App Toolkit

How to list your business on Scotland Starts Here

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- ## Promoting Scotland Starts Here
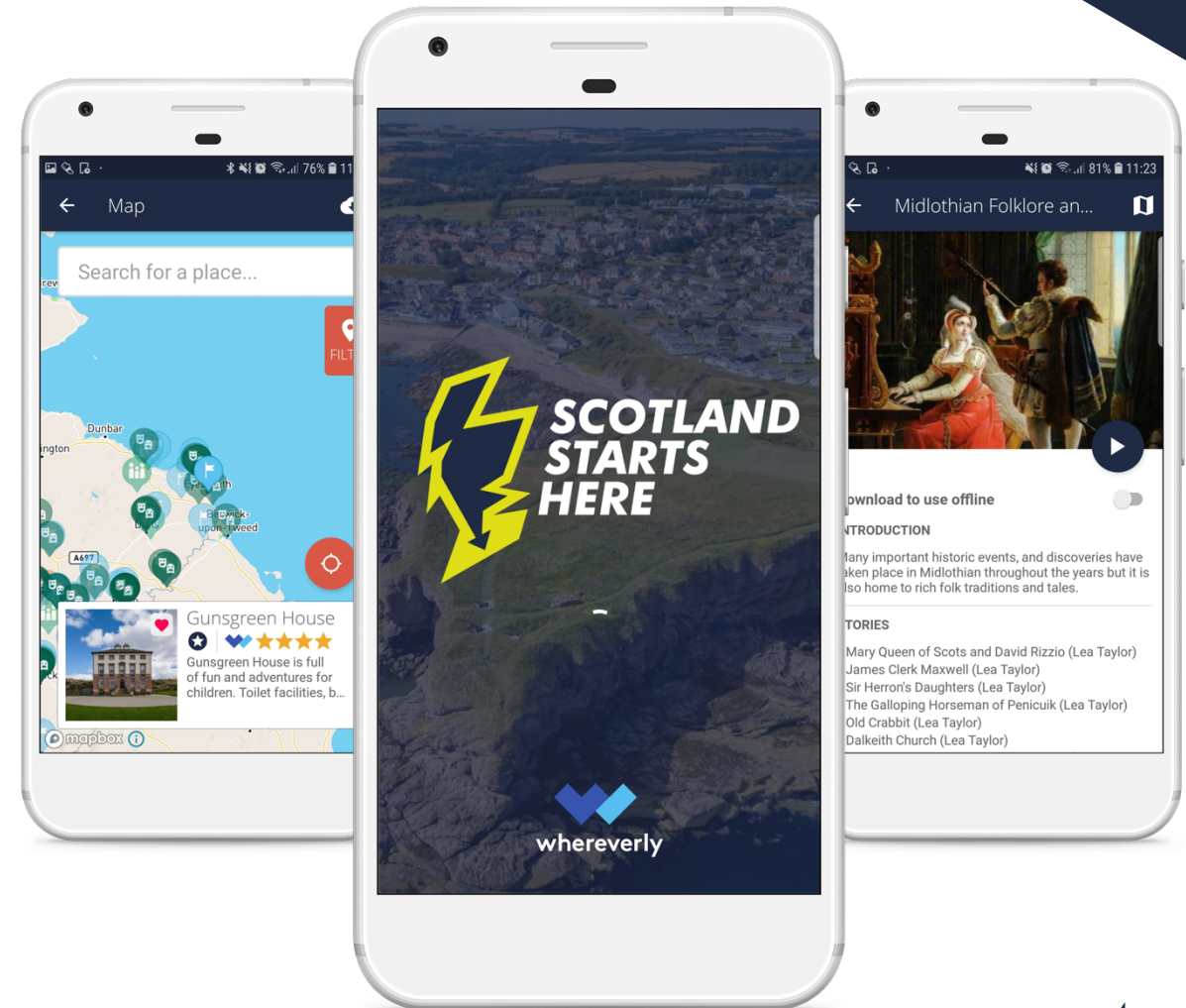 - Promotional material
  - Download the app

What is Scotland Starts Here

What is Scotland Starts Here?

SCOTLAND STARTS HERE

What is Scotland Starts Here?

- Scotland Starts Here is a tourism app and marketing campaign to
  - encourage people to stop when passing through the Scottish Borders, Dumfries & Galloway, and Midlothian
  - 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 information that tells a compelling story of the area, making it a destination of choice

- 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.

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How to list your business

Who can be listed?

- Any businesses 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](#)

Who to contact to set up your listing

- To get a listing on the Scotland Starts Here website and app, you need a Magic Link

- Contact your Area Development Agent, and provide the following information in your request:
  - Business Name (as it will appear to the public)
  - Business postcode
  - Email Address (for editing the listing)

- Your agent will then send you a Magic Link to log into the backend and populate your business listing

- <u>Find your Area Development Agent</u>

Organisations with multiple listings

- If you represent a business network, destination group or otherwise have a number of businesses to list, we can support you.

- For organisations that look after a large number of sites, we can arrange Listings Groups to help you manage your site listings.

- As a Listings Group Administrator you will be able to add new listings as well as update existing ones with a dedicated dashboard.

- Please contact info@ssdalliance.com for more information

Adding business details

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

BASIC DETAILS	ADDITIONAL IMAGES	FEATURES & FACILITIES	ACCESSIBILITY

Name & Address

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

Listing Name *

Adding business details

- Basic Details includes:
  - Address
  - Map View of location
  - Opening Times
  - Primary Image (the main image used to showcase your business across the app and website)
  - Short Business Description
  - Long Business Description
  - Contact Information
  - Social Media Channels

- All areas marked * must be filled in

Use the map to showcase your exact business address – latitude and longitude will populate automatically

- All areas marked * must be filled in

- Images sized 1920 pixels wide x 1080 high display best on the web
  - Be mindful of web and app display ratios
  - Unsure about image size? Right-click on a file on your computer and choose Properties. This will show image dimensions and size
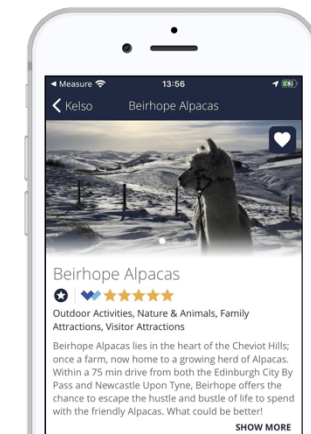 - Do not use logos as your main image
  - Good examples:
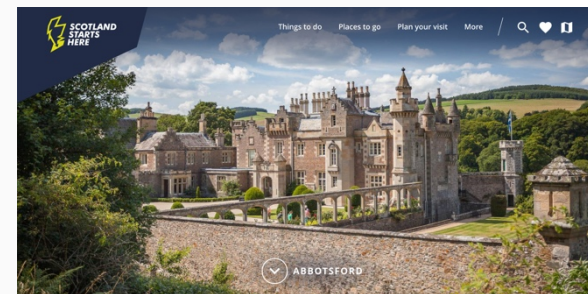
Tags & Categories

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 [...] your overall core business. Choose categories that are as specific as possible, but representative of your main business.

- Accommodation
- Arts & Culture
- Camping & Caravans
- Car Hire
- Cycle Shops
- Distilleries & Breweries
- EV Charging
- Food & Drink
- Fresh Scottish Produce
- Garages & Repairs
- Golf Course

- History & Heritage
- Indoor Activities
- Libraries
- Low Level Walks
- Nature & Animals
- Outdoor Activities
- Parking
- Parks & Gardens
- Play Parks
- Public Toilets
- Scottish Crafts & Gifts

- Shopping
- Tourist Information
- Tours

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

- **All areas marked * must be filled in**

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 like Floors Castle is a History & Heritage Attraction as well as a Garden
  - This does <u>not</u> relate to what you offer. E.g. a restaurant is <u>not</u> a Parking Lot if it offers customer parking.
  - What else you offer should be mentioned in the Facilities & Amenities Section

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BASIC DETAILS   **ADDITIONAL IMAGES**   FEATURES & FACILITIES   ACCESSIBILITY

Additional Images

Additional images of the listing to be shown in a gallery. We require your images to be between 512x512 and 8000x8000.

UPLOAD ADDITIONAL 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 on the web

Features & Facilities

Select all features   licable 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	Internet	Transport and Parking	Catering
☐ Cash only	☐ Internet Access	☐ Taxi rank nearby	☐ Cafe
☐ Cash	☐ WiFi	☐ Parking	☐ Restaurant
☐ Traveler's Cheques		☐ Coach Parking	☐ Shop
☐ Cheque		☐ On Public Transport Route	☐ Licensed Bar
☐ Credit Card		☐ Electric Car charging	☐ Patio or Beer Garden
☐ Debit Card		☐ Airport Transfer	☐ Picnic Area
☐ PayPal		☐ Public Parking Nearby	☐ Catering Available
☐ Internet Banking Transfer			☐ Breakfast Available
☐ WeChat pay			☐ Lunch Available
☐ American Express			☐ Evening Meal Available
☐ Diners Card			☐ Room Service
☐ Union Pay			☐ Breakfast Included

Pets	Children
☐ No Pets Allowed	☐ Baby Changing Facilities
☐ Pets Welcome	☐ Children's Club
	☐ Creche
	☐ Outdoor Play Area
	☐ Indoor Play Area
	☐ Babysitting or Baby Listening
	☐ Highchair
	☐ Children's Menu Available
	☐ Cot

- **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 (e.g. spa treatments)

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 accomodate their condition.

☐ Wheelchair access throughout +

☐ Level access from entrance to reception +

☐ Tactile route for visitors with visual impairments +

☐ Suitable for visitors with limited mobility +

☐ American Sign Language +

☐ Partial wheelchair access +

☐ Accessible parking or drop-off point +

☐ Ramp to main entrance +

☐ Hearing Loop +

☐ Level access to main entrance +

☐ Wet room or level entry shower +

☐ British Sign Language +

☐ Accessible toilets +

☐ Partially suitable for visitors with limited mobility +

☐ Access guide +

☐ Level access to bar +

☐ Level access to dining room, cafe or restaurant +

☐ Level Access +

☐ Lift or stairlift +

☐ Level access to one or more bedrooms +

☐ Level access to all public areas +

☐ Large print, braille or audio +

☐ Level access to leisure facilities +

☐ Wheelchairs or mobility aids provided +

- 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.

Guidelines and Listing 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 last 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.

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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.
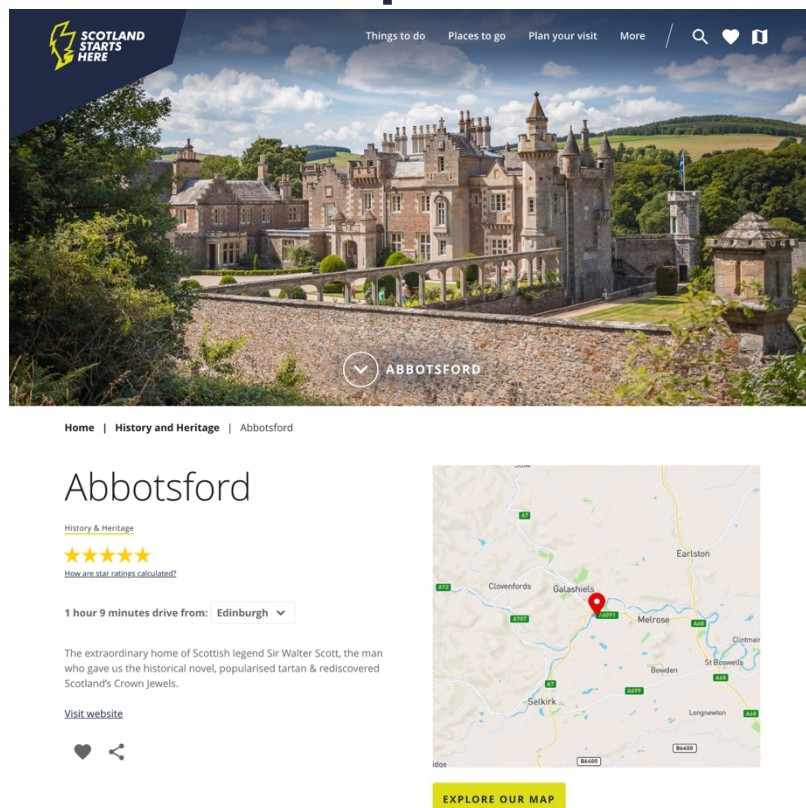
Updating your listing

- 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
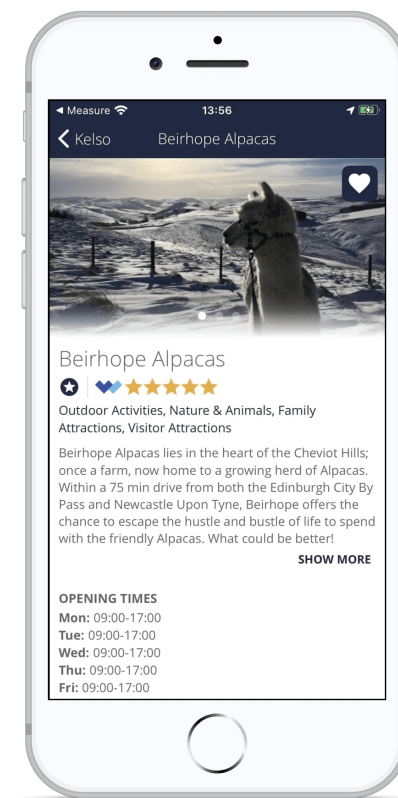
- [Find your Area Development Agent](#)

Your listing on Scotland Starts Here

Website Example

App Example

Promoting Scotland Starts Here

Promotional Material

Leaflet

- Download and print the promotional leaflet for the Scotland Starts Here app

- Share it with visitors to help them plan their visit to the area

Logo

- Use the logo to feature Scotland Starts Here on your website

- Link to scotlandstartshere.com or the app to help visitors plan while they're in the destination

Download the App

SCOTLAND STARTS HERE

For iOS

- Download the Scotland Starts Here App on the App Store

For Android

- Download the Scotland Starts Here App on the Google Play Store