



# APP AND WEBSITE LISTING TOOLKIT

HOW TO ADD YOUR BUSINESS TO SCOTLAND STARTS HERE

# CONTENTS

- What is Scotland Starts Here?
- How to list your business
  - Who can be listed?
  - Who to contact to set up a listing
  - Organisations with multiple listings
  - Adding business information
  - Guidelines and listing best practice
  - Setting your listing live
  - Updating your listing
- Promoting Scotland Starts Here
  - Promotional material
  - Download the app





WHAT IS SCOTLAND STARTS HERE?

# SCOTLAND STARTS HERE

- Scotland Starts Here is the tourism marketing campaign for the South of Scotland, aiming to
  - establish the Scottish Borders and Dumfries & Galloway as a go to instead of a go-through destination
  - provide businesses with a tool to help promote their offer, encouraging visitors to plan, book and stay in the region
  - 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 itineraries, blogs and podcasts help visitors plan and book a trip.





# HOW TO LIST YOUR BUSINESS

# WHO CAN BE LISTED?

- Any businesses that are **direct member of SSSA** 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 (castles, farm attractions, etc)
  - Historic sites
  - Museums and galleries
  - Breweries and distilleries
  - Estates, country parks and gardens
  - Activity providers
  - Tour guides
  - and many more!



# HOW TO GET YOUR LISTING

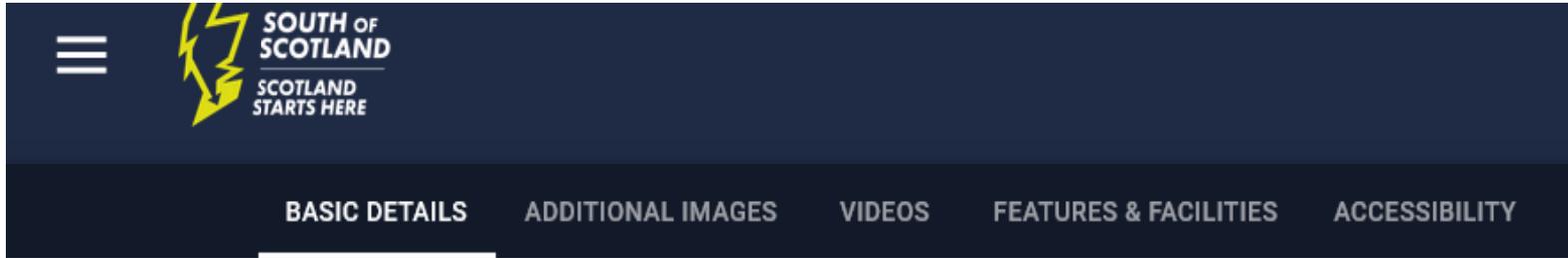
- To create a listing on the Scotland Starts Here website and app, you need a Magic Link
- Sign up as an [SSDA Member](#) - there are four levels of membership: Basic, Core, Partner, and Bespoke
- Once you submit your membership, the SSDA team will send you a Magic Link to log in and populate your business listing on our listings management system Whereverly



# CREATING YOUR LISTING

The backend has five distinct sections:

- Basic Details
- Additional Images
- Video – for Partner and Bespoke members
- Features and Facilities
- Accessibility



# YOUR LISTING – BASIC DETAILS

- Basic Details include:
  - Address
  - Map view of your business location
  - Opening Times
  - Primary Image (the main image used to showcase your business on the app and website)
    - Please note: If you have signed up as a **Basic** member this image will not be displayed but kept on file for promotional opportunities.
  - 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. Please be precise with your Town location or you may not appear in the correct Local Destination page.
- 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 that is important.

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.wherevery.com/>

Primary Contact Number Mobile Phone Number

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. [Whereveryapp](#)

Facebook URL  
e.g. <https://www.facebook.com/whereveryapp/>

**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:
  - How many categories you can choose depends on your membership level
- This section only relates to key services and experiences you offer
  - For example a restaurant is not a Parking Lot if it offers customer parking. Such items 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 images that showcase what a visitor can expect during their visit or stay, e.g. bedrooms and interiors, popular dishes on your menu, etc
- 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 help a visitor understand your premises and amenities:
  - Visitors can search for these terms when planning a trip
  - The map function allows users to search for specific features
- Features & Facilities Categories:
  - Awards & Ratings
  - Payment Methods
  - Transport & Parking
  - Catering
  - Pet-friendly
  - Child-friendly
  - Welcome Schemes
  - Cuisine
  - 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.

- 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 +

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 a member of the team 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 the team for approval
  - If there is any missing information we will contact you with advice on how to make your listing stronger
  - Once your listing has been approved, we 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 you received when first signing up as a member of the SSDA.
- Should you have lost your link, we can resend it – [contact us](#) or email us [info@ssdalliance.com](mailto:info@ssdalliance.com).



# LISTING EXAMPLE

## WEBSITE



Home | History & Heritage | All History & Heritage | Drumlanrig Castle & Country Estate

## Drumlanrig Castle & Country Estate

Visitor Attractions

1 hour 47 minutes drive from: Edinburgh

If you like delving deep into history, soaking up culture, exploring beautiful countryside - or even mountain biking - you'll love a day at Drumlanrig Castle.

[VISIT WEBSITE](#) [BOOK NOW](#)  



### About Drumlanrig Castle & Country Estate

Immerse yourself in history at majestic Drumlanrig Castle.

Set in the 120,000 acre Queensberry Estate, complete with a country park and Victorian gardens, this 17th century castle is one of the most important Renaissance buildings in the country. The Dumfriesshire home of the Duke and Duchess of Buccleuch, Drumlanrig Castle with its magnificent rooms and spectacular collections of silver, porcelain,

## APP





**PROMOTING SCOTLAND STARTS HERE**

# PROMOTING SCOTLAND STARTS HERE

- Recommend the app to your guests in booking confirmations, and pre-arrival information.
- Add the Scotland Starts Here logo to your website to show you're a member
  
- Share content from Scotland Starts Here on your own website or with your guests to help them find additional things to do during their stay.
- Use #ScotlandStartsHere or tag @DiscoverSouthScotland on social media to make sure we see your activity. We may share your photos on our accounts!



**NEED HELP?  
CONTACT THE TEAM  
info@ssdalliance.com**

