

Advertise on the Visit Exmoor website

How to place or update your advert

If you would like to advertise your business on the Visit Exmoor website, please follow these steps.

Go to the top right corner of the Home page at www.visit-exmoor.co.uk and click Sign In or My Account.

On the Login page do one of the following 3:

1. Sign Up and remember the password you set for yourself. You will be sent an automated email confirming your registration.
2. If the website already has your advert on it, the web manager will need to assign your advert to your login. Initially you will need to sign up (see 1 above). Then email the web manager on the email address you used in your login details, to ask him to link your login to your advert. Once this has been done you will be able to create or update your advert.
3. If you wish to create your new advert from scratch, please inform the web manager so he can set up your advert with the required fields leaving you to complete the rest of the advert. Once this is done you will be able to login using your new login details.
4. Login using the password you have already set up.

Welcome page

1. On the Welcome page you can **Create Advert**, in the Navigation on the left.
2. You will then come to a page where you can create your advert.
3. You will see Tabs along the top, showing General, Type, About, Images, Location, Other Information, Opening Hours.
4. **Or**, once you have your advert allocated to your login, you can go to **Your Adverts to View** your advert, **Amend** it or **Copy** it (for Gold adverts).

On Your Adverts page

1. You will see the primary picture of your advert and its title
2. You can see when it expires
3. You can View it, Amend it and Copy it, if you need to create a similar advert in a new category (Gold adverts only)
4. You can see the stats of your advert

If you click the Amend or Copy button you will then see seven tabs, with the General tab already open.

Please do not hit the Submit button between each tab, as each time you do it sends an automated email to the website manager for him to approve your advert. Only hit the Submit button once you have completed your session. You can always return later to do some more.

Under the General tab

1. Enter your business name under Title.
2. Enter your website address, please go to your website and then copy and paste the address from the top of the browser to ensure you get the address correct.
Note: It needs the http:// otherwise it will not work.
3. Enter your business email address.

Go to the Type tab by clicking it.

1. Select from the drop-down, the type of business you are. If you want to be under more than one type with a Premium (Gold) advert, then you will need to **Copy** the advert for the other Type.
2. Once you have chosen the Type, Tags will show that are relevant to the Type you chose. Tick all that are relevant to your business.

Go to the About tab by clicking it.

1. In the Short Description box put no more than 25 words. This shows as a quick description of your business at the top of your advert, so it needs to catch attention – be brief.
2. In the Description box, if you have a Standard (Silver) advert then you can put 150 words describing what your business offers. If you are paying for a Premium (Gold) advert then this can go to 300 words. I recommend that you write this in Word which tells you how many words you have written. Keep the sentences short and the paragraphs to 2 to 5 sentences. This makes it easier to read and gives white space which is more attractive than solid text. You do not have to use the full quota of words. Once you are happy with your text, copy and paste it into the Description box.

Go to the Images tab by clicking it.

1. In this area you can upload your images. For a Standard advert you are allowed 1 image. For a Premium advert you can have up to 10 images. Consider your images carefully. Make sure they look professional. They could make the difference between someone staying on your advert or moving on.
2. Images must be between 650KB and 1.5MB. They must be landscape format (wider than high). If you upload portrait photos, we cannot guarantee they will be sensibly cropped. The website will crop the images if they are too large. If you try to upload an image that is too large, the website may reject it so you will need to resize it.
3. To resize an image you could use this very simple program to do this for you. Go to <http://bluefive.pair.com/pixresizer.htm> and download the small program. If you use this program to resize your photos, then please use the Custom size and make sure that either the width is at least 1009px and/or the height is a minimum of 590px. If your photo is smaller than this then it will not represent your business as well as it could, although it will upload.
4. If you already have a photo editing program than please size your photos to a minimum of 1009px X 590px, at 72dpi to ensure they show the best on your advert.
5. By clicking Upload Image, this will take you to your computer files for you to find your photos.

Go to the Location tab by clicking it.

1. The new Visit Exmoor website is driven by maps, so that visitors who do not know Exmoor can visually see where everything is. The mapping needs Longitude and Latitude to work.
2. To fill in the Long and Lat fields, please go to this website <http://www.latlong.net/> in a new tab in your browser. In the Place Name type in the nearest place to you. It knows Exmoor surprisingly well!
3. Once the map has zoomed in to your location, then please drag the map to your exact location. With the heel of the mouse-hand on your property, click the mouse left button. The red marker will now be on your property. You can re-click if it is not quite in the right position. Your Longitude and Latitude will now show in the top boxes. Highlight the whole Lat figure and then copy (press and hold the Control key and then hit 'C').
4. Now go back to your account in the Visit Exmoor website (in the other tab) and paste it (press and hold the Control key and then hit 'V') into the Lat field. Do the same for the Long field making sure you include the '-' (minus).
5. If you have difficulties with this section, please call Bryan on 01271 883131 or email webmaster@exmoor.com.

Go to the Other Information tab by clicking it.

1. This section is self-explanatory, so fill in only the parts that are relevant to your business. If you use a booking system on your website, then go to it on your website and once in there copy and paste the 'url' from the browser address bar and paste it into the Booking URL box. Then people will be able to go direct to your booking site from your advert.
2. Price to and from allow visitors to search by price, so if you do not fill that in then your advert will not show for those searches. Remember to update these fields when you change your prices.
3. Public Transport box is for you to put the services that enable people to get to you by train and bus, if applicable.
4. Start and End dates are for events and suchlike only.

Go to the Opening Hours tab by clicking it.

This section is only for businesses that have fixed opening times such as shops and restaurants, so is less relevant for most tourism businesses.

Submit your advert

Once you have finished, click the Submit button at the bottom to submit your advert. This will trigger an automated email to you to say you have done this. It will also send one to the web manager to let him know you have submitted an advert. He will then check it over and if it is all up to standard, he will publish it. If not he will contact you to make adjustments.

Next time you log into your account, you will then see a new navigation saying **Your Adverts**. Once in there you will be able to see up-to-date **Performance Stats** showing the number of times the listing of your advert has shown on someone's screen (Impressions) and how many people have clicked through to your advert.

Any problems?

If you have any difficulties while placing your advert, or updating it, then please contact Bryan on 01271 883131 or email webmaster@exmoor.com.