

## HOW TO UPDATE YOUR MEMBER MICROSITE

Now that the Santa Barbara South Coast is open for leisure travel, making sure your member microsite is up-to-date has never been more critical. And not just for travelers! Locals are looking for how they can “staycation” safely within the Santa Barbara South Coast. Please use this guide to ensure that you provide travelers and locals with the most relevant information on your business.

New to member microsities, we've added all-new fields for you to share with guests the health and safety standards and amenities your business has implemented. Join us as we work to keep travelers safe and to provide peace of mind while vacationing in The American Riviera®.

### *At a Glance*

Successful microsities have five key qualities:

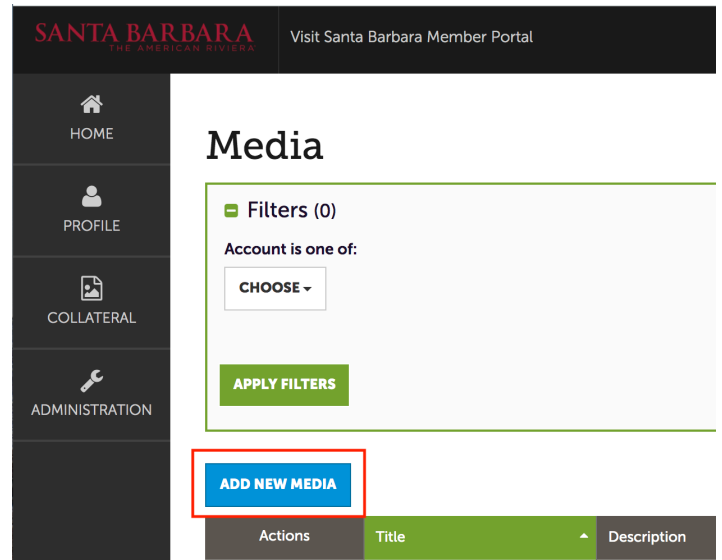
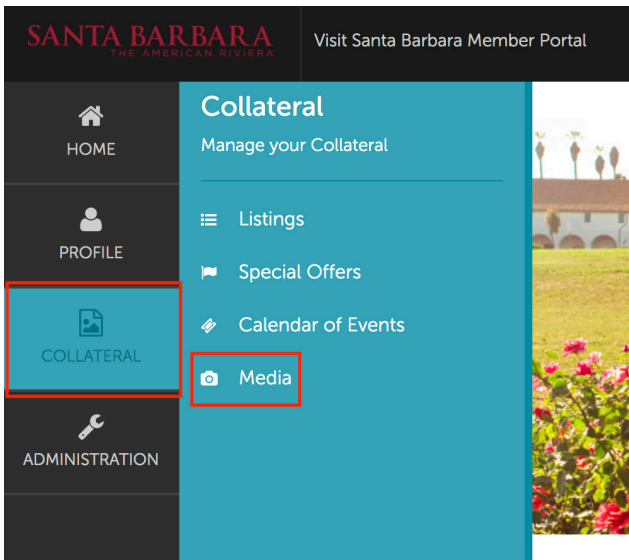
1. A high-resolution header image (1600x1067px) and a slideshow of 4-15 images (840-630px) - Images with text overlay will not be approved.
2. A high-resolution business Logo (200x200px)
3. Complete business information: address, phone number, website, social channels, hours of operation, property amenities, and menus if relevant.
4. A detailed business description that is at least 4 sentences (but ideally more!) highlighting your story and your offerings.
5. New! Updated Health and Safety Standards to ease traveler's concerns about traveling during COVID-19.

## HOW TO ACCESS

Log in to the member portal using your email and password\*: <https://santabarbara.extranet.simpleviewcrm.com/login/#/login>

## ADDING IMAGES/LOGOS

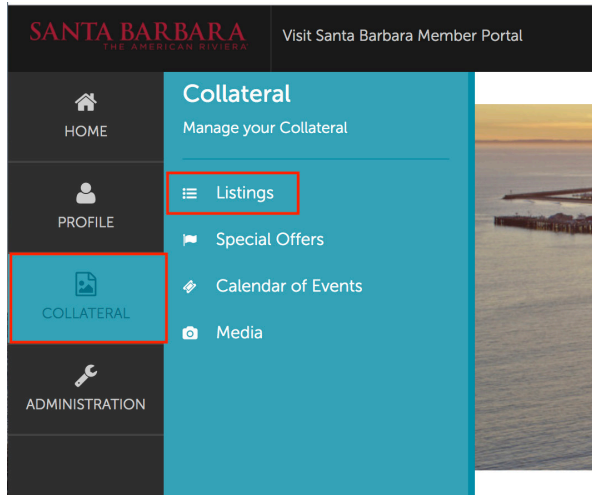
1. Click COLLATERAL > MEDIA
2. Click ADD NEW MEDIA



3. Under Account > Select your business name
4. Under Title > Enter image name
5. Under Type > Choose from Image or Logo
6. Select Sort Order
  - a. To add a header image, enter “1” for the main header image. Header images must be 1600 x 1067 px to display.
  - b. Images numbered 2-15 will be displayed in sequence in the slideshow.
7. Under Listings > Select your business from the dropdown to tag the desired listing
8. Click SAVE

## UPDATING YOUR GENERAL MICROSITE INFORMATION



1. Click COLLATERAL > LISTINGS
2. Click the blue pencil icon to edit your listing



### Listings

**+ Filters (0)**

You have not added any filters. You can click the **manage filters** link in the available list and set a default value to use in the future.

Actions	Company	Listing Type
 	Visit Santa Barbara	Website

3. Under CONTACTS > Select your primary contact
4. Under Address Type > Choose from physical, billing or shipping
5. Under Keywords > Enter keywords to help visitors find you
6. Under Description > Enter your business' description.
  - a. The most viewed microsites are ones that have detailed descriptions. We recommend having at least four sentences explaining your business offerings.
  - b. TIP: The first 250 characters (approx.) will preview in search results so lead off with a concise pitch that sets you apart.
7. Under Images > Select images from your image library by clicking on them. Images with a green check are active and appear on the site.
8. Click SAVE after making any changes
9. Enter your social media URLs
  - a. This is VERY important to include during times of COVID. Many travelers are looking to social media to provide the most up-to-date business information or any interruptions in business service.

### Listing Image

Select one or more images

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

### Social Media

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

Facebook URL:

Instagram URL:

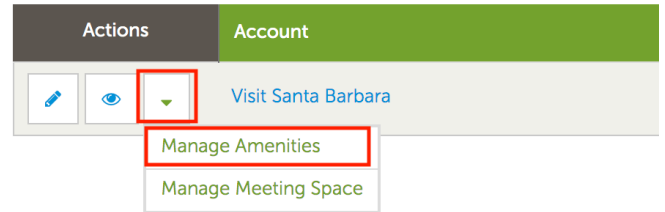
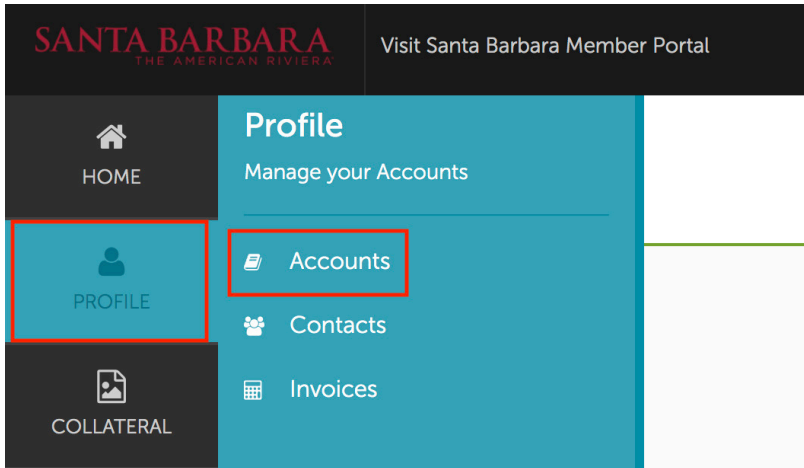
Pinterest URL:

Twitter URL:

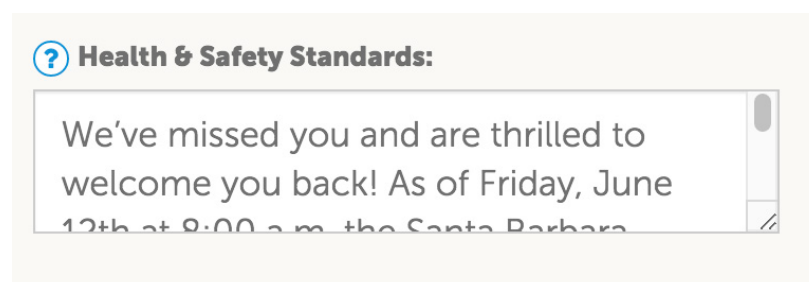
10. Enter TripAdvisor URL code and if relevant, add menu files
11. Click SAVE after making any changes

## UPDATING YOUR 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.



3. On the amenities page, you can manage the following\*:
  - a. Hours of Operation
  - b. Ratings
  - c. Pricing
  - d. ADA accessibility
  - e. Accommodations – Lodging
  - f. Detailed in-room and on-site amenities
  - g. Campsite Info
  - h. Menus\*\*
  - i. Shopping
  - j. Sustainable practices
  - k. Group dining capacity
4. NEW! On the amenities page, manage COVID-related amenities under Business Continuity
  - a. No Contact Services
  - b. Reduced Occupancy/Occupancy Limits
  - c. Social Distancing Guidelines Enforced
  - d. Social Distance Furniture Configurations
  - e. Mobile Payments Accepted
  - f. Hand Wash/Sanitizer Stations
  - g. Sneeze Guards/Contact Barriers
  - h. Limited Elevator Occupancy
  - i. Social Distance Markings/Signage
  - j. Health & Safety Policy (file upload)
  - k. Health & Safety Standards -- This is an open text field that will allow you to detail measures taken to ensure a safe and healthy experience.



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

- l. Mobile Payments Required
  - m. CDC Recommended Cleaning Procedures
5. Click SAVE after making any changes

**Business Continuity**

### General

<b>No Contact Services:</b> <input checked="" type="radio"/> YES <input type="radio"/> NO	<b>Sneeze Guards/Contact Barriers:</b> <input checked="" type="radio"/> YES <input type="radio"/> NO
<b>Reduced Occupancy/Occupancy Limits:</b> <input checked="" type="radio"/> YES <input type="radio"/> NO	<b>Limited Elevator Occupancy:</b> <input checked="" type="radio"/> YES <input type="radio"/> NO
<b>Social Distancing Guidelines Enforced:</b> <input checked="" type="radio"/> YES <input type="radio"/> NO	<b>Social Distance Markings/Signage:</b> <input type="radio"/> YES <input checked="" type="radio"/> NO
<b>Social Distance Furniture Configurations:</b> <input type="radio"/> YES <input checked="" type="radio"/> NO	<b>File Upload "Health &amp; Safety Policy":</b> <div style="border: 1px dashed gray; padding: 10px; text-align: center;">Drag and Drop File To Page or use the "Browse" button below to find a file to add</div> <input type="button" value="BROWSE"/>
<b>Mobile Payments Accepted:</b> <input type="radio"/> YES <input checked="" type="radio"/> NO	<b>Mobile Payments Required:</b> <input type="radio"/> YES <input checked="" type="radio"/> NO
<b>Hand Wash/Sanitizer Stations:</b> <input checked="" type="radio"/> YES <input type="radio"/> NO	<b>CDC Recommended Cleaning Procedures:</b> <input checked="" type="radio"/> YES <input type="radio"/> NO

**Health & Safety Standards:**

We've missed you and are thrilled to welcome you back! As of Friday, June 12th at 8:00 a.m. the Santa Barbara

Please Note: 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.

*\*Please contact Olivia Barroca, Marketing Associate, at [Olivia@SantaBarbaraCA.com](mailto:Olivia@SantaBarbaraCA.com) or call Visit Santa Barbara at (805) 966-9222, if you have any questions or need to request a new username and/or password.*