BUILDING A MEMBER MICROSITE

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA®

YOUR BUSINESS' MICROSITE IS OFTEN A POTENTIAL VISITOR'S FIRST IMPRESSION OF YOUR PRODUCT!

www.SantaBarbaraCA.com is Google's #1 source for travel information for Santa Barbara and is viewed by visitors, meeting planners and professional tour operators to the tune of more than 1.1 million unique website visits and nearly 4 million unique page views annually.

Successful microsites have four key qualities:

1. A high resolution header image (1600x1067px) and a slideshow of 4-15 images (840-630px)

2. A business Logo (200x200px)

3. Complete business information: address, phone number, website, social channels, hours of operation, property amenities and menus if relevant.

4. A business description that is at least 4 sentences (but ideally more!) highlighting your story and your offerings.

LOG IN TO THE MEMBERSHIP EXTRANET HERE

ADDING IMAGES

1. Click COLLATERAL > MEDIA
2. Click ADD NEW MEDIA
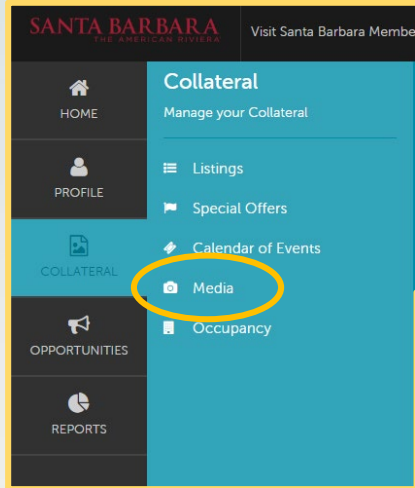
New Media

SAVE

CANCEL

Save your work

Sections:

Media Information

Media Information

Account: ◄Required
--Choose One- Select your business name

Type: ◄Required
--Choose One- Choose from Logo, Image or YouTube

Description:

Listings:
CHOOSE AMONG THE FOLLOWING... ▾

Title: ◄Required
Enter image name

Sort Order:
Enter "1" for header image*
Header image must be set to Sort Order 1. Size: 1600x1067px

* Images numbered 2-15 will be displayed in sequence in the slideshow

Select your business from the dropdown to tag the listing and make the image live!

COMPLETING YOUR BUSINESS LISTING
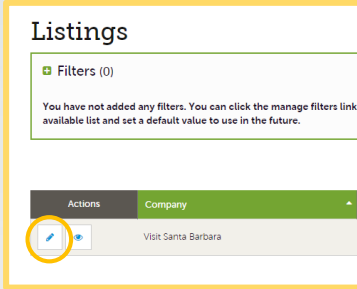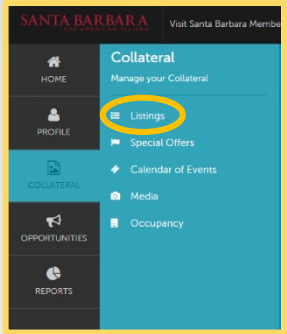
1. Click COLLATERAL > LISTINGS
2. Click the blue pencil icon to edit your listing

Update Listing

This field is pre-set and locked

Select your primary contact

Choose from physical, billing or shipping

Enter keywords to help visitors find you

6. Enter your business' description. TIP! The first 250 characters (approx.) will preview in search results so lead off with a concise pitch that sets you apart!

COMPLETING YOUR BUSINESS LISTING cont'd.

Listing Image

Select one or more images

Select images from your image library by clicking on them. Images with a green check are active and appear on the site.

Click SAVE after making any changes!

Active

Recommended image sizes: Header - 1600x1067px; Picture Gallery - 840x630px

Social Media

Enter your social media URLs, trip advisor URL code and menu files below.

Please enter full URL (including http://) Example: https://www.instagram.com/visitsantabarbara/

Facebook URL:

https://www.facebook.com/visitsantabarbara

Instagram URL:

https://www.instagram.com/visitsantabarbara

Pinterest URL:

Twitter URL:

https://twitter.com/SantaBarbara
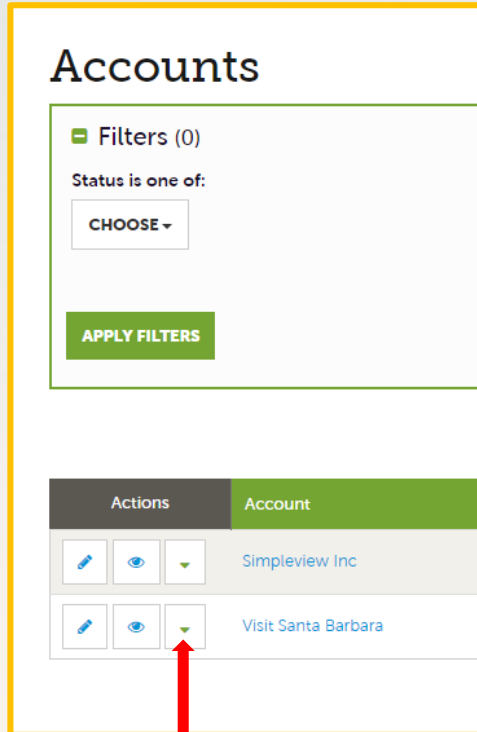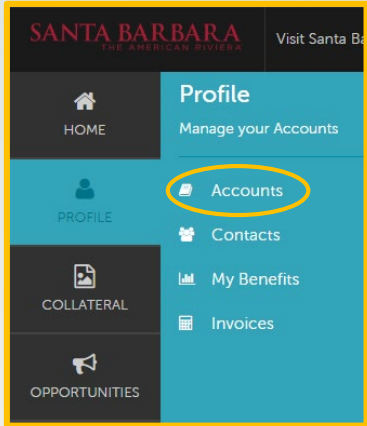
UPDATING PROPERTY AMENITIES

1.Click on PROFILE > ACCOUNTS

2. Next to the account name, click on the small green dropdown arrow and select "Manage Amenities". Please also view "Manage Meeting Space" and complete this information if your property offers private theater, banquet, or meeting spaces.

On the amenities page, you can manage the following:
Ratings
Pricing
Hours
ADA accessibility
Accommodations – Lodging
Detailed in-room and on-site amenities
Campsite Info
Menu*
Shopping
Sustainable practices
Group dining capacity

*To upload additional menus and wine lists, please use the "Listing" page as detailed on the previous pages.

POSTING TO THE CALENDAR OF EVENTS

1. Click COLLATERAL > CALENDAR OF EVENTS
2. Click ADD EVENT
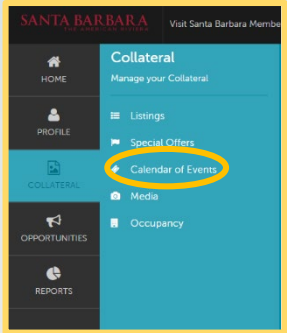
New Event

SAVE

CANCEL

Sections:
Event Information
Event Location
Event Dates
Image Gallery
General

Event Information

Account: ◄Required
Visit Santa Barbara — Select the host account

Title: ◄Required
This will display as the Title on the website

Featured:
○ YES   ○ NO

Contact:
--Choose One-- — Select the event contact

Admission:
Enter admission price or entry details

Description: ◄Required
Source B I S

Enter the event description to be displayed.

Email:
For public inquiries

Rank: ◄Required
Select "Ongoing" for regular events or "Special"

Website:
Link directly to booking or purchase page!

Phone:
For public inquiries

Categories: ◄Required
Select a Category to help guests find your event

Host Organization Listing:
Note: Non-members can list an event and select your business as the host!

Host Organization Name:

Cont'd.

POSTING TO THE CALENDAR OF EVENTS cont'd.

Event Dates

Start Date: ◄Required

Start Time:

One Day	Daily	Weekly	Monthly	Yearly	Custom

Daily Recurrence Options

Every **1** Days

⊘ Every Weekday

Recurrence End

⊘ No End Date

End after ____ occurrences

End on ____

Set the event date(s) and time. The extranet allows for recurring events.

Image Gallery

Select an image that reflects the spirit and content of the event!

- Photos can not include any text
- Min Image size 400x400 px

SAVE your work!

Tip! Once an event is saved, changes can not be made until it is approved by VSB. Following approval, members can make any additional changes or edits.

PLEASE NOTE: Calendar submissions can take up to 5 business days to approve, please plan accordingly.

ADDING SPECIAL OFFERS

1. Click COLLATERAL > SPECIAL OFFERS
2. Click ADD OFFER

New Offer

SAVE

CANCEL

Sections:
- Offer Information
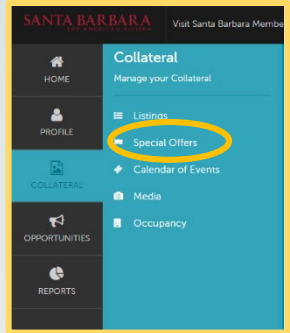- Offer Image
- Offer Dates
- Offer Categories
- Offer Listings

Offer Information

Account: ◄Required

--Choose One--

Offer Link:

If available, use a link that directs the user to a booking or purchase page

Offer Title: ◄Required

This will display as the Title on the website

Offer Text:

Source B I S I_x

Pitch the offer. Tip! Limit text to details related to the offer

Offer Image

Select an image

Click on an image in your library to select an offer image or upload a new one. TIP! Do your homework, review other similar offers to select an image that makes your offer stand out. Simple, clear imagery supports an offer's success.

Recommended size: 728x547 px

Cont'd.

ADDING SPECIAL OFFERS cont'd

Offer Dates

(?) Redeem From:

Enter the dates offer can be redeemed from and to*

Redeem To:

(?) Post From:

Enter dates you would like offer to be visible to visitors

Post To:

Offer Categories

Offer Categories:

CHOOSE AMONG THE FOLLOWING... ▾

Select the appropriate category, offers are searchable by category

TIP! *To keep your offer current, we recommend posting offers with redeem windows of 1-3 months. To post a continual offer, we recommend creating a monthly or quarterly offer then cloning it for subsequent months.

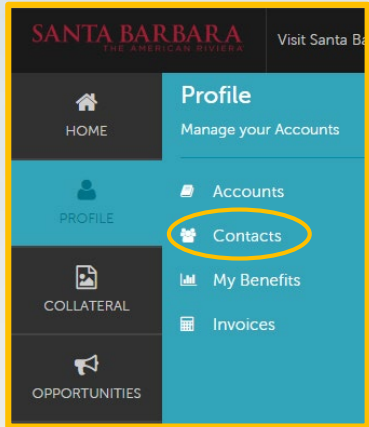## Offer Listings

Offer Listings:

51 SELECTED ▾

Tag your listing! This step connects the offer to your microsite, without it, the offer will not be visible on the site.

Click SAVE. Offer will be submitted automatically for approval. Edits can be made following approval.

UPDATING CONTACTS

Click on PROFILE > CONTACTS
- To edit an existing contact, click on the BLUE PENCIL ICON to the LEFT of their name
- Click ADD CONTACT and complete the contact, address and phone information
- When an employee leaves the organization, please edit their contact and set their CONTACT TYPE to INACTIVE. Please do not delete their contact.

Contact Type: ◄Required

Inactive

SANTA BARBARA

THE AMERICAN RIVIERA   Visit Santa Ba

Profile
Manage your Accounts

- HOME
- Accounts
- PROFILE
- Contacts
- My Benefits
- COLLATERAL
- Invoices
- OPPORTUNITIES

Contacts

☐ Filters (0)   ✿ Manage Filters

Account is one of:
CHOOSE ▾

Contact Type is one of:
CHOOSE ▾

APPLY FILTERS

ADD CONTACT   ⬅ Page 1 o

Actions	Full Name	Account	Title	Email	Contact Type
✏ 👁 ⧉	Noelle Buben	Visit Santa Barbara	Director of Marketing and Events	noelle@santabarbaraca.com	Secondary
✏ 👁 ⧉	Jocilyn Schumacher	Visit Santa Barbara	Travel Trade Manager	Jocilyn@SantaBarbaraCA.com	Secondary
✏ 👁 ⧉	JessyLynn Perkins	Visit Santa Barbara	Digital Marketing Manager	jessylynn@santabarbaraca.com	Secondary

NOTES

Edits to your business' microsite are not immediately visible to preview.   Approved changes are uploaded at the end of the business day, Mon-Fri, and will be live and visible to the public the following business day. VSB makes every attempt to approve all edits on the day they are submitted but can not guarantee that changes will appear within 24 hours.

TIP! If you are not seeing your updates as expected, please try clearing your browser history.

If you have any questions while using the Extranet, please call Visit Santa Barbara at (805) 966-9222 x114 for the Industry Relations Manager, x125 for the Industry Relations Coordinator or email Membership@SantaBarbaraCA.com

Thank you for making the most of your membership and keeping your microsite up-to-date!

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