

HOW TO UPDATE YOUR MEMBER MICROSITE

As a member of Visit Santa Barbara, your member microsite may be a visitor's first introduction to your business. Take advantage of this opportunity to connect potential visitors (and locals!) with your unique services and offerings. Maintaining your online presence has never been more important, and we recommend keeping your information up-to-date and appealing for curious website visitors to learn more. Use this step-by-step guide to ensure you make the most out of your microsite.

At a Glance

Successful microsites have five key qualities:

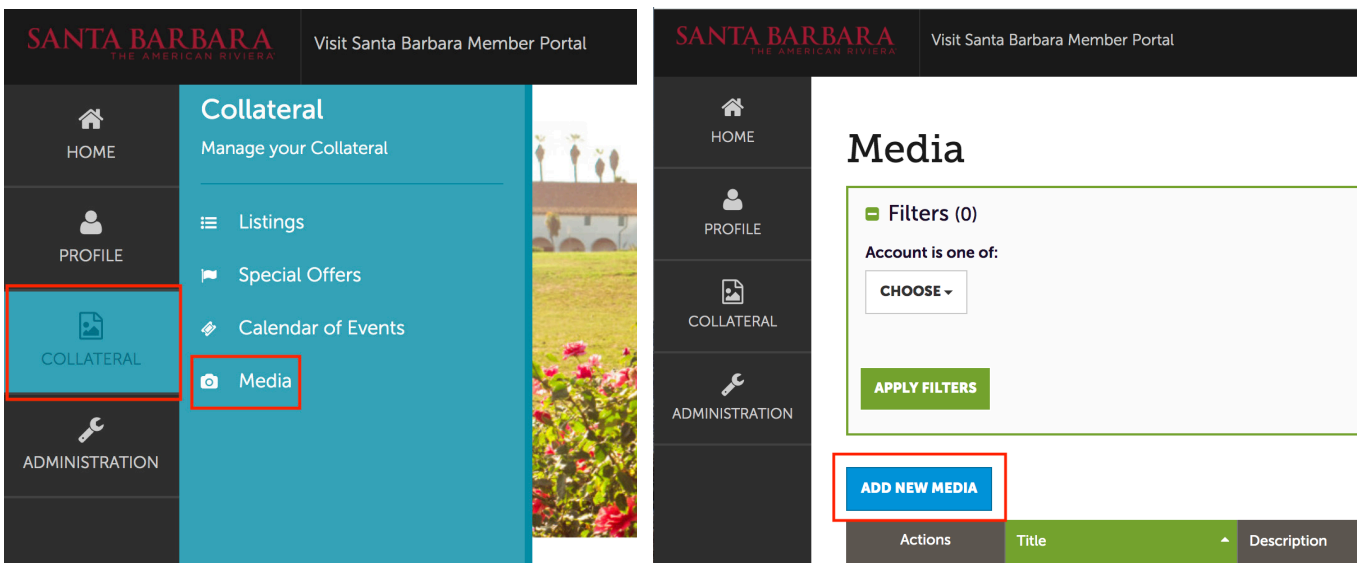
1. A high-resolution header image with the minimum size of 1600x1067px. Elevate your listing by using images 2500x1666px and a slideshow of 4-10 images (840x630px) - Images with text overlay will not be approved.
2. A high-resolution business logo (200x200px)
3. Complete business information: address, 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. For existing members, please be sure to review your "Health & Safety Standards" to ensure information is accurate and still relevant. If you no longer wish to include, please delete all copy.

HOW TO ACCESS

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

ADDING IMAGES/LOGOS

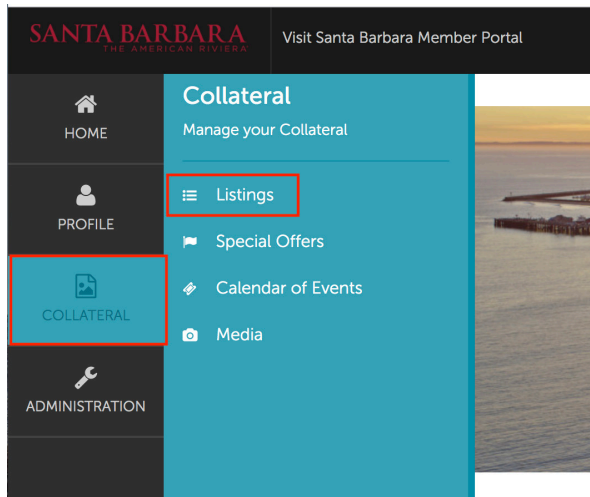
1. Click COLLATERAL > MEDIA
2. Click ADD NEW MEDIA



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. Use a high-resolution header image with the minimum size of 1600x1067px. Elevate your listing by using images 2500x1666px.
 - 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)

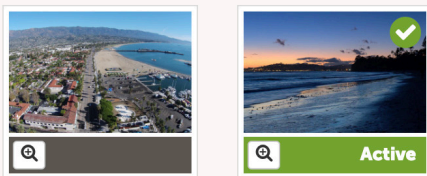
You have not added any filters. You can click the manage filters link in the available list and set a default value to use in the future.

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. Elevate your listing by adding 2-3 paragraphs.
 - 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

Listing Image

Select one or more images



Social Media

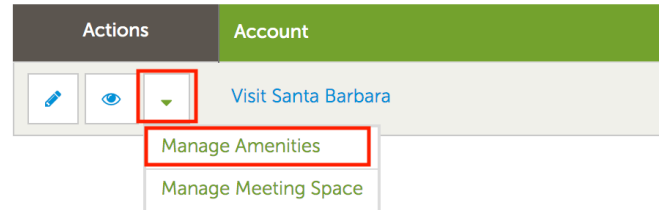
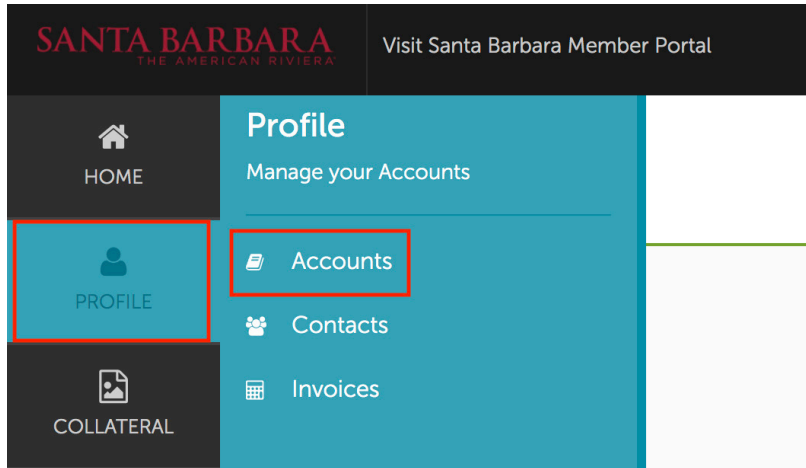
Please enter full URL (including http://) Example: <https://www.instagram.com/visitsantabarbara/>

Facebook URL: <input type="text" value="https://www.facebook.com/visitsantabarbara"/>	Instagram URL: <input type="text" value="https://www.instagram.com/visitsantabarbara"/>
Pinterest URL: <input type="text"/>	Twitter URL: <input type="text" value="https://twitter.com/SantaBarbara"/>
TikTok URL: <input type="text" value="https://www.tiktok.com/@visitsantabarbara"/>	

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. Input the relevant information and select the amenities provided by your property.

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 see an example microsite below and on the following two pages for reference.
For questions or more information, contact Shantel Rowe at Shantel@SantaBarbaraCA.com



Header Image

Use a high-resolution header image with a minimum size of 1600px x 1067px. Elevate your listing by using images 2500px x 1666px

2559 Puesta Del Sol
Santa Barbara, CA

PHONE:
(805) 682-4711

WEBSITE:
<https://sbnature.org>

EMAIL:
info@sbnature2.org

ELSEWHERE ONLINE:
f t i d

Business Details

Provide general contact information for your business versus that of a specific contact when possible.

Social Media

Icons will autogenerate and link out to your social media platforms.

SANTA BARBARA

TripAdvisor

Adding your Trip Advisor URL code will automatically generate access to your TripAdvisor reviews.



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Images

Minimum size requirement: 840px x 630px. We recommend uploading 4-10 images.

Logo

Please upload a high-resolution business logo 200px x 200px



Founded in 1916 as the Museum of Comparative Oology, the Santa Barbara Museum of Natural History has evolved to include more than 3.5 million specimens covering every aspect of natural history—from mammals, birds and marine life to geology, astronomy, paleontology and anthropology.

Newly renovated in 2018, the museum sits on 17 acres of oak woodland along Mission Creek. At the museum, guests can learn about the unique and diverse natural history of Santa Barbara via a wide range of indoor and outdoor exhibits. They can also explore nature in the Museum Backyard or drive over to the museum's nearby Sea Center on Stearns Wharf to get up-close with local marine life.

MUSEUM COLLECTIONS AND EXHIBITS

The Santa Barbara Museum of Natural History preserves extensive natural history collections of approximately 3.5 million objects used for research ranging from anthropology to zoology. Every year, they discover and describe new species, investigate past and current changes in our natural environment, and assist in projects of environmental conservation and restoration.

Exhibits reflect the biodiversity and native culture of the Santa Barbara region including Mammal Hall, Bird Hall, Chumash Life, Gem & Minerals, and Earth Sciences. The Museum has the only planetarium on the Central Coast and offers free shows daily. Engaging outdoor

The museum is open Wednesday–Monday from 10 a.m. to 5 p.m. For expedited entry, the museum recommends purchasing tickets in advance [here](#). Vehicle parking at the museum is free and there are several free bike parking spaces near the blue whale skeleton. Visitors to the Sea Center can park on Stearns Wharf for free for the first 75 minutes. For directions to both the Museum of Natural History and the Sea Center, visit the [museum's website](#).

Description

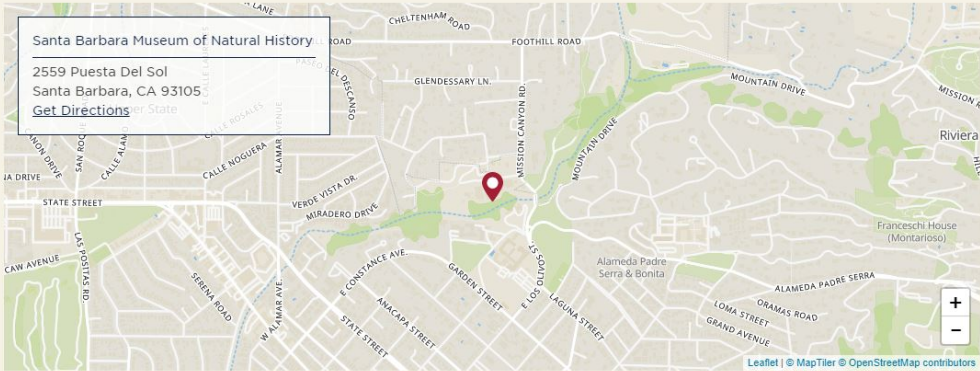
The most viewed microsites are ones that have detailed descriptions. It is recommended to have at least 4 sentences explaining your business offerings. Elevate your listing by adding 2-3 paragraphs. Text must be written in third person.

TIPS: The first 250 characters (approx.) will preview in search results so lead off with a concise pitch that sets you apart. You can add outbound links to specific pages on your website and include videos.

Hours

Provide standard hours of operation for each day of the week. Be sure to update these if your hours change seasonally.

HOURS OF OPERATION						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10AM-5PM	Closed	10AM-5PM	10AM-5PM	10AM-5PM	10AM-5PM	10AM-5PM



Map
A pin will be autogenerated when an address is added.

Amenities

Input the relevant information and select the amenities provided by your property.



AMENITIES

OVERVIEW

Attractions	Picnic Area:	Yes
	Educational Programs:	Yes
	Gift Shop:	Yes
	Kids Programs:	Yes
	Outdoor Activities:	Yes
	Paid Admission:	Yes
	Parking Available:	Yes
	Rentals:	Yes
	Reservations Required:	Yes
Shopping	Water Activities:	Yes
	Boutique/Shop:	Yes
	Parking:	Yes

AVAILABLE SERVICES

General	No Contact Services:	Yes
	Sneeze Guards/Contact Barriers:	Yes
	Reduced Occupancy/Occupancy Limits:	Yes