



THE DC BUSINESS LOGIN

HANDY TIPS & DON'T FORGETS
FOR BUSINESS ADMINS

BROUGHT TO YOU BY

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WWW.DESTINATIONCORE.COM

For details on how to login, submit website content and for an explanation of what the DC Business Login does please refer to the DC Business – User Guide for Business Admins document.

This document provides a reference guide how Business Admins can get the most from their DC Business Login account.

Let's get started.

GENERAL TIPS

GENERAL TIP 1 – BOOKMARK THE LOGIN URL

The web address to login to the DC Business Login is different for each destination website.

You can access the login page for your destination website by adding **/destinationcore** to the end of the website address. (EXAMPLE: if the website address is **https://yourtown.com** the login screen for this website would be **https://yourtown.com/destinationcore**)

If you are regularly submitting content to the website we recommend that you bookmark the web address in your browser.

If you use Google Chrome you can do this by clicking the star icon in the address bar in the browser. ([or use this online guide](#)).

If you use Safari you can do this by clicking Bookmarks in the menu and 'add bookmark' or 'holding command D' when the page is open ([Windows user guide](#) | [Mac users guide](#)).

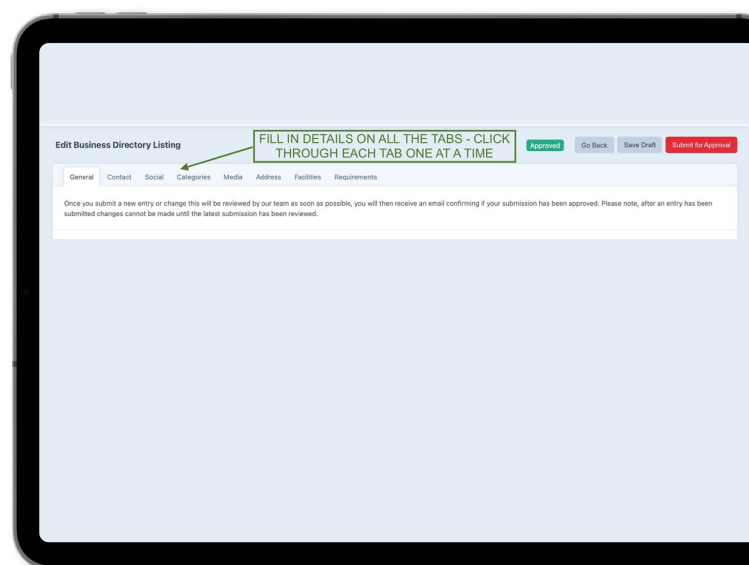
If you're using a different browser you can find helpful guides on how to create bookmarks online – simply perform an online search for 'how to create a bookmark in my browser'.

Creating a bookmark in your browser will provide you with a shortcut to the login screen and save you having to remember the web address.

GENERAL TIP 2 – FILL IN ALL THE DETAILS ON ALL THE TABS

When you are making an update to your business listing – or adding an event or an offer – if you fill in all the details on each of the tabs it will have three positive effects:

1. It will provide users on the frontend of the website with all the information they might require, thereby offering a better user experience
2. The business listing, event or offer will look nicer on the front end of the website, again creating a better user experience
3. There will be more data for Google and Bing to search, thereby having a positive effect on search ranking performance



GENERAL TIP 3 – USING CATEGORIES

There is a 'relations' tab in business listings, events and offers. This is where you can assign categories to your submissions.

It would be easy to think that the more categories you add the more visibility your submission will have on the site. But adding categories that are not relevant to your submission is a big mistake. There are two reasons why you should only add categories that are 100% relevant to your submission:

1. If you appear in a category that is not relevant to your business, event or offer this will cause confusion for the end user. They will lose confidence in their experience on the website and likely start looking elsewhere for more relevant content. The website should help convert online users into physical users, not turn them away.
2. Your submission will be rejected by the Website Admin who reviews your submission, and you'll have to go through the process again.

There are potentially lots of different category groups to choose from. Categories are a way of grouping content on the frontend of the website to help users find the content they are looking for.

All categories are pre-set by Website Admins who have the ability to create, edit and delete categories. You will only be able to select categories created by Website Admins – they will have carefully selected categories which have high search engine traffic and provide the optimal user experience on the website.

WHAT ARE BUSINESS CATEGORIES?

All businesses are grouped into business categories and sub-categories. For example an Italian restaurant would be in the Food & Drink category, and then in the Italian sub-category. If relevant, a business can appear in multiple categories and sub-categories. If the same Italian restaurant also offered takeaway they may also be in the fast food sub-category.

WHAT ARE EVENT CATEGORIES?

There is only one level of event categorisation. Event categories will include things like comedy, live music and art.

WHAT ARE OFFER CATEGORIES?

Depending on the website you may or may not have offer categories available. Offers can be broken up into categories such as food & drink, shopping & retail and sports.

WHAT ARE GLOBAL CATEGORIES?

Global Categories group content together from across all the sections of the website into thematic interests. For example, there may be a family friendly global category.

This will contain all the businesses, events, offers and other types of content which are deemed to be family friendly. This means that any visitor to the website can view all of the family friendly content on a single page on the website. It's a great way to get web users to discover more content that is relevant to them. Your content can be in multiple global categories.

WHAT ARE LOCATION CATEGORIES?

Location categories are very similar to global categories in that they group together content from across the site, but instead of thematic interests they are location based. Meaning that all of the businesses, events, offers and other types of content for a particular location can be viewed by a website visitor on a single page.

Only select the location category that is relevant to your business, offer or event. In some instances, if the location of your business, offer or event sits on a border between two locations it can be in two location categories.

WHAT ARE DISTRICT CATEGORIES?

District categories are not relevant to how the content appears on the frontend of the website. This category is used for reporting purposes only. Select the district council that your business, event or offer is associated to and it will help with reporting.

N.B. 1 – Not all DestinationCore websites will have all of the category groups.
N.B. 2 – Depending on the access levels granted by the Website Admins, Business Admins may not be able to add categories in specific areas.

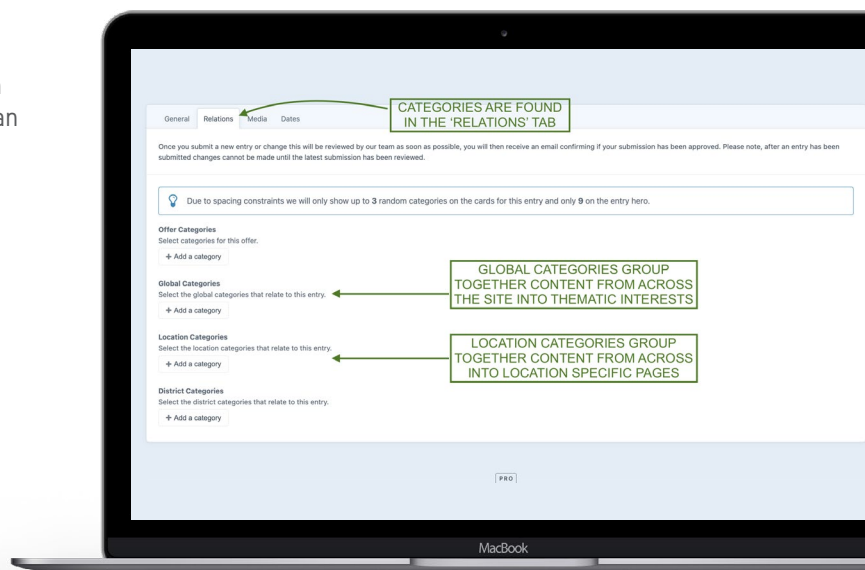


IMAGE TIPS

IMAGE TIP 1 – ENSURE YOUR IMAGES ARE GOOD QUALITY

Your business listing, your event or your offer will always be more attractive to people visiting the website if the images you upload are optimised for the site they are to appear on.

It goes without saying that an image which is originally portrait won't look very good if it needs to fit into a landscape space on the website. When thinking about image proportions the 'image ratio' is most important – i.e. the height relative to the width. When you are logged in to the DC Business Login and adding images there will always be helper text which tells you what the optimum size is. We always use **pixel size** as this is the most accurate way of getting the image proportions just right.

How sharp an image looks is down to the DPI (dots per inch). The optimal resolution for images on screen is **72 DPI**. Increasing the DPI won't make the image look any better, it'll just make the file larger, which will probably slow down the website when it loads or the file when it opens. If you get the pixel size correct and the DPI correct the image will fit into the space provided and look nice and crisp.

The last thing to think about relating to the quality of your image is the content of the image. Avoid uploading images that include text within the content of the image. Images which include text always look scruffy – there will be text in the title and body copy for your submission, if you include text in the image too you'll just be repeating yourself.

IMAGE TIP 2 – GET THE IMAGES TO THE CORRECT SIZE, RATIO & QUALITY BEFORE YOU UPLOAD THEM

As explained above getting the images to the correct size and ratio is essential if you want to make your submission as attractive and compelling as possible.

This is always going to be best done outside of the CMS, and ideally the images you upload should be the ones you are going to use. Uploading lots of images into the CMS and then choosing the one you think looks best is not desirable.

Doing this will cause bloat in the CMS and slow the site down for users. We want to maintain the fastest possible page speeds on the website and this means keeping the images uploaded to the CMS as minimal as possible.

Images that are the correct pixel size and DPI will be no bigger than they need to be. Which is perfect for maintaining a fast website and optimising the user experience.

IMAGE TIP 3 – ADD ALT TAGS TO YOUR IMAGES

WHAT ARE ALT TAGS?

Alt tags are metadata that offer text descriptions of web images for search engines and screen readers for the visually impaired. As a best practice, they often include text that may appear on the image, or a simple summary of the graphic.

WHY ARE THEY IMPORTANT?

They are important for two reasons. 1) They improve the experience on the website for visually impaired users. A well written Alt Tag will allow screen readers to understand what the image is showing, and therefore provide context for visually impaired users, and 2) They help with search engine ratings. Google and Bing like images to have Alt Tags. There is more metadata available, and it demonstrates that the website is written with visually impaired users in mind. Sites which have images with Alt Tags will generally perform better in search than those that don't.

WHAT MAKES GOOD A GOOD ALT TAG?

The most important thing to keep in mind when writing Alt Tags is that you are writing with both users and search engines in mind. Below are five tips for writing good Alt Tags:

1. Be specific and succinct

Describe the content of the image without editorialising. Be descriptive about what you can see – a good suggestion is to think how you’d briefly describe the image over the phone. Aim for no more than 125 characters as most screen readers stop reading after that.

2. Never start with “Image of ...” or “Picture of ...”

It’s going to be obvious to either a person or a machine when something they’re accessing is Alt Text. It good to help people understand context, so explaining the type of image – e.g headshot, illustration, chart, screengrab – can be useful.

3. Use keywords sparingly

If, when describing an image, you can sensibly incorporate a top keyword or two: great. This will help with SEO. But only when done truthfully and sparingly. Avoid ‘keyword stuffing’ at all costs.

4. Include text that’s part of the image

We do not recommend adding images, or graphics to the website that contain text. However, if it is absolutely necessary where text is included as part of an image, be sure to transcribe it as part of your description. Unless it means repeating yourself...

5. Don’t repeat yourself

Alt text isn’t needed if it’d repeat what’s already on the page. For example, an adjacent caption. Or if an event ‘image’ is a heavily-designed title treatment and you’re already on the event page – no need to add the title of your show as alt text. Why? Because it’s already there in the page heading.

HOW DO I EDIT OR ADD ALT TAGS TO IMAGES?

When you are logged in to the DC Business Login there is a link in the left hand navigation titled Assets.

When you click on this link you’ll be presented with all the image assets that are associated to your account. To add or edit Alt Tags simply double click on the image link and a editing panel will open up which displays the image, the image title and the **Asset Alt Text** – add or edit the text in this box.

It is good practice to periodically go through all of the images in your account to ensure they ALL have Alt Tags. This is a very important piece of metadata.



BUSINESS DIRECTORY TIPS

BUSINESS DIRECTORY TIP 1 – MAKE SURE THE PINS ARE CORRECTLY PLACED IN MAPS

Locating your business is very easy with our address look-up functionality.

When you are on the address tab you simply use the **search for a location** feature in the map field. Start typing your address and a number of different options will appear in a drop down below. Keep typing to refine the results in the drop down, and when you see your address simply click on it to fill in the address field in the boxes below.

Using the address the map will dynamically populate with a pin to show the location of your businesses – it uses longitude and latitude reference points to do this. Very occasionally the pin is slightly misplaced – this is more likely to be the case in rural locations.

Check to see if your pin is correctly located. If it is not you can click on the pin and drag it to the correct location. When you do this it will automatically update the address – if this means the address is no longer correct you can overwrite the address with the correct details while the pin remains where you located it.

BUSINESS DIRECTORY TIP 2 – CHECK YOUR OPENING TIMES ARE CORRECT

There are few things more frustrating for a website visitor than opening times and contact details being incorrect. Imagine a potential customer finding your business on your destination website and seeing you are open at 4:30pm and planning their visit to you accordingly. Only to make the trip to find you actually shut at 4pm.

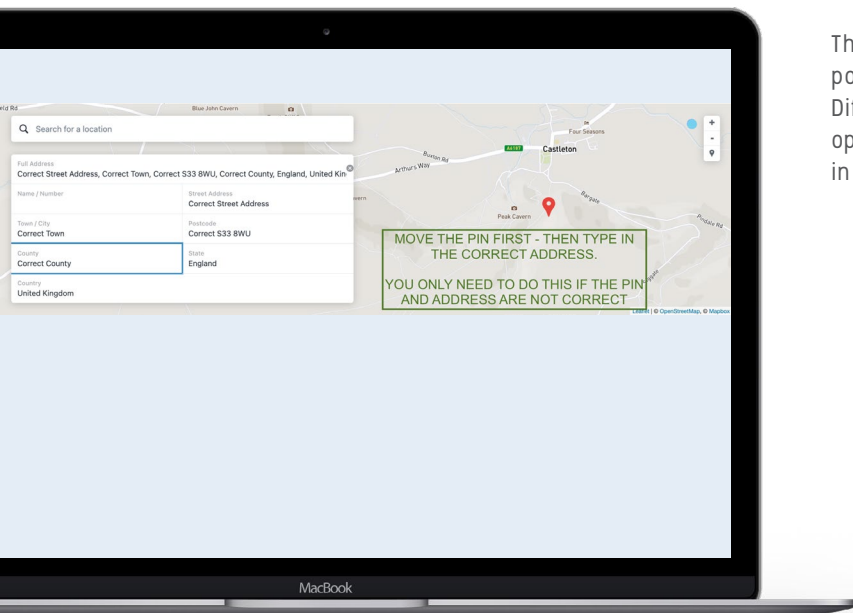
There is a **contact** tab which contains a field for your opening hours. We'd encourage you to make sure your opening hours are checked and updated regularly. If your opening times change with seasonality ensure they are updated as soon as your altered hours are in operation.

If you leave all of the opening hours field black nothing will show on the front end of the website. If you fill in one or more of the days but leave the other days blank the days you have left as blank will show as closed.

BUSINESS DIRECTORY TIP 3 – INCLUDE ALL CONTACT DETAILS

Much the same as opening times being incorrect, it can be frustrating for a potential customer if contact details are missing or incorrect.

The more contact details you fill in the more ways a potential customer will have to get in touch with you. Different people communicate in different ways, so provide options to maximise your chances of people getting in touch.

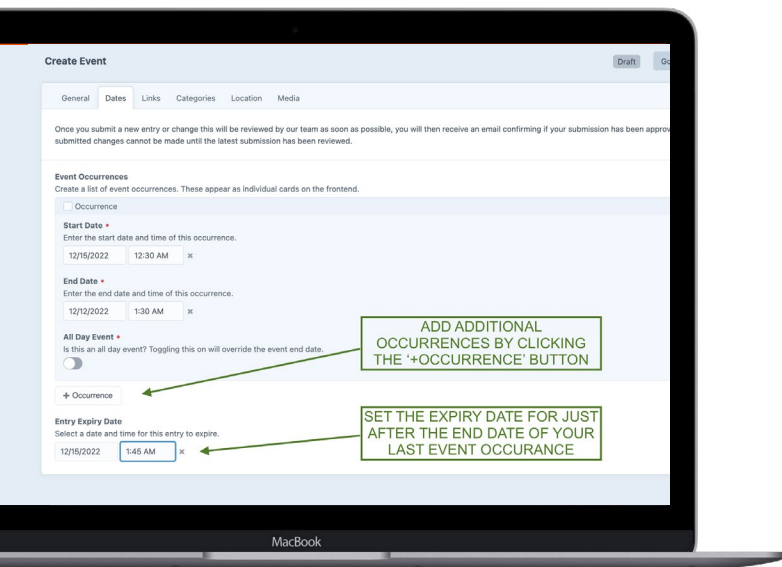


EVENT TIPS

EVENT TIP 1 – USE THE OCCURENCE FUNCTIONALITY

If your event has multiple occurences. Be sure to add each one.

This is easy to do. Add in the date of the first occurrence in the start date and end date that is displayed (make sure you include a date AND a time), then click the **Add Occurrence** button and add in the next event occurrence. Repeat this for each occurrence of your event. This is important as it improves the search experience for users on the frontend of the website when they are using the date search functionality.



EVENT TIP 2 – USING THE EXPIRY DATE FEATURE

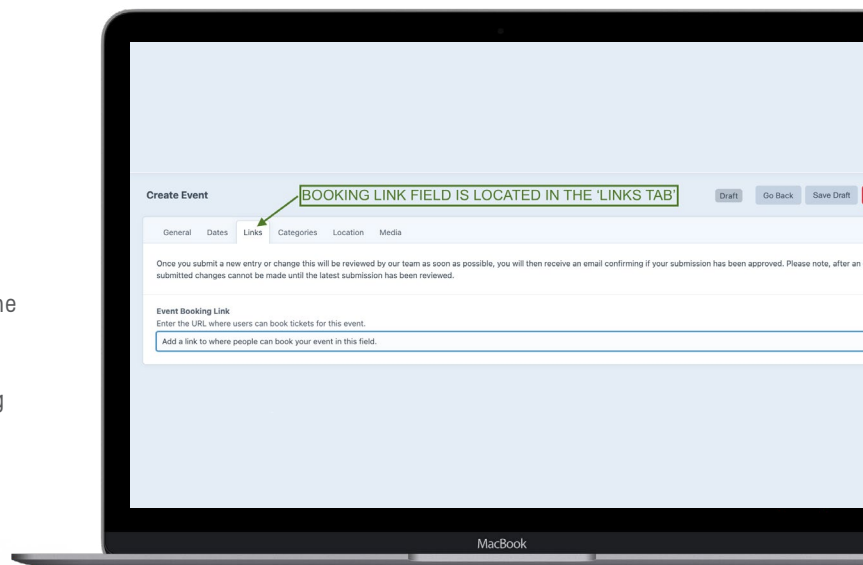
It is important that you include an **Expiry Date** for every event you add. We use this data to help order the events according to date on the frontend of the website. If this field is not filled in your event won't be located in the right place amongst the other event listings on the website.

There is another important reason to set an **Expiry Date**. Doing so will automatically disable the submission from the website at the set expiry time and date. It won't remove the content entirely – just disable it – so you'll still be able see it and set new start dates and end dates if you want to repeat the event in the future. Set the **Expiry Date** for just after the final occurrence of your event (if you only have one occurrence, then just after the end time and date of the event).

EVENT TIP 3 – IF YOU HAVE A BOOKING LINK, INCLUDE IT

The main purpose of listing an event on the website is to drive bookings for your event. So whilst it might sound obvious, make it as easy for people to book as possible.

The best way to do this is to include a direct link to the booking page for your event in the **Event Booking Link** in the **Event tab**. Don't put booking links in the body copy or in other fields – the absolute best way to get people to book on to your event is through the Event Booking Link – doing this means we can track how many people have clicked through to your booking page too.



OFFER TIPS

OFFER TIP 1 – ENSURE THE OFFER IS COMPELLING

If you've gone to the trouble of creating an offer and adding it to the website makes sure it is a good one. It might seem obvious, but a 5% off provides little incentive and is unlikely to generate much interest alongside other more compelling offers on the website.

You can provide colour and description to your offer in the Offer **Body Copy** field, so make sure you give users plenty of description about what the offer is and explain why it is attractive and how it adds value to anybody who chooses to use it.

OFFER TIP 2 – ADDING A REDEMPTION CODE PROVIDES TRACKABILITY

There is the opportunity to add an offer redemption code in the field titled **Offer Redemption Code**. Whilst we don't have any mechanism for automatically tracking offer

redemptions you can still use this facility to get a feel for the uptake. If somebody wants to use the offer you have added to this website make sure you ask them for the redemption code and keep a note of it internally – this will allow you to judge how successful the offer has been.

OFFER TIP 3 – INCLUDE THE TERMS & CONDITIONS

Be clear about the **Terms and Conditions** of your offer. If your offer is only available Monday to Thursday then state it in the terms and conditions. If you will only accept the offer if somebody provides you with a redemption code then make sure that's noted in the **Terms and Conditions**. Be clear and specific about what's included in the offer and what is not. Doing so provides clarity for both you and the website users.

