

## TRAVELOK.COM DATA ENGINE USER GUIDE

Are you making the most of your free listing on TravelOK.com? Let OTRD help you today!







# TRAVELOK.COM

TravelOK.com, Oklahoma's Tourism & Recreation Department website, consistently ranks among the Top 10 tourism websites in the nation for unique visitors and page views. Since its debut in January 2010, virtual tourists have used the many tools available on the site to plan their trip to Oklahoma. On TravelOK.com, potential guests are invited to view videos and photo slideshows, read articles and plan their vacation at the click of a button. While learning what our great state is all about, they can also print coupons, download maps and menus and even click through to social media sites for their favorite attraction, event, lodging property or restaurant.

None of this would be possible without you, the tourism industry professionals that fuel TravelOK.com with your listings. We hope this Data Engine User Guide will help you build the most beneficial listing possible. We are here to help, so feel free to contact us with your concerns or questions. As always, we'll do our best to help you get those visitors through your doors.

Best Wishes,

The TravelOK.com Interactive Team Adam Jewell, Digital Content Editor: Adam.Jewell@TravelOK.com General Information: Update@TravelOK.com To access your listing in the TravelOK.com Data Engine, go to http://data.travelok.com and login. If you need your login credentials, email Update@TravelOK.com.

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Changes made to your listing do NOT automatically appear live on the site, but are processed as soon as possible. If you need an immediate change, please email Update@TravelOK.com.



#### **1. Business Information Module**

This module contains the core business information that is displayed on TravelOK.com.

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### 2. Amenities Module

This module gives you the ability to list features of your location, attraction or event. To update this module, click the Edit button and then select the amenities that apply to you. Selected amenities will turn gray.

*Tip: If your destination has an amenity that is not included in the list provided, please include that special feature in your description.* 



Please Note: This Amenities Module example is for a restaurant. Each listing will have a slightly different list of amenities based on category. For instance, motels will have amenity options for room-type and kitchen amenities.

*Tip: It is very important to always click the Edit button in this module because once you do, there will be many amenities to choose from that you won't see until you open the module up for editing. As always, remember to hit the Save button after editing.* 

### **3. Descriptions Module**

This module allows you to provide unique information about your location, attraction or event. Get creative to intrigue potential visitors and help web users find you on TravelOK.com.

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is a daily Blue Plate Special, and a monthly schedule of these specials can be found on the company website. The menu also offers a variety of soups, salads, sandwiches and desserts.	
Cash, personal checks and credit cards are accepted. To-go orders are available and the homemade cakes are offered by the slice. Sweets & Eats prides itself on affordable prices,	
delicious home-cooked lunches and great customer service.	
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#### 4. Contacts Module

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Most listings have a primary contact for their organization. If you have different contacts for different functions, use this tool to create a contact list.

Include phone, fax or email, and choose the way you would like to be contacted. Email is our favorite!

Don't forget to hit Save! <<

#### 5. Maps & Menus Module

This module is a great way to further promote your destination by uploading maps, menus, vendor applications, floor plans, etc.

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If you're done uploading documents, click Save. If you have several PDF files to upload, click Save and Add Another.

If you messed up and uploaded the wrong document, click Cancel Document Upload and try again!

*You can upload up to 128 PDF files and manage them any way you'd like.* If one becomes out of date or your menu changes, just delete the file and upload the current one.

#### 6. Photos Module

This is where you will add photos of your location, attraction or event. Color photos are a great way to showcase your destination, and *each listing on has the capability of displaying up to 128 photos.* 



#### **More Tips for Uploading Photos**

- Photos must be in the JPG, PNG or GIF format and 15 MB or less in size.
- Captions should be added to engage your audience.
- Click the Display on TravelOK.com button < < to show the photo on your listing.</li>
- Pick the photo you want to appear first by clicking the Make Primary Photo button.
- Hit the Save button. < <</li>
- If you messed up and uploaded wrong image, just click the Delete Photo button and try again!



*Friendly reminder: Your photo will NOT appear on TravelOK.com until approval by our content team.* 

#### · C · Inter jeins travelok og ..... **RE-ORDER PHOTOS** Click the button below to begin re-orde photo. That can be handled with the pl ing photos. Please note, you cannot reorder the primary Once you click Sort Photos, << a screen will come up with all of MAPS, MENUS & PDF DOCUMENTS your photos in order. From there, Click an existing document to adil its information or select Add Document to submit a new document. Acceptable documents include manua, maps, floor plans and vendor application documents must be in .pdf froms. If you need assistance saving a document as a .pdf file, contact our help deak at 405-230-8412. ns. All just click and drag your photos You have no documents. into the order you want. ADD DOCUMENT 360 LINKS Click edit next to an existing link to edit its information or select Add 360 to submit a new external You have no 390s ADD DEALS Click an existing deal title to edit or delete the information, or select Add A Deal to submit a new deal. No deals submitted. ADD A DEAL EVENTS ••• TereOCorribite Date: H + .... - C + Intelligent Travelok **RE-ORDER PHOTOS** Click and drag on the images to rea ange then WHEN YOU'RE **FINISHED, CLICK** SAVE SORTING Car 1 SAVE SORTING. MAPS, MENUS & PDF DOCUMENTS ents must be in .pdf formet. If you our help desk at 405-230-8412 assistance saving a document as a .pdf file. 60 LINKS Click edit next to an existing link to edit its information or select Add 360 to submit a new ext tric.

#### 7. Re-order Photos Module

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If you have multiple photos and would like to change their order, click the blue Sort Photos button. <<

#### 8. Deals Module

This module gives you the tools necessary to post deals and specials.

Deals or special offers are expressed as a dollar off amount, percentage savings amount or a 'buy x, get x free' offer.

Packages feature more than one industry member offering accommodations, meals, admission, services, etc. for one price. The package can be paid for at one location. Package deals need to explain what elements are part of the package and state the price of the package. There's no requirement here of savings, just stating the all-inclusive price for the elements contained in the package and telling where it can be purchased.

All deals must have a valid start date and end date. Include any disclaimers, blackout dates and other conditions and a promo code if necessary.

Coupons are also an option on TravelOK.com. To use a coupon, web-ready artwork in JPG format must be provided to the Digital Content Team. Artwork must be roughly a horizontal rectangle in order to fit in the display. The image must be able to be sized down for a thumbnail display and sized up for a detail view and must print without losing formatting. Coupon guidelines are just like deals.

Something to think about with deals, packages and coupons: Not only does your deal, package or coupon appear on your TravelOK.com listing page, but also on the Deals & Coupons section of the website, your city page (if your city has a profile page) and any other subject landing pages that you're associated with.

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Disclaimers are important to ensure a great customer experience.

When the deal expires, it just falls off the site. You don't have to do a thing!

9. Events Module

This module will allow you to list events held at your destination.



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Please keep in mind – this event information will only appear on your page on TravelOK.com.

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Did you know you can submit event forms to us online? For more information, go to https://www.TravelOK.com/event-form.

#### **10. Social Media Module**

Social media lets you connect with your customers in a whole new way. Share your attraction or event's social media link, and we will list it on your TravelOK.com listing.

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**You're finished!** Please keep in mind that all changes will be reviewed before anything shows up live on the site.

We've covered the basic modules of the data engine, and we hope that it will assist you in updating and maintaining your listing details. We look forward to working with you and helping you become an integral part in the Oklahoma tourism industry.

If you have comments, concerns or questions about the data engine or TravelOK.com, please don't hesitate to contact us at Update@TravelOK.com or by calling (405) 522-9634.

