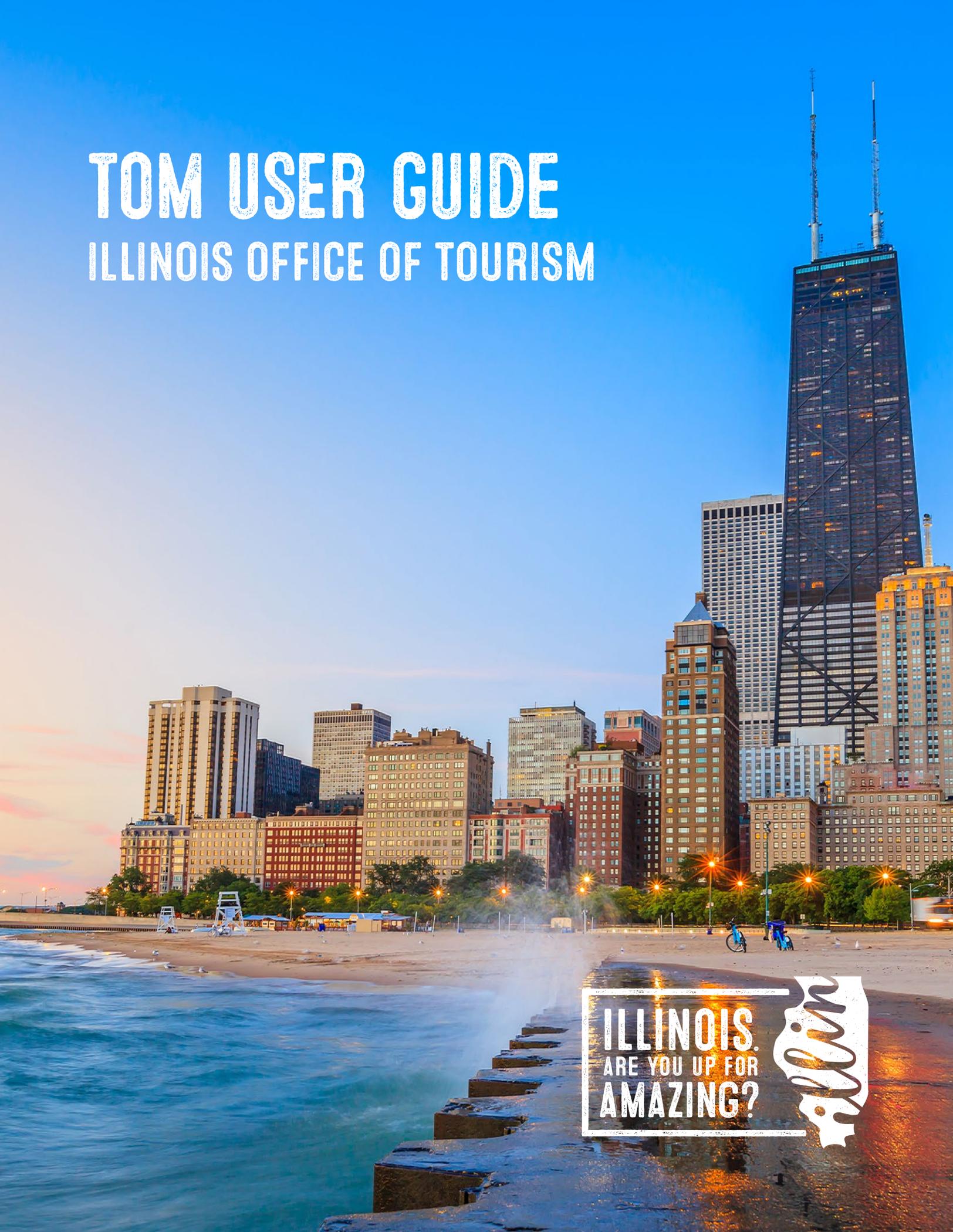


# TOM USER GUIDE

## ILLINOIS OFFICE OF TOURISM



**ILLINOIS.**  
ARE YOU UP FOR  
**AMAZING?**



# WELCOME TO YOUR PRODUCT LISTING TOOL

firefly grill

In order to ensure that the Illinois Office of Tourism (IOT) provides accurate and updated content, we rely on you, the CVBs of Illinois, to upload tourism product information for your region. We use this information for enjoyillinois.com, and other promotions.

In February 2017, we launched a new website to help you attract more visitors to your destination. As part of this project, we've replaced ITIMS with an Illinois Tourism Operator Module, or TOM for short. This new tool will be easier for you to use. At the same time, we have enhanced product listings with more information.

This guide will show you how to upload information for attractions, businesses and events in your region.

**Thank you for your help creating this valuable resource for visitors to Illinois.**



**Listing Title** IN CHICAGO ♡  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.  
[More Info](#) | [Visit Website](#)



**Listing Title** IN CHICAGO ♡  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.  
[More Info](#) | [Visit Website](#)



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**Listing Title** IN CHICAGO ♡  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.  
[More Info](#) | [Visit Website](#)

## CREATING QUALITY LISTINGS

The new website is designed to inspire people to visit Illinois.

Your listings help inspire people to visit Illinois, by showing them the wealth of great attractions on offer.

They're also an important conversion point for the website. One way we measure the effectiveness of the site is by measuring visitors' interactions with your listing.

### Three Elements of a Strong Listing

- 1. High quality imagery and video.** A picture really is worth a thousand words. Photos and videos help your visitors imagine an experience. The better your imagery, the more engaged your visitors will be. You need good quality images and lots of them. Refer to the detailed image guidelines for image quality requirements.
- 2. Great descriptions.** Your product descriptions should engage your visitors, captivate them, and make them want to experience the product for themselves. Focus on describing the experience and showing why it's so good. A list of features and facilities isn't as effective.
- 3. Complete information.** The more quality information you can add to your product listings, the more useful those listings will be for your prospective visitors, and the more leads you will generate for your local businesses.

#### KEY INFO

##### A Note on Imagery

Many of the listing images currently on enjoyillinois.com are too small for the new website and many listings have generic placeholder images. Low resolution images and listings without images will not be published.

## LET'S GET STARTED.

# HOW TO EDIT YOUR LISTINGS

New users will receive an email from Brad Strauss with a temporary password.

Until the new enjoyillinois.com is live, you can login to update listings at <https://www.enjoyillinois.com/portal>

When you login for the very first time, you will first see the profile screen where you can update details, including resetting your password if you wish. Note that if you change your password, you will be logged out, sent a verification link, and you'll need to repeat the process. After saving this you can access all your imported listings and start editing.

If you have forgotten your password, click "I've lost my password" and we'll send you a new one.

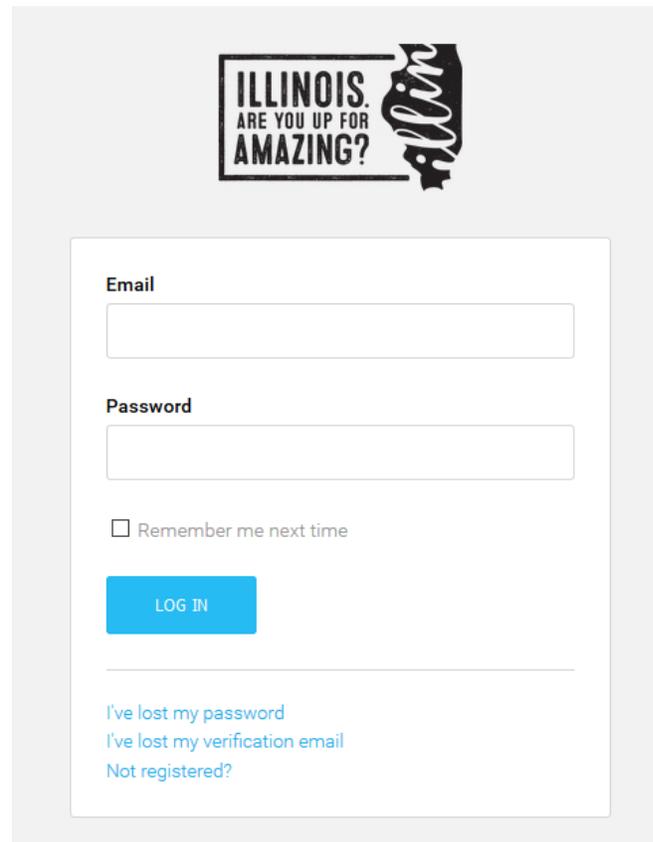
## HELP WITH PASSWORDS

If you haven't received an email with a password, or are having an issue logging into TOM, then contact Brad Strauss at Illinois Office of Tourism (IOT).

- Phone: 312-814-3155
- Email: [brad.strauss@illinois.gov](mailto:brad.strauss@illinois.gov)

### Set a Strong Password

A good password should be at least 8 characters, with a mix of letters and numbers. For added security, add special characters such as # / & \$ @. A strong password might look like this: \$1lv3rst3am.



ILLINOIS. ARE YOU UP FOR AMAZING? allin

Email

Password

Remember me next time

LOG IN

[I've lost my password](#)  
[I've lost my verification email](#)  
[Not registered?](#)

# YOUR DASHBOARD

The dashboard is where you search and sort listings, add new listings, or edit existing ones.

The dashboard displays 50 listings at a time by default. You can search for listings using the search field, or sort by clicking on the column.

## Listings have four main states:

1. **Approved.** They are live on the website. You can't delete a live listing, but can include deletion requests when editing.
2. **Draft.** This is a listing that is currently being edited. Draft listings do not show on the site. You can discard changes at any time.
3. **Unapproved.** The listing has been submitted for approval, it's no longer available for editing.
4. **Declined.** The listing change has been declined. The message will explain why. You can then reedit the listing and submit for approval.

## The workflow for listing approval follows these steps:

1. Once you have finished editing the draft listing, you can preview and submit the listing to IOT for review.
2. If IOT accepts the listing, it is published, and you will receive an email to confirm publication.
3. If a listing is declined, you will be notified by email. In the dashboard, the listing status will change to "Declined", with a reason outlining why.

The screenshot shows the IOT CVB Portal dashboard. At the top, there is a logo for "ILLINOIS ARE YOU UP FOR AMAZING?" and a "Logout" button. Below the logo is the "IOT CVB Portal" header with an "+ ADD NEW LISTING" button. The main area contains a search form with a "Keyword" field (placeholder: "Search by name"), "Listing Type" and "Status" dropdown menus, and a "Show only listings that require attention" checkbox. There are "SEARCH" and "CLEAR" buttons. Below the search form, there are two tabs: "Product Listings (1424)" and "Event Listings (0)". The main content is a table with columns: Name, Listing Type, Location, Last Edited, Status, and Actions. The table lists five hotels: Acme Hotel Company Chicago (Draft), Aloft Chicago City Center (Needs Attention), Amber Inn (Needs Attention), Benedictine Bed and Breakfast (Needs Attention), and Best Western Grant Park Hotel (Needs Attention). Each row has a "Needs Attention" button and three action icons (edit, view, delete).

Name	Listing Type	Location	Last Edited	Status	Actions
<a href="#">Acme Hotel Company Chicago</a>	Places to Stay	Chicago	9 Jan, 2017 4:28 pm	DRAFT	
<a href="#">Aloft Chicago City Center</a>	Places to Stay	Chicago	9 Jan, 2017 4:28 pm	NEEDS ATTENTION	
<a href="#">Amber Inn</a>	Places to Stay	Chicago	9 Jan, 2017 4:28 pm	NEEDS ATTENTION	
<a href="#">Benedictine Bed and Breakfast</a>	Places to Stay	Chicago	9 Jan, 2017 4:29 pm	NEEDS ATTENTION	
<a href="#">Best Western Grant Park Hotel</a>	Places to Stay	Chicago	9 Jan, 2017 4:29 pm	NEEDS ATTENTION	

## Finding and Filtering

You can search for listings or filter them in a variety of ways:

1. By keyword in the keyword search box.
2. Filter by Listing Type.
3. Filter by Status, such as display only declined listings.
4. Sort on the column by clicking the column name, each time you click it reverses the sort order.

Note that on the event tab, expired events are hidden by default. Click the “show expired events button” to the right to display older events, if for example you want to copy or update one.

**KEY  
INFO**

### Listings Requiring Attention

Some listings that don't meet the image quality standards are now flagged as requiring attention. On the product search box, click the “Show Only Listings That Require Attention” button to only display those listings that need attention. The status button also shows listings that require attention.

The screenshot shows the IOT CVB Portal interface. At the top left is the logo for "ILLINOIS ARE YOU UP FOR AMAZING?" with the "Allin" logo. At the top right are links for "Profile" and "Logout". The main header area contains the text "IOT CVB Portal" and a blue button labeled "+ ADD NEW LISTING". Below this is a search and filter section. It features a "Keyword" search box with the placeholder text "Search by name". Underneath are two dropdown menus: "Listing Type" with the placeholder "Filter by listing type" and "Status" with the placeholder "Filter by status". At the bottom left of this section is a checkbox with a red warning triangle icon and the text "Show only listings that require attention". At the bottom right are two buttons: a blue "SEARCH" button and a grey "CLEAR" button.

# ADDING A LISTING

To make it easy to add and edit listings, we've broken the process down into five simple steps:

---

**Step 1: Basic Information.** This is vital information and must be entered.

**Step 2: Contact Details.** Includes address, phone, email, web, and location data.

**Step 3: Add Media.** One image is required. You may add up to six more images and video. We won't publish listings without an image.

**Step 4: Additional Info.** Booking and pricing information, social media links, amenities, files, and opening hours.

**Step 5: Preview and Submit.** Review the listing and submit for approval.

---

You don't have to follow the steps in a linear fashion. Every time you click to another step your changes are saved. However, if you open a listing and make a single edit, make sure you save your change before you close the listing, as auto-save is only activated by clicking to another step.

KEY  
INFO

**Your listing is not submitted to IOT for approval until you click submit.** If you haven't submitted a listing, it will show as "Draft" on your dashboard. Your listing must be approved by IOT to be displayed on enjoyillinois.com.

## STEP 1: BASIC INFORMATION

Complete the following fields for every product listing:

### Product Name

The product name is displayed in search results.

In some cases, this might be the business name, in others, the product name is more useful. A good example of this might be a listing for a restaurant located within a hotel, where you would list the restaurant name, rather than the hotel. Think about what a visitor would expect the name to be.

### Logo

If the business or event has a logo, it can be uploaded as a PNG or JPEG. This is an optional field. Do not place images or anything other than official logos in the logo section.

### Listing Type

Choose only one from the following:

### Categories

Up to five categories may be chosen for a listing by ticking the appropriate boxes.

### Company Name

If you used the company name as the product name, we recommend you don't repeat it.

### Summary

A 250-character summary of the listing, used as your listing preview and in search results. This summary promotes your listing, and should succinctly convey the benefits of the product. Remember, the summary is a shorter general overview, while details should be placed below in the description

### Description

The description displays on the detailed listing page. It allows you to tell website visitors more about the businesses and events in your region. It's also vital for search and Google.

- Short sentences are easier to read online. Include one key message per sentence and concentrate on the best points of the experience.
- Don't worry about including contact details, pricing, and hours in your listing description. TOM has other places for that information.
- Google recommends making descriptions at least 300 words long.
- Keywords are important. Consider what words visitors might use to find your product or service.
- Do not use all caps
- Proof carefully for grammar and spelling
- Use traditional paragraph format with complete sentences, avoiding lists or bullet points
- CVBs are responsible for the content of descriptions and should not assume cutting and pasting from another page will fit our format

SAVE & CONTINUE

1. Basic Info. About your product

2. Contact Details. How to find you?

3. Add Media. Make it pop!

4. Additional Info. Add more stuff

Final Step. Preview and submit

Product Listing Name

Acme Hotel Company Chicago

This field will display as the product listing title. Please do not include the company name.

Upload Logo

Attach a file

drop a file FROM YOUR COMPUTER

This will appear on the product listing page. Recommended image size is 600x600px. Max file size is 1MB. JPEG or PNG only.

Listing Type

Places to Stay

This is setup when the product listing is created. It determines the available fields. Want to [change this?](#)

Categories

Bed & Breakfast  Cabins & Lodges  Camping & RV Parks

Conference Centers  Hostels  Hotels & Motels

Resorts & Spas  Vacation Rentals

Up to five categories may be chosen for a product listing by ticking the appropriate boxes.

Company Name

Summary

A 250 character summary of the listing, used as the product listing preview and in search results.

Description

The description displays on the detailed product listing page. Google recommends descriptions being at least 300 words long.

CANCEL

SAVE & CONTINUE

## STEP 2: CONTACT DETAILS

Contact details are crucial. We measure interaction with contact details as conversion points, so it's important to add as many as possible so that visitors can choose their preferred channel.

- **Map Location (Required).** Enter the address of the business and the full address and location should show on the map. Use the "Populate Address" button beneath the map to autofill the remaining address fields.
- **Street (Required)**
- **Zip Code (Required)**
- **Email Address:** Format is bookings@mybusiness.com
- **Website: (Required)** Format is www.mybusinessname.com. If the business doesn't have a website leave this field blank.
- **Phone: (Required)** Format is 555-222-1111. Phone fields have validation on them to ensure the format is correct. Start typing and once the number is validated you can move to the next field.
- **Mobile Phone**
- **Free Phone**

SAVE & CONTINUE

1. Basic Info. About your product

**2. Contact Details** How to find you?

3. Add Media Make it pop!

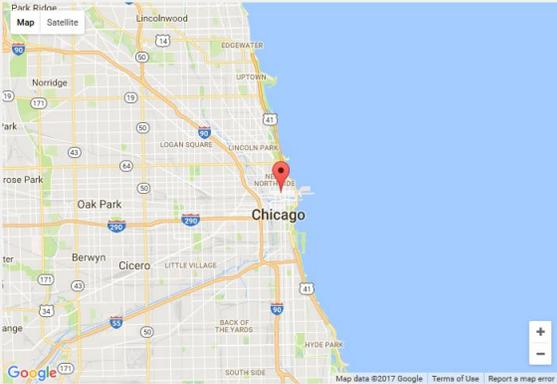
4. Additional Info. Add more stuff

Final Step Preview and submit

---

**Map Location**

Search for a location



**Physical Address**

Street

Suburb

City

State

Zip Code

Country

This is your physical address. For activities, this is where your visitors meet and depart from.

---

**Phone (Main)**

---

**Phone (Toll-Free)**

---

**Cell**

---

**Email**

---

**Website**

---

CANCEL

SAVE & CONTINUE

CANCEL

SAVE & CONTINUE

## STEP 3: IMAGES AND VIDEO

The new website will use large, high quality imagery to improve engagement. The new website offers local businesses the opportunity to include more images in their listing. You can now add up to six large landscape format images on each listing.

High quality images increase the number of conversions from listings. Research by listing sites like eBay and Airbnb indicate images can increase conversion by at least 10%.

Most of the listing images currently on enjoyillinois.com are too small for the new website. Low resolution images will not be transferred to the new website. Listings without images will not be published. Therefore, it's probably safest if you assume that all your business listings will need new images.

### HOW MANY IMAGES SHOULD I UPLOAD?

- Include 4-6 photos for each listing.
- Aim to show different aspects of your product offering. Tell a story with your images. The more attractive you make your product, the more enquiries you will generate.
- Listings without images will not be published on enjoyillinois.com.

### WHAT FORMAT & SIZE SHOULD MY IMAGES BE?

- Images should be landscape format.
- The **main hero image** for each listing must be 1,920 pixels wide by 1,080 pixels high.
- **Gallery images** must be 1,170 pixels wide by any height.
- Your images will be automatically scanned when you upload them, and you will be notified if the image is too small.
- Note that some images meeting the size requirement may still appear blurry. These should not be submitted and no entry will be approved unless the main image is clear and of high quality.

### IMAGE TITLE & DESCRIPTION

- Enter a title and description for every image. This is needed to optimize the site for search engines. Add the title and description, then click save.

### YOUTUBE VIDEO

Video is a powerful tool to motivate visitors. You can add one video per listing. Link to a single video, not a playlist or channel.

A correct listing ID is <https://www.youtube.com/watch?v=eTUCNNCaYic> or [tVEkCABvpc](https://www.youtube.com/watch?v=tVEkCABvpc)

An incorrect listing is [https://www.youtube.com/channel/UCuYNO7Joc6QC\\_tVd674ScJA](https://www.youtube.com/channel/UCuYNO7Joc6QC_tVd674ScJA)

SAVE & CONTINUE

## STEP 4: ADDITIONAL INFORMATION

This information is optional, however add as much as you can here. It makes your listings richer, leads to higher engagement from visitors, and helps gain organic search traffic.

## BOOKING & PRICING INFORMATION

- **Price Range.** Enter a minimum and maximum price if applicable.
- **Price Information.** Any additional details about pricing, limited to 150 characters.
- **Minimum Age.** If there is a minimum age for an attraction include it here.
- **Booking URL.** URL for the booking page for this specific product on the owners' website.
- **Suitable for Groups.** If a product is available for group bookings check this box and complete the fields for group capacity, group information, and group booking email.

## SOCIAL MEDIA LINKS

- **Facebook.** Input the full URL of your page e.g [www.facebook.com/mybusinessname](http://www.facebook.com/mybusinessname)
- **Twitter.** Input the full URL of your page e.g [www.twitter.com.com/mybusinessname](http://www.twitter.com.com/mybusinessname)
- **Instagram.** Input the full URL of your page e.g [www.instagram.com.com/mybusinessname](http://www.instagram.com.com/mybusinessname)
- **YouTube Channel.** Input the full URL of your YouTube channel page e.g [www.youtube.com/channelname](http://www.youtube.com/channelname)
- **TripAdvisor ID.** The ID number after the letter d in your TripAdvisor account url, e.g. 1910637
- **Official Hashtag.** The official hashtag of the business if available.

## AMENITIES

Amenities are specific to the listing type and will vary, they may not be available to all listing types. Tick the ones that are appropriate.

## DOWNLOADABLE FILES

This field can be used for attaching extra information, such as menus and timetables. You may upload two files, max file size 8MB for each file. Acceptable file formats are DOC, DOCX and PDF.

The screenshot shows a multi-step form for creating a listing. The current step is '4. Additional Info. Add more stuff'. The form is titled 'Make your listing better' and includes a sub-header 'You can add social media links, amenities, opening hours and more.' The form is divided into several sections: 'Booking and Pricing Information' (collapsed), 'Price Range' (with 'from' and 'to' fields set to 0.00), 'Price Information' (a large text area with a 150-character limit), 'Minimum Age' (a field set to 0), 'Booking URL' (a field with a note 'URL to booking page for this specific product on your website.'), and a checkbox for 'Suitable for groups'. Below these are expandable sections for 'Social Media Links', 'Amenities', 'Downloadable Files', and 'Opening Hours & Transport'. At the bottom, there are 'CANCEL' and 'SAVE & CONTINUE' buttons.

## OPENING HOURS & TRANSPORT

- **Transport Available.** Does the product include transport to and from a location?
- **Transport Information.** Optional details about transport service. Transport information is limited to 150 characters if the transport available checkbox is ticked.
- **Recommended Time Allowance in Hours.** How long should a visitor allow (activities only)?
- **Opening Hours.** Choose daily opening and closing hours. The valid format is H:mm. This may be used to signal if an operator is "open now."
- **Holiday Hours.** Example: Christmas 10:00am-1:00pm, New Year's Eve 9:00am-4:00pm.
- **Months of Operation.** For seasonal businesses check the months in which the business operates, otherwise check year-round.

FINAL STEP: PREVIEW & SUBMIT

## STEP 5: PREVIEW AND SUBMIT

Preview how the listing looks. If it's not right, then you can close the preview and continue editing. If your listing is correct, then click "Submit for Approval" and send your listing to IOT for approval.

Preview a listing in full screen to get a more accurate view. Click the "Full Screen" button, which opens the listing in a new browser tab. Close the tab, or switch back to the original tab to submit for approval.

If IOT accepts the listing, it is published, and you will receive an email to confirm publication.

If a listing is declined, you will be notified by email. In the dashboard, the listing status will change to "Declined", with a reason outlining why. Go back and edit your listing to resolve the issue, and resubmit.

SUBMIT FOR APPROVAL

**Congratulations, you're done!**

1. Basic Info  
About your product

2. Contact Details  
How to find you?

3. Add Media  
Make it pop!

4. Additional Info.  
Add more stuff

Final Step  
Preview and submit

PLACES TO STAY  
Carleton Hotel of Oak Park

Details Location Moments Visit Website

You are in...  
Chicago » Illinois Save to Favorites

Information #familyland #navypier #highlights

Whether you're visiting the Chicago area for business or pleasure, The Carleton of Oak Park offers gracious accommodations in the Oak Park tradition. The hotel is nestled in a residential historic district and within walking distance of downtown Oak Park. The Carleton, has been providing area visitors with exceptional service for

More Details

Address: 1110 Pleasant Street

CANCEL FULL SCREEN SUBMIT FOR APPROVAL

# EVENTS

Events are separated out from product listings, and can be viewed on the events tab on the dashboard.

Expired events are hidden by default. If you want to copy or update an expired event, click: "Show expired events" to the right to display older events. To add a new event, the workflow is very similar to adding a listing.

**Step 1.** Choose "Add Listing" from the top right corner of the dashboard.

**Step 2.** Choose "Events" as the listing type from the dropdown menu.

**Step 3.** Fill out the various fields. You can save at any time. The event listing will now appear on your dashboard.

**Step 4:** Submit for approval.

Many of the field options are similar to the product listing, with the addition of specific fields such as event dates, venues etc.

Events go through the same workflow as member listings, and once approved the status will change from submitted to approved, and the event will display on the website. Events will automatically disappear from the site once the event date has passed.

The screenshot shows the IOT CVB Portal dashboard. At the top left is the logo "ILLINOIS ARE YOU UP FOR AMAZING? Allin". At the top right are links for "Profile" and "Logout". Below the header is the "IOT CVB Portal" title and a "+ ADD NEW LISTING" button. A search section includes a "Keyword" search box, "Listing Type" and "Status" dropdowns, and a checkbox for "Show only listings that require attention". There are "SEARCH" and "CLEAR" buttons. Below the search section are tabs for "Product Listings (1424)" and "Event Listings (647)", along with a "Hide Expired Events" button. A table of event listings is shown with columns: Name, Start Date, End Date, Location, Last Edited, Status, and Actions. One listing is visible: "Above and Beyond at the Museum of Science and Industry" with start date 4 Oct 2016, end date 8 Jan 2017, location Chicago, last edited 9 Jan, 2017 4:28 pm, and a status of "NEEDS ATTENTION".

NOTE: When entering the start date and end date of your event, notice the buttons that say "Add another date," "Next Day," etc. You have the option to add recurring dates. However, we recommend you use this **only** for regularly recurring events. (i.e. for a monthly festival that occurs the first Saturday of every month, enter each Saturday as its own start and end date). If your event simply spans multiple days, enter a start and end date that spans the entire range.

# THE RULES



We try to keep these simple, but there are a few rules for product listings:

- A product can only belong to one listing type (see below).
- A product listing can belong to up to five categories within a listing type.
- However, if a product has more than one physical address, create separate listings for each location.
- Your product description is very important.
- Listings without high quality images will not be published.
- Do not submit entries that would fall into the category of adult entertainment. Also, do not submit businesses marketed as gun shops (though sporting goods stores are allowed.)

## LISTING TYPES

- Places to Stay
- Eat & Drink
- Events
- Activities
- Road Trips & Scenic Drives
- Nightlife
- Arts & Culture
- Tours
- Sports
- Shopping
- Heritage

## QUESTIONS?

Brad Strauss is the Content Manager for TOM:

- Phone: 312-814-3155

- Email: [brad.strauss@illinois.gov](mailto:brad.strauss@illinois.gov)

## FAQS

### **How can I tell if a record has been published?**

You will receive an email for all records that are “Published” and those that have been “Rejected”.

### **Can I make an inactive record active again?**

Yes. Find the record by searching and change the dates. Submit the item again for publishing.

### **How do we remove or add users?**

Individual offices cannot add or remove users from the system. Contact Brad Strauss if you need to add or remove a user.