

DOTTIE MEMBER PORTAL USER GUIDE



*Visit
Hurunui
North Canterbury*

Hurunui Tourism
visithurunui.co.nz

DOTTIESM

DOTTIE.IO



WELCOME TO YOUR PRODUCT LISTING TOOL.

The Visit Hurunui website aims to attract more visitors to our region, part of this includes driving traffic to operator listings.

You now have access to add new business listings and manage your existing listings to ensure they are up-to-date and engaging.



Palomine Hanmer Horse Trekking

Come and experience a unique trek on our own little piece of paradise in Hanmer Springs!



Mountain Biking Hanmer Springs

The trail network in Hanmer Springs comprises over 30 kilometres of purpose built cross country trails catering to all levels of ability, from easy and intermediate ...



Weka Pass Railway

Temporarily closed. The Weka Pass Railway operates using steam and diesel locomotives on a 12.8km scenic ride through the unique limestone beauty of the Weka Pass.

BOOK NOW

LET'S GET STARTED

1 REGISTER WITH DOTDIE AND CLAIM YOUR BUSINESS LISTINGS

Dottie is the platform within the Visit Hurunui website where your business listings will be added and managed. You may not have a Dottie login already, but it's easy to sign up:

- Go to: <https://hanmersprings.dottie.io/> and click on 'Not Registered?' under the Sign In button to create an account.
- Follow the prompts to create an account and set up your business profile. This is for registration purposes only. These details will not be published on the visithurunui.co.nz website.
- If you already have a listing on visithurunui.co.nz, you can claim it, by ticking the 'Claim Listing' checkbox and searching for your listing.
- Once approved you will be able to add a new business listing and submit changes to an existing listing for approval.

IMPORTANT: Verifying your business profile may take up to 3 working days to approve. Please contact marketing@visithurunui.co.nz if you do not receive communication from the Admin.

- Once logged in, click on your name to take you to your profile, where you can update your contact details and reset your password if needed.

TIP: PASSWORDS ➤ A good password should be at least 8 characters, with a mix of letters, numbers and characters such as # / & \$ @, e.g. '\$1lv3rst3am'.

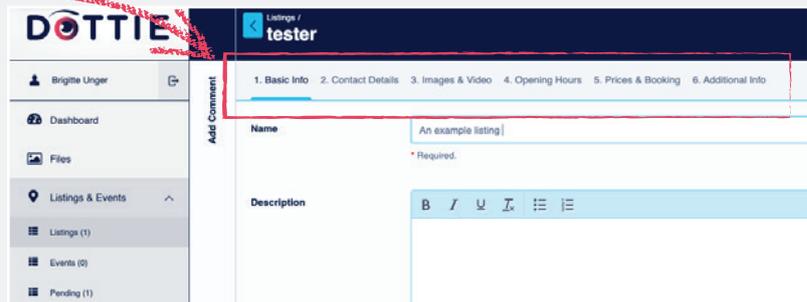
➤ if you have forgotten your password at any point, click 'I've lost my password' and we'll send you instructions to reset it.



2 ADDING A LISTING TO PROMOTE YOUR BUSINESS

- After the Admin approves you in the system, you can start editing approved listings or create new listings.
- To add a new listing, you'll need to add the Listing Name and select the Primary Category related to the listing.
- Next, work your way along tabs 1-6 at the top of the dashboard.

TIP: 🗑️ You don't have to follow the steps in a linear fashion. Every time you click to another step your changes are saved. *However* do make sure you save your changes before you close the listing.



➤➤ **IMPORTANT** Your listing is not submitted for approval until you click 'SUBMIT FOR APPROVAL'. If you haven't submitted a listing, it will show as 'Draft' on your dashboard. Your listing must be approved to be displayed on Visithurunui.co.nz. You will receive an email to confirm if your listing has been approved or denied within 3 working days. Please contact marketing@visithurunui.co.nz if you do not receive communication from the admin.

3 YOUR DASHBOARD

The dashboard is where you search and sort listings, add new listings, or edit existing ones.

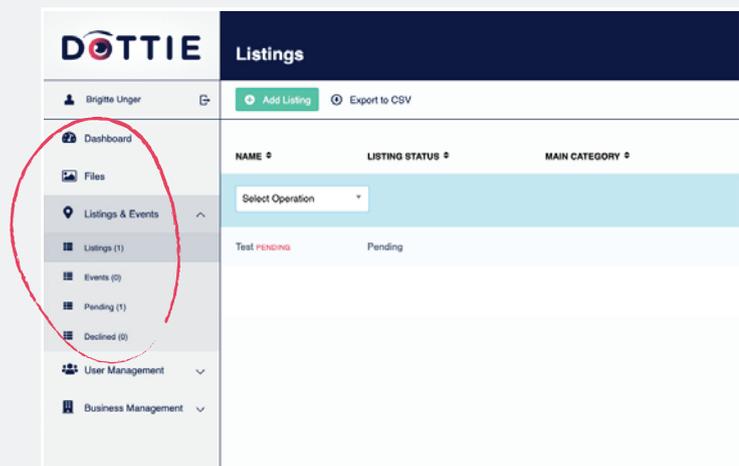
Listings have four main states:

Approved. They are live on the website. You can't delete a live listing, but can archive it.

Draft. This is a listing that is currently being edited. Draft listings do not show on the site. You can discard changes at any time.

Pending. The listing has been submitted for approval, it's no longer available for editing.

Declined. The listing change has been declined. The message will explain why. You can then re-edit the listing and submit for approval.



CONGRATULATIONS, YOU'RE DONE UPDATING YOUR PRODUCT LISTING!



TIPS ON CREATING QUALITY LISTINGS

THREE ELEMENTS OF A STRONG LISTING

Your listings are designed to inspire people to visit the Hurunui region by showing them the wealth of great attractions available. They're also an important point of conversion to drive traffic to the website. We measure the effectiveness of the site by visitors' engagements with your listing.

1. HIGH QUALITY IMAGERY AND VIDEO.

A picture really is worth a thousand words. Photos and videos help your visitors imagine an experience. The better your imagery, the more engaged your visitors will be. You need good quality images and several of them. Refer to the detailed image guidelines further below for image quality requirements.

2. GREAT DESCRIPTIONS.

Your product descriptions should engage your visitors, captivate them, and make them want to experience the product for themselves. Focus on describing the experience and showing why it's so good. There is a separate field to list amenities, facilities and other features of your business.

3. COMPLETE INFORMATION.

The more quality information you can add to your product listings, the more useful those listings will be for your prospective visitors, and the more leads you will generate for your business.

THE RULES

We try to keep these simple, but there are a few rules for product listings:

- ▶ A product can only belong to one listing type.
- ▶ If a product fits several listing types, such as Hotels and Dining, then create a separate listing for each listing type.
- ▶ A product listing can belong to up to five categories within a single listing type.
- ▶ If a product has more than one physical address, create separate listings for each location.
- ▶ Your product description is very important.
- ▶ Listings without images will not be published.

TIPS AND TRICKS FOR IMAGES AND VIDEO

The website uses large high quality imagery to improve engagement and increase conversions. You can add up to five large landscape format images on each listing.

INCLUDE UP TO 5 PHOTOS

- ▶ Aim to show different aspects of your product offering. Tell a story with your images. The more attractive you make your product, the more enquiries you will generate.

WHAT FORMAT & SIZE SHOULD MY IMAGES BE?

- ▶ Landscape orientation images will look better.
- ▶ Images should be at least 1920 pixels wide x 1080 pixels high.
- ▶ We do not recommend portrait images. If used, they must be at least 1920 pixels wide x any height.

YOUTUBE VIDEO

- ▶ Video is a powerful tool to motivate visitors. You can add one video per listing. Link to a single video, not a playlist or channel.
- ▶ A correct listing ID is <https://www.youtube.com/watch?v=eTUCNNCaYic> or [t1VEkCABvpc](https://www.youtube.com/watch?v=t1VEkCABvpc)

