

## ExploreGeorgia.org Partner Admin Instruction

Welcome to the Partner Admin Information page. The following information will help you, our travel partner, perform a variety of editing functions that will enhance and enrich your partner page on [www.exploregeorgia.org](http://www.exploregeorgia.org) including:

**New User:** How to Register

**Existing User:** Add or Search for Existing Listing  
Adding Events and Sub-Events  
Adding Special Offers  
Edit Listings, Events and Offers  
Adding Information, Photos, Brochures & Associations (Partner Admin Tabs)

If you have any questions, please contact your regional travel rep and thank you for your participation.

### NEW USER

You must register first.

- Go to [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org), scroll to the BOTTOM of the page and click on **GDEcD Partner Login**
- Click on Register, enter the information and click Submit  
Note: Your email address will be your username
- Once you are registered, you will be on your Partner page with the options to Add Listing, Add Event and Add Offer

### EXISTING USER

- Go to [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org), scroll to the BOTTOM of the page and click on GDEcD Partner Login
- Sign in with your username and password

### ENTER OR EDIT LISTINGS, EVENTS AND OFFERS

**To Enter a Listing / Search for Existing Listing (A listing is an attraction, lodging, golf course or DMO - not events)**

- First, you must be logged in to your Partner Page.
- Click on Add Listing/Request Access to Listing
- In "Create a New Listing" box, search for listing name. **NOTE:** To better utilize your search results type in one or two words of your listing. For example: If you are looking for "The Jarrell Plantation" type in the word "Jarrell" and your listing should appear if it already exists in our system.
- City and Zip are optional, but will help search
- Click Submit
  - If the listing already exists, it should appear with the option to Request Access. Either click to add the listing or access an existing listing, depending on what you are trying to do. Your Access request will be sent to your regional tourism representative for review and approval. Please allow up to 5 business day for approval
- If no results, Check to be sure that listing is typed correctly

- If all is correct, Click “Create Listing” (You can edit your listing title later in the process)
- Fill in all Contact Information and Listing Information
- Fill in all spaces and details. Photos and brochures can also be uploaded and are recommended. By providing photos and/or brochures, you will find that you will have better placement on the consumer side.
- Be sure to fill in the hours of operation. Your property may not show up on the consumer side without hours of operation. If your property is open 24 hours a day (i.e. lodging properties), you may enter 12 am until 12 am in the hours of operation fields and select the box for all hours are the same. You should see Open All Day after you have entered it correctly.
- Be sure to add a summary as well as a full description.
  - The summary will be used for short descriptions in search, print & various instances of limited space.
  - Description: This will be the main content on your organization's listing page.
  - NOTE: there are limited characters for the summary, but not the full description. It is OK to use the same text in the Summary and Description since they don't show upon the same page to the consumer.
- Click Submit
- Your listing request will be sent to your regional representative for review and approval. Please allow up to 5 business days for approval.

### Adding Events

- On main partner page, click on link labeled “Add Event”
- NOTE: do not add events as a Listing. If you do, the proper fields won't appear, and the listing won't show up in an events search. By not listing your event properly, you will be excluded from print publications like the annual Calendar of Events
- Enter title prefix (ie: 1<sup>st</sup> annual) if applicable
- Enter title (ie: Dogwood Festival)
- Enter Title Suffix (ie: at Stone Mountain Park) if applicable
- Choose location (ie: listing) to tie event to (if applicable) Note: not all events belong to a listing (ie: Powers Crossroads Festival is an annual event, but wouldn't necessarily be a listing)
- Enter Description
- Click “Add Event” – but don't stop there! Continue filling in the information under each tab at the top.
  - Fill in information on overview, details and images and media tab to provide site visitors all of the pertinent information about your event.
- Note: if your event is tied to a listing, then it will show up on the events tab on the applicable listing on exploregeorgia.org; otherwise, it will only appear in the events search database as a stand-alone event
- Once all information is entered, at the top of the page, click **Submit for Approval**. Your request will be sent to your regional representative for review and approval. Please allow up to 5 business days for approval.

### Event Date Options

- **One Occurrence** – choose this option if the event is a one-date occurrence (i.e. a Saturday-only event)
- **Same Days Each Week** – choose this option if the event has a date range, either for a weekend or multiple weekends (i.e. Apple Festival is two weekends in Oct; or, Prater's Mill Country Fair is only Sat-Sun one weekend)
  - Enter the start and end dates
  - Check the days of the week on which the event occurs
  - Fill in event times
- **Same Days Each Month** – (i.e. a summer Farmers' Market)
- **Multiple Various Occurrences** – choose this option for events that occur randomly; add each date as appropriate for the event (i.e. an annual event that occurs Friday night, all day Saturday and after church on Sunday)

### Adding Sub-Events

- On each event listing, there is a Sub-Event tab. This is for events that several components under the heading of one large event (i.e. River Days in Rome includes concerts, art exhibits, fishing tournament, handcycling race, etc. Each component of River Days can be listed as a sub-event of the overall main event.)
- To enter, click on the Sub-Event tab in the particular event you are entering.

### Adding Special Offers

- On main partner page, click on link labeled "Add Offer"
- Enter title of Special Offer
  - Note: It's suggested you include the location of your offer in the offer title. This will help identify your offer when it appears separately from the associated listing. (i.e. Romantic Getaway vs. Romantic Getaway at Jekyll Island, or Summer Special vs. Summer Special at Days Inn-Atlanta)
- Choose listing(s) and/or event(s) the offer applies to
- Enter description of special offer
- Enter date range
- Choose coupon (no coupon, text coupon or upload coupon)
- Click "Upload Coupon"
- Your request will be sent to your regional representative for review and approval. Please allow up to 5 business days for approval.
- When the offer is approved, it will display on listing it is associated with on exploregeorgia.org

### Editing Listings, Events and Offers

- Choose the listing, event or offer you want to edit and click on the link
- Each section has an edit link
- Click on Edit link, make edit and click save when finished
- Each time you click save, the change is published to the exploregeorgia.org site
- **Be sure to fill out information on all tabs:** overview, details, photos and brochures. Entering in this information will help visitors to the site get more information on your listing.

### Notes about Adding Information, Photos, Brochures & Associations (Partner Admin Tabs)

• **Overview** - This section is where you insert all the basic information relating to your entry: Title, Travel Guide and Search Summary, Full Description, Website, Key Words, Categories, Physical Address, Mailing Address and Billing Address.

• **Details** – Here you provide information on Fees, Additional Information (Best time to go, What you'll need for your visit and Driving directions), Hours of operation.

• **Photos & Brochures** - If you want to add a brochure or pictures of your property to help enhance your partner page we highly recommend you use this tool.

**Brochure** - Select "Edit" next to "Brochure for Listing"  
Click "Browse" and select the appropriate file from your database.

**Photos/Logo** - Select the "Edit" link next to "Logo or Main Image"  
Enter the "title" and "description" (caption) - note there is a numeric counter alerting you to how many words you use.  
Click "Browse" to select the specific file you want to use and the system will automatically size the image to fit your page.  
If you want to add additional photos scroll down the page and access "Images for Listing" and repeat the entry process.

- **Associations** – These are groupings within your listings. For example, if you are Callaway Gardens, and have a spa, a restaurant, a hotel and a golf course, you may have one Callaway Gardens listing, then one listing for each of the other attractions. In the associations area, you can group all of the sub-listings under the main listing. For the immediate future, this is only used internally within the partner admin system, but will be rolled out in the future so that consumers can also see the grouping.

#### **NOTE ABOUT THE ORDER IN WHICH LISTINGS APPEAR TO THE CONSUMER**

Quality scoring based on summary, description, special offers, logo inclusion, etc.

**(NOTE: this means that instead of listings appearing in order of the most recently updated, they will now appear in order of the most complete, so it's important that tourism partners complete their listings as much as possible, including the addition of events, special offers and photos.)**