Website Listings

Instructions, Tips & FAQs

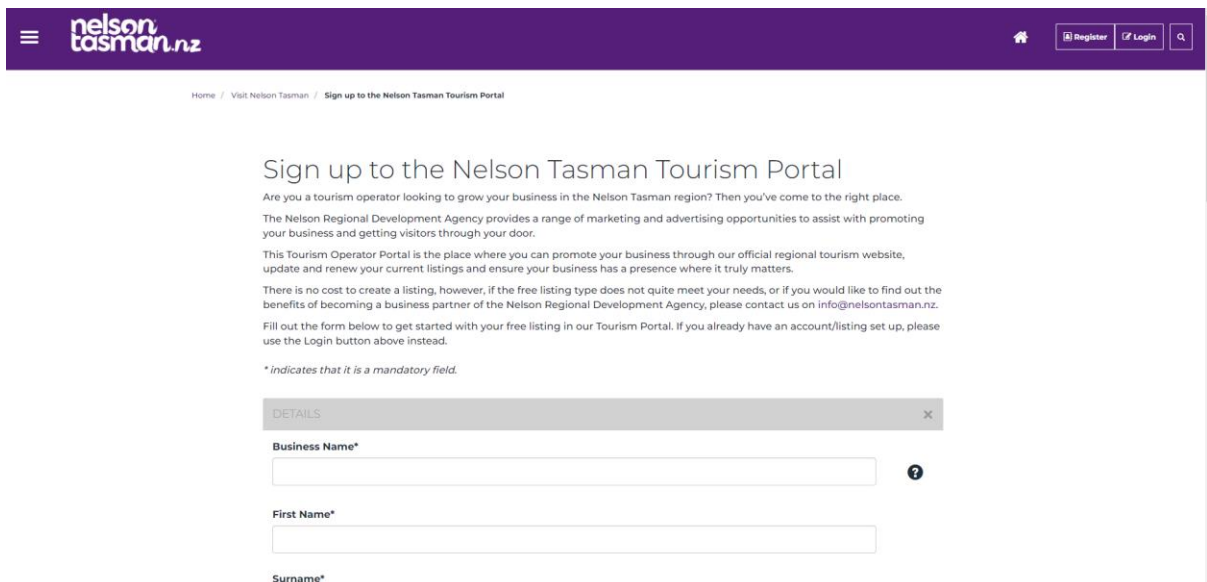# Creating an operator account on nelsontasman.nz

Step 1:

Visit nelsontasman.nz and click 'Register' in the top right hand corner.

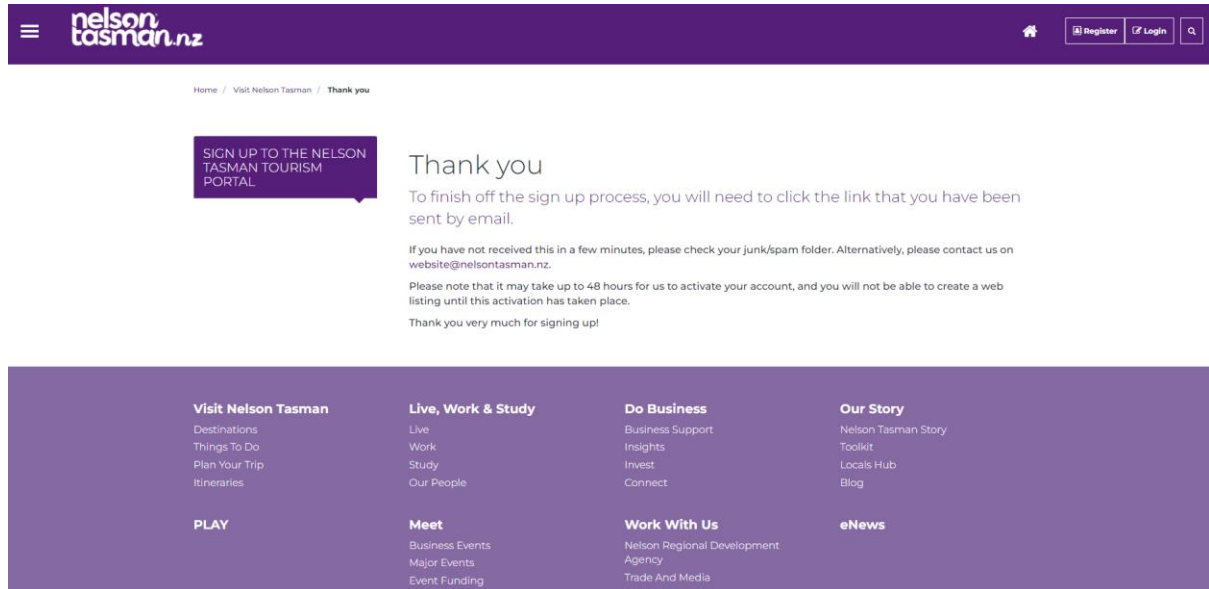## Step 2:

Fill out the 'Sign Up' form.

Step 3:

To finish the sign up process, you will need to click the link that you have been sent by email. If you do not receive this link within a few minutes, please check your junk/spam folder and contact us if you are still having problems.

Dear Laura,

Thank you for signing up on the Nelson Regional Development Agency Operator Module. To finish the sign-up process, you must first confirm your email address by clicking on the link below.

Operator Account Confirmation

Please confirm your email, or copy and paste the following URL into your browser to confirm this is your real email address:

https://www.nelsontasman.nz/profileconfirm/2366?key=693f515a0694bffd92d791f5315ce153224a1f14

If you were not the person who signed up using this email address, please ignore this email. The user account will not be activated.

Once your account has been confirmed, our web manager will check your details. When your account has been approved you will receive a second email advising you that your account has been activated. During normal business hours (Monday to Friday) this should take no longer than 24 hours. If you have not received an email from us within this timeframe please feel free to call us on 03 546 6228.

Best wishes

Nelson Regional Development Agency

Step 4:

We will then activate your account and assign a listing level based on your partnership status (non-partner, basic, niche or gold). This is not immediate as it needs to be done manually and our website manager only works part time. If you require urgent approval, please reach out to your key contact at Nelson Regional Development Agency and someone will be able to get this sorted for you. Once your account has been activated, you will receive a notification email.

Dear Laura,

Welcome to the Nelson Regional Development Agency Operator Module. Your registration for online access has been approved and we have activated your account, so you can now update and renew your web listings.

Please log in here to get started. If you have forgotten your password you can generate a new one by following the 'Reset password' link.

If you have any questions please contact us at website@nelsontasman.nz.

Best wishes

Nelson Regional Development Agency

Step 5:

Once your account has been activated by us, you will be able to create a listing following the instructions on the next page.

As always, we are here to help, so if you have any concerns or need anything clarified, please don't hesitate to get in contact with us on marketing@nelsontasman.nz

Creating a website listing on nelsontasman.nz
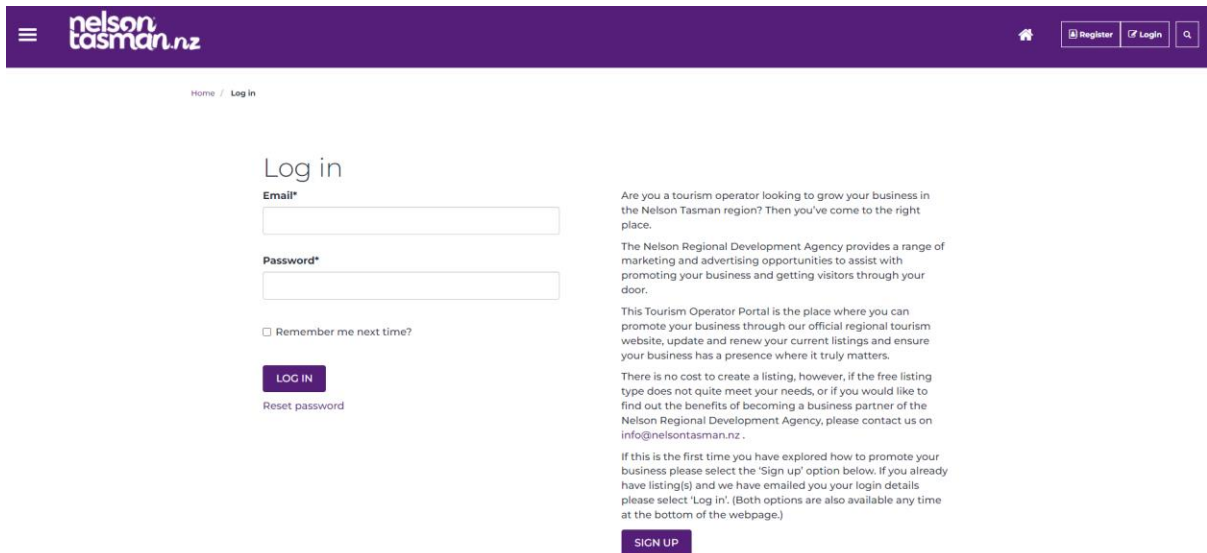
Step 1:

Visit nelsontasman.nz and click 'Login' in the top right hand corner.

Step 2:

Sign in to your operator account using your selected username/email and password.

Step 3:

Go to 'Create Web Listing' and fill out the form, uploading all relevant details. Once you select your listing category, additional dialogue boxes should appear for you to add your address, photos etc. Please note that depending on your partnership status, some listing features may be disabled.

Step 4:

Click 'Create Listing' and then preview your listing by clicking 'View' in the 'My Listings' tab to ensure it is displaying in the way you intended.

Step 5:

Your listing will be live and visible to the public, however, it will be subject to review by our website manager who may correct spelling mistakes or reach out to you if content is deemed unsuitable.

As always, we are here to help, so if you have any concerns or need anything clarified, please don't hesitate to get in contact with us on marketing@nelsontasman.nz.

Tips for getting the most out of your website listing

Note that these tips are intended for those with basic, enhanced and premium listings under our partnership programme, and free listings may not have all of the below features enabled.

We can't stress enough how important it is to ensure that your business and the experience you provide is showcased well amongst the range of other listings on our website, especially if you want to stand out from the crowd. Even just a 15-minute investment into implementing some of the below tips will go a long way in improving the appearance of your listing and providing travellers with easy access to the information they are looking for when browsing our site.

Tip #1 – Multiple Listings

Depending on your business, you may be able to have a listing in more than one category. The four categories we offer are: Accommodation, Activities, Transport and Convention. The general rule is that you can have one listing in each of the above categories (where relevant to your business), per business unit.

Example: You own a company offering cycle hire and guided group cycling tours, and you also own a Bed and Breakfast.
You can: Set up a listing under Activities for cycle hire, under Accommodation for your Bed and Breakfast, and under Convention for your guided group cycling tours (providing you cater to the conference and business event market).

Tip #2 – Locations

When setting up or editing your listings, you are able to select your main operating location, as well as other locations in which people can experience your product. Adding extra locations to your listing will mean that it will show up on relevant destination pages, in addition to the main listing section.

You can only add additional locations if visitors can physically experience your product in this location (and not in locations where you only offer pick-ups).

Example: You are a kayaking company offering trips into the Abel Tasman National Park, but your base location (and the place where your kayak tours depart from) is Marahau.
You can: Select Abel Tasman National Park as your main location, and add Marahau as an additional location.

Note that free listings are limited to one location.

Tip #3 – Website URL's

Ensure that when you add your website URL to your listing you are including either https:// or http:// in the link. If you don't add the prefix to your URL then the link on your

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listing will not work. When looking at your listing page, make sure to click on your web URL and ensure that it is linking through as it should. If it takes you to 'Page Not Found', chances are you have not input your URL in the correct format.

Tip #4 – Booking Button

You can now add a direct link to your website booking page. This is in addition to the field where you add your main website URL and will result in a 'BOOK NOW' button displaying underneath the images on your listing page.

Note that free listings are unable to add a book now button.

Tip #5 – Imagery and Video

In order to ensure your listing stands out, we encourage you to think carefully about the imagery you add to your listing. There is functionality for you to add up to 10 images, as well as a link to a video hosted on either Youtube or Vimeo.

Maximise on the visual aspect of your listing by uploading both imagery and video that showcases your visitor experience in the best way possible

Ensure that the first image you upload has NOT got a logo on it, as this will disrupt the appearance of your listing on the main listing page.

Double check your listing on a desktop computer (as opposed to mobile/tablet) after adding imagery to ensure they are displaying as they should. Generally, we recommend around 1MB for image size – any larger will affect your page load speed (and therefore your google rankings), whilst images that are too small will appear blurry and pixelated.

Note that free listings are limited to one photo only, and cannot have video.

Tip #6 – Qualmark

If you are Qualmark certified, you can add your Qualmark ID when setting up or editing your listings, which will feed through your Qualmark rating to display on your individual listing page. These ID numbers can usually be found on the certificate you get issued, or you can contact Qualmark to access this. Please note that it may take up to 48 hours for your rating to display on our site, as they have to be approved by Qualmark first.

Tip #7 – Descriptions

Both the 'Intro Text' and 'About' fields you see when setting up and editing listings are an opportunity for you to sell your experience and ensure you communicate your competitive advantage.

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We recommend personalising your descriptions to the customer you are trying to talk to. For example, when setting up a listing in the 'Activities' category, you are usually talking to someone who is planning to holiday in the region, so messaging should reflect that of business to consumer. Alternatively, when setting up a listing in the 'Convention' category, you are talking to a Professional Conference Organiser (PCO). You want to use business to business language, that showcases how you can help to ensure their conference delegates will have an enjoyable and stress-free time in the region.
Please check your listing for spelling mistakes! There are free online resources you can use such as Grammarly to check your grammar before publishing.

Tip #8 – Trip Advisor ID

As above, you can choose to have your TripAdvisor rating displayed on your listing to further showcase the quality of your product to travellers. To find this rating, visit your TripAdvisor page, and the ID is the second set of numbers located in the webpage URL.

For example, in the below link, the Trip Advisor ID is 11949792.
https://www.tripadvisor.co.nz/Attraction_Review-g1088196-d11949792-Reviews-Waka_Abel_Tasman-Kaiteriteri_Nelson_Tasman_Region_South_Island.html

As always, we are here to help, so if you have any concerns or need anything clarified, please don't hesitate to get in contact with us on marketing@nelsontasman.nz

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Frequently asked questions

Who can have a listing on the Nelson Tasman website?

Any business can have a listing on our website, regardless of whether they are a partner of the Nelson Regional Development Agency or not, providing:
- They are a local business
- They fit into one of the pre-defined top-level listing categories eg accommodation, transport, activities, convention.

How do I create a listing?

Please see above for instructions on setting up an operator account and listing on the Nelson Tasman website.

Can someone at Nelson Regional Development Agency create my listing for me?

You must create your own listing on our website and ultimately, the responsibility for managing it and keeping the content up to date lies with you. If absolutely necessary, we can assist in creating and editing tasks, but we have hundreds of users registered on the website, and it's simply not possible with our level of resource to create and manage the content of everybody's listings for them. If you require further guidance or if something isn't working for you, please feel free to reach out for support.

Why are some listings bigger than others?

There are 4 different types of listings, and the listing type assigned to you will depend on your level of partnership with the Nelson Regional Development Agency.

- Premium listings:
  Assigned to those who pay into the Gold level of the Visitor Sector Promotion Programme.
  Largest listing (approx. 8x size of free listings).
  Qualmark rating displays on main listings page as well as individual listings page.
  Will always display at the top of the category ahead of enhanced, standard and free listings, although they do shuffle with other premium listings in their category when a page is refreshed.

- Enhanced listings:
  Assigned to those who pay into the Niche level of the Visitor Sector Promotion Programme.
  Second largest listing (approx. 4 x size of free listings).
  Will always display ahead of standard and free listings in the category, but after premium listings. Enhanced listings will shuffle with other enhanced listings in

their category when a page is refreshed.

- Standard listings:
  Assigned to those who pay into the Basic level of the Visitor Sector Promotion Programme.
  Third largest listing (approx. 2 x size of free listings).
  Will always display ahead of free listings in the category, but after premium and enhanced listings. Standard listings will shuffle with other standard listings in the category when the page is refreshed.

- Free listings
  Assigned to those who do not pay into the Visitor Sector Promotion Programme at any level.
  Smallest listing type.
  Limitations include one photo only, no video, no book now button and can only list in one location.
  Displays at the very bottom of the category after premium, enhanced and standard listings. Free listings will shuffle with other free listings in the category when the page is refreshed.

If you would like to find out more about our Visitor Sector Promotion Programme, you can do this here.

Why is my listing not appearing at the top of the page?

As mentioned above, our listings are structured based on the various levels of our Visitor Sector Promotion Programme. The order in which listings will display is: Premium, Enhanced, Standard and Free. Within each of these categories, listings will shuffle when a page is reloaded.

If you would like to find out more about our Visitor Sector Promotion Programme, you can do this here.

How do I upgrade my listing type?

To move from a free listing to a standard, enhanced or premium listing, you must sign up to the Nelson Regional Development Agency's Visitor Sector Promotion Programme. There is a cost involved in this, however, we have multiple partner options available to suit your needs and budget. To find out more, please click here.

Can I have more than one listing?

The four listing categories we offer are: Accommodation, Activities, Transport and Convention. The general rule is that you can have one listing in each of the above categories (where relevant to your business), per business unit. To be eligible for multiple

listings in the same category, the core products themselves must be of a different nature.

Example one: You own a company offering cycle hire and guided group cycling tours, and you also own a Bed and Breakfast.
You can: Set up a listing under Activities for cycle hire, under Accommodation for your Bed and Breakfast, and under Convention for your guided group cycling tours (providing you cater to the business event market).

Example two: You are a kayaking business offering half-day, full-day and multi-day tours.
You can: Create one listing in the Activities category for kayak tours. Within this listing, you can mention the different types of tours you offer. You cannot create separate listings for each tour option as they are products, rather than separate business units. You can, however, create an additional listing in the Convention section if you cater to the business event market.

Example three: You own a business that has a campground, as well as luxury apartments.
You can: Create a listing in the Accommodation category for your campground, and a separate listing for your luxury apartments. This is because the two accommodation options are completely different, cater to different customer groups, and are separate business units.

We recommend you take the time to explore the category options when creating your listings, to ensure you have a presence in the areas you think your business needs to be seen. A site administrator checks all listings created to ensure they belong in the category chosen.

Can I select all locations so that more people see my listing?

No. The aim of this feature is to make things easier for consumers to identify what they can do in specific locations, not harder.

You may select a main location when creating a listing (this would be the place in which you predominantly offer your services, or the place where your store/office is located). You can then also select 'additional locations'. This function was implemented because in a lot of cases, businesses are not confined to one place - cycling operators offer tours around the region and taxis don't only drop people off in Nelson, so we needed to find a way to filter such listings into multiple destinations.

The general rule is that customers must be able to physically experience the product in the location being selected. It would be fine for a business offering kayaking trips into the Abel Tasman to select the Abel Tasman National Park as their main destination and Marahau as an additional location (if they depart from there/have their offices based there). It would not be fine for them to select every sub-area of the region as an 'additional location' simply because they have a bus service that will pick people up from Mapua or Richmond, or because they want their listing to display in more search results.

Note that free listings are limited to only one location.

Why are my Qualmark/Trip Advisor details not displaying on my listing?

This website pulls data from a number of third-party websites, including Qualmark and Trip Advisor. These updates don't happen immediately, so it may take up to 48 hours for your awards or ratings buttons to appear on your listing.

If sufficient time has passed and your Qualmark ID is still not showing, it is possible that you have created a listing under a category in which you do not have a Qualmark rating (eg your Qualmark rating is Bed & Breakfast, but you have created a listing in the Hotel category). The category you select must be aligned with your Qualmark rating in order to display correctly on our website.

If you have covered all of these bases and your details still aren't showing, please email us at marketing@nelsontasman.nz and we will endeavour to fix the issue for you.

How do I find my Qualmark ID?

You can find your Qualmark Account ID in the post evaluation email from Qualmark that also contains your evaluation report and logo(s), or on any recent Qualmark invoice. Alternatively, you can also contact enquiries@qualmark.co.nz for your ID.

I am having trouble uploading my images to my listing. Why?

There are a few reasons why your image upload may not be working. Firstly, we recommend you try to use a different web browser if you are having trouble – Chrome or Firefox are our recommended options.

Secondly, it may be that your image is too large, or you are uploading it in the wrong format. Our website accepts jpg and png files at no bigger than 5MB each, and all images must be a minimum of 700 pixels wide by 394 pixels high. We recommend you use images that are approximately 1MB in size. If you need to resize your image, there are plenty of websites on Google that can help with this.

When uploading images, it is important to wait until the green line under the image has finished moving and the tick appears before you save your listing.

How do I change the image that shows up on the main listings page?

By default, the image that you upload first on your listing will display on the main category page. If you wish to change this, you must simply edit your listing via your user profile, dragging and dropping your preferred feature image into the first image space. We recommend that you do not use an image that has a logo or text on it as your main image, because we overlay your business name over it on the main listings page.

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Why has my listing been suspended?

Occasionally we may suspend a listing if:
- The listing has been created in a category in which it does not belong (eg a transport provider listing their services in the venues section)
- The business has created more than one listing in the same category, without meeting the eligibility criteria outlined above
- The listing is a duplicate of another listing in the same category
- The listing is inappropriate

If you believe we may have incorrectly suspended your listing, please do not hesitate to contact us on marketing@nelsontasman.nz to resolve the issue.

My business is listed on your website, but I don't have access to edit it. What do I do?

If you can see your listing, but don't know the login for it, or if it is not appearing on your own operator account when you do log in, it is possible that it has been set up by somebody else in your team.

As a first port of call, please check with your other team members to see if you can identify the account holder, as this saves us a lot of admin work moving listings around between accounts. If you cannot access the account or identify the listing owner, you can contact us on marketing@nelsontasman.nz and we will be able to re-assign the listing to your account for you to manage.

I've forgotten my password. What do I do?

You can reset your password by clicking the 'Login' button on the top right of the webpage. Click 'Reset Password' and follow the prompts. If you continue to have trouble, or have forgotten the username/email you used to sign up as well, please email marketing@nelsontasman.nz and we will try our best to help find your details and reset your password.

I can't find an answer to my question here – how can I ask for more information?

If you have any further questions or enquiries about creating a listing or using your operator account, please email marketing@nelsontasman.nz.