

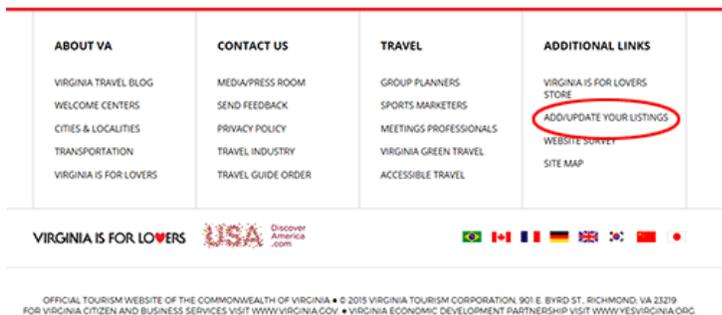
# How to use the Virginia.org Website Administration Tool

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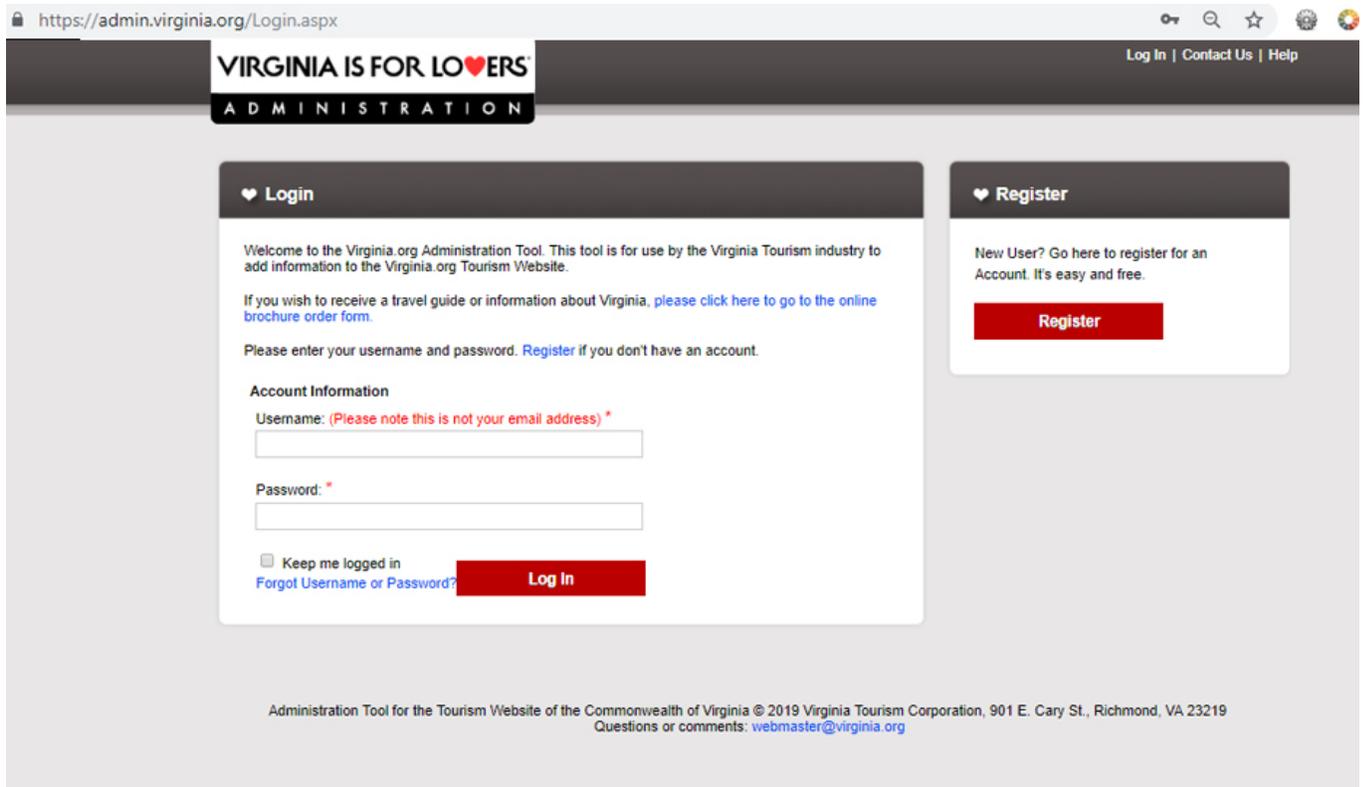
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## To Access the Virginia.org Website Administration Tool:

1. Go to <https://www.virginia.org> and click on **Add/Update Your Listings** at the bottom of the page:



2. A new window will open with the Administration Tool's login / registration page:



3. If you are new to the Administration Tool and **do not** have a login, click on the “Register” button on the right to create your own username and password. Fill in all required fields as indicated with an asterisk (\*) and any

optional fields as applicable. Please note, your User ID must be at least six (6) characters and/or numbers. The User ID and password are case sensitive. Do not use the same password as your User ID. After completing the form and the CAPTCHA entry at the bottom of the screen, click "Submit Application". Once your account has been reviewed you will receive an email confirmation from a VTC Administrator saying it is active.

4. **Once your account has been activated, you can login to the Administration Tool.** <https://admin.virginia.org> You must login before you can add or change information on the Virginia.org website. Enter your username (User ID) and password in the designated fields and click "Log In".
5. You will see the dashboard page within the Administration Tool where you can view listings status, search for your listings, and view your existing listings. From here you can also add a new listing, manage your images and manage addresses.

Listing Name	Category	User ID	% Complete	Status	Last Updated
La Petite Auberge	Dining	mbishop2	90	Active	3/28/2019 12:25 PM
Mary's B&B 2	Historic Sites	mbishop2	80	Rejected	7/23/2015 11:28 AM

## How to Use Your Dashboard

The Dashboard is where you can see all of your listings at a glance.

### Page Functions:

**See All Listings** – This allows you to see all of your listings.

**Add a New Listing** – All information on Virginia.org are Listings. Click to add an event, attraction, package etc.

**Manage Addresses** – Saved addresses can be managed here. You can reuse a saved address in a listing so you don't have to retype the information.

**Manage Images** – You can remove any images from your library that are no longer needed.

### My Listings

They are organized by active, pending, draft, rejected or deactivated. Click the name to preview, edit or deactivate.

**Status** A snapshot of all your listings in the status mode.

## How to Create a New Listing

Click "Add a New Listing" from the Dashboard. There are 5 steps to complete your listing. There is also an advanced option tab to enhance your listing once you have submitted the listing.

### Create Listing (Step 1 of 5)

- Overview
- Details
- Description
- Images
- Review & Submit
- Advanced Options

#### Listing Details

Listing: unnamed  
Status: Unsaved (11:08 AM)  
preview

\*Organization:

\*Listing Name:

Listing URL:

Listing Venue:  For Events, Exhibits, Packages and Deals only.

\*Listing Category: Choose the category that best represents your listing.

- Attractions
- Events & Exhibits
- Meetings
- Places to Stay
- Shopping
- Suggested Itinerary
- Virginia Byways
- Weddings
- Dining
- Group Tour Businesses
- Packages & Deals
- Services
- Sports Virginia
- Tours
- Visitor Information Centers

#### Address and Mapping

Please enter the address of your listing in the fields below, or you may choose to select an address from your saved address book.

[Select Address](#)

\*Street Address:  (Do not include venue or company name in address)

\*City:  \*State:  \*Zip:

\*Locality:

\*Phone (555-555-5555):    Phone Description:

Website:  Website Name/Description:

Email:  Email Description:

Save to Address Book?  Yes, Name:   No Thanks

A map will be displayed as part of your listing on Virginia.org. Click to map the listing location. Ensure that the location indicated on the map below is correct. If the location indicator should be changed simply click and drag the marker to the proper location or change the listing address above.

Show Me the Map

#### Additional Contact Information

Phone #2 (555-555-5555):

Phone #2 Description:

Phone #3 (555-555-5555):

Phone #3 Description:

Email #2:

Email Description:

Fax:

#### Additional Websites/Social Media Links

Type:

URL:

Description:  ✕

Add Website

Save & Finish Later

Next Step >

### Overview

1. Provide a listing name. \*\*If an error appears that the listing name is not unique, it means that the listing is already in the database for Virginia.org. Please contact [webmaster@virginia.org](mailto:webmaster@virginia.org) for help.
2. Select a category. For events, packages and deals you must provide a venue which is below the listing name field. This is where the event will take place.
3. Add the listing address. Please provide a valid street address for mapping purposes. You can save the address for future use by clicking yes for Save to Address Book. This will allow you to use the address in other listings, saving you time in retying the information.
4. Click "Show me the map". This will show the map preview for your address. If the location of the pin on the map is incorrect, you can move the pin to the correct place.
5. Add any additional contact information.
6. Add any of your social media links, ie Twitter, Facebook, Youtube, by selecting the corresponding dropdown. Be sure to add the full url including https://
7. Click Next Step to continue or Save and Finish Later if you want to come back to it.

## Details

**Category:** Depending on the category you choose you will have different options for categories. Choose the appropriate categories.

### For events, packages and tours: Date & Time

♥ Date & Time

Enter the date (s) for your listing below.  
Use Option 1 for a date range. Use Option 2 to select an individual date or multiple dates.

**Option #1** Select a date range

Start Date:  End Date:

Start Time:  End Time:

**Option #2** Select a series of dates and times

February, 2015

Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

Start Time:

End Time:

Listing Schedule:

♥ Wheelchair Accessibility

There are two options for selecting your dates.

#### Option #1

Add a start and end date and start and end times for the event. Click Add to add them to the schedule. This option is preferable for events that happen over a longer period of time. You do not have to put in the times if you don't need to.

#### Option #2

Select a date from the calendar.

You can select each date separately and add the times for each date, for example if the event occurs Oct. 2 from 10am -2pm, select Oct. 2 on the calendar, put in the start and end times and then click Add to Schedule. This is a preferable option if your event happens every week. For example, if your event is every other Friday, select each of the Fridays that is occurs on the calendar and then click Add.

### Wheel Chair Accessibility

Select the appropriate check boxes.

## Description

Provide a description of your attraction, event, package etc. Remember that it is potential customers/visitors reading this description. Use paragraph returns, bold, bullet lists etc. You can also spell check your description. You have 200 words for your description. The listing summary is important! This description appears with the search results and other places on the website.

The screenshot shows a web form titled "Create Listing (Step 3 of 5)". At the top, there are navigation tabs: "Overview", "Details", "Description" (highlighted in red), "Images", "Review & Submit", and "Advanced Options". A red notification box in the top right corner reads: "Listing: Mary's test event", "Status: Saved Draft (12:03 PM)", and "preview".

The main content area is divided into two sections:

- Detailed Description:** A dark header with a heart icon and the text "Detailed Description". Below it, a message says: "Please provide a more complete description of your listing below. This description will appear on your listing page. (Max. 200 words)". The text area is labeled "\*Description" and has a rich text editor toolbar with icons for undo, redo, link, unlink, image, bold, italic, bulleted list, and numbered list. At the bottom of the text area, it says "Path:" on the left and "Words: 0" on the right.
- Listing Summary:** A dark header with a heart icon and the text "Listing Summary". Below it, a message says: "Please provide a concise summary of your listing below. (Max. 25 words). This summary will be used in search results, maps and other places on the site to provide a quick overview of your listing." The text area is labeled "\*Summary" and has the same rich text editor toolbar. At the bottom, it says "Path:" on the left and "Words: 0" on the right.

At the bottom of the form, there are three red buttons: "< Previous Step", "Save & Finish Later", and "Next Step >".

## Images

Images can greatly enhance your listing. You can upload as many images as you wish, you can add up to 9 in a slideshow per listing. **Preferred image size 1600 pixels wide x 800 pixels high.** The main focus of your image should be centered with visual padding around it. The image will resize depending on the screen size that is being used.

Click Browse to find your image on your computer. Click Upload Image. It is automatically added to your image library and your slideshow.

You can select from your image library to add an image to your slideshow. You can rearrange the images in the order to be shown or remove images. Removing an image from your slideshow does not remove it from your image library.

Be sure to add Alt text to each image.

VIRGINIA IS FOR LOVERS ADMINISTRATION Dashboard Listings My Account Hello mbishop2 Feedback | Help | Logout

Create Listing (Step 4 of 5)

Overview Details Description **Images** Review & Submit Advanced Options

Listing: La Petite Auberge  
Status: Saved Draft (10:47 AM)  
preview

♥ Your Organization's Image Library

Browse to, select, and upload a new image to Your Organization's Image Library. The recommended minimum image size is 1600x800px - horizontal orientation. The maximum image size allowed is 4MB.

Choose File No file chosen Upload Image

Or, select from Your Organization's Image Library by clicking on the image(s) below. Scroll over arrows on the right and left to view all available images. Please select up to 9 images for your slide show.



♥ Selected Images

Preview	Caption	Alt Text	Slideshow Order
	La Petite Auberge	La Petite Auberge	Remove

♥ Agreement

By submitting photographs and/or other materials (collectively, "materials") to the website, you hereby transfer all rights, title, and interests in and to the materials. In the event that the rights, title, and interests in the materials cannot be transferred, you hereby grant to the Virginia Tourism Corporation (VTC) and VTC's partners (as defined below) a perpetual, exclusive, worldwide right to use the materials in any and all media without limitation. You release VTC and VTC's partners from any claims or liabilities arising from the materials and waive the right to pursue any claim against VTC and VTC's partners arising out of or relating to this agreement, the website, and/or the materials. By submitting photographs to the virginia.org website, you certify that you have all rights to upload and publish these images for use on the VTC website (https://www.virginia.org) and for possible use on the Virginia Travel blog (https://blog.virginia.org) as well as on VTC social media platforms including, but not limited to, Facebook, Twitter, Instagram, and Pinterest.

I agree.

< Previous Step Save & Finish Later Next Step >

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Questions or comments: [webmaster@virginia.org](mailto:webmaster@virginia.org)

You must agree to the Image Agreement. If you do not agree you may not upload the image to the Virginia.org website.

Click Next Step to continue.

## Review and Submit

Create Listing (Step 5 of 5)

Overview Details Description Images **Review & Submit** Advanced Options

Listing: Mary's test event  
Status: Saved Draft (12:20 PM)  
preview

♥ Review and Submit Your Listing

Assuming approval of your listing, this shows how it will look on Virginia.org. Please take a moment to confirm the details or click the "Make Edits" button to modify your listing.

Preview Listing Confirm and Submit

I Want to Make Edits Save & Finish Later

You can click "Preview Listing" to see how it will look on the website.

**\*\*You must click “Confirm and Submit” in order for the listing to be put into the review queue for VTC staff to approve it for the website.** Until it is Submitted it will appear as being in Draft status. If it is in Draft status, VTC staff will not know it has been updated or added for review.

If you need to make changes you can click “I want to make edits”. Or you can click Save & Finish Later.

After clicking Confirm and Submit you will have the option to go to “Advanced Options” or you can go back to your dashboard by clicking “No Thanks”. The completion score tells you what you can do to enhance your listing to improve the ability for your listing to be shown in search engine results.

The screenshot displays a web interface with two main sections. The top section, titled "Your Listing Has Been Submitted for Approval", contains a message stating that the listing is under review and will be notified by email. The bottom section, titled "Advanced Options", provides suggestions for enhancing the listing and includes a "Completion Score: 80" box with a list of actions to improve the listing. At the bottom right, there are two buttons: "Go to Advanced Options" and "No Thanks".

**♥ Your Listing Has Been Submitted for Approval**

Your listing has been submitted and will be reviewed within 2 business days. You will be notified by email when the listing has been approved or if we need additional information. Add [webmaster@virginia.org](mailto:webmaster@virginia.org) to your safe senders list to ensure you receive the email.

**♥ Advanced Options**

You can enhance your listing by clicking on the "Go to Advanced Options" button below. A few of the things available:

Add keywords to your listing to improve the ability for search engines to find it.  
Include a YouTube video of your business or event  
Link this listing to other related listings that you may already have on Virginia.org

**Completion Score: 80**

- Provide more detailed Listing Description (Step 3)
- Add Keywords to your listing (Advanced Option)
- Provide more detailed Listing Description (Step 3)

[Go to Advanced Options](#) [No Thanks](#)

## Advanced Options

 **Create Listing (Advance Options)**

Overview | Details | Description | Images | Review & Submit | **Advanced Options**

**♥ Help People Find Your Listing** Listing: draft for text  
Status: Saved Draft (10:57 AM)  
preview

Please provide keywords that relate to your listing. These words will help optimize the exposure your listing gets on Virginia.org. Separate entries with a comma. 5-10 keywords per listing. (For example: concert, bluegrass, festival, music, entertainment)

**♥ Attendance**

If you know the events daily average attendance from previous year, please check the corresponding box below (only ONE):

< 1000       1000 to 5000       5000 to 10000       10000 to 20000  
 > 20000       New Event       No Gate

**♥ Related Listings**

For cross promotion on the site, you can link this listing with other, related listings your organization has. For example, a restaurant can be linked to the hotel in which it operates.

Your Organization's Listings | Listings at the Same Location

**♥ Data Share Option**

Check here if this listing should **only** be provided back to you through a data-share and **should not** be displayed on Virginia.org.

**♥ YouTube Video**

Your listing can include a video hosted by YouTube. Simply paste the URL for the YouTube video below:  
[Where do I find the URL for my YouTube video?](#)

Video URL:

**Confirm and Submit**

Add keywords to help with search engine marketing. Add a word and a comma after each word.

If this listing is an event you can select the Attendance. This is for VTC research only.

If you have other listings on the site you can connect them together by checking the listing. The related listings will appear with the listing on the site.

## Find Existing Listings

Click Listings at the top of the page. Here you can search for your listings by the fields provided.

**VIRGINIA IS FOR LOVERS** ADMINISTRATION

Dashboard **Listings** My Account

Hello mbishop2 Feedback | Help | Logout

Home > Search Listings

Search Listings

Find a Listing

Quick Dining Listing Add a New Listing

- Hide Search Criteria

Listing Name/Keyword Category Status Create From Create To

Last Name City Schedule From Schedule To User ID Region Organization

Search

Listings

Listing Name	Category	User ID	Status	Last Updated
--------------	----------	---------	--------	--------------

## Edit an Existing Listing

Click on the Listing name from your Dashboard or Listings search. Click Edit.

Listing View

Preview Edit Deactivate

You then go through the steps as above or you can click the appropriate header to jump right to that step.

Create Listing (Step 1 of 5)

Overview Details Description Images Review & Submit Advanced Options

## Change a Listing Status

You can deactivate a listing if it will no longer be needed on Virginia.org. See the image above.

## How to View and Edit Your Account Profile

Click on My Account at the top of the page. You can update the information on the page at any time or change your password as necessary.

**VIRGINIA IS FOR LOVERS** ADMINISTRATION Dashboard Listings **My Account** Hello mbishop2 Feedback | Help | Logout

[Home](#) > My Account

 **Account Information**

View and update your account information below.

\*First Name:

\*Last Name:

\*Email Address:

Alternate Email Address:

\*Phone #: (  )  -

\*Organization/Company:

Your Title:

\*Business Profile:

\*Address:

Address2:

\*City:

\*State:

\*ZIP Code:

\*User ID: mbishop2 [Change Password](#)

[Save Changes](#)

## Adding Meeting Room Specifications for Virginia.org/Meetings/

Your meeting facility must be listed on Virginia.org - <http://www.virginia.org/directory/meetings/>- to appear on the [Virginia.org/meetings](http://www.virginia.org/meetings) website. If your property is a hotel, you will need to add a separate listing for Meeting facilities.

On the details tab you can add your meeting room specifications by clicking on the **Add Meeting Room Specifications**.

Listing: Meetings at Mary's  
Status: Saved Draft (11:48 AM)  
preview

### ♥ Categorize Your Listing

**Add Meeting Room Specifications**

Please Indicate the appropriate sub-categories for your listing.

Meetings

Please select 1-5 of the following to further categorize your listing:

**Hotel/Resort/Lodging**

Lodging with Large Meeting Space     Lodging with Medium Meeting Space     Lodging with Small Meeting Space     Resort

**Inn/B&B**

Inn/B&B

**Retreat/Reunion Space**

Retreat/Reunion Space

**Convention and Conference Centers**

Conference Center     Convention Center

**Civic Center/Arena**

Civic Center/Arena

**Unique Meeting Venues**

Brewery     College or University     Country Club     Museum/Historic Site  
 Recreation/Community Center     Restaurant     State Parks     Theater  
 Vineyard/Winery

LGBT Friendly

This will bring up the meeting room specs form.

**VIRGINIA IS FOR LOVERS** Hello mbishop2 Feedback | Help | Logout

**ADMINISTRATION** Dashboard Listings My Account

### Meeting Venue

#### ♥ Venue Details

**Rooms**

Guest Rooms:

Suites:

**Airport**

Airport Name:

Miles From Airport:

#### ♥ Services

**Amenities and Services:**

<input type="checkbox"/> A/V On-Site	<input type="checkbox"/> Internet Access	<input type="checkbox"/> Video Conferencing
<input type="checkbox"/> Airport Shuttle	<input type="checkbox"/> Bellman Services	<input type="checkbox"/> Business Center
<input type="checkbox"/> Concierge	<input type="checkbox"/> Catering On-site	<input type="checkbox"/> Catering Off-site
<input type="checkbox"/> Elevators	<input type="checkbox"/> Inside Corridors	<input type="checkbox"/> Entertainment
<input type="checkbox"/> Spa	<input type="checkbox"/> Exercise Facilities	<input type="checkbox"/> Indoor Pool
<input type="checkbox"/> Outdoor Pool	<input type="checkbox"/> Tennis On-site	<input type="checkbox"/> Golf Within 3 Miles
<input type="checkbox"/> Gift Shop/Shopping	<input type="checkbox"/> Restaurant on Premises	<input type="checkbox"/> Bar/Lounge

Other Services:

#### ♥ Meeting Rooms

[Add Meeting Room](#)

There are no rooms associated with this meeting venue.

Total Venue Square Feet:   Automatically calculate the total square feet

[Save and Back to Listing](#) [Save](#)

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Put in the contact information for your meeting planner or sales director.

To add the room specifications, click Add Meeting Room.

A new form will appear. Fill in the information for your meeting room. You will need to click “Add Meeting Room” for each room you have. You can uncheck the box for calculating the square feet if you want to put it in manually. The system will automatically calculate the square feet of all your rooms unless you specify it not to. This is important for large rooms that can be separated into smaller rooms.

Room Name:

Banquet Seats:  Classroom Seats:

Reception Seats:  Theater Seats:

Exhibit Booths:

Ceiling Height:

Room Length (ft):  Room Width (ft):

Square Feet:   Automatically calculate square feet

Once you have all your room specs in the form the rooms will appear like below. You can edit the rooms or delete them. Be sure to calculate the total room space if you don't click the “Automatically calculate the total square feet” button.

You can then Save the information or Save and Go Back to the Listing. **You must click “Submit”** in order for your facility and your room specs to appear on the listing.

Meeting Rooms

Name	Banquet Seats	Reception Seats	Classroom Seats	Theater Seats	Exhibit Booths	Area	Options
Audubon		40	24	40		891	<a href="#">Edit</a> <a href="#">Delete</a>
East	72	64	40	64		1386	<a href="#">Edit</a> <a href="#">Delete</a>
Federal	195	195	108	195		2557	<a href="#">Edit</a> <a href="#">Delete</a>
Jefferson	80	100	40	100		1260	<a href="#">Edit</a> <a href="#">Delete</a>
Meadow	64	64	40	64		1440	<a href="#">Edit</a> <a href="#">Delete</a>
Pavilion	180	280		280		2800	<a href="#">Edit</a> <a href="#">Delete</a>

Total Venue Square Feet:   Automatically calculate the total square feet

Once your meeting rooms are all listed in the forms, you can edit them by click “Edit Room Specs” from the listing preview screen.

You can then continue on with your listing as shown above in Adding A Listing.

## How to become Virginia Green Certified

Virginia Green is the state's voluntary partnership program to encourage green practices in tourism. The program started in the fall of 2007 as a partnership between Virginia Tourism Corporation, the Virginia DEQ, and the Virginia Restaurant Lodging & Travel Association. Since then, 1800+ tourism operations have self-certified their environmental practices and been recognized as Virginia Green Travel Partners.

The program provides recognition and resources for all sectors of the industry -- Hotels, B&B's, Attractions, Conference Centers, Restaurants, Breweries, Wineries, Festivals and Events.



[What is Virginia Green?](#)

[How to Join Virginia Green](#)

VirginiaGreen.net currently manages the application process and provides participant assistance and recognition. As part of [Virginia is for Lovers website](#), VTC hosts an online database that allows consumers to search for accommodations, restaurants, and conference facilities that participate in Virginia Green. Additionally, VTC and VHTA both work to market Virginia Green to the hospitality and tourism industry.