



APP AND WEBSITE LISTING TOOLKIT

HOW TO ADD YOUR BUSINESS TO SCOTLAND STARTS HERE

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WHAT IS SCOTLAND STARTS HERE?

SCOTLAND STARTS HERE

- Scotland Starts Here is a tourism app/website and marketing campaign to:
 - encourage people to travel to the Scottish Borders and Dumfries & Galloway instead of driving through them
 - provide businesses with a tool to help promote their offer, encouraging visitors to plan, book and stay in the South of Scotland
 - be a one stop portal of visitor information and inspiration
- The app helps visitors discover the best of the area on-the-go, combining interactive routes, maps and more. It is all brought to life through songs, legends and narrated guided tours.
- The website acts as a gateway to the destination, using the information from the app as well as plenty of additional inspiration like e-books, blogs and podcasts help visitors plan and book a trip.





HOW TO LIST YOUR BUSINESS

WHO CAN BE LISTED?

- Any businesses that are **direct or group members of SSDA** and offering a tourism product or experience can be listed. This includes – but is not limited to – the following types of businesses:
 - Accommodation providers (e.g. hotels, B&Bs, self-catering, exclusive use, camping and glamping sites etc)
 - Hospitality businesses (e.g. restaurants, cafés, inns, cookery schools)
 - Visitor attractions
 - Historic Sites
 - Museums and galleries
 - Breweries and distilleries
 - Estates, country parks and gardens
 - Activity providers
 - Guided tours
 - and many more!
- Our development agents can support you with any questions. Find your [Area Development Agent](#)



HOW TO GET YOUR LISTING

- To create a listing on the Scotland Starts Here website and app, you need a Magic Link
- Sign up as an [SSDA Direct Member](#) or Group Member
 - Direct Members: Contact your [Area Development Agent](#). They will send you a Magic Link to log in and populate your business listing
 - Group Members: Your listing will be created by your own local tourism group representative. Please contact them for further details and they will provide you with the link come populate your business listing



MULTIPLE LISTINGS

- DMOs, community and destination groups can set up group membership of SSDA. This will allow you to create listings on Scotland Starts Here for your members through our Listings Group function.
- Organisations that look after multiple sites, attractions or businesses can also benefit from the Listings Group function.
- The Listings Group function:
 - Through the Listings Group function, you will be able to add new business listings for your members and businesses and update existing listings with a dedicated dashboard.
 - The SSDA team will talk you through the system and support you.



CREATING YOUR LISTING

- The backend has four distinct sections:
 - Basic Details
 - Additional Images
 - Features and Facilities
 - Accessibility

BASIC DETAILS	ADDITIONAL IMAGES	FEATURES & FACILITIES	ACCESSIBILITY
<p>Name & Address</p> <p>If your listing does not have a defined postal address, use the closest known address to the listing.</p> <p>Listing Name *</p> <input type="text"/>			



YOUR LISTING – BASIC DETAILS

- Basic Details include:
 - Address
 - Map view of location
 - Opening Times
 - Primary Image (the main image used to showcase your business on the app and website)
 - Short Business Description
 - Long Business Description
 - Contact Information
 - Social Media Channels
 - Website and online booking channel links
 - Business Category
 - Tags



YOUR LISTING – BASIC DETAILS

- All areas marked * must be completed
- Use the map to showcase your exact business address – latitude and longitude will populate automatically

Name & Address

If your listing does not have a defined postal address, use the closest known address to the listing.

Listing name *

Street Address *

Street Address 2

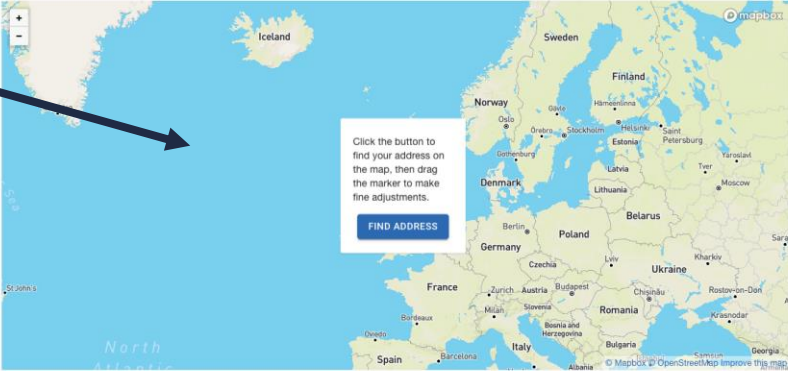
Region/County

Town/City * Postcode *

[FIND ADDRESS ON MAP](#)

Precise Location *

When we display your listing on a map we will use the exact coordinates of the map marker to show your location. You can drag the marker to make fine adjustments to your location.



Click the button to find your address on the map, then drag the marker to make fine adjustments.

[FIND ADDRESS](#)

Latitude * Longitude *

[UPDATE COORDINATES](#)



YOUR LISTING – BASIC DETAILS

- All areas marked * must be completed
- Images should be sized 1920px wide x1080px high to display best on the web
- Image choice: Be mindful of web and app display ratios. Once uploaded you can choose the focal point that will be used for your image. Click on the image and the editor will open.
- Unsure about image size? Right-click on a file on your computer and choose **Properties**. This will show image dimensions and size

Primary Image *

This image will be displayed wherever we represent your listing and should be an accurate and attractive portrayal of what a visitor should expect to see. To help ensure the quality of the image, please try and upload a photo that is in landscape format and a minimum resolution of **1920 x 1080 pixels**.

UPLOAD PRIMARY IMAGE

Description

A few words about the listing letting potential visitors know what to expect, what there is to do and anything else.

Short Description *

Long Description *

Contact Information

These details will be displayed alongside your listing for potential visitors or customers to get in touch.

Website Address

e.g. <https://www.wheneverly.com/>

Primary Contact Number

Mobile Phone

Email Address

Booking Link

Social Media

Entering your social media usernames will allow us to link out to your profiles when we display your listing.


Twitter Handle

e.g. [Whereverlyapp](#)

Facebook URL

e.g. <https://www.facebook.com/whereverlyapp/>

Image Focal Point Picker

Drag the indicator below  to the area of most interest in your image and we will make sure that area is in frame when the image is shown.



Preview Size



UPDATE FOCAL POINT



YOUR LISTING – BASIC DETAILS

- All areas marked * must be completed
- Primary Category:
 - What type of business are you running?
- Additional Categories:
 - What else is your business? E.g. an inn is an Accommodation as well as a Food & Drink business, an Attraction may be a History & Heritage Site as well as a Garden
- This does not relate to what you offer to visitors
 - For example a restaurant is not a Parking Lot if it offers customer parking. What else you offer should be mentioned in the **Facilities & Amenities Section**

Tags & Categories

Categorising our listings means that we can present them to our users in an organised fashion, making it easy for them to search and explore.

Primary Category

This is the main category representing the listing.

Primary Category *

Additional Categories

To keep your business information accurate and live, make sure that you use as few categories as possible to describe your overall core business. Choose categories that are as specific as possible, but representative of your main business.

<input type="checkbox"/> Accommodation	<input type="checkbox"/> Garages & Repairs	<input type="checkbox"/> Public Toilets
<input type="checkbox"/> Arts & Culture	<input type="checkbox"/> Golf Course	<input type="checkbox"/> Scottish Crafts & Gifts
<input type="checkbox"/> Campervans & Motorhomes	<input type="checkbox"/> History & Heritage	<input type="checkbox"/> Shopping
<input type="checkbox"/> Camping & Caravans	<input type="checkbox"/> Indoor Activities	<input type="checkbox"/> Tourist Information
<input type="checkbox"/> Car Hire	<input type="checkbox"/> Libraries	<input type="checkbox"/> Tours
<input type="checkbox"/> Cycling	<input type="checkbox"/> Low Level Walks	
<input type="checkbox"/> Distilleries & Breweries	<input type="checkbox"/> Nature & Animals	
<input type="checkbox"/> EV Charging	<input type="checkbox"/> Outdoor Activities	
<input type="checkbox"/> Experience	<input type="checkbox"/> Parking	
<input type="checkbox"/> Food & Drink	<input type="checkbox"/> Parks & Gardens	
<input type="checkbox"/> Fresh Scottish Produce	<input type="checkbox"/> Play Parks	

Tags

Add tags with the enter key. Add tags with more specialised keywords to make sure what the listing has to offer is accurately represented e.g. Pirates, BYOB, Fine Art.

Tags

DELETE

SAVE AS DRAFT

PUBLISH



YOUR LISTING – IMAGES

- Additional images are a great way to show off your business – from food and drink offers to amenities and events
- Choose up to 12 images to showcase your offer on your listing
- Remember: Images sized 1920 pixels wide x 1080 high display best

Additional Images

Additional images of the listing to be shown in a gallery. To help ensure the quality of the image, please try and upload a photo that is in landscape format and a minimum resolution of 1920 x 1080 pixels.

UPLOAD ADDITIONAL IMAGES

DELETE

SAVE AS DRAFT

PUBLISH



YOUR LISTING – FEATURES & FACILITIES

- Features and Facilities show what your business offers
 - Visitors can search for these terms:
 - The map function allows users to restrict search to specific features and amenities
- Features & Facilities Categories:
 - Payment Methods
 - Internet
 - Transport & Parking
 - Catering
 - Pet-friendly
 - Child-friendly
 - Cuisine
 - Awards & Ratings
 - Accommodation-specific Features (such as spa treatments)

Features & Facilities

Select all features that may be applicable to the listing. If you feel any additional notes are required to explain or clarify how you provide a feature you can add them by clicking the plus button next to the feature (1000 characters limit).

General Facilities

Payment Methods

- ☐ Cash only +
- ☐ Cash +
- ☐ Traveler's Cheques +
- ☐ Cheque +
- ☐ Credit Card +
- ☐ Debit Card +
- ☐ PayPal +
- ☐ Internet Banking Transfer +
- ☐ WeChat pay +
- ☐ American Express +
- ☐ Diners Card +
- ☐ Union Pay +

Internet

- ☐ Internet Access +
- ☐ WiFi +

Transport and Parking

- ☐ Taxi rank nearby +
- ☐ Parking +
- ☐ Coach Parking +
- ☐ On Public Transport Route +
- ☐ Electric Car charging +
- ☐ Airport Transfer +
- ☐ Public Parking Nearby +

Catering

- ☐ Cafe +
- ☐ Restaurant +
- ☐ Shop +
- ☐ Licensed Bar +
- ☐ Patio or Beer Garden +
- ☐ Picnic Area +
- ☐ Catering Available +
- ☐ Breakfast Available +
- ☐ Lunch Available +
- ☐ Evening Meal Available +
- ☐ Room Service +
- ☐ Breakfast Included +

Pets

- ☐ No Pets Allowed +
- ☐ Pets Welcome +

Children

- ☐ Baby Changing Facilities +
- ☐ Children's Club +
- ☐ Creche +
- ☐ Outdoor Play Area +
- ☐ Indoor Play Area +



YOUR LISTING – ACCESSIBILITY

- Accessibility information is crucial for visitors to accurately plan a trip
- Clear guidance on accessibility in your business premises enables people with access requirements, whether they relate to mobility, vision, hearing or cognitive dimensions, to function independently. Not providing this information can give visitors the impression that you are not accessible and therefore not a suitable choice for their holiday.



Accessibility
Select all the aspects of the listing that improve accessibility. Many people with disabilities will make their decision on whether or not to visit based on how well you are able to accommodate their condition.

<input type="checkbox"/> Wheelchair access throughout	+
<input type="checkbox"/> Level access from entrance to reception	+
<input type="checkbox"/> Tactile route for visitors with visual impairments	+
<input type="checkbox"/> Suitable for visitors with limited mobility	+
<input type="checkbox"/> American Sign Language	+
<input type="checkbox"/> Partial wheelchair access	+
<input type="checkbox"/> Accessible parking or drop-off point	+
<input type="checkbox"/> Ramp to main entrance	+
<input type="checkbox"/> Hearing Loop	+
<input type="checkbox"/> Level access to main entrance	+
<input type="checkbox"/> Wet room or level entry shower	+
<input type="checkbox"/> British Sign Language	+
<input type="checkbox"/> Accessible toilets	+
<input type="checkbox"/> Partially suitable for visitors with limited mobility	+
<input type="checkbox"/> Access guide	+
<input type="checkbox"/> Level access to bar	+
<input type="checkbox"/> Level access to dining room, cafe or restaurant	+
<input type="checkbox"/> Level Access	+
<input type="checkbox"/> Lift or stairlift	+
<input type="checkbox"/> Level access to one or more bedrooms	+
<input type="checkbox"/> Level access to all public areas	+
<input type="checkbox"/> Large print, braille or audio	+
<input type="checkbox"/> Level access to leisure facilities	+
<input type="checkbox"/> Wheelchairs or mobility aids provided	+

[DELETE](#) [SAVE AS DRAFT](#) [PUBLISH](#)

BEST PRACTICE

- Accuracy:
 - Double-check that your information is accurate before submitting it
- Clarity:
 - All information you provide should be clear and apply to your business only
- Imagery:
 - Concentrate on images that are at least 1920 pixels wide and 1080 pixels high for the best website display. Use images of your business that clearly show what you offer, as well as some that will inspire visitors to plan a trip
- If you are unsure about any aspects, you can 'Save as Draft' and either edit your information later or contact your Area Development Agent for support.



SETTING YOUR LISTING LIVE

- Once you have added your business information, click the 'Ready for Review' button
 - Your listing will be sent to your Area Development Agent for approval
 - If there is any missing information, your agent will contact you with advice on how to make your listing stronger
 - Once your listing has been approved, your agent will set it live
- All information provided on the backend will automatically show up on both the app and the website
- Please note: It takes 24 hours for new listings to become visible on the app and website.



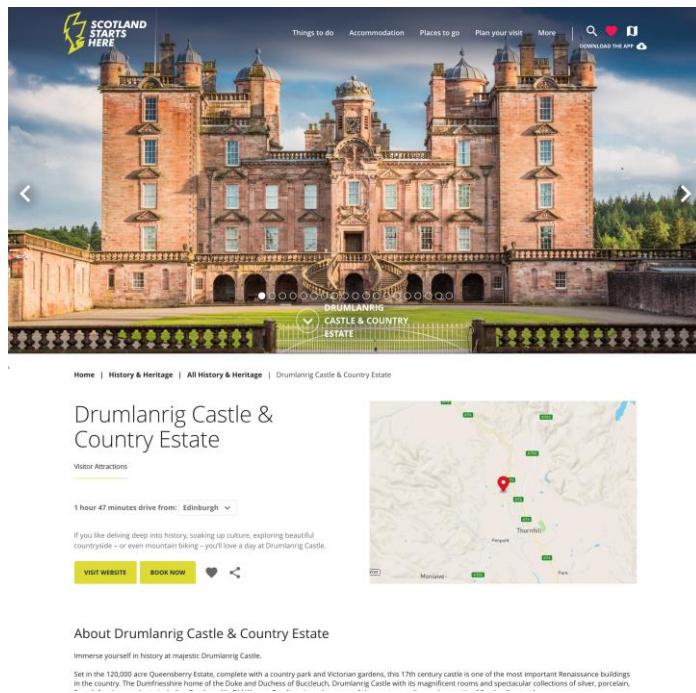
UPDATING YOUR LISTING

- You can update your listing at any time
- Simply click into it using the Magic Link
- Should you have lost your link, your [Area Development Agent](#) can resend it



LISTING EXAMPLE

WEBSITE



APP





PROMOTING SCOTLAND STARTS HERE

PROMOTING SCOTLAND STARTS HERE

- Recommend the app to your guests in booking confirmations, pre-arrival information and download our promotional poster
- Add the Scotland Starts Here logo to your website to show you're a member
- Share the app on social media and let your followers know that you're listed on Scotland Starts Here
 - Use #ScotlandStartsHere to make sure we see your activity
 - Tag us in photos of your business and the wider South of Scotland so we can share them with our audiences



NEED HELP? CONTACT THE TEAM



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Coordinator



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Agent Central



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Agent East



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Development
Agent West

