Manual Content Management for mobile booking and web page

This manual is intended for customers who use our responsive Web platform for their website. Responsive means that the page is automatically customized to the width on the unit that the visitor is using, which ensures that your endcustomer will have a user friendly experience when surfing.

In Travelize’s responsive Web platform, also called CM3, the whole process on the website - from the first step when the customer enters to where the customer finishes a booking – is responsive. If you don’t have a responsive web page today but are interested, please contact Travelize Support or read more about it here: https://www.travelize.com/mobile

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File library for images
Under Content Management -> Images you will find your library with images that can be used on the website. The images in the folder must be in the correct size according to your website settings. You need to have a good folder structure (for example for each destination/hotel) since slideshows are shown when you connect a whole folder with images to your document.
You can also use a FTP program to load images. The FTP program is not something that is provided by Travelize, it must be downloaded by client.

Document types
There are different types of documents that can be added to Content Management. The most common ones are Category, Destination, Hotel, Other page, Startbanners and News.

Category is commonly used to add a general page, like for example for a country or for a travel category.

Destination corresponds to the trip itself and you can have several destinations as child documents to a category page.

Hotel is added with the travel arrangements and you can choose to present these on your website.

Other page can be used to present for example Terms of conditions, Information about the company etc.

Start page banner is a smaller element with an image and text that can be connected to different pages

News show the News box to the right on the page (as a standard)

Search for existing documents
You can use a range of criterias to search for documents, document name, ID, product code or link. The link is what comes after / in the address, for example www.domain.com/this-is-link. This search field is visible under all document types, for example Content Management -> Category.

If you don’t know which type the page you want to search for is, you can choose to tick the box saying Search All (this does not include hotels though), if you want to include inactive documents you can untick the box Only include active.
Add a new Category/destination/other pages

Go to Content management -> Category / Destination / Other pages. The fields that are most important are the ones that follow:

Category/destination/document name (headline in field depends on document type) – If you leave the field Title empty the content will be used as title on the page and will be the headline that shows on the website.

Link – Which link that should be used. If you leave that field empty it will be automatically created accordingly to name of the document. (spaces and special characters will be cleared out).

Active - For the page to be shown on your website this box needs to be ticked.

Title – Is what is shown as title on the page in the browsers toolbar or the tab name. The words that have been saved here are very important for the search engines. Title should be about 6-8 words. It is important to think of the fact that this is visible to the visitor also, so it needs to have a clear context. Think of the fact that your startpage is most frequently visited, but do not try to squeeze in all of your destinations there. Instead use good title texts for the destinations on the pages where they are presented.

Description – should be a good description of the page in approximately 20 words. This text is not visible on the page, but is searched through and is shown as a preamble to the search result, so use a text that you want to be visible when your site is found through Google and that contains the most important keywords.

Images

• **Main image** is the big image on a page that is placed above the text.

• **Thumbnail image** is only used if you connect a child document in the left menu. Then this image will be displayed in the listing of subpages.

• **More images (‘morePictures’) ** – Is connected to a whole folder in the image library and will be displayed as a slideshow on the page. It is shown in the same position as Main image, so if you use both Main image and More images the slideshow will be displayed, but with Main image as the first picture in the show.

Text1 – here you write the text that should be shown on the page. Use the different tools in the toolbar to format your text. Big charts should be avoided, since these need a certain width to be displayed and therefore will break the responsive part of the page so that a lateral scrollbar must be used.

Maps

On the destination- and hotel documents there is an option to add a map with Google Maps. If you have the longitud och latitude for the place that you want to mark on the map, you can type these in or you can use the search field to search for an address or a city. If you are not satisfied with where the marking is placed, you can click on the map to move it.
**Amenities**
On the hotels there’s an option to list the amenities on the website. Such as Distance to beach, Elevator, Pool and other information.
Which amenities that should be available to choose from are added under Content Management -> Amenities. Type in the name of the amenity, tick the box saying active and then save. After that, go to any hotel and you will see them above the image selection. To show the amenity on the hotel page, choose Yes in the column Show amenities and in the text field you can add what should be informed about the amenity, for example “100m”. If you leave this empty it will per default show ”Yes“ on the website.

**News**
News are added under Content management -> News with a headline, text and a date. They will automatically positioned in the news box on the website (in the sidebar to the right as a standard) and will list a maximum of 3 news at a time. If you should have more than 3 news, a link will be displayed to read all news.

**Add tabs**
On all pages you have the possibility to add “tabs” that can be folded in or out on the page. Here clients usually add the detailed program/itinerary.
These are added by searching for the specific document and clicking on the plus sign to the far right. It will say ”New child document” if you hover over the plus sign.

**Start page banners**
Start page banners are smaller elements with images and text that can be displayed on most pages.
These are added under Content Management -> Start page banners. Choose Add start page banners.

- **Start page banners field** – The name of the banner that will not be displayed to the customer if you don’t fill out the field Start page banners Subject. Use the Start page banners field wisely, name it so that you will be able to sort out which one is which among the banners afterwards.

- **Start page banners Subject** – Is used to set the subject/headline that is displayed on the site. If this is left empty the name from the Start page banners field will be used as headline instead.

- **Hierarchy** – Decides in which order the banners will be shown, if several banners with the same position are connected to a page. Observe that the hierarchy depends on each position.

- **Read more Link** – Here you add the link that the banner should lead to. It is enough to type in /pagelink, For example /Madrid. If you add a link the link text ”Read more” will be shown in the banner and when the customers clicks on it, they will be redirected to that linked page.

- **Pict1 (main image)** – Image that is displayed on the banner.
**Text 1** - Text under the headline.

**Position** – Decides what type of banner it should be, and what position it will have on the site. This must be chosen, otherwise the banner won’t show. As a standard there are 3 different positions:

1) **Content section box - Desktop 3 boxes per row** – These are banners that are displayed as 3 in a row in the content section. Note that the number of these banners should be equally divided by 2 and 3 to avoid asymmetry when you reduce the width and want to display two and two. We recommend a maximum of 6 since it will be very long (12) otherwise when you look at the startpage from mobile device.

2) **Sidebar section box** – This position is at the bottom of a sidebar, under the Contact us-section. Note that it will be shown at the absolute bottom of the page for mobile devices, so don’t place any important information here.

3) **Content section - Slideshow** – A big picture that is filling out the whole content-part in width and displays a headline and text under. Can be used to build a slideshow by connecting several banners with this position to the same page.

*If you wish for more banner types, we can assist you with that, see for example startpages www.turkietresor.se and www.olvemarks.se that both have more banner positions. This is not included in the standard settings for responsive website.*

The next step is to connect the banner to a page. This is done through the function Content Management -> Connect startbanners. Choose which page you want to connect the banner to in the selection box **Select document**, use the text field above to sort the pages in the dropdown menu. Search for example after "start" to reach the start page. Choose the page you want to connect and two boxes will be displayed. In the left box all the banners will be shown that have NOT been connected. In the right box the banners that already are connected to the page will be shown. Use the arrows to move a marked banner between the boxes. Choose Amend when you are satisfied.

**Left menu (primary menu)**
From Content management / Left menu you will control the structure of the primary menu that is displayed on the public website.

Click on the link **New parent document** to add a first level or click on **New child document** after an already existing headline to add a second level. To the right you can search for the page that you want to be linked to the menu by clicking on Category, Destination, Activity, Hotel, News or Other page. In the search result you tick the box next to the pages you want to add.

If you connect pages on a second or third level they will automatically be listed on the page that they are connected to. The Thumbnail image will be displayed and a part of the initial text from Text1.

By clicking on the headline of the document you will be able to see a box where you can edit some characteristics:
Subject (the headline that is shown on the menu), hierarchy (decides in which order the headlines are shown in the menu) and External link (only used if you want to link to something else than the document. You can enter another link that you wish it to redirect to. This is generally not used).

Edit text – Click on this link if you want to edit the document. You will be directly redirected to where you can edit each page. Observe that you need to go back from your server to reach the editing of the whole Left menu.

To remove a headline from the menu, click the link Delete after the specific headline. This won’t delete the actual document, only that row in the menu. Observe, if there is a child document to this row, this needs to be deleted/removed first.

Top menu (secondary menu)
The top menu is the menu that is displayed at the top of the page or/and a menu that is displayed further down (usually above the footer). Both these are administrated under Content management / Top menu.

Click on the link Upload the new document from the Content Management to connect a new page (that is available in Content management) to the menu. At the bottom of the page you can now search for the page that you want to link to the top menu through the search function or by clicking on the type of page: Category, Destination, Activity, Hotel, News or Other page. In the search result you tick the box next to the page that you want to add. To edit the connection you click on a subject/headline in the list of connected pages. You will now see these fields: Subject (Subject displayed in the menu), Link (link to the page) Hierarchy (decides in which order the headlines should be displayed), Position (decides where the link should be displayed, in the upper or lower menu) and Active (box must be ticked for the headline to be shown in the menu).

If you instead wish to link to an external page or a page that does not exist in Content Management (for example Order catalogue or My bookings) you can click on the link Add new (Add general page). Here you enter the link to the page manually. If it is a link to an internal page, you don’t need to enter the domain, it is enough to enter for example /My-bookings.

Do you need more help?
Every website setting is unique, which is why there can be some functions that you use that are not described in this manual or it could be that they are not even mentioned.

If you wish to know more about a specific field or function that is not described here, you can read more about the function if you click on the orange Help bubbles in the system.

You are also welcome to contact Travelize Support, either through the Support tab in your system, or by sending an email to support@travelize.se.