User Guide

Members

v.hive
destination marketing platform

developed by Collective Marketing

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1 Welcome

Welcome to v.hive

v.hive was developed by a team of tourism specialists at Collective Marketing (www.collectivemarketing.com.au).

Not only do they have experience running a tourism business, but they have been providing marketing solutions to attractions, accommodation, retail, food & beverage and artisan businesses just like yours, since 2007. They also co-founded a local tourism association, so they understand what a local tourism & business group needs to deliver value to member businesses.

v.hive was developed with the members business at the forefront.

The listings are designed for the information to be easy to find and access. Whether it's a local looking for a local service or a visitor looking for something to do or somewhere to stay, eat and shop, they'll find the information they need all in one place.

v.hive was developed to be easy for members.

You'll find it easy to create and maintain your listing and special offers and you'll have complete control of how they look. The interface has been developed to make it easy for even the most computer shy. We also offer support via email if you require assistance or have any feedback or feature suggestions for us.

We hope you enjoy using v.hive.

2 Before You Start

Your business listing on **v.hive** will be in draft mode until you decide to publish it. This allows you to create your listing over time if required.

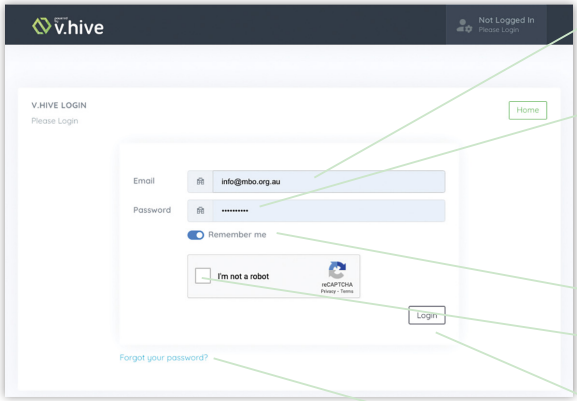
You only require your business name to start saving your listing in **Draft** mode.

To **Publish** your listing, the minimum information is marked below with *

Here is a checklist of everything you will need to create your listing:

- [ ] Business Name *
- [ ] Street Business Address *
- [ ] Google Map Link (See Page 6)
- [ ] Business Email
- [ ] Business Phone *
- [ ] Business Website URL
- [ ] Booking URL (for accommodation, restaurants, take away etc)
- [ ] Your Logo (See Page 7 - Logos and Images) *
- [ ] The village or town where your business can be found *
- [ ] 1 - 24 images you would like displayed (See page 7 and Page 12) *
- [ ] Base Text - 30 characters including spaces - opening hours/price range/highlight (See Page 9) *
- [ ] Mini Text - 4 word business description (See Page 9) *
- [ ] Short Text - 25 words highlighting your unique selling points (See Page 9) *
- [ ] Long Text - Up to 1000 word description of your business (See Page 10) *
- [ ] Your links for Facebook, Instagram, YouTube or to add a Video (See Page 11)
- [ ] 1 - 5 Features or Highlights of your business (See Page 11) *
- [ ] Your Business Categories and Filters (See Page 13) *

Login in to v.hive at: admin.vhive.com.au



Enter your business email address.

Enter the password given to you by the team at Eastern Dandenong Ranges Business & Tourism. You can change your password once logged in.

Select remember me so your browser remembers you in future.

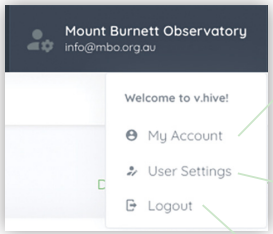
Select 'I'm not a robot'

Select **Login**

If you have forgotten your password simply select this and follow the instructions to reset it.

Once logged we recommend changing your password to something more secure.

Click your business name in the top right hand corner to reveal this panel.



Your Account Details in the top right corner

My Account
Change Log In Email and Password

User Settings
Phone number and upload an avatar

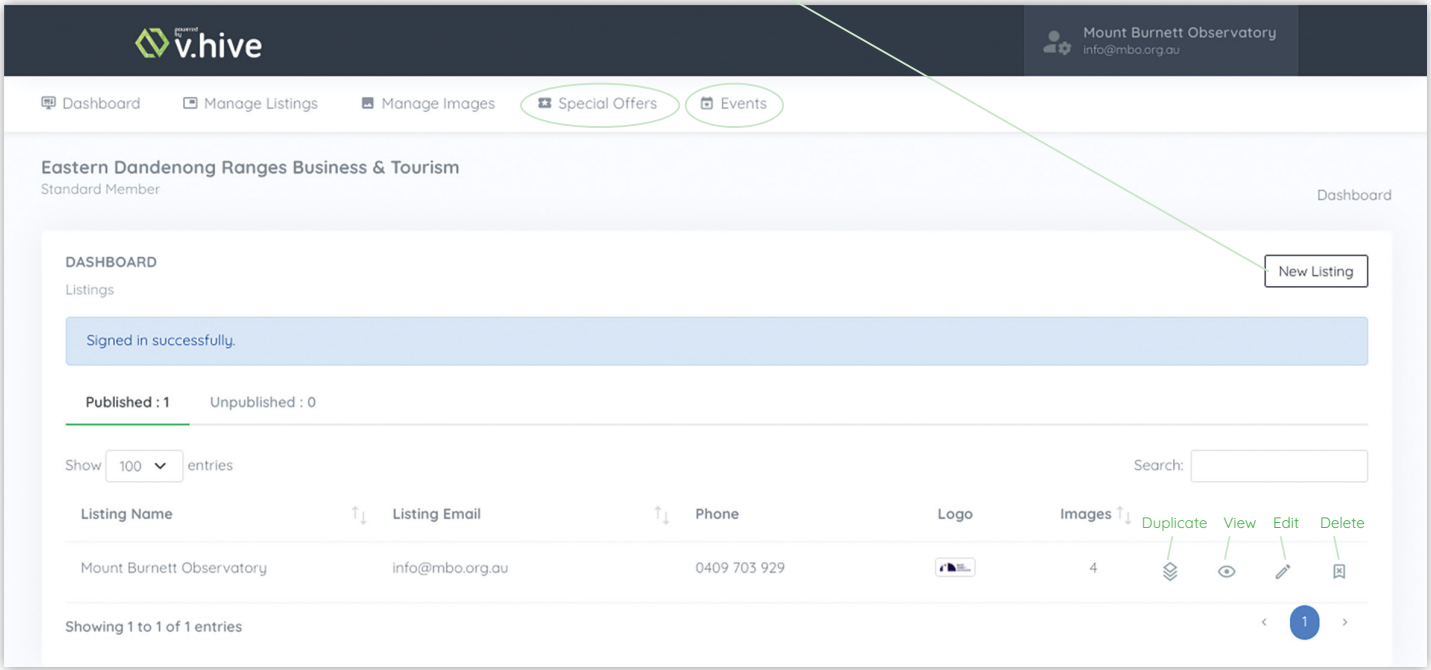
Logout of v.hive

4 The Dashboard

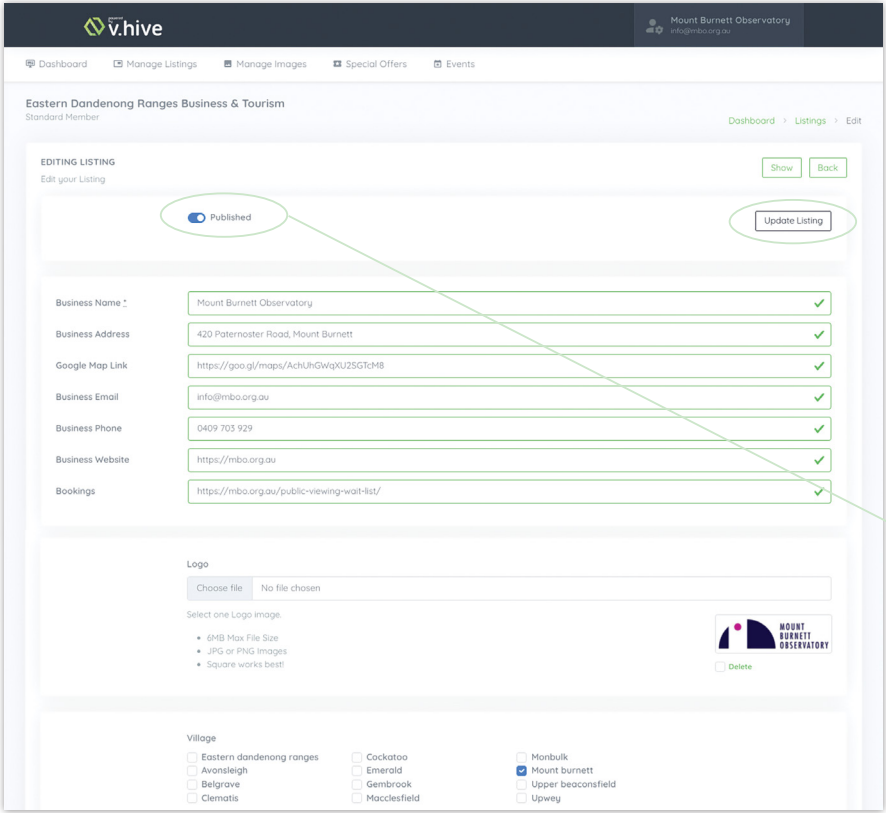
The Dashboard shows the listings that belong to you. You can have multiple listings if required, for instance if you are an attraction that also has a restaurant. If your listing has been created for you then this will already be showing and you can **Duplicate, View, Edit or Delete** a listing.

From the Dashboard you can manager your listing and also create **Special Offers** and **Events**.

If you are a new member, this is where you will create your listing. **Select New Listing**



5 Creating Your Listing



This page is where you enter all the details from our earlier checklist. In the following pages.

Remember that you can select **Update Listing** at any time to save your listing. We recommend saving regularly just in case you lose your connection at some point while creating your listing.

In this guide we will cover in more detail each of the items required to create and maintain your listing.

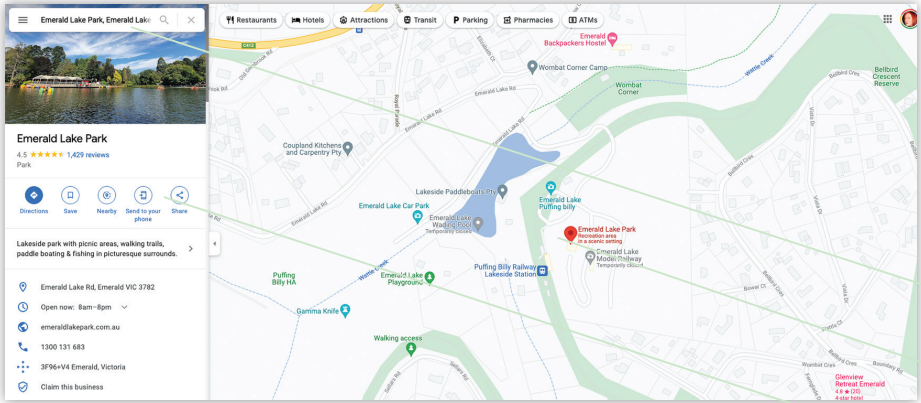
Until you publish your listing it will remain in **Draft mode**. You can edit and update your listing as much as you like until you are ready to publish it to the website.

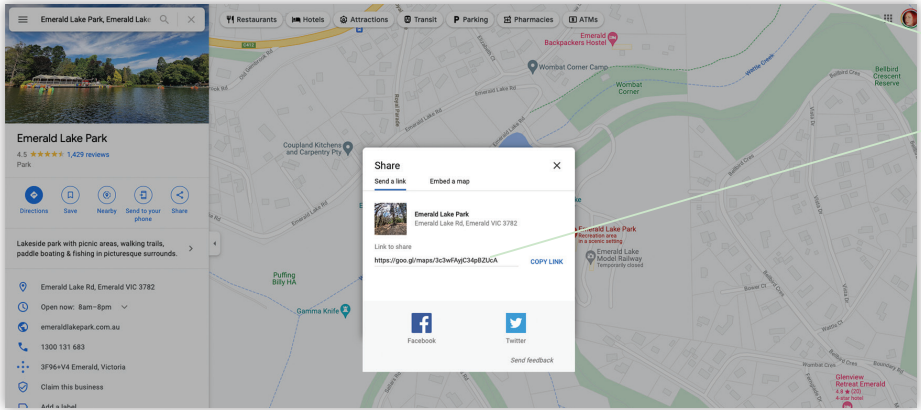
When you are ready for your listing to go live on the website, select the publish button. The slide button will **turn blue** and your listing will be **Published.**

REMEMBER:

This bar **MUST BE BLUE** for your listing, special offer or event to appear on the website.

6 Google Map Link





Entering a Google Map Link means that users can click on your address on your listing and be taken to the Google Map with your location. This makes it easy for them to get directions to your business.

It is also used in the Itinerary Module.

Go to www.google.com/maps

Enter your business name or address here.

Google maps will find you and place a marker.

Select **Share**

This is your **Google Map Link**.

Copy this and enter it into the **Google Map Link** section of your listing.

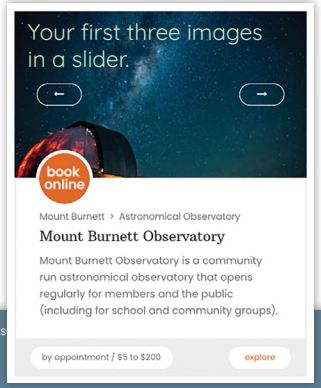
7 Logos and Images

When you upload your logo and images, these appear in several different places.

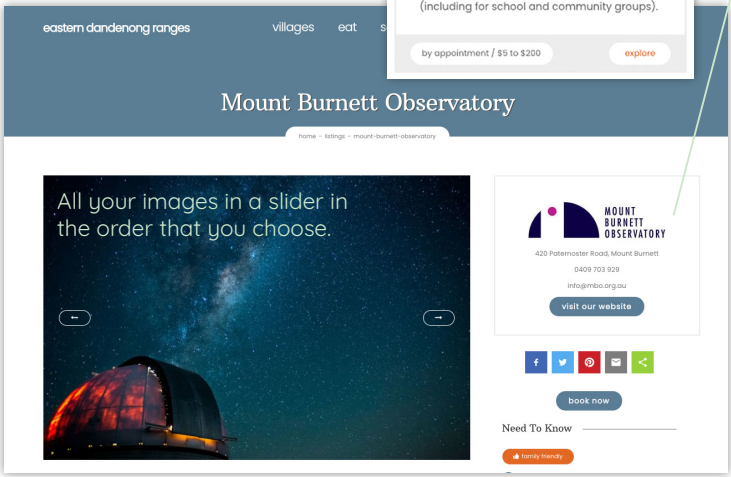
All the images you upload will appear on your listing page in a slider at the top. It doesn't matter what order you upload them in as you will rearrange and tag them later.

The first three images in your image list also appear in your listing on the category page.

Category Page

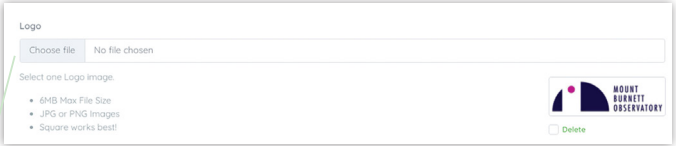


Listing Page



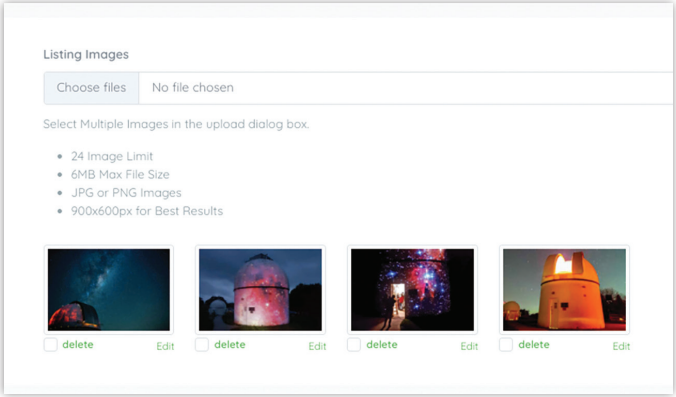
Logo

Select **Choose file** to find and upload your logo in .jpg or .png format for your listing.

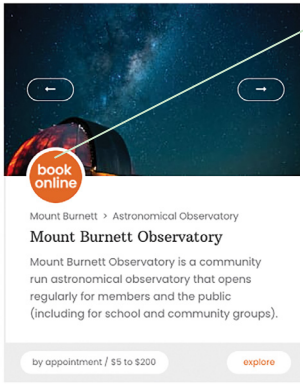


Images

When creating your listing you can upload up to 24 images at this time. You can then rearrange and tag them later under **Manage Images** (see page 12). For best results your images should be: high resolution - 300dpi, 900px x 600px or larger, a maximum of 2Mb and jpg or png format.



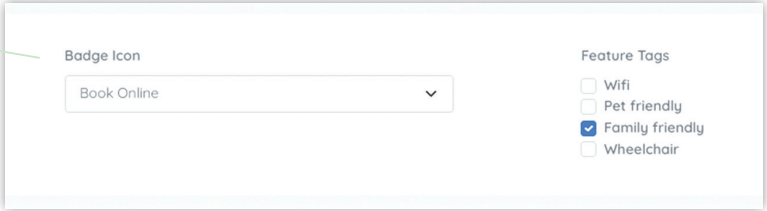
8 Badge Icons and Feature Tags

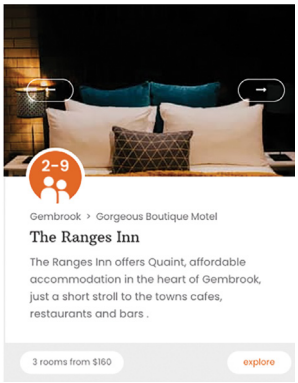


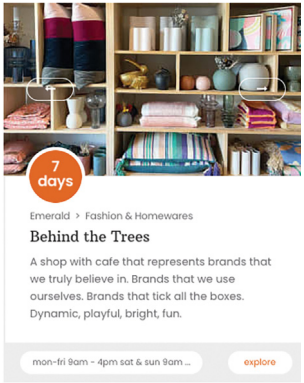
Badge Icons

The Badge Icons are a quick and visual way for users to see key information about your business. For accommodation that would be how many people you can accommodate or for restaurants retail and attractions the days that you are open.

Choose from the drop down menu. If the one you require is not there, you can request one at **vhive.com.au/support**





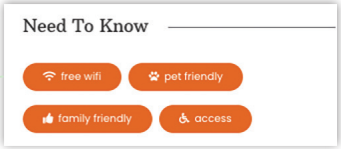


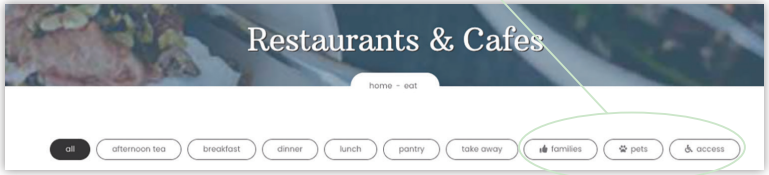
Feature Tags

The Feature Tags you select appear on your listing page under **Need to Know**.

They also ensure that you appear on the category pages when filtered for that feature type.

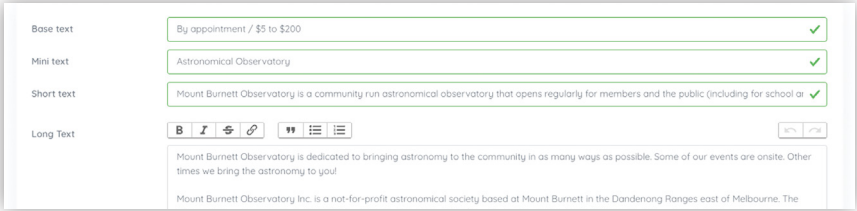
They may also be used at a later date for special pages for these particular features.

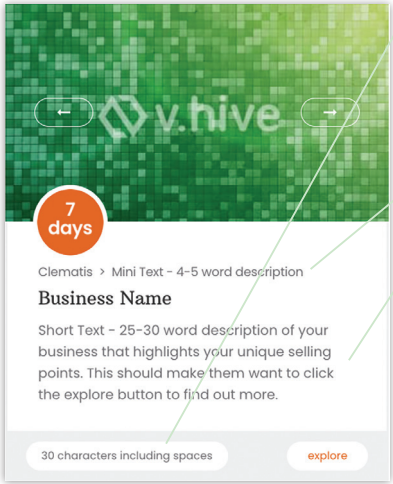




9 Base Text, Mini Text and Short Text

Base text, mini text and short text make up your listing on the category page as shown.
Short text also appears as a heading on your listing page.





Base Text

The Base Text is for your opening hours, price range or other information about your business to be highlighted. You are limited to 30 characters including spaces.

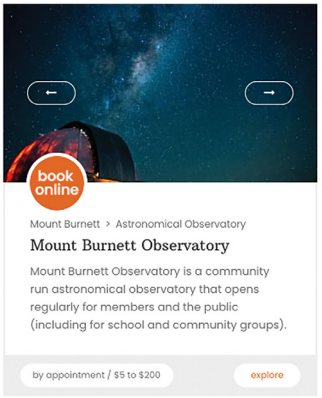
Mini Text

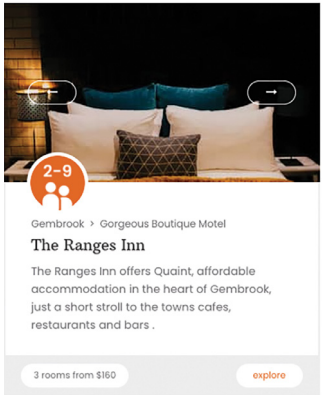
Mini text is a 4-5 word description of your business.

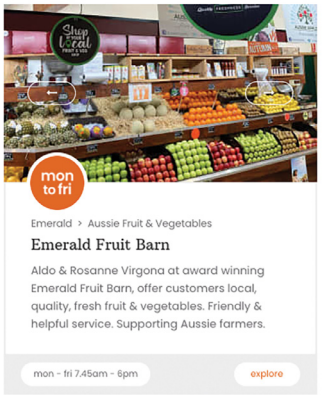
Short Text

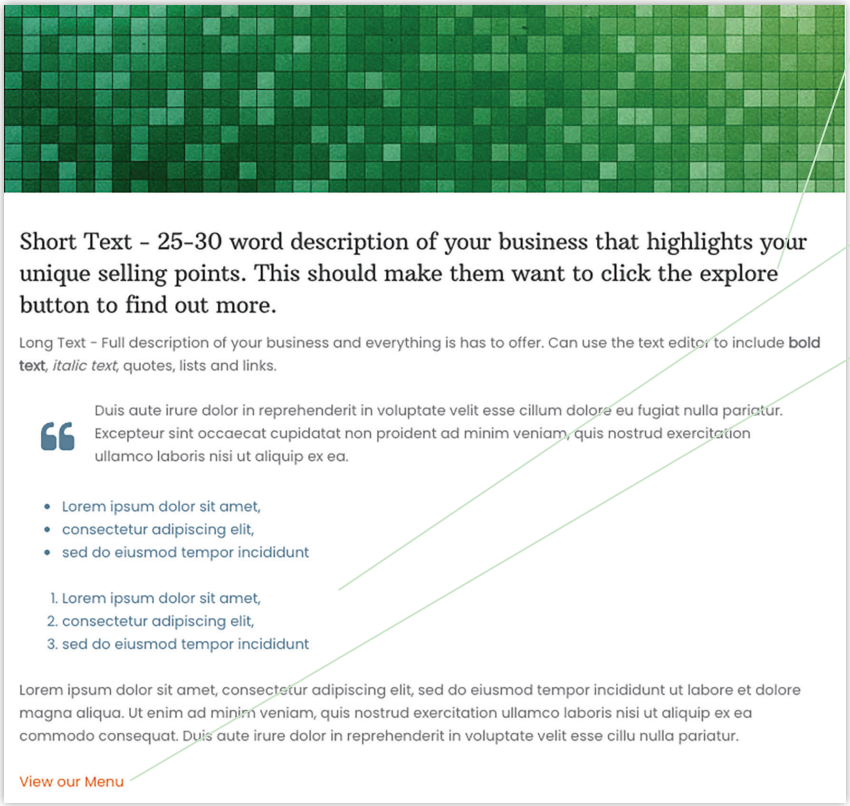
A 25-30 word description of your business that highlights your unique selling points. This should make them want to click the **explore** button to find out more.

Examples









This is the main part of your listing.

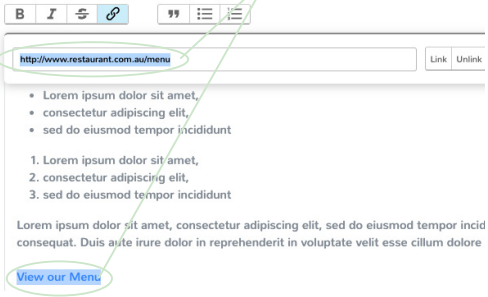
Short text becomes the headline and you can enter up to 1000 words of text in the long text section.

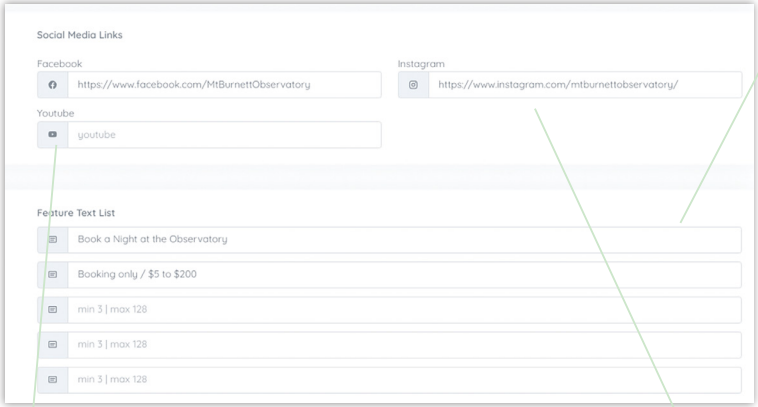
Using the text editor provided you can highlight words or paragraphs, create lists or bullet points, add quotes and make links to things like menus, timetables, packages etc.

To create a link, type the words you would like to show i.e.

Type the words **View our Menu**

Then **Select** the words and choose the link icon on the editor and enter the URL you would like it to go to i.e. https://www.mywebsite.com.au/menu





Video

Copy the full share URL of a YouTube video to show at the bottom of your listing.

Feature List

Use this list to highlight features of your business. This could be your opening hours, features of your accommodation or products that you stock in store.

- Opening Hours / Feature One
- Opening Hours / Feature Two
- Opening Hours / Feature Three
- Opening Hours / Feature Four
- Opening Hours / Feature Five

Example

- Open 8am - 8pm Daily
- Businesses in the Park will be closed on Christmas Day
- See the Model Railway
- Take a ride on the Paddleboats
- Grab a coffee at the Cafe

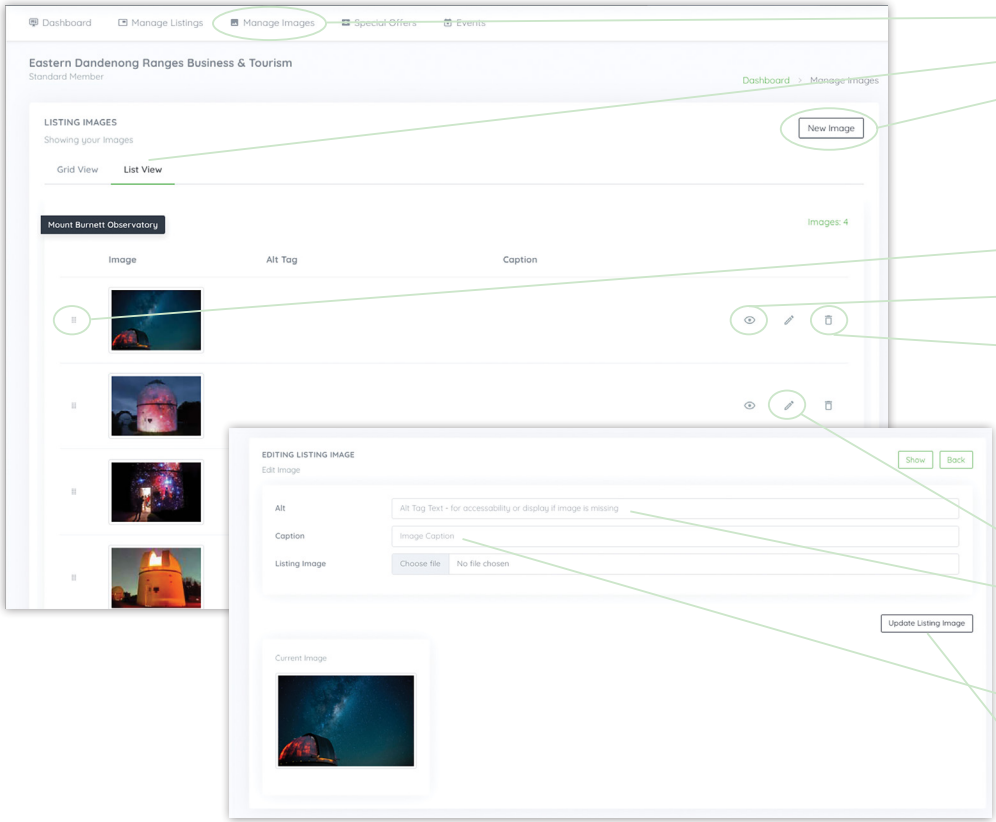
Follow Us

facebook instagram youtube

Social Media Links

Copy the full URL of your social media and paste in here to create your social media buttons.

12 Manage Images



Select Manage Images

Choose List View

Add a New Image

(to upload lots of images we recommend uploading through the **Manage Listings** page and then coming back to reorder and tag them).

Reorder Images by moving them up and down using the grab icon.

Preview an Image

Delete Image

Although not required, adding Alt Tags and Captions to your images will assist your SEO and also make your listing accessible to people with a visual impairment who may be using Assistive Technology like a screen reader.

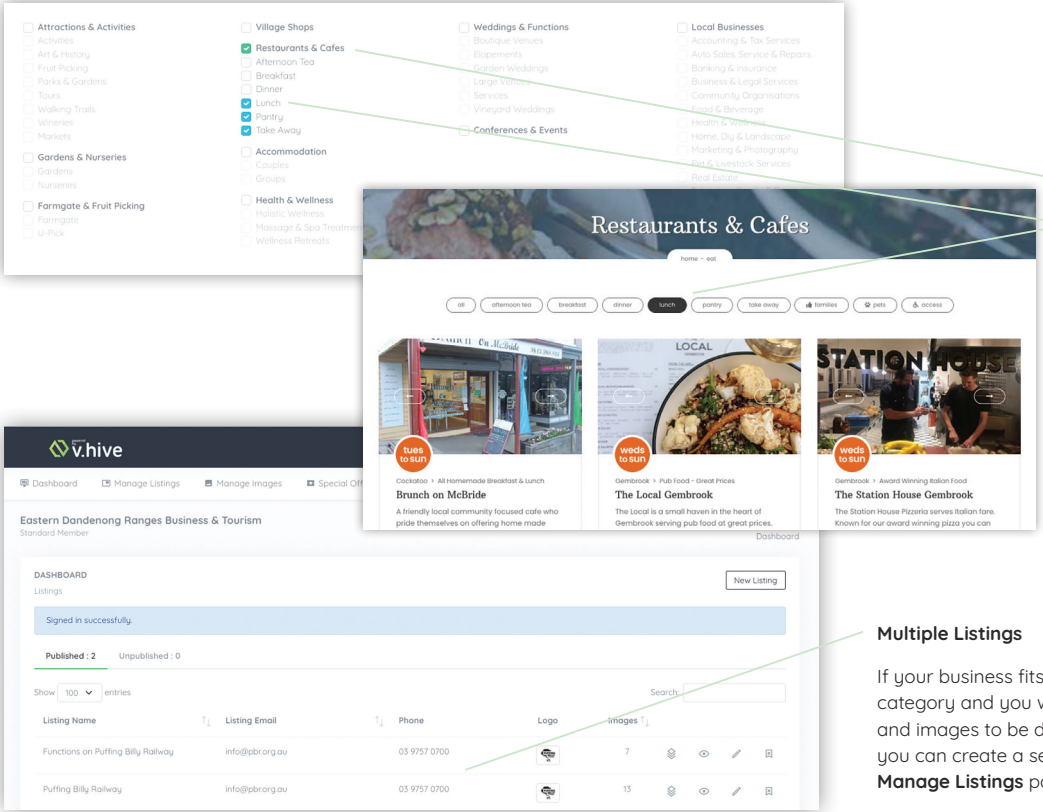
Select **Edit** Image

Alt - is a description of the image for accessibility. Screen readers will describe the image. Words will also show if images are blocked.

Caption - is what you want people to see if they hover over the image.

Update Listing Image when complete.

13 Categories, Filters and Multiple Listings



Choosing a category means you will be placed on that page of the website. Select the most appropriate category for your business. The darker headings are the categories and the lighter options are the filters on that category page.

Category - choose the most appropriate

Filters - choose all that are relevant

You **MUST** choose a Category for your listing to appear.

Multiple Categories

You can list in multiple categories but they must be relevant to your business.

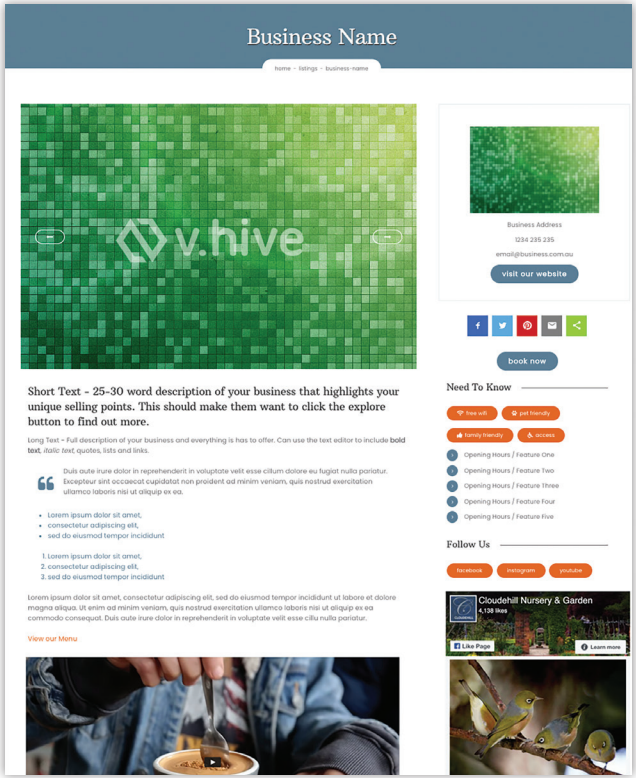
For example you may choose:
Restaurants and also
Weddings & Functions
or
Accommodation and also
Farmgate & Fruit Picking

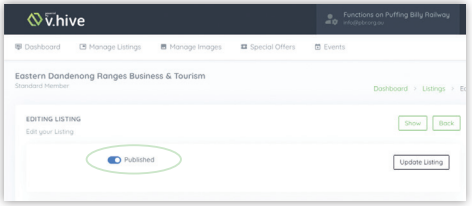
Multiple Listings

If your business fits under more than one category and you would like the information and images to be different for that category, you can create a separate listing for it on the **Manage Listings** page.

Category Listing

Business Listing



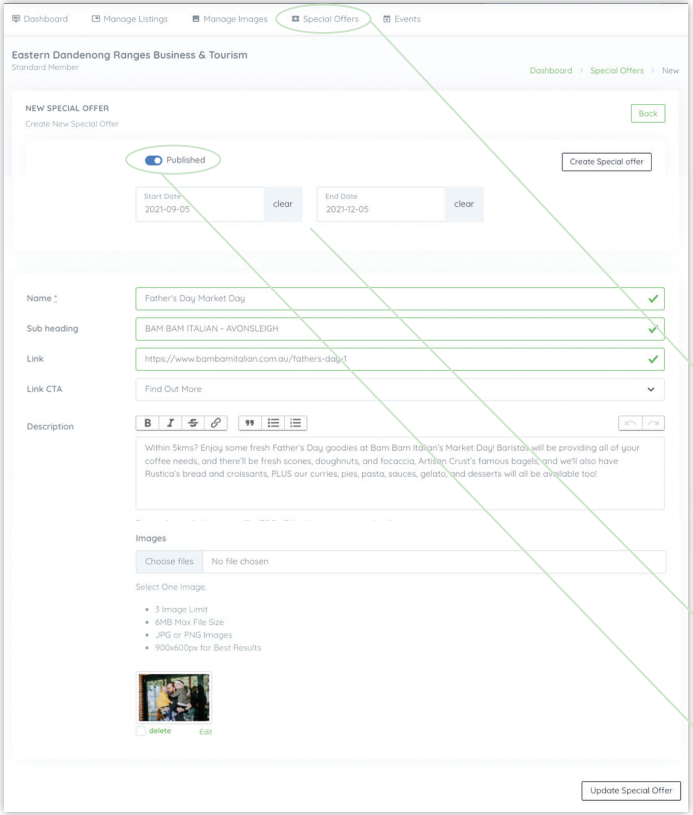


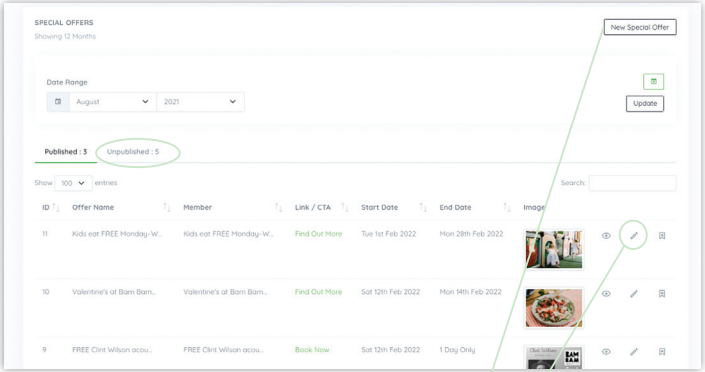
When complete, your listing should look something like this. If you can't see it on the website, just check that you have **Published your Listing**.

You can login whenever you like to make changes, add new listings, images, videos or new links to keep your listing up to date and helpful to visitors.

Remember, if you need assistance at anytime, or have some feedback for us, you can email support@vhive.com.au

15 Special Offers





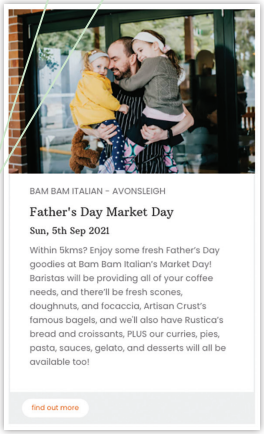
Select **Special Offers** from the dashboard.

Any Special Offers you have created will appear in the list as above. You can also access your unpublished special offers. This means you can use the same special offer again at a later date without having to add a new one.

Select **New Special Offer** to create a new offer or **Edit** to amend an existing offer.

You can add a **Start** and **Finish** date to schedule your offers. The dates will also appear on your offer. When the finish date is reached, the offer will not show on the website.

Select Create or **Update Special Offer** to save **and Publish** your Special Offer for it to appear.

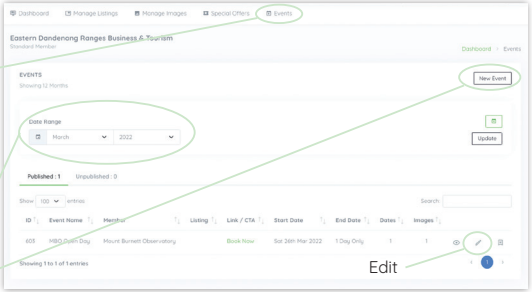


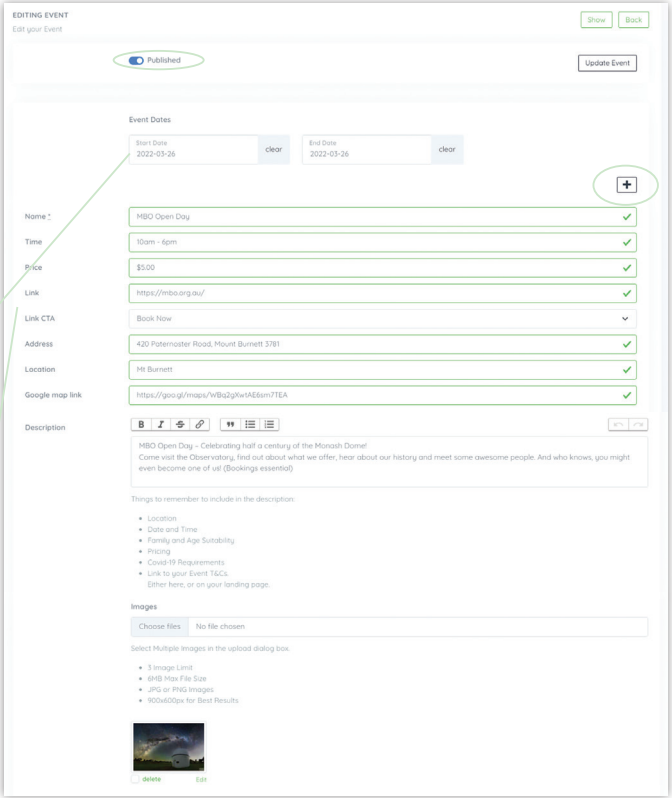
16 Events

To add an event to the **'What's On'** page, select **Events** from the dashboard.

This will show a list of your current events. You can also find and update an old event, using the **Date Range**.

To add a new event, select **New Event**.





Event Dates

If your event is one day only, the start date and end date should be the same.

If your event runs over several days, enter the start and finish date.

If your event is held every week, every month, or even every year, you DO NOT need to add the event multiple times. You can use the [+] icon to give the event multiple start and finish dates.

Link & Link Call to Action (CTA)

Your event can link to any external url that you like. This could be a ticket booking page, a facebook page for updates, a page of your website or even your EDRA listing page. Choose the CTA that best suits the link that you are sending people too.

Publish your Event when complete. It will then look something like the example below.

powered by v.hive

17 Notes

If you need assistance, you can go to the support section of our website at **www.vhive.com.au/support**

v.hive

destination marketing platform

developed by

Collective Marketing