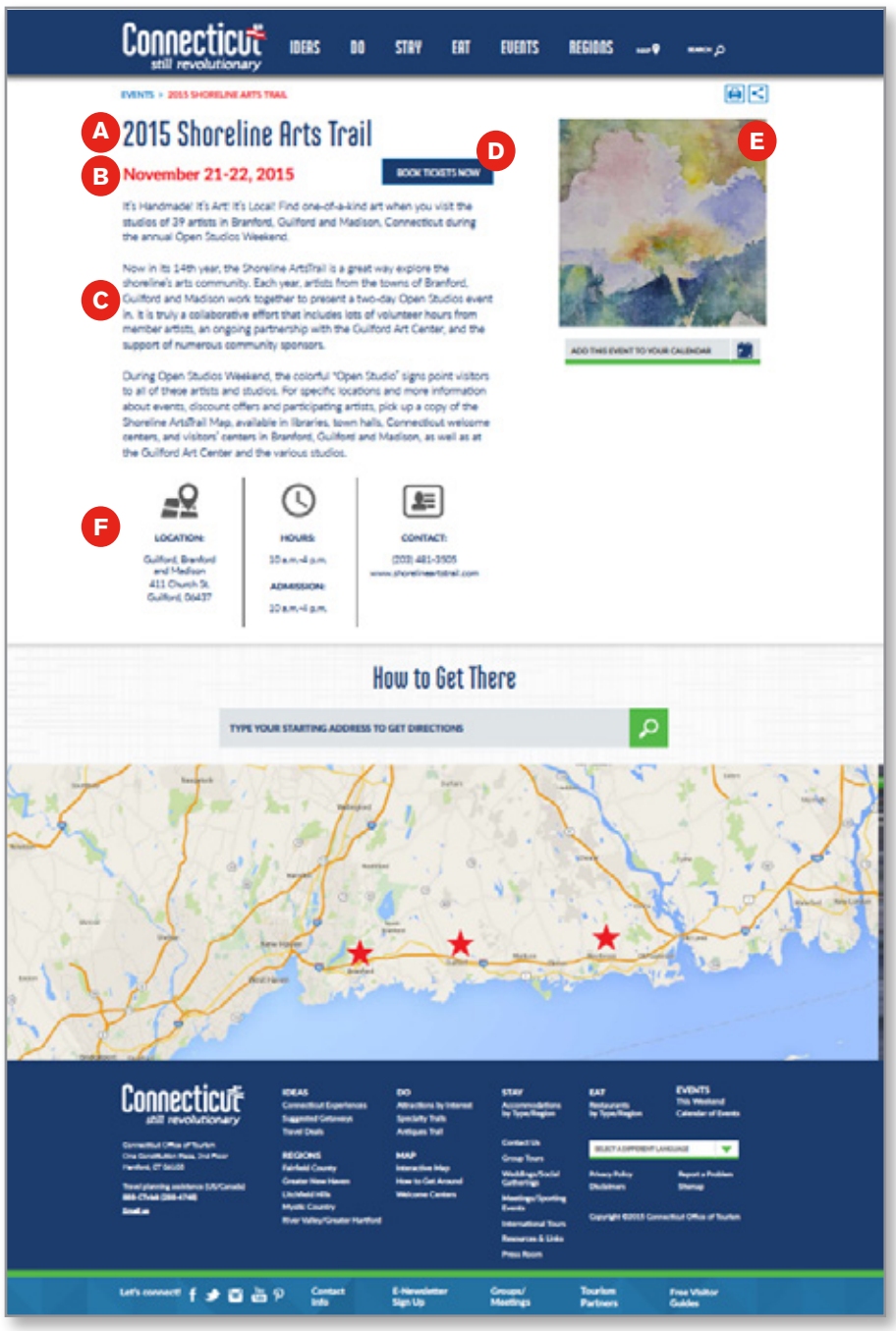
An additional section of the CMS that allows you to provide additional detail information about your property. *This will only display after the user has selected to see your full description. This is not mandatory.*



Additional Contact Tab

The CMS also allows you to keep additional contact information about your property right within the system (CRM portion). You can fill in additional contacts/ contact information about your listing within this tab of the listing.

The last two tabs are for Events and Deals (which we'll cover in the next couple of sections).



What makes up an event?

One of the many new enhancements with the new site experience is the system's way of connecting events and deals tied to a particular listing/partner. In the previous version of the site experience, they were two independent aspects... Now they are tied together, and will make the user/management experience a whole lot smoother.

Elements that make up an event:

A) Name of the event

B) Date of the event which becomes stored in the database and automatically archived once the date has passed, making it simpler for administrators (and site viewers).

C) Event Description which should be used as an executive summary of the event. Full details about the event could be included in this area, should there be no additional call-to-action such as learn more about the event by visiting....

D) Calls to Action button that allows visitors to go to learn more and/or take action (if applicable).

E) Event Photo which allows you to upload event-specific photos. The event detail will also look fine without a photo but it is an enhanced feature if photography is available.

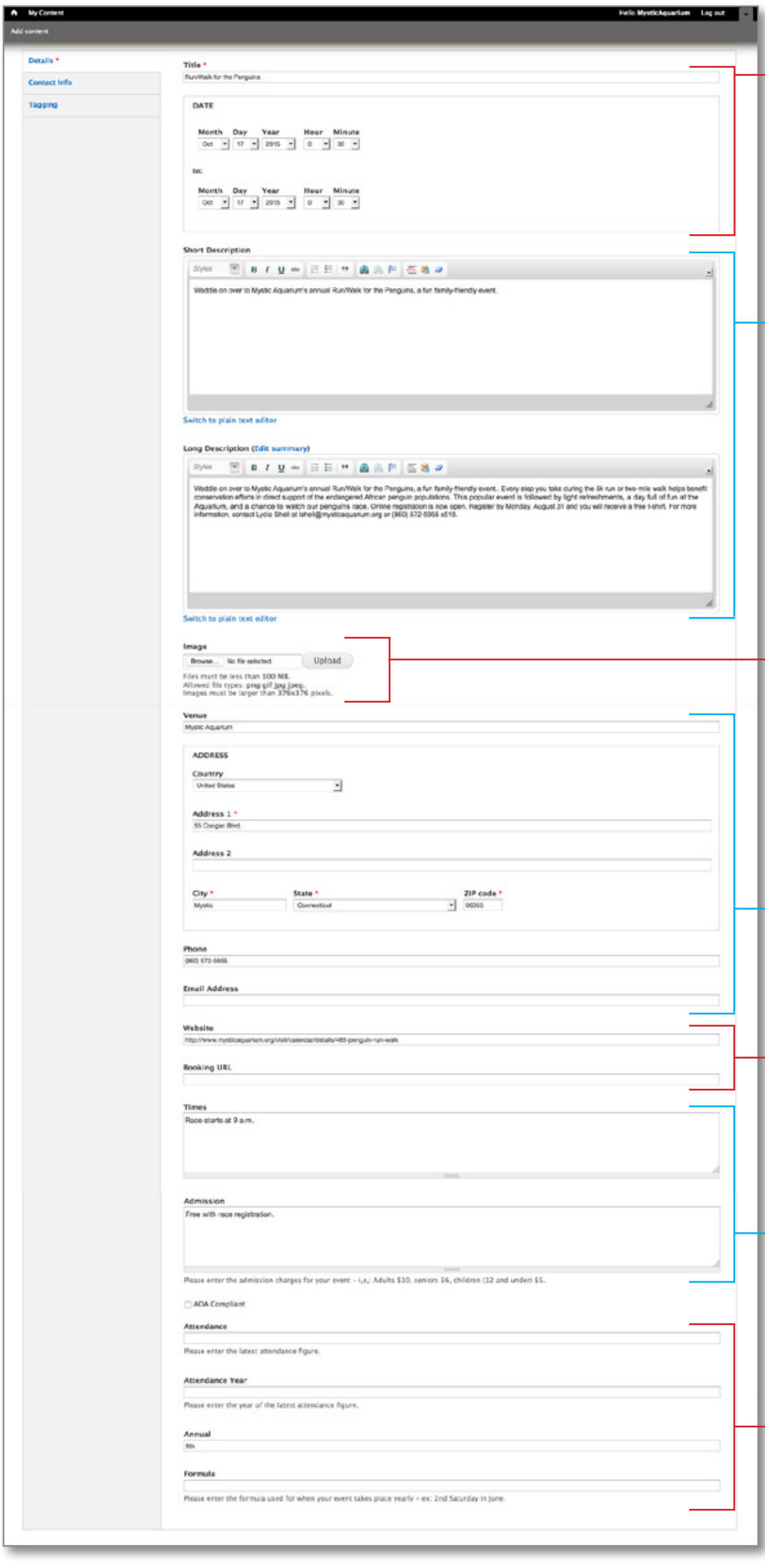
F) Event Details/CTA. At a high level, you can provide your visitors with location information, hours, contact information and more.

Maps and Calendar Integration

An additional feature available to visitors is the map integration with Google Maps. Once the event location is stored in the system, it will automatically plot where the event is taking place.... and, allow for users to type in their starting location in order to get point-to-point directions to the actual event. What's more, users will also have the ability to "add an event" to their calendars, with "Add this to my calendar" functionality.

Events

The form fields to create an Event will look very similar to your listings fields. Please note that all of the fields that are mandatory will be made known to you when you go to save an Event. If something mandatory has not been filled out, you will get a warning message and details on what field(s) are missing.



Details Tab

★ **Name and Date**
Name your event and assign your event date range. Note that once an event has passed, the event will be automatically removed from the front end view. You'll always have access to the event as an administrator in case you want to up date it again for the future.

★ **Short & Long Description**
Just as your listing page has an area for a short and long description, so will your events. The short description will be utilized on internal pages to sell your event in very short segments. The long description allows you to detail all aspects of your event - e.g., a full agenda.

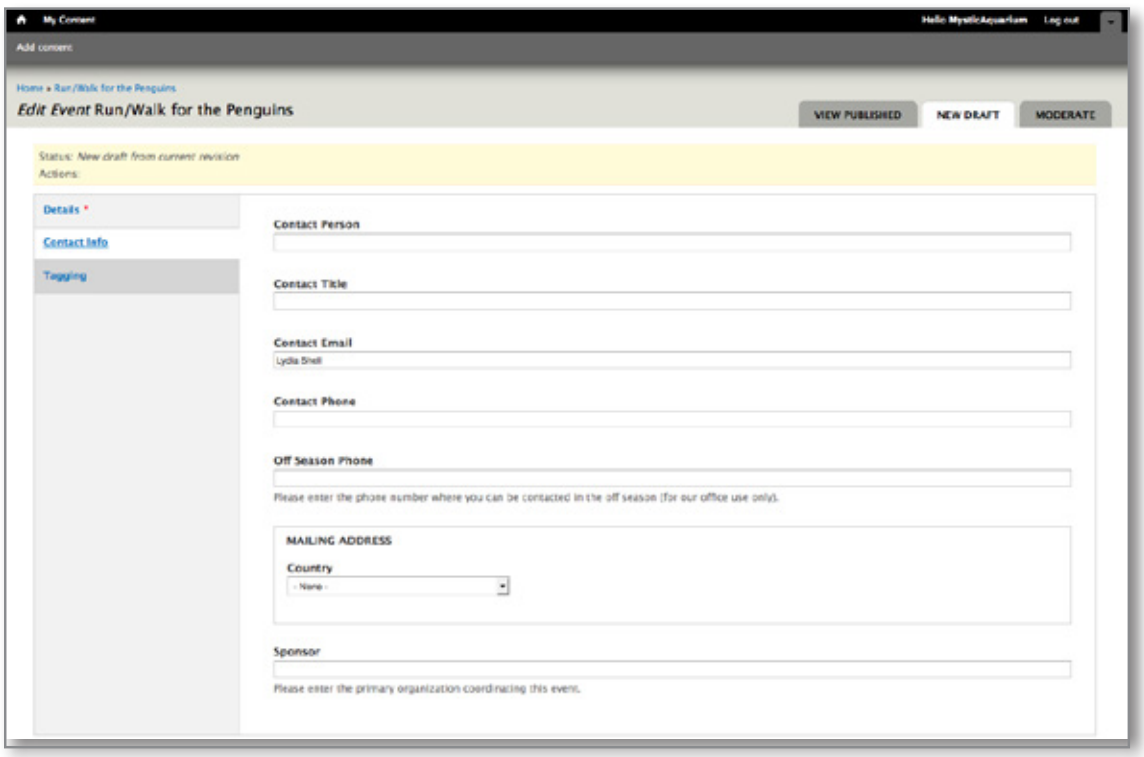
★ **Event Image**
You can also upload a representative square photo for your event. The functionality will be exactly the same as you've done for your main listing images. Simply click browse to find your photo, click "upload." Depending on the size, you can also crop it the way you'd like.

★ **Location & Contact Information**
Please make sure to fill out the venue location for your event, address, city, state, zip, phone as well as contact phone and email address.

★ **Website/Booking URLs**
If you have a specific website designated for your event, or a website for purchasing tickets for the event, please enter them in these fields.

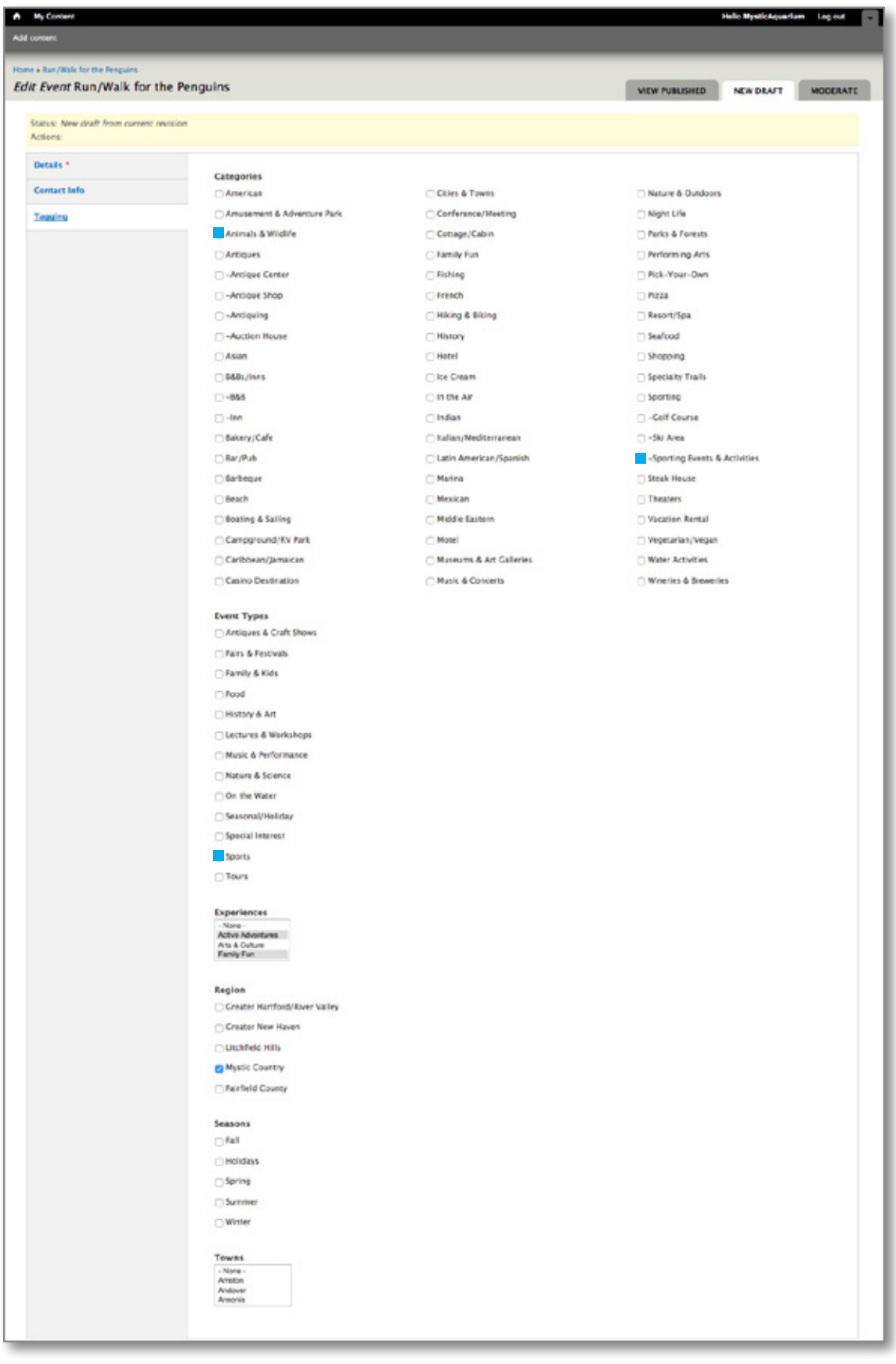
★ **Event Time & Admission**
Please make sure to fill in any specifics about the timing for your event (e.g., Race starts at 9:00 am) into the "Times" field, as well as any details about admission.

★ **Additional Details**
Optional fields to include any additional details about your event.



Contacts Tab

Please be sure to fill out any key contact information about your event in the second tab – Contact Info.



Tagging Tab

Every aspect about CTvisit.com relates to different tags. And depending on how a piece of content is tagged – travel story, event, getaway (whatever it might be) will drive where it shows up on the site. It's important that your events are tagged by both "Category" as well as "Event Type"

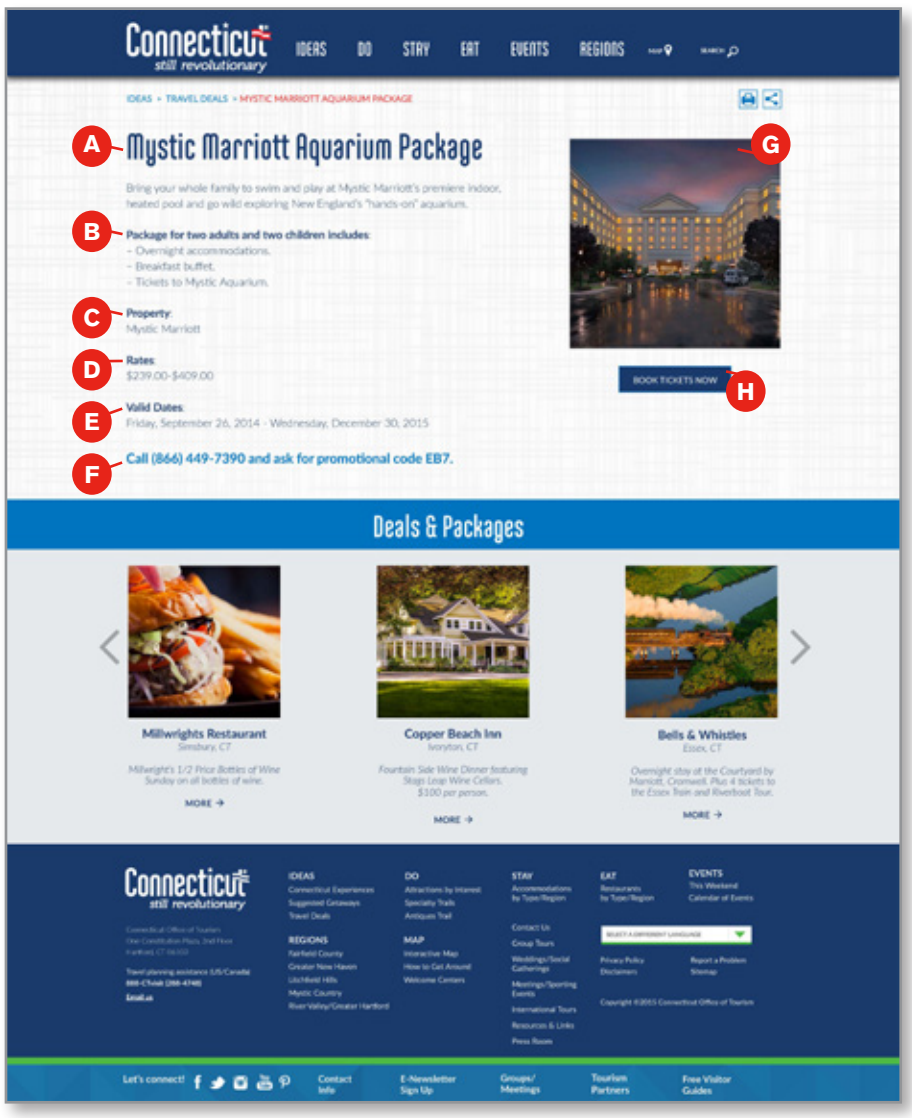
★ **Category**
Please check off the category (or categories) that are relevant to your event.

For the example, used on the left (Mystic Aquarium's Run/Walk for the Penguins), it should be categorized as both a ***sporting event/activity*** *as well as* ***animals & wildlife.***

★ **Event Type**
Since events are really unique, we also have specific "event types" offered as tags within the CMS. Please choose from the listing to the left to tag your event to the most relevant tag(s) for your event.

What makes up a deal?

A deal may represent a discount or a package relevant to one or more listing partners on the site. These deals will be sprinkled in throughout the site experience (on the homepage, on the relevant listing partner pages, and several special interest category pages) just to name a few location*. Outlined below are the elements that make up a deal.*



Elements that make up an deal:

A) Name of the deal or package

B) Description of the deal/offering which should be used to convey all of the most important aspects about your offer. What's included in the deal, what the visitor will get. Aim to use short, descriptive language and bullets wherever possible.

C) Property Name which will automatically get brought in when you enter the deal under your account.

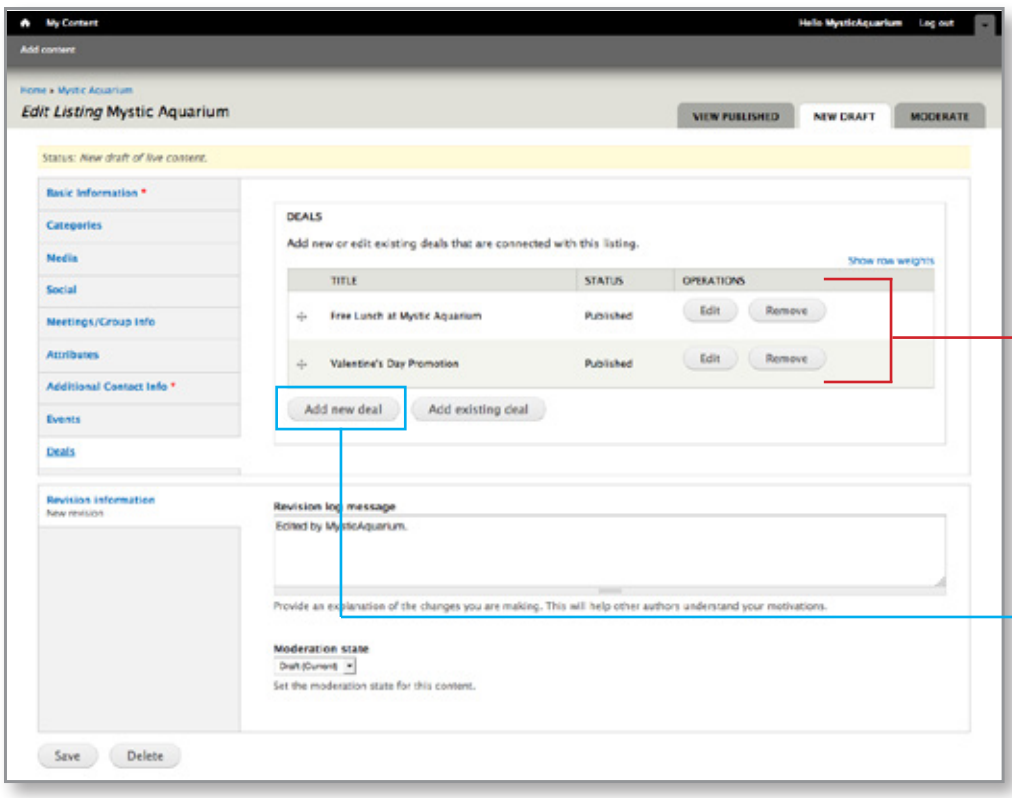
D) Rates which is intended to display your deal/package rate (or range of rates) *e.g., $239 - $409*

E) Date Range which allows you to time-stamp a specific deal to appear for a period of time (and once that time passes, the deal will automatically be archived from a visitor's view), and you won't have to worry about taking anything down once the time passes.

F) Phone number/CTA which allows you to put in not only your phone number, but also any specific requests for what to mention when calling.

G) Event Photo (if applicable). This is an optional field. We encourage the usage of great photography wherever possible showcasing your event to its fullest.

H) Booking/Website Link which allows you to put in not only a website link to learn more about the event (if applicable) but also allows you to enter a booking link to send visitors to a page to buy tickets.

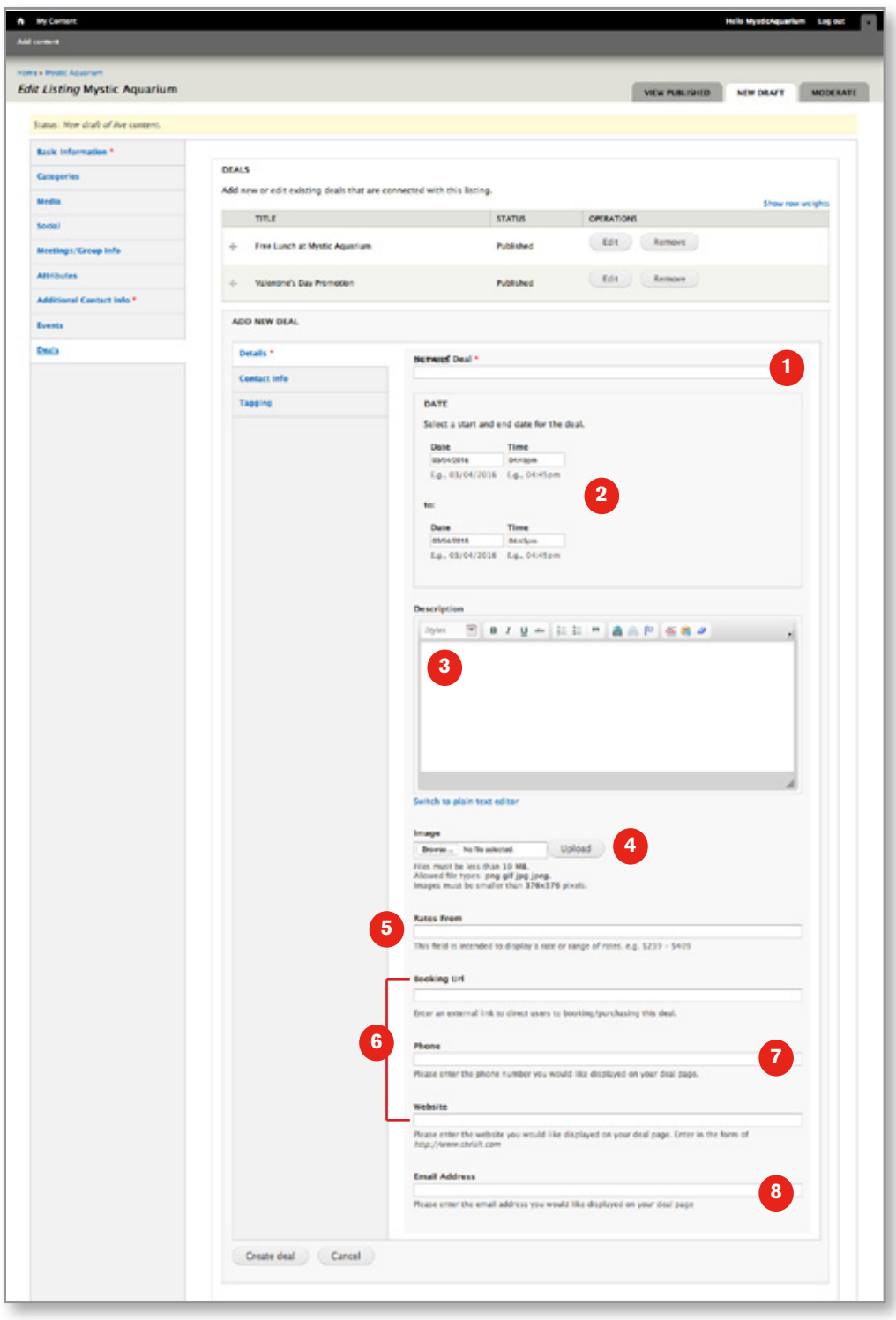


Deals Main Tab

You'll notice that right within your listing editing screen, the last tab on the left is labeled "Deals". If you click into this tab, you should be presented with a list of your deals that have been loaded into the system (at least those that start on/after April 1, 2016). *If you do not see any already listed under your account, you can go ahead and create them following the steps below.*

★ **Existing deals tied to your user account**

★ **Add a new deal**



Add a New Deal

1) Name of the deal or package

2) Date Range which allows you to time-stamp a specific deal to appear for a period of time (and once that time passes, the deal will automatically be archived from a visitor's view), and you won't have to worry about taking anything down once the time passes.

3) Description of the deal/offering which should be used to convey all of the most important aspects about your offer. What's included in the deal, what the visitor will get. Aim to use short, descriptive language and bullets wherever possible.

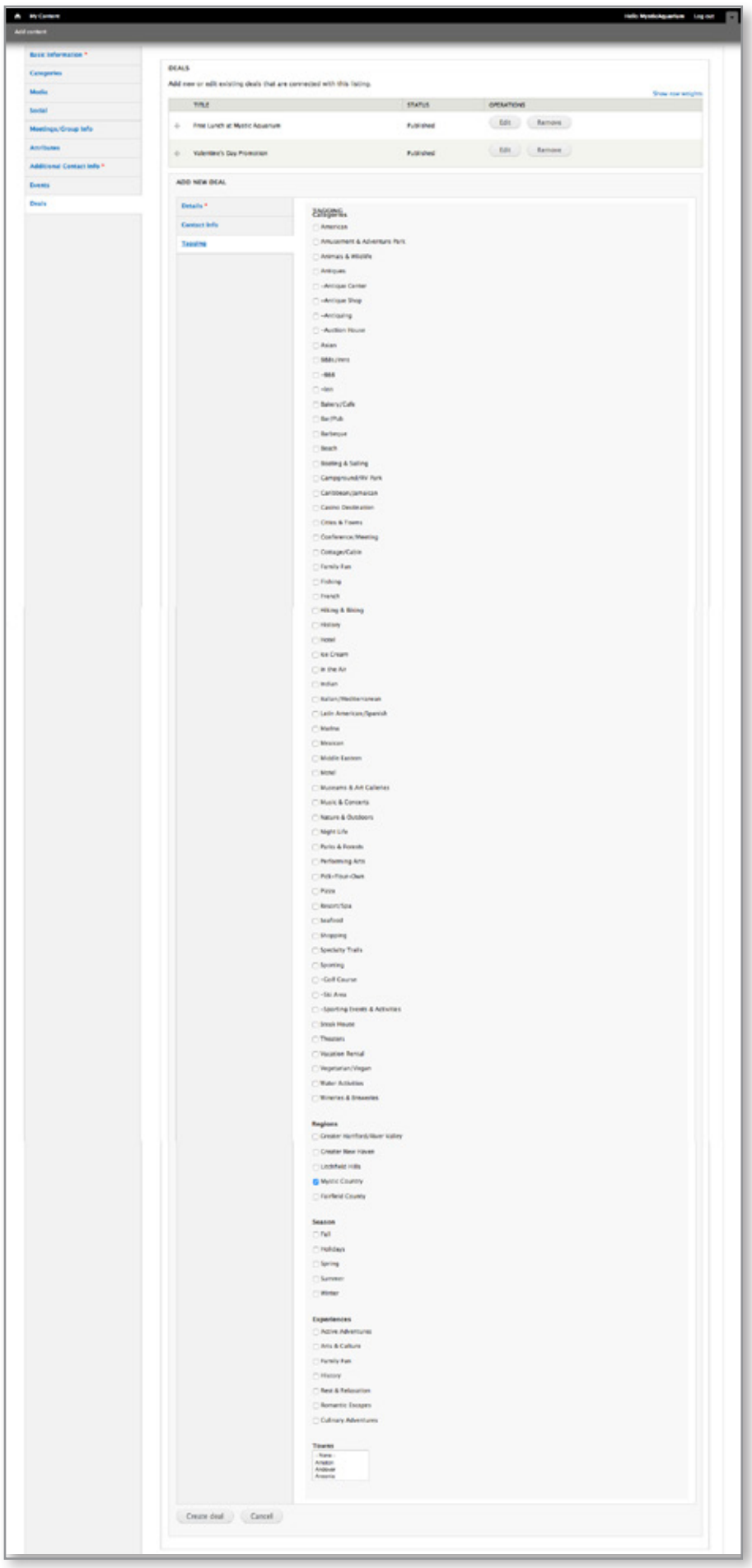
4) Event Photo (if applicable). This is an optional field. We encourage the usage of great photography wherever possible showcasing your event to its full-est.

5) Rates which is intended to display your deal/package rate (or range of rates) *e.g., $239 - $409*

6) Booking/Website Link which allows you to put in not only a website link to learn more about the event (if applicable) but also allows you to enter a booking link to send visitors to a page to buy tickets.

7) Phone number/CTA which allows you to put in not only your phone number, but also any specific requests for what to mention when calling.

8) Email address which allows you to put in an email address to display on the page (in the event that you prefer email communication in addition to, or in place of just the phone number. This is optional.



Tagging your deal

As we mentioned in the earlier sections of your help document, every aspect about CTvisit.com relates to different tags. And depending on how a piece of content is tagged – will drive where it shows up on the site. It's important that your deals are tagged by Category, Region(s), Season and Experience.

★ **Category**
Please check off the category (or categories) that are relevant to your deal

★ **Region**
Since a deal may relate to your location as well as another partners' please make sure to check off the region(s) that the deal is applicable for, in order to make sure it shows up in as many relevant places on the site as possible.

★ **Season**
Your deal will likely be date-specific or seasonal. In order to help best serve up your deal, please make sure to check off the season(s) that it's suitable for.

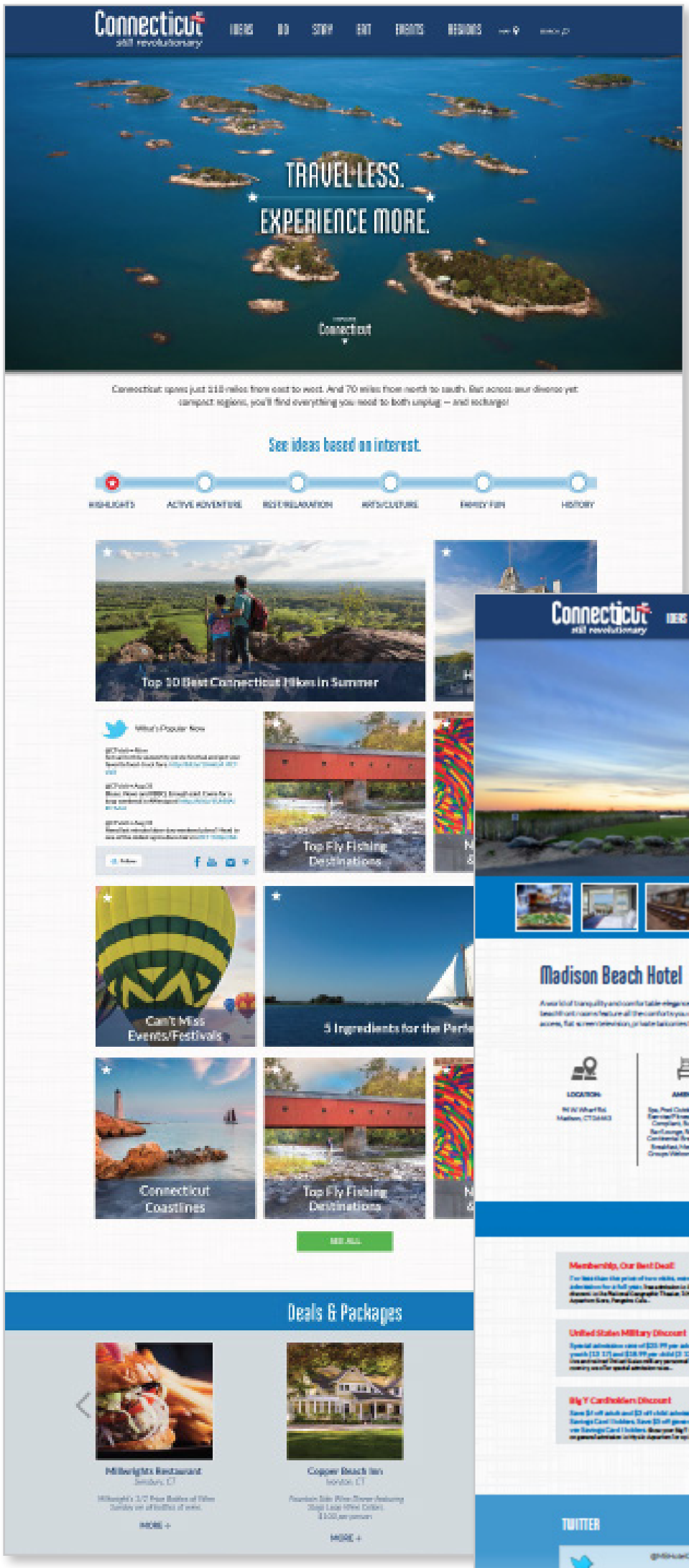
★ **Experience**
You can also help drive where you deal shows up on the site by checking off the appropriate "experience(s)" that it's applicable for. Please note, you can check off up to two different experiences.

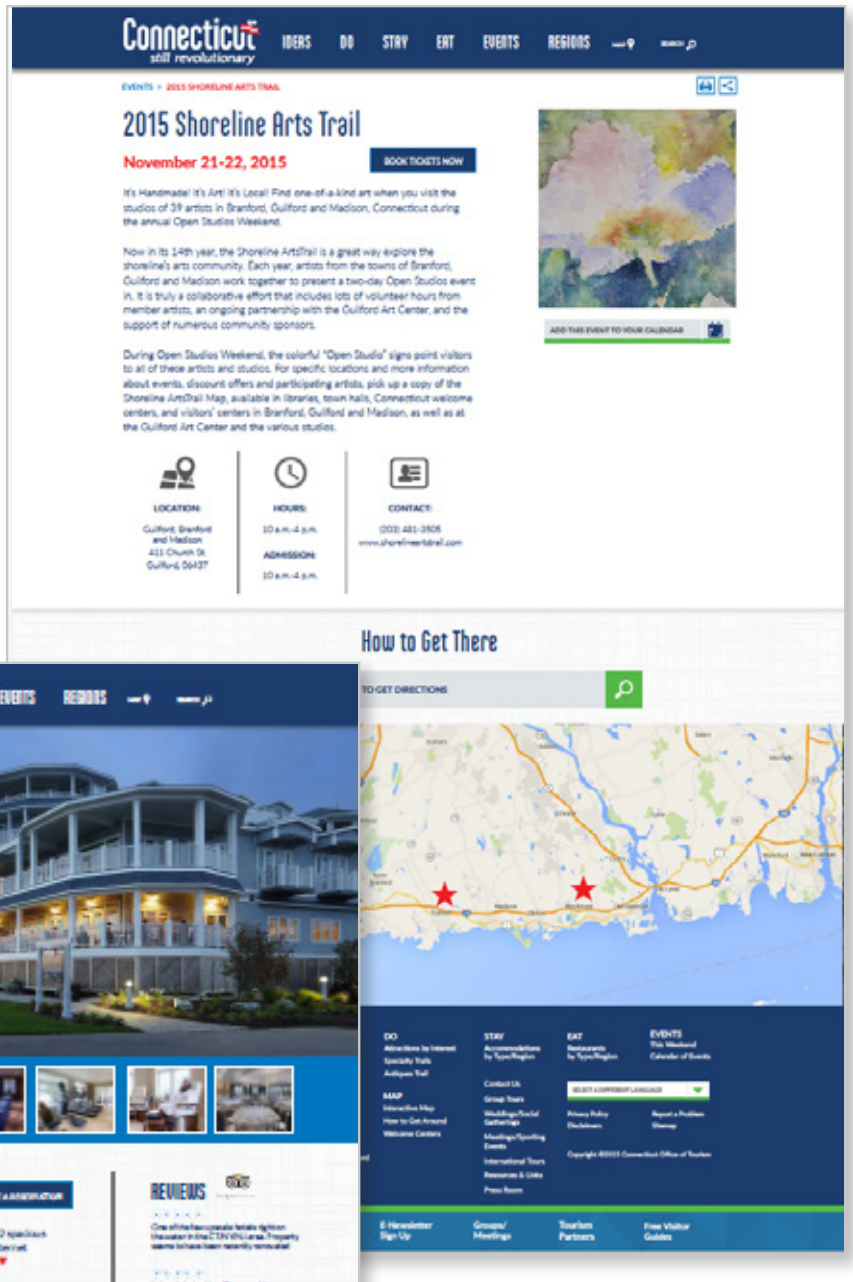
★ Save

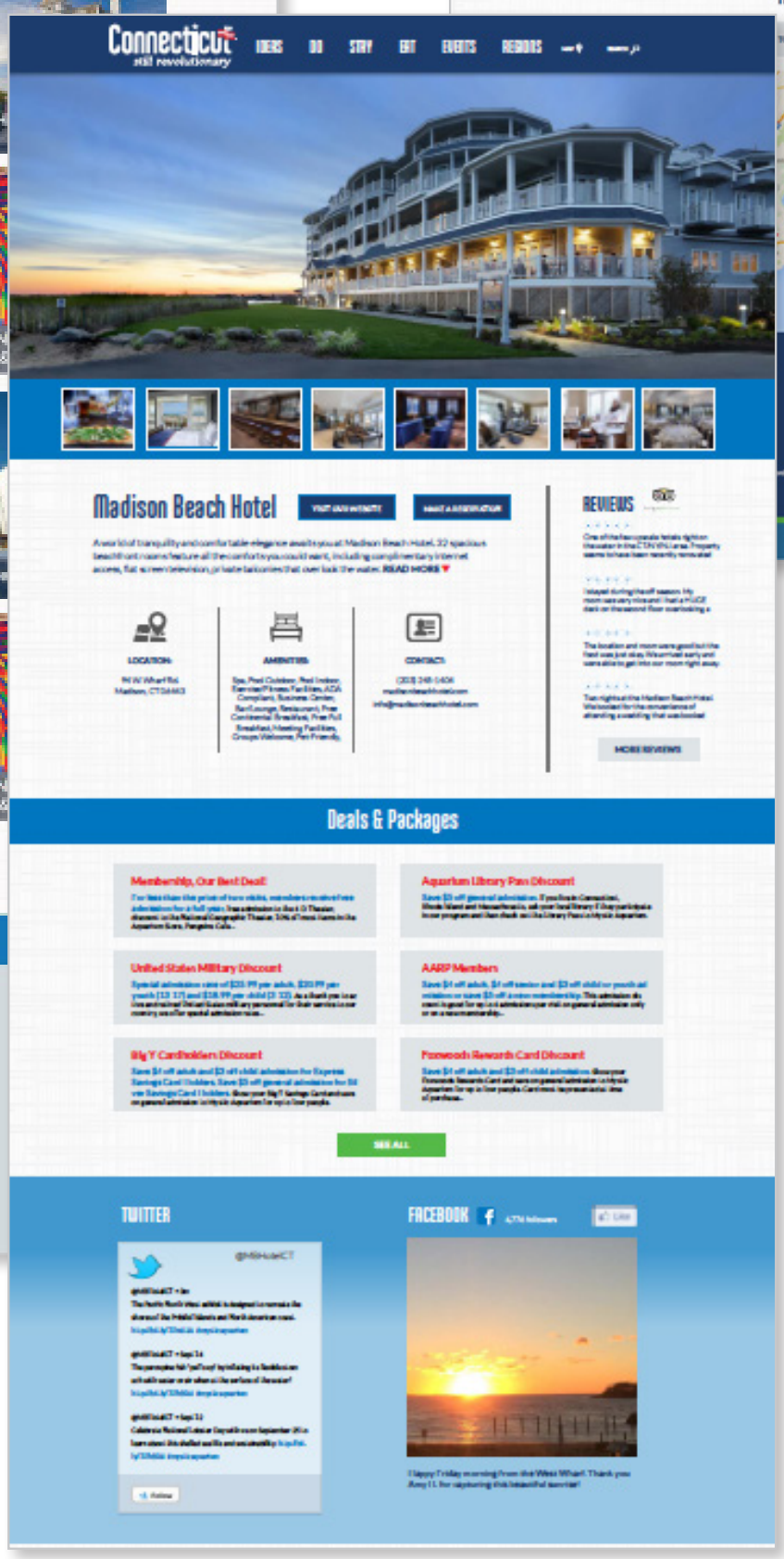
Connecticut Tourism Business Partners

PARTNER HELP SCREENS

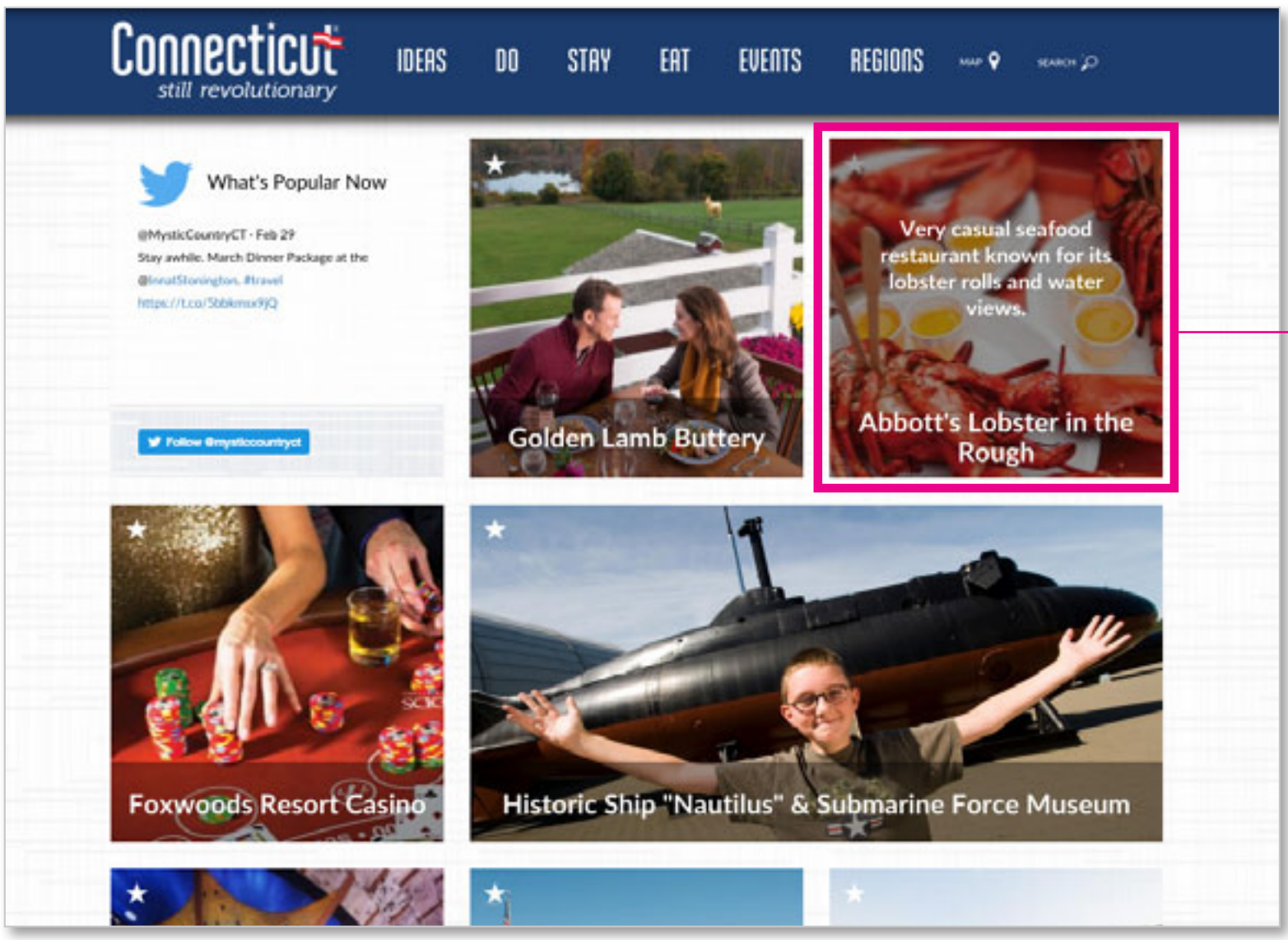
ADDITIONAL SUPPORT SCREENS FOR THE CMS







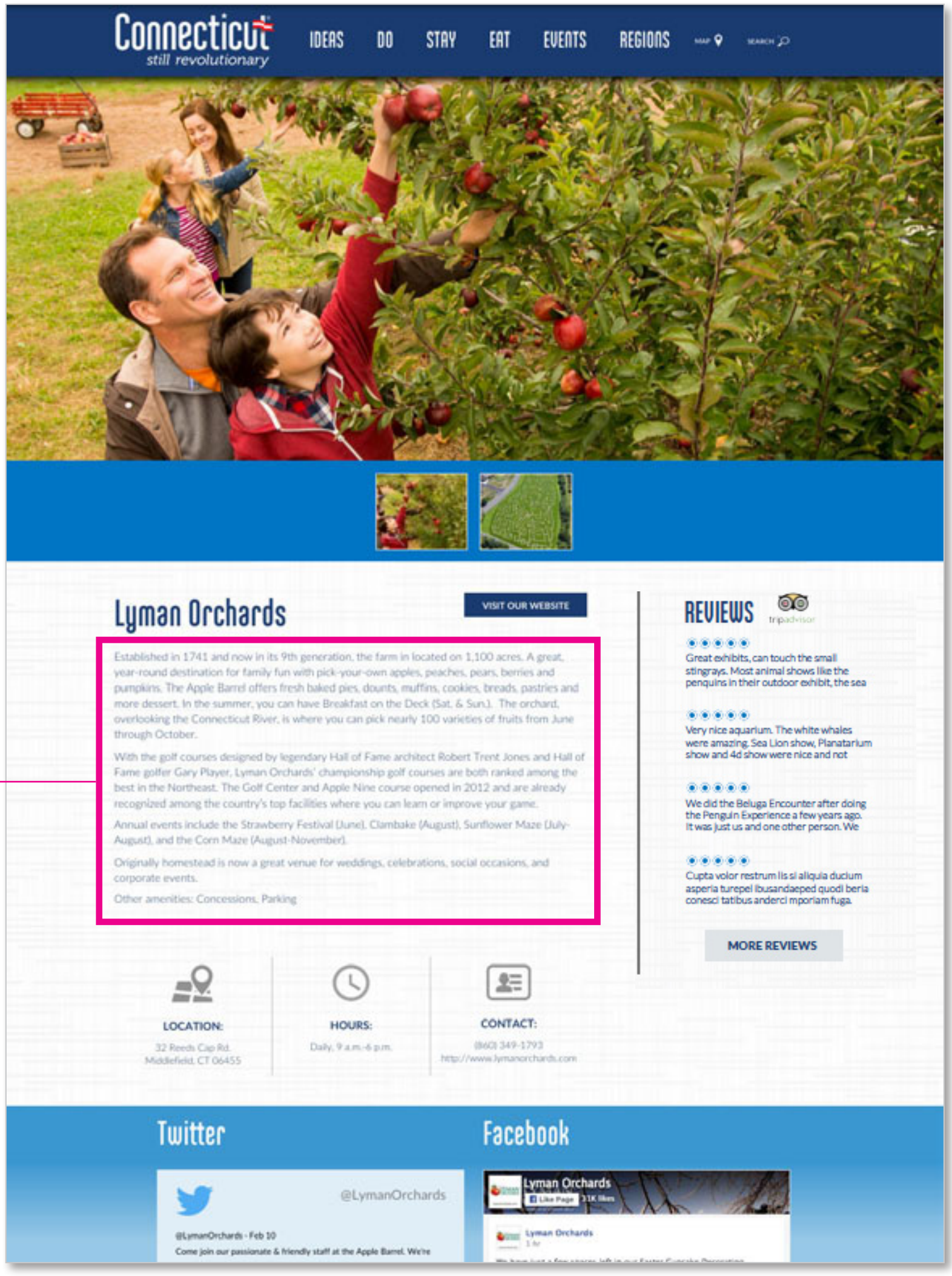
Throughout the CTvisit.com site experience, your listing may show up in a variety of places. We want to help you maximize your visibility and help best sell your destination. To aid with that, *we're providing visitors will short descriptions that will appear as rollovers throughout the site, as well as providing quick lead in's to your listing page.* Please see the examples below of how your short descriptions will display on the site.



Example above shows how your short description will be presented to users in our "grid" format.

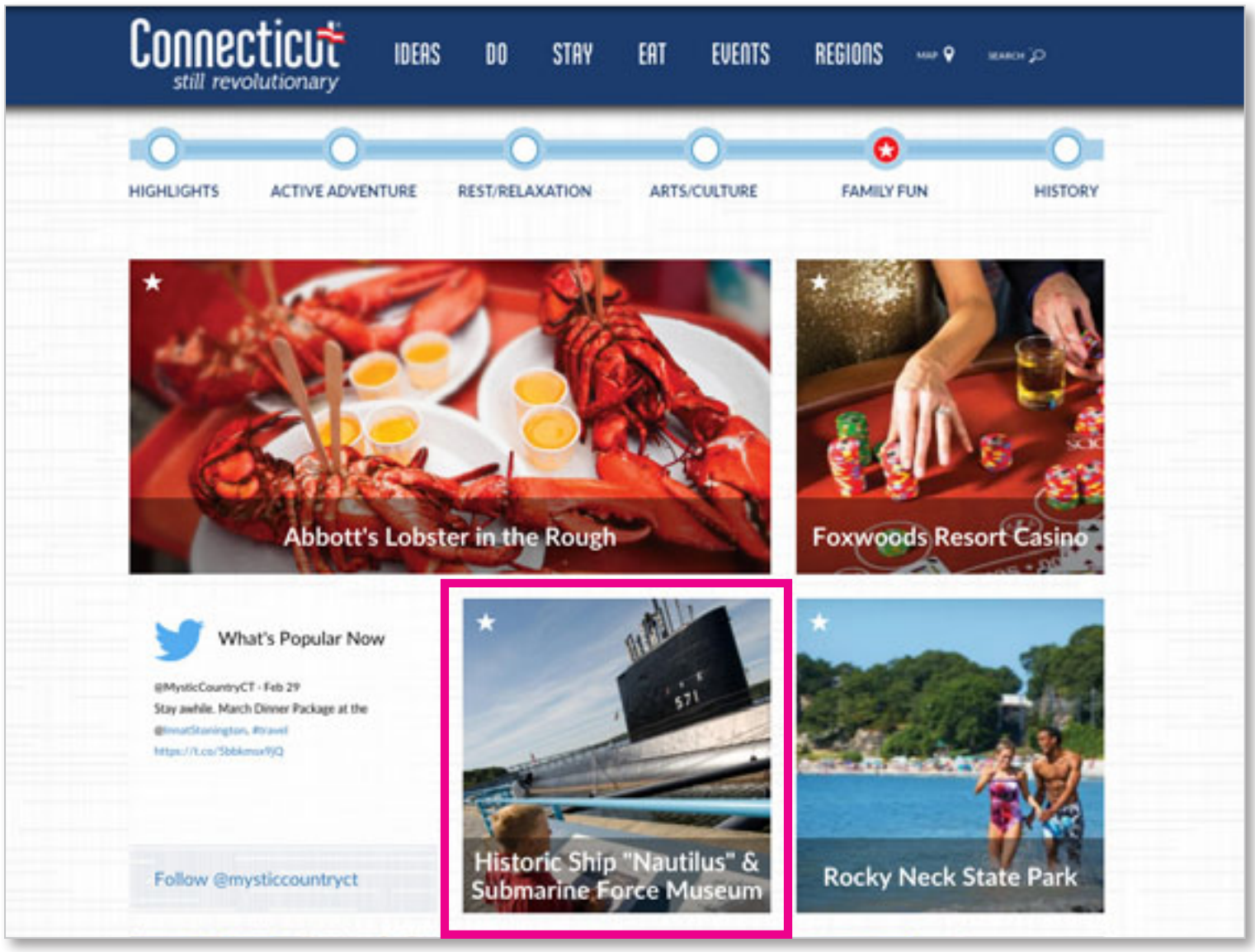
Example above shows how your short description will be presented to on your listing page before the user clicks "READ MORE" button to reveal your full description of your property.

Your complimentary listing page provides visitors with tons of information about your destination. In addition to presenting your listing visually with large imagery, your events, and social integration if you chose), *it also provides visitors with an overview of your establishment. Leverage the information below to fill out your long description with as much appeal as possible.*



Example above shows how your long description will be presented to on your listing page. Ideally this description should be a paragraph to two paragraphs, max. It should provide an executive overview about your attraction, restaurant or hotel and aim to drive visitors over to your site directly to book or learn more via the buttons at the top – Book Now or Learn More.

Great photography is at the heart and soul of the new CTvisit.com. We want to help you present your establishment in the best way possible. And because we'll be displaying you in a variety of ways, we're asking your help in *providing at least two different sized hero images (they could be the same photo or could be different) to maximize your listing.* One is a square and the other is a more horizontal-style photo.

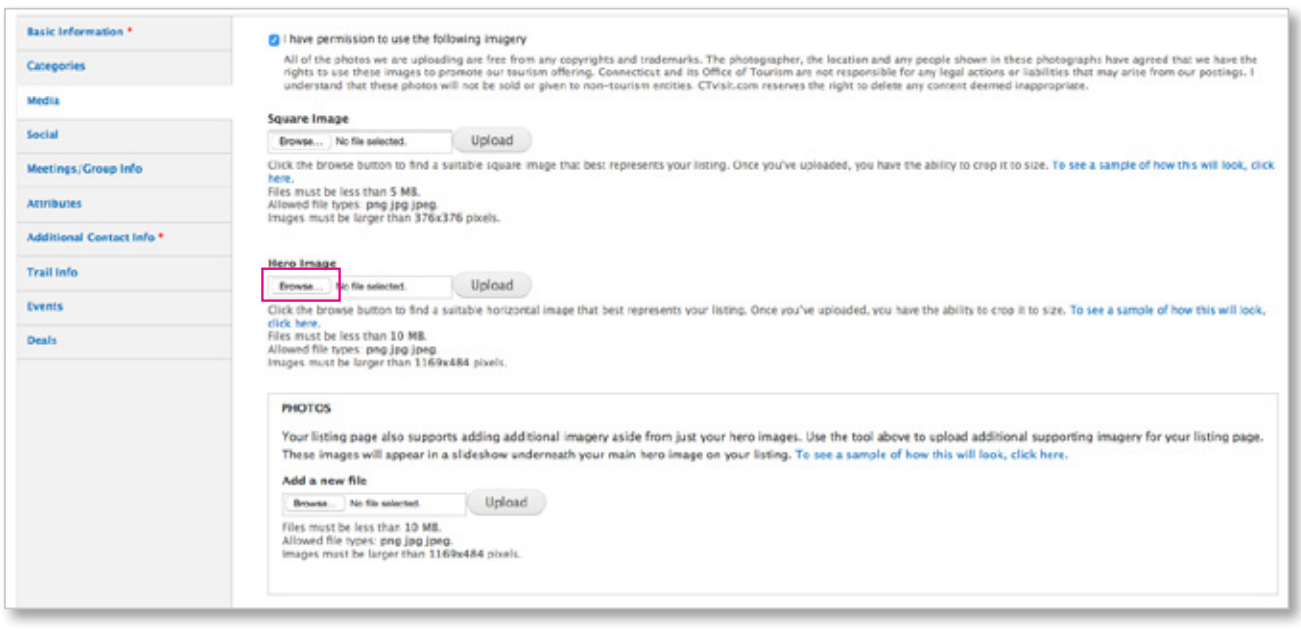


Example above shows how we will leverage your square-up photo. Simply upload a file and we'll help you size and crop it.

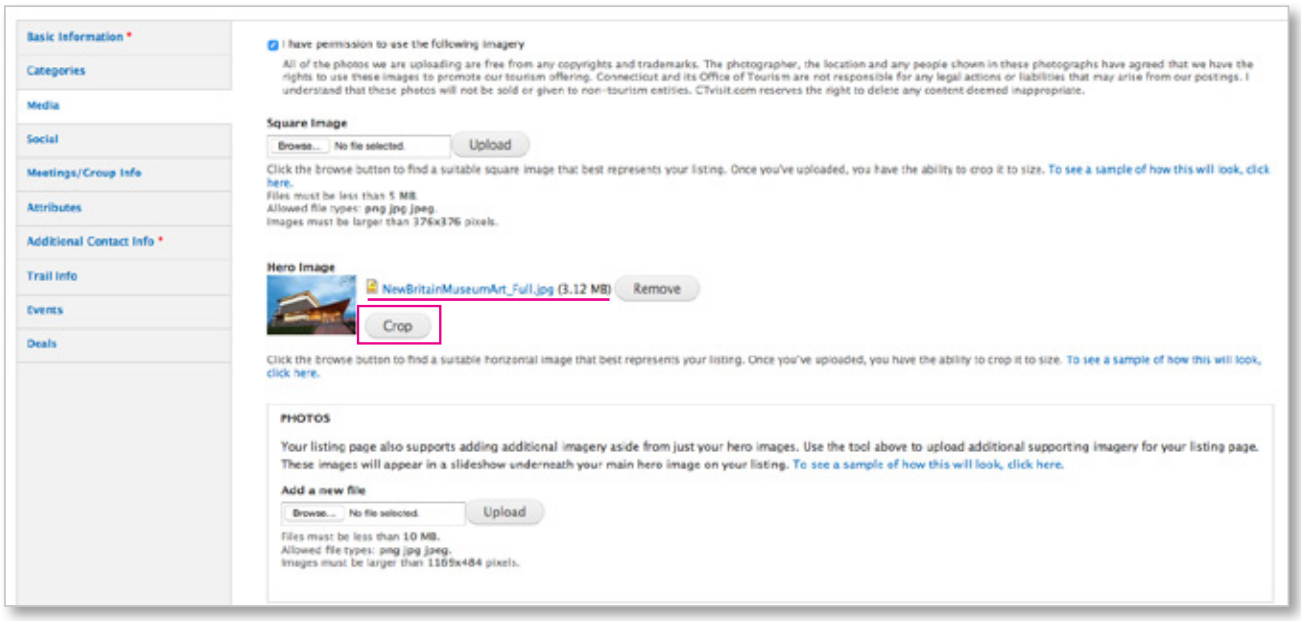
Example above shows how we will leverage your hero-horizontal photo. Simply upload a file and we'll help you size and crop it. Note: It will need to be the best quality you can find – ideally 1200 pxls wide.

Image Uploading to your listing page

When you first go to upload new imagery for your listing you must first check off and acknowledge that you have rights to use the photo you're uploading.
Once you've checked the box, you may continue.

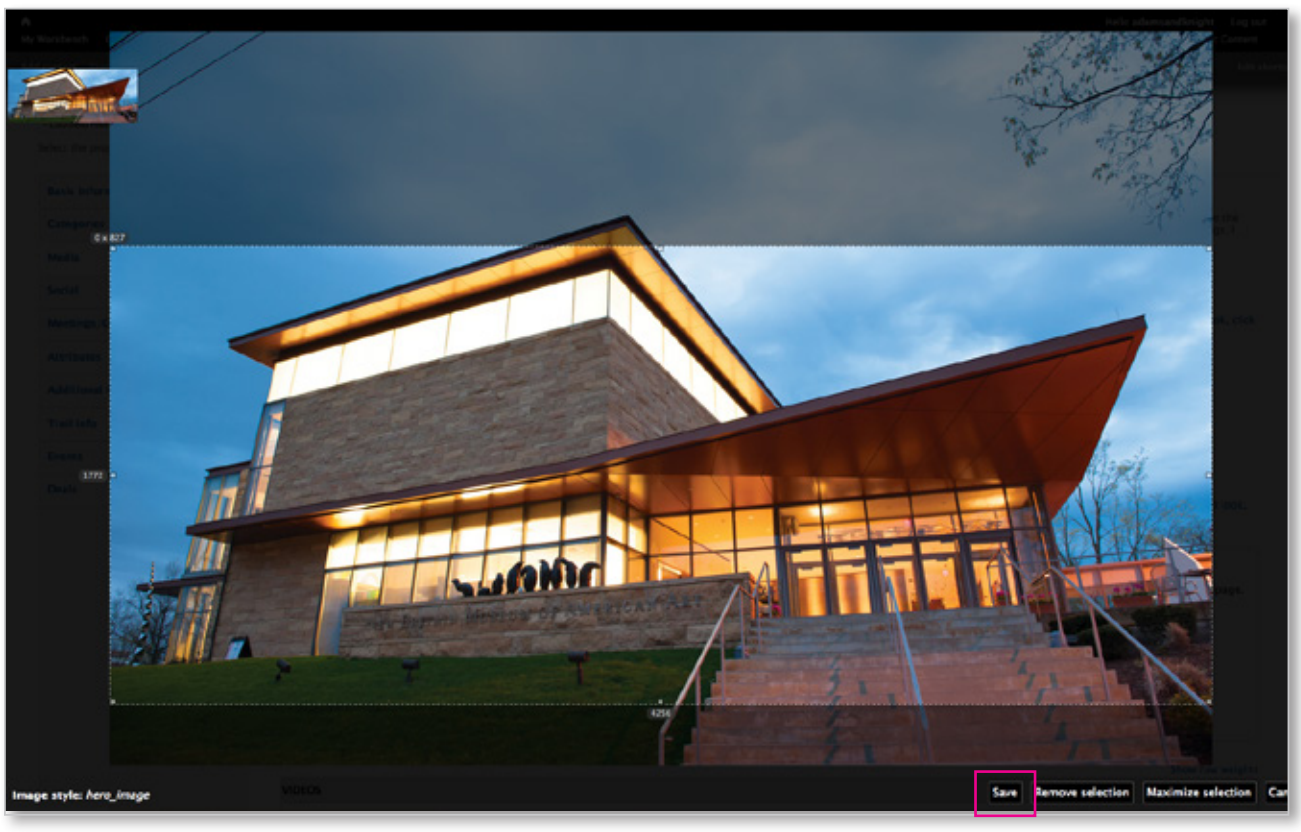


Click the "Browse" button to find your photo. It will create a pop up screen and ask you to navigate to the appropriate image on your computer. Once you've found it, click on the "Upload" button.



Once you've successfully uploaded the photo, you should see a small thumbnail of the photo along with the file name. In order to best represent the photo, you also have the ability to "Crop" the photo to exactly how you'd like it to appear.

Click the "Crop" button to begin.

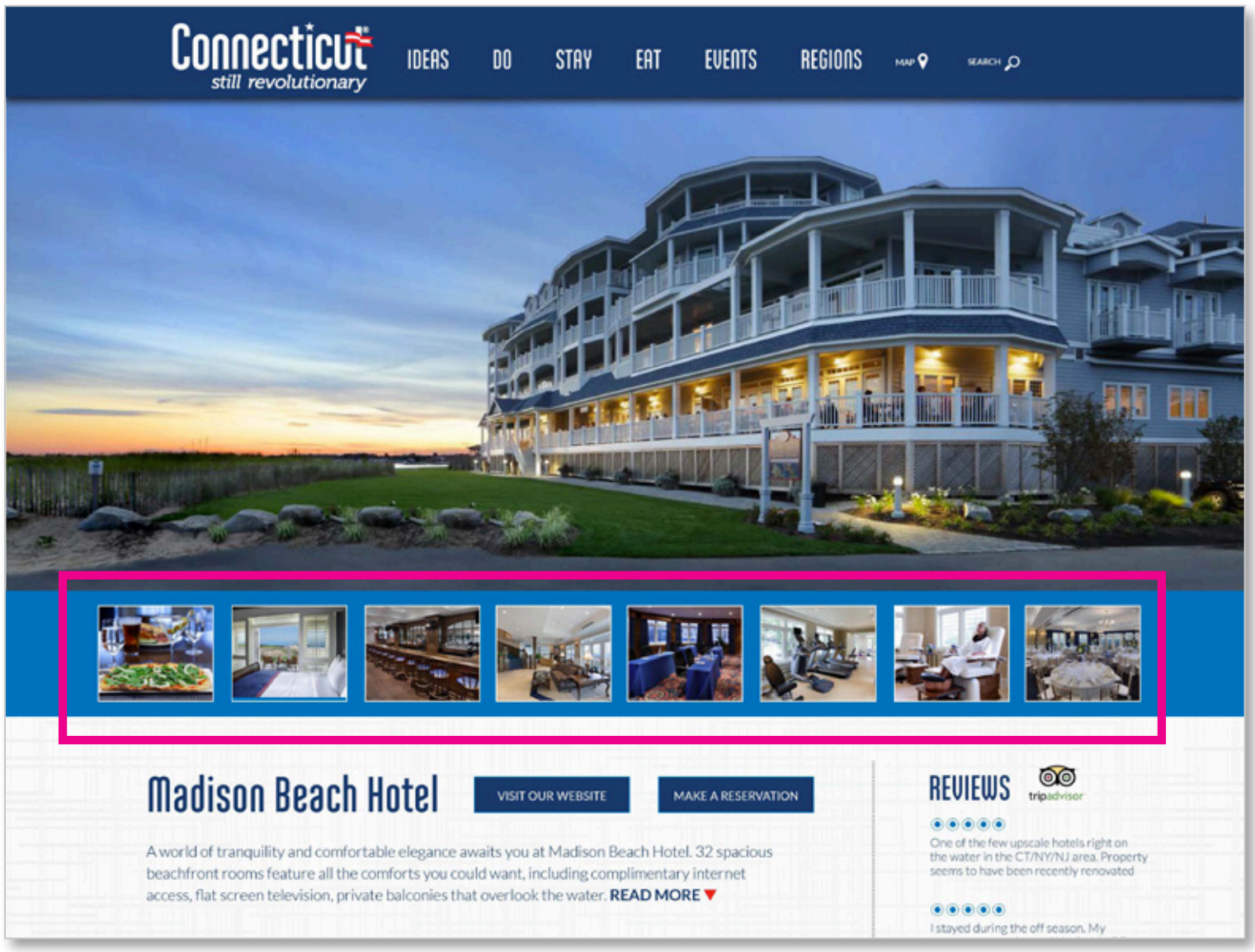


Next you will be shown your image. Click and drag into the image and you will be presented with a bounding box allowing you to move the selection anywhere you want within the photo to crop to.

After you're happy with your crop selection, simply click on the "Save" button in the bottom right and you are all set!

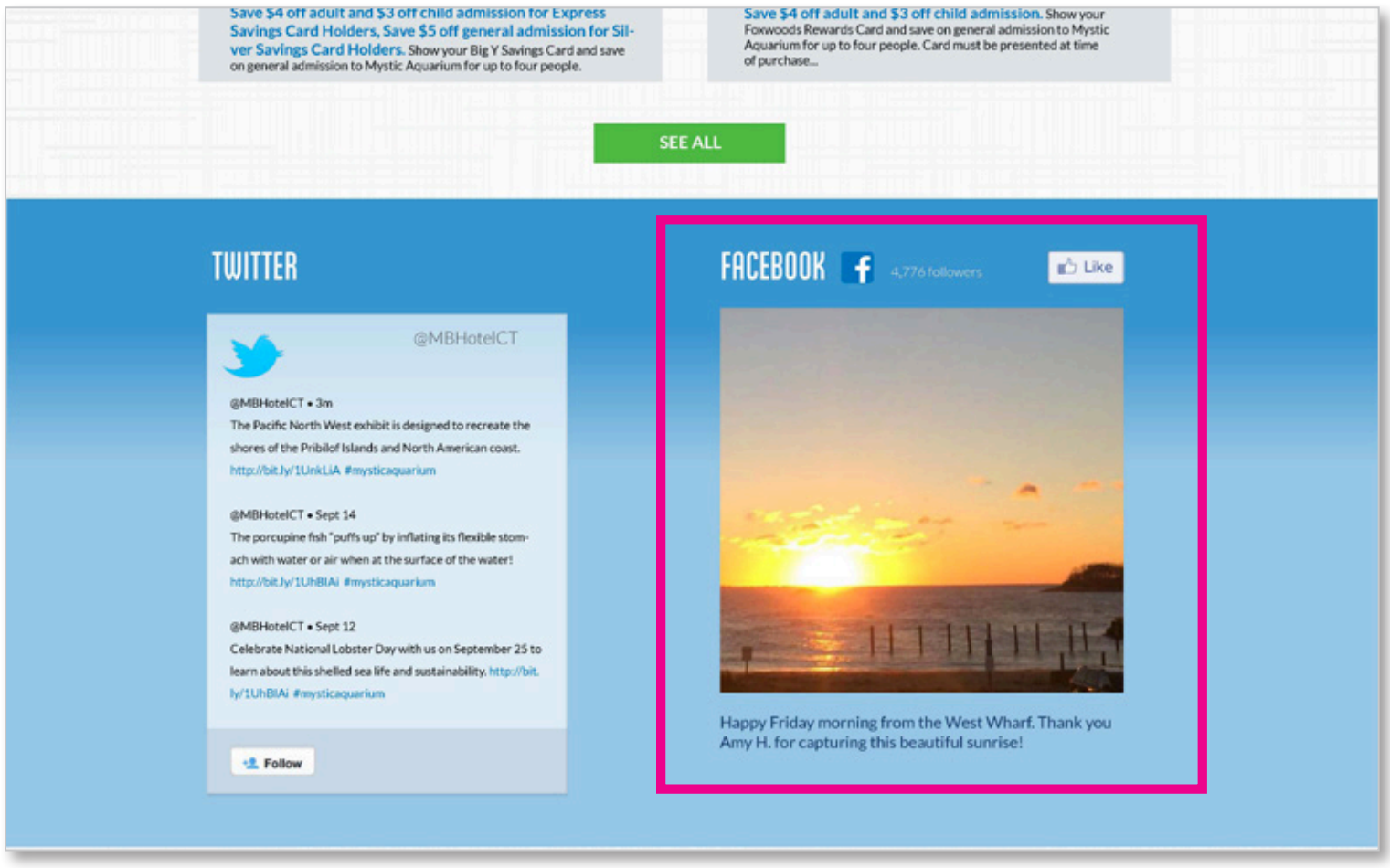
This area of your listing page is designed to allow your visuals to speak for you. In addition to your hero images that you may have just uploaded, the image carousel (located directly below your hero image) allows you to *upload additional imagery if you have it, and also acts as a container for bringing in some of your social media feeds – like Instagram and YouTube.*

When a user clicks on the carousel images, a slideshow will appear that allows them to browse through all of your photos. *We'll get into how to bring in your social media on the next tab.*

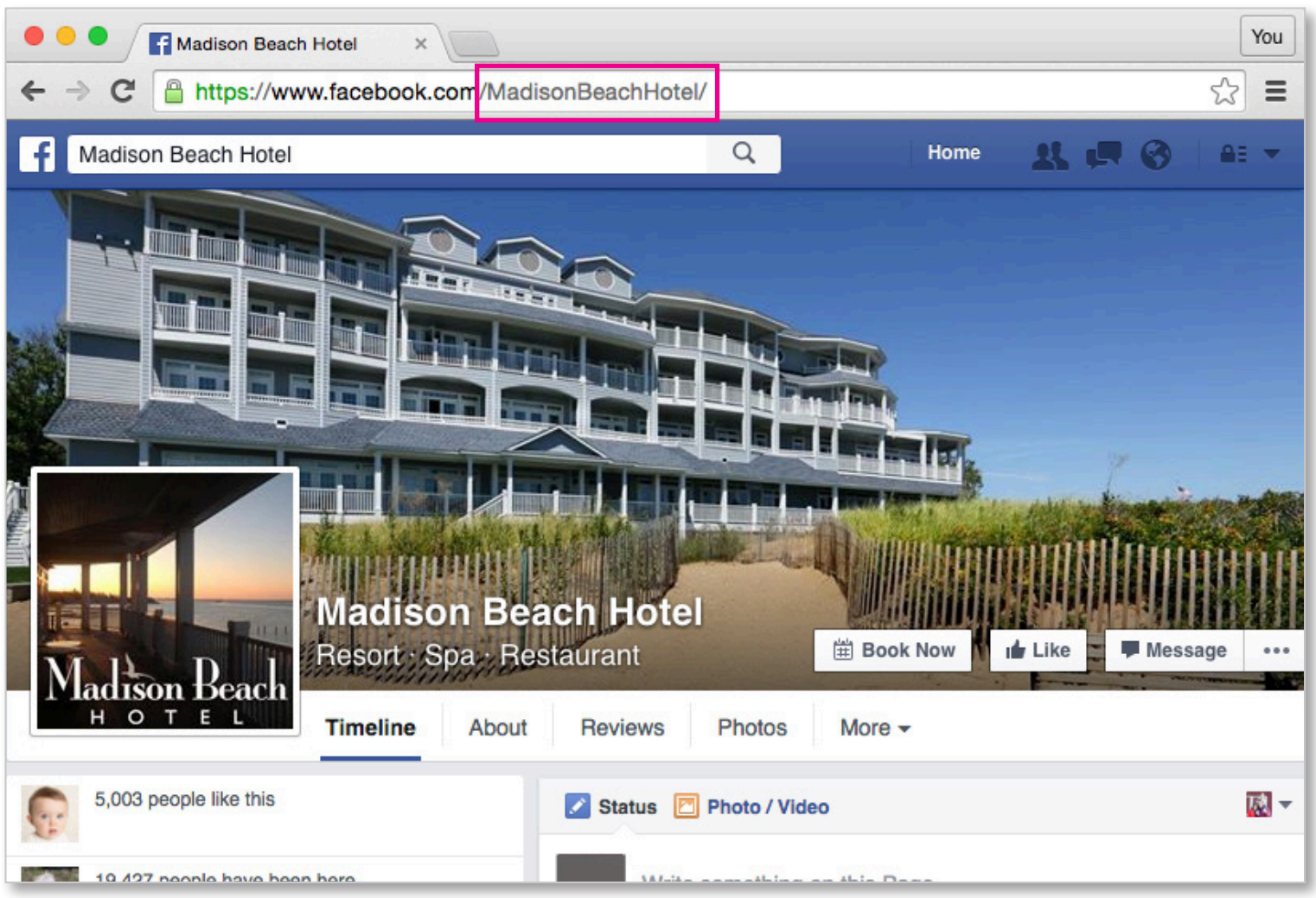


Example above shows an image carousel containing additional uploaded imagery as well as integration of your Instagram and YouTube videos (if you choose to leverage it). If not, the carousel simply won't appear on your listing page.

One of the additional features offered to any listing, is the ability to integrate your Facebook account directly into your listing page. By simply copy/pasting your Facebook ID, you can seamlessly have all of your latest social media posts brought directly into your page.



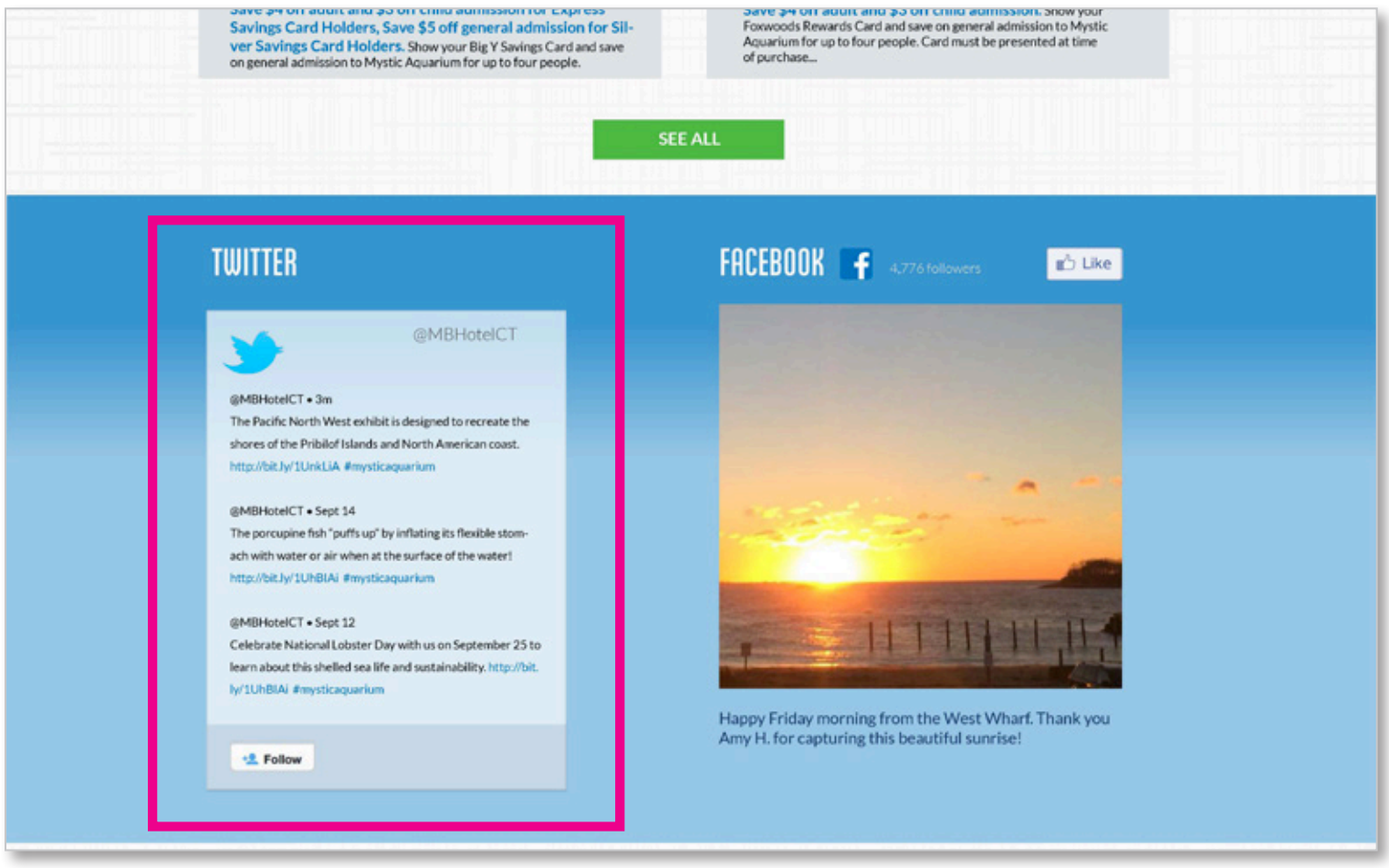
Example above shows how your Facebook posts can be pulled directly into your listing page (as an optional feature). Outlined below are the steps to make that happen.



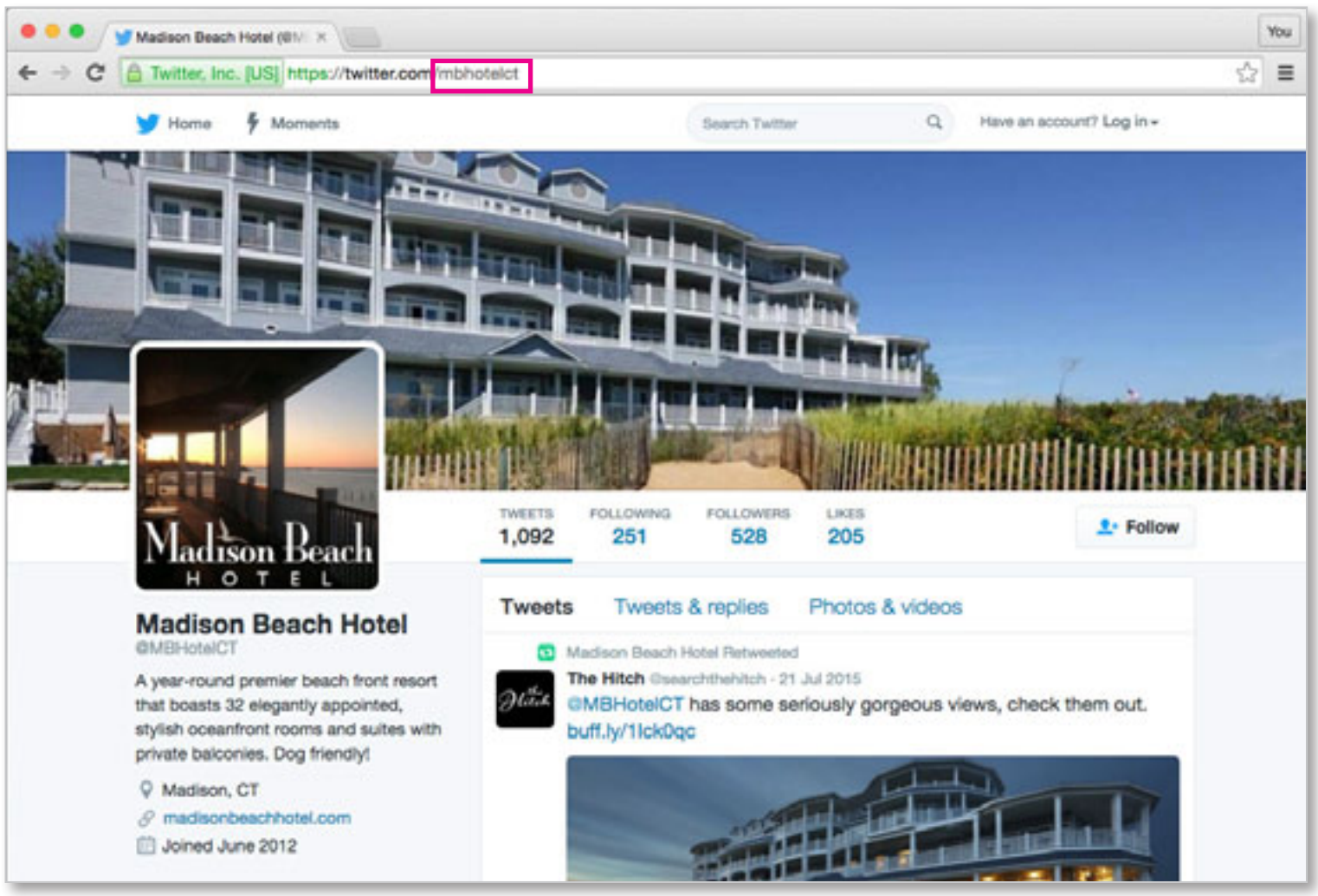
1. *Go to your public-facing profile page on Facebook*
2. *In your address bar (highlighted above) you'll see the unique URL that identifies your page*
3. *Simply copy and paste EVERYTHING that comes after the www.facebook.com/*

In the example above, you would copy "**MadisonBeachHotel/**" and then paste it into the Facebook field within the content management tool.

One of the additional features offered to any listing, is the ability to integrate your Twitter account directly into your listing page. By simply copy/pasting your Twitter handle, you can seamlessly have all of your latest tweets brought directly into your page.



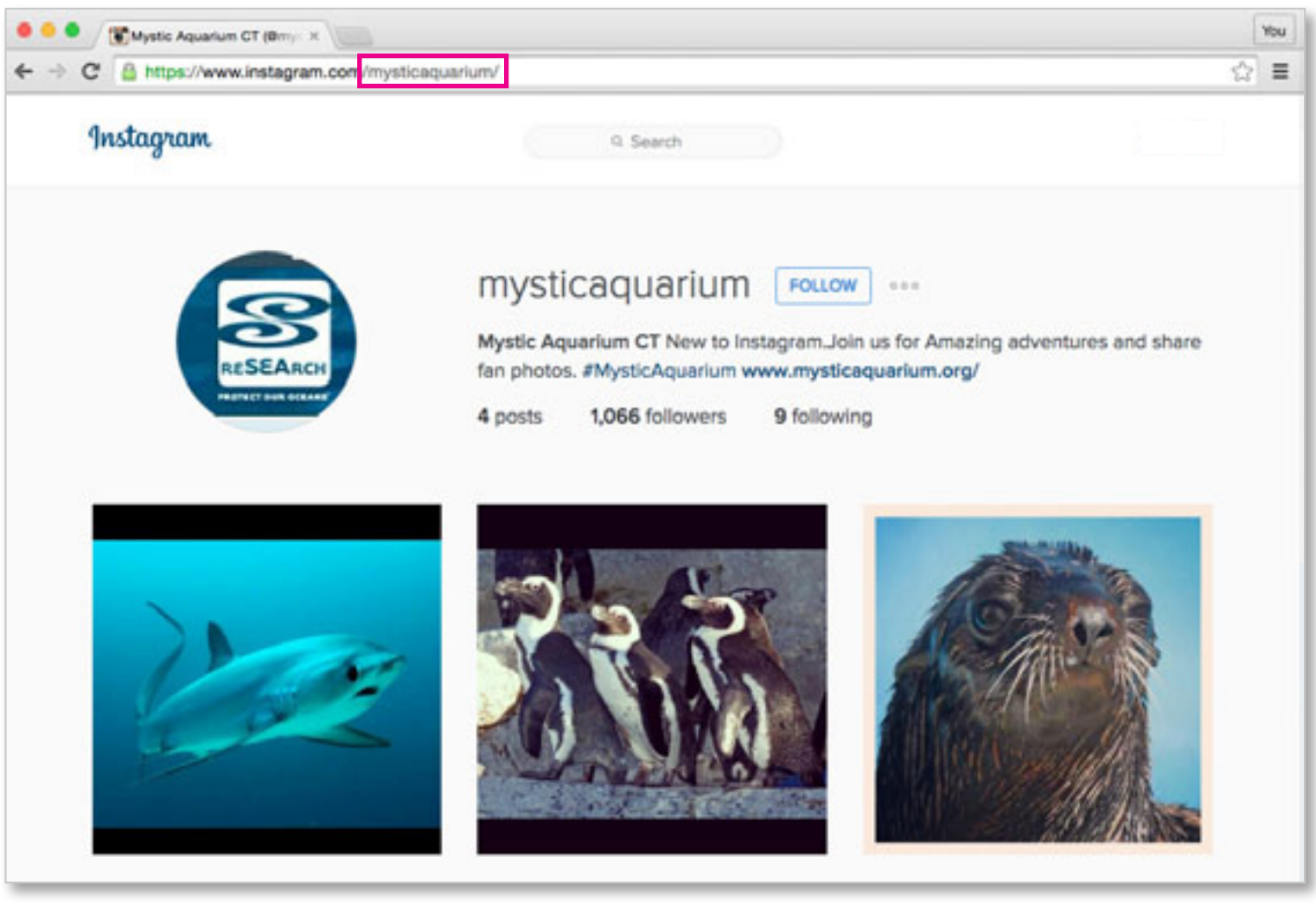
Example above shows how your Twitter feed can be pulled directly into your listing page (as an optional feature). Outlined below are the steps to make that happen.



1. *Go to your public-facing profile page on Twitter*
2. *In your address bar (highlighted above) you'll see the unique URL that identifies your page (aka, your "handle")*
3. *Simply copy and paste EVERYTHING that comes after the www.twitter.com/*

In the example above, you would copy "**mbhotelct**' and then paste it into the Twitter field within the content management tool.

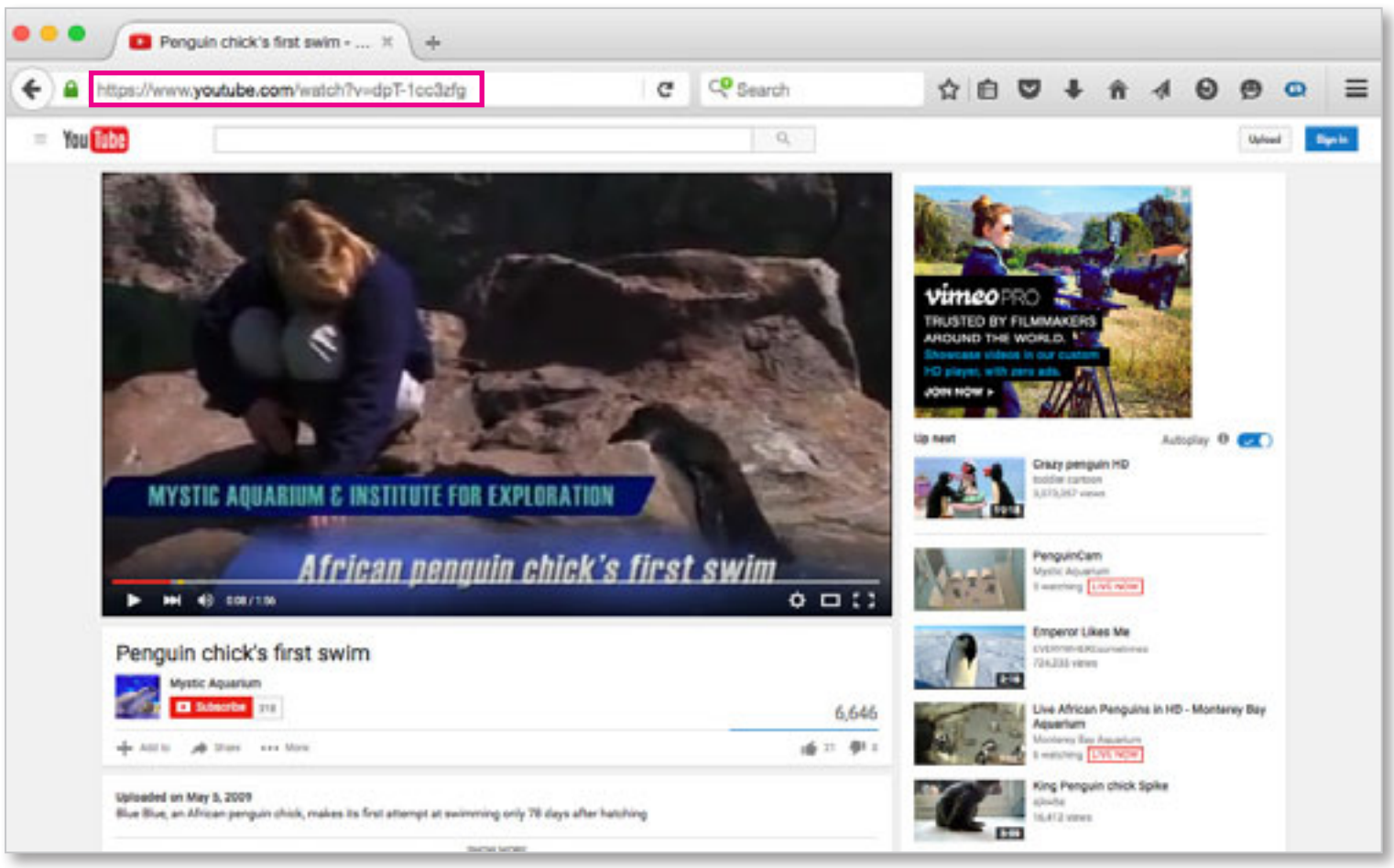
One of the additional features offered to any listing, is the ability to integrate your latest photos from your Instagram account directly into your listing page. By simply copy/pasting your Instagram URL, you can seamlessly have your latest photos brought directly into your page (within your image carousel).



1. *Go to your public-facing profile page on Instagram*
2. *In your address bar (highlighted above) you'll see the unique URL that identifies your page*
3. *Simply copy and paste EVERYTHING that comes after the www.instagram.com/*

In the example above, you would copy "**mysticaquarium**' and then paste it into the Instagram field within the content management tool. Once you've done this, your latest six (6) images will populate into your carousel and will continually update as you post new things!

One of the additional features offered to any listing, is the ability to populate your image carousel with your hand picked videos that you've uploaded to YouTube. By simply copy/pasting the URL of the video you'd like to add, you can seamlessly add fresh video content directly into your listing page.

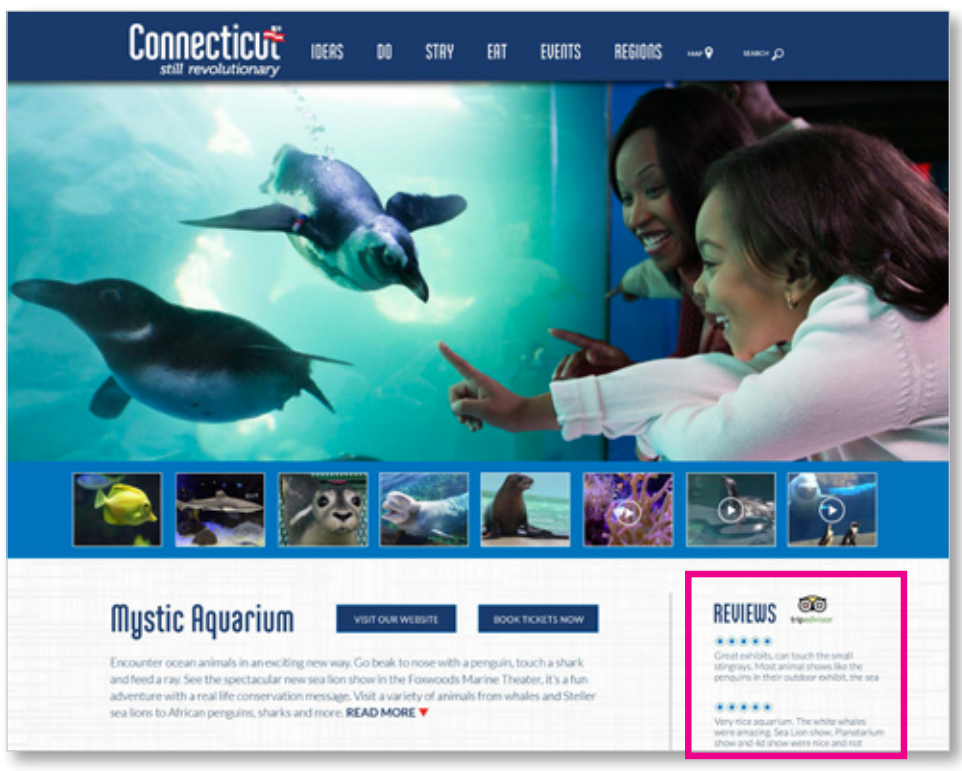


1. *Navigate to the video you'd like to share on YouTube*
2. *In your address bar (highlighted above) you'll see the unique URL that identifies your page/video*
3. *Simply copy and paste that entire URL into the CMS field labeled "Video URL"*

In the example above, you would copy "**https://www.youtube.com/watch?v=dpT-1cc3zfg**' and then paste it into the Video URL field within the content management tool. Once you've done this, your video will be added to your image/ video carousel.

One of the additional features offered to any listing, is the ability to integrate *TripAdvisor reviews directly into your listing page*. Please note that depending on what type of photography you are using for your listing page – either a square up (below, left) or a hero-horizontal (below, right) you will need to bring in a different widget from TripAdvisor. We'll outline all of the details on that below.

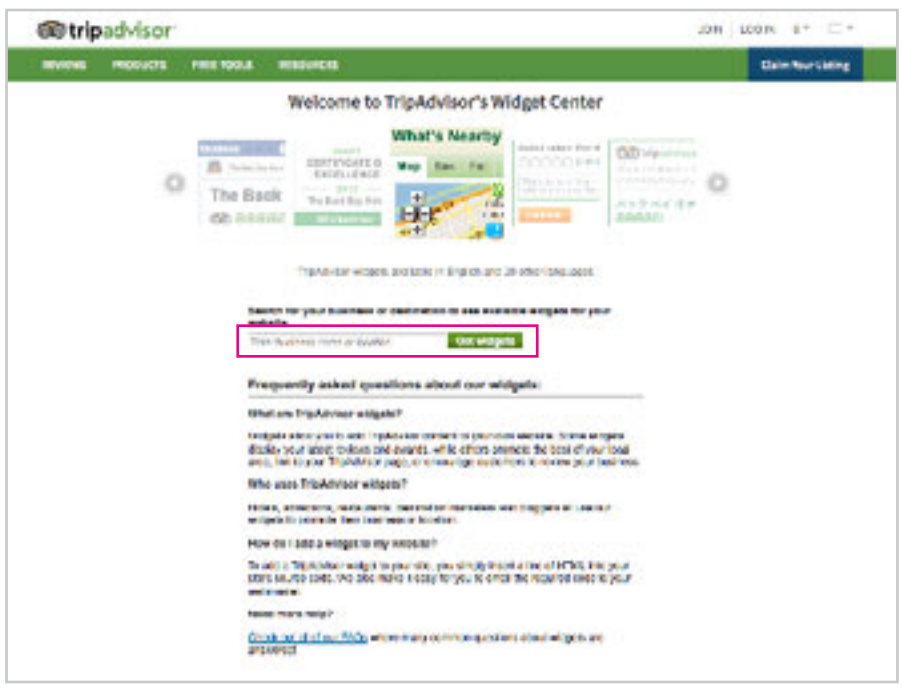
Example of listing with Square-Up image



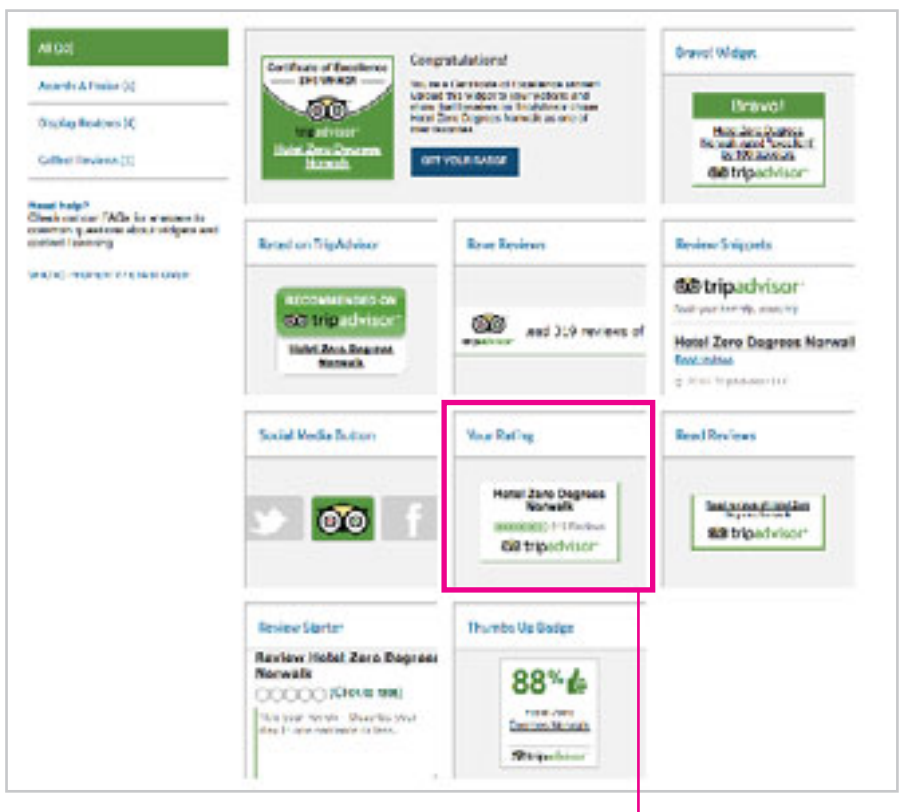
Example of listing with Hero-Horizontal image

How to get your TripAdvisor widget for this style

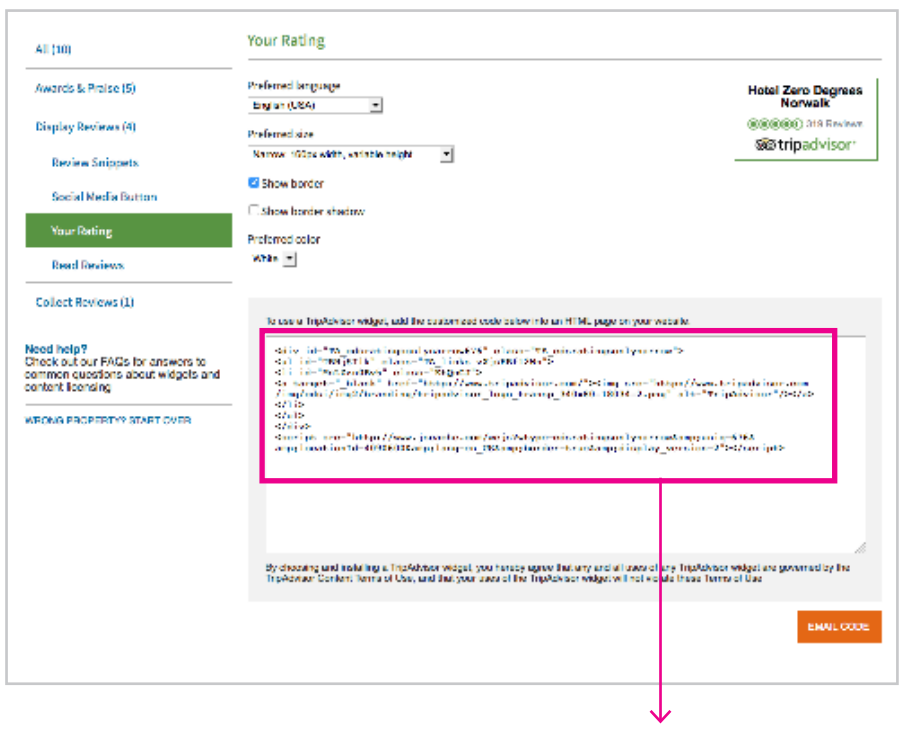
1. Open up a new tab/window in your web browser and go to **http://www.tripadvisor.com/Widgets**



2. Start typing in the name of your property into the "**Enter business name or location**" field. Once you've found it, simply click on the Get Widgets button.



3. Select the "**Your Rating**" widget.

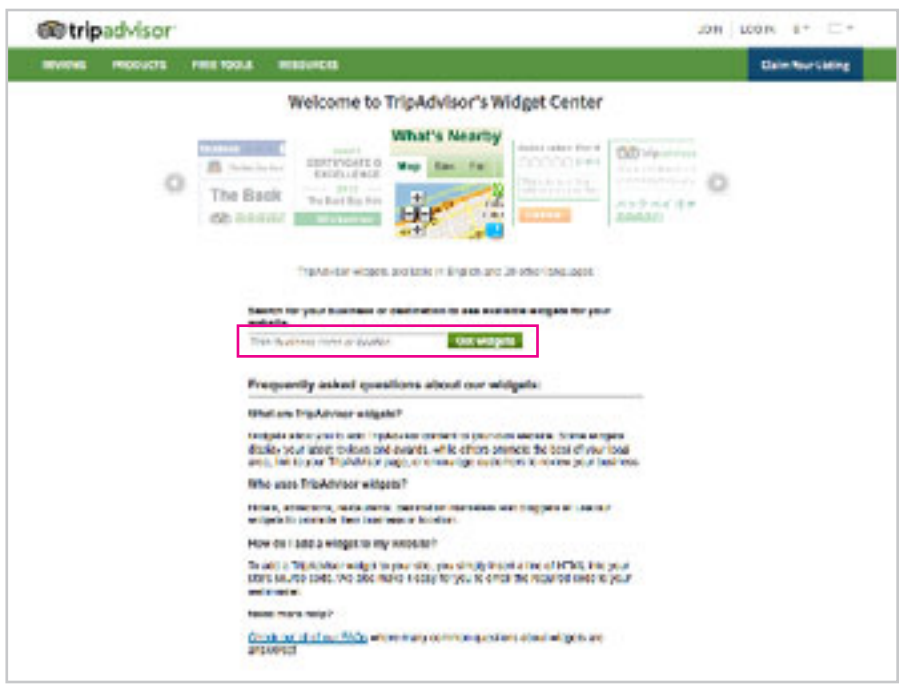


4. **Copy the HTML widget code** from the box and then paste it back into the CMS field for TripAdvisor (shown below) in your original window/tab.

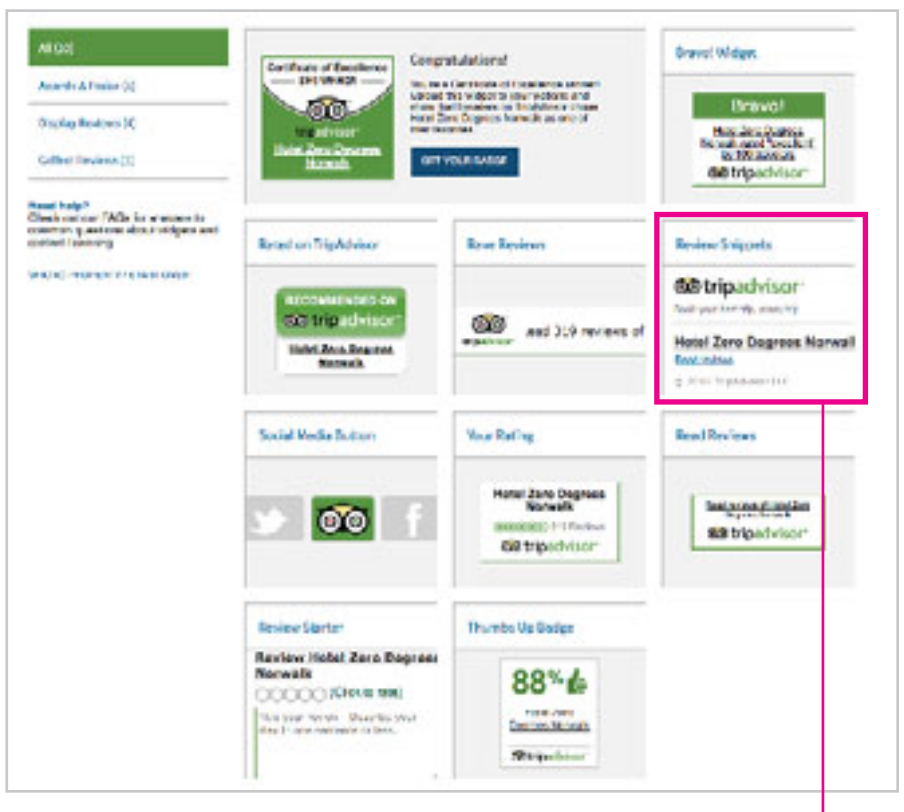
5. **Save.**

How to get your TripAdvisor widget for this style

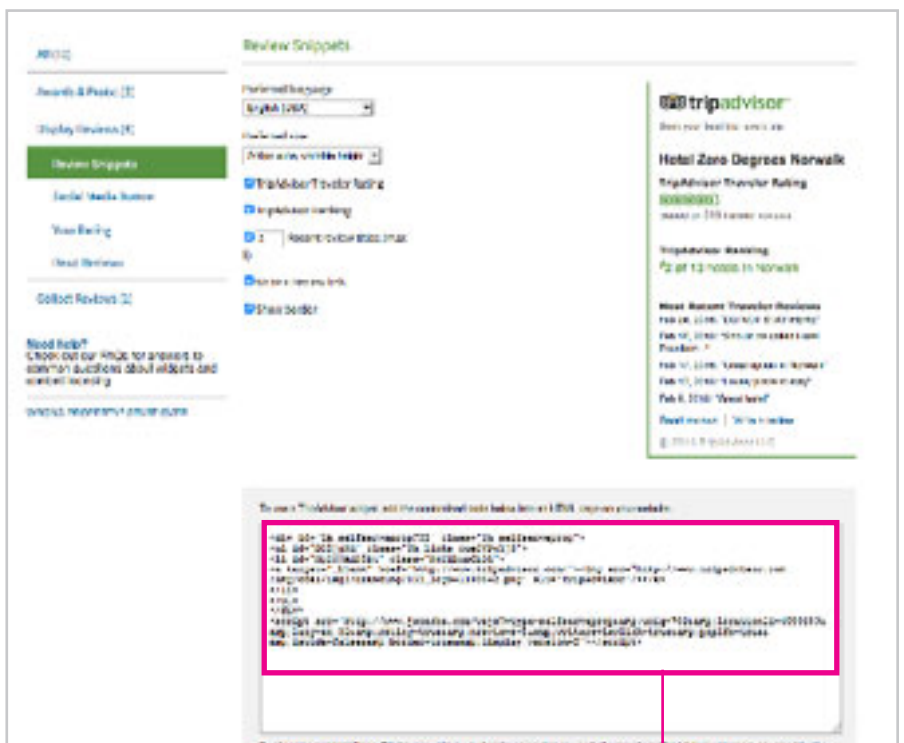
1. Open up a new tab/window in your web browser and go to **http://www.tripadvisor.com/Widgets**



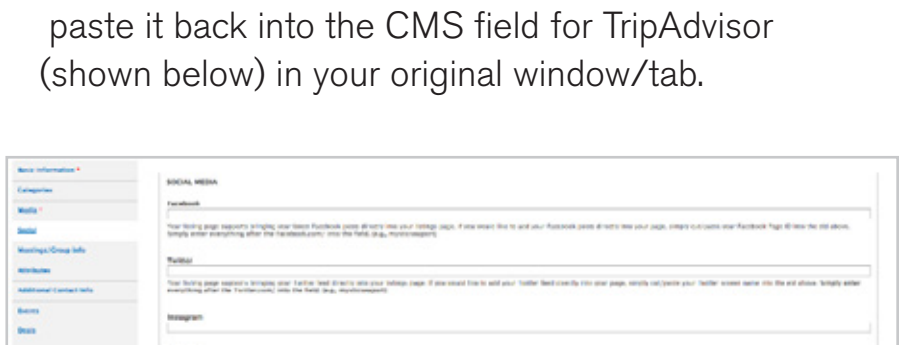
2. Start typing in the name of your property into the "**Enter business name or location**" field. Once you've found it, simply click on the Get Widgets button.



3. Select the "**Review Snippets**" widget.



4. **Copy the HTML widget code** from the box and then paste it back into the CMS field for TripAdvisor (shown below) in your original window/tab.



5. **Save.**