



ExploreMinnesota.com

Partner & Listing Owner Extranet

Manual

March 12, 2020
v 2.0

PLEASE NOTE:

Explore Minnesota reserves the right to edit or refuse any listing that includes offensive language, photos or symbols. This version of the Extranet manual is intended for listing owners and listing editors.

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LOGIN LINK: <https://extranet.exploreminnesota.com>

About the Extranet

The Extranet is Explore Minnesota Tourism's database of tourism businesses and events and is connected to ExploreMinnesota.com through an API. Free business and event listings are available to attractions, accommodations, eating and drinking establishments, events and tourism promotion organizations (such as chambers and visitors' bureaus). Listings include general information, descriptive copy, photos, website and booking links, maps and more. Partners may create and manage their listings from the Extranet. For more information about the requirements to qualify for a Listing, visit <https://mn.gov/tourism-industry/industry-opportunities/partner-with-us/our-website.jsp>.

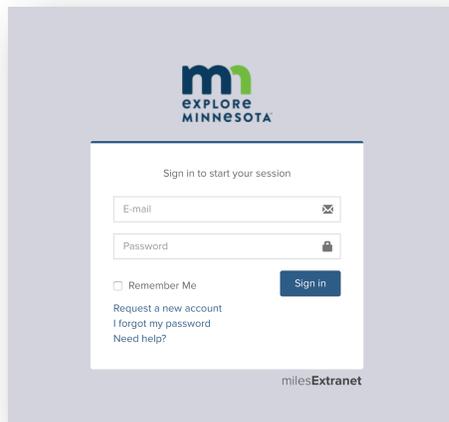
Compatibility

There are several compatible browsers you can use to access the Extranet. Please note that the browsers listed below are referencing the latest version of each browser.

- Google Chrome
- IE9+
- Edge
- Safari
- Firefox
- Opera

Accessing the Extranet

The Extranet is protected so that information remains secure. To access ExploreMinnesota.com's database, please log in using the following steps.



1. Visit the URL: <https://extranet.exploreminnesota.com>
2. Enter in your email address in the E-mail field.
3. Enter in your password. Note that all passwords are case sensitive.

Request a New Account — If you do not have a user account registered in the system, click “Register for an Account.” Complete the form and click “complete.” Please allow two business days for your user account request to be reviewed. If approved, you will receive an email confirming your login information. Only valid tourism-related organizations are eligible for an account. Be sure to check your spam and junk folders if you do not receive an email after two business days.

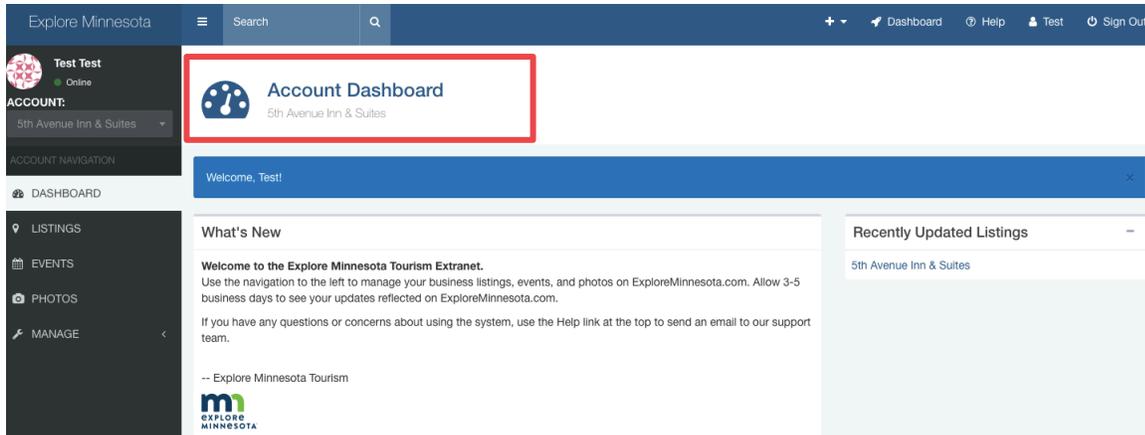
Forgot Password — If you cannot remember your password, please select “I forgot my password” and enter in your email address followed by “Send password reset email.” If you have a user account registered in the system, a reset link will be sent in an email to the email address entered. Be sure to check your spam and junk folders if you do not receive your reset link.

Need Help? — Select the “Need help?” link, complete the required fields on the form, and select “Submit.” This will send a support ticket to Explore Minnesota.

Dashboard

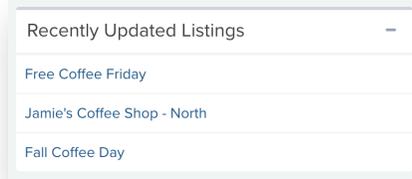
Once you have logged into the Extranet you will see a Dashboard.

If your user is associated with only one account, then you will see your account's dashboard.



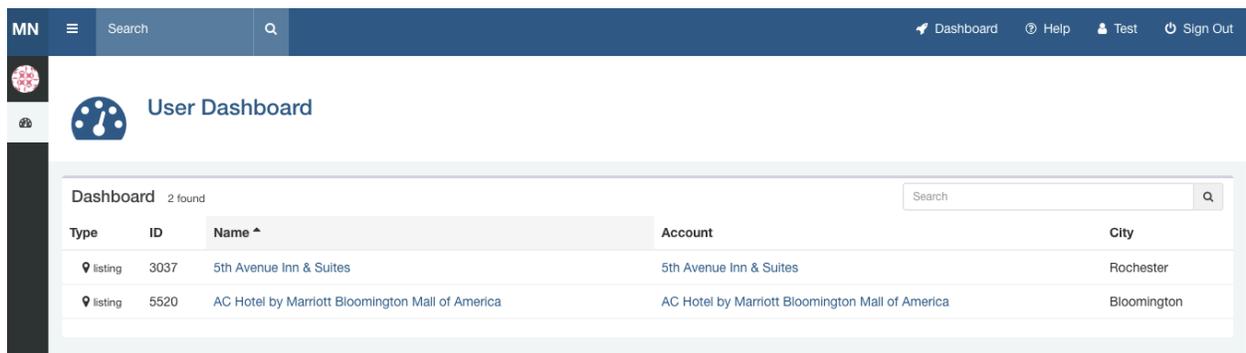
If you have made any recent updates to your Events and Listings, links to those Events and Listings will appear on the page.

If this is your first time using the Extranet, or if you have not set up any Listings or Events, this view will not appear.



Recently Updated Listings view

If your user has permissions to access >1 account in the Extranet, you will be taken to an admin dashboard where you can view all of the accounts your user is associated with. Click on the name of the account you want to edit and you will be taken to that account's dashboard.



To return to the main dashboard, click the “Dashboard” button on the top right-hand corner of the top navigation.



If you are classed as a DMO user, you will see a dashboard giving you visibility of all of the listings within your user’s assigned towns or region. Click on the account you want to edit and you will be taken to that account’s dashboard.

Admin Dashboard

DMO Listings and Events 151 found

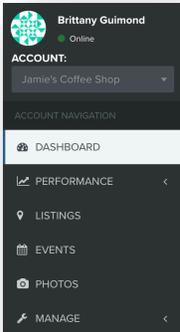
| Type | ID | Name ^ | Account | City |
|---------|-------|---|---------------------------------|-----------|
| event | 9760 | 2020 Boat Show | Visit Greater St. Cloud | St. Cloud |
| event | 9761 | 2020 Central MN Farm Show | Visit Greater St. Cloud | St. Cloud |
| event | 9762 | 2020 CMBA Home Show (next occurs: 03/13/2020) | Visit Greater St. Cloud | St. Cloud |
| event | 9754 | 2020 Earth Day Run (next occurs: 04/24/2020) | Visit Greater St. Cloud | St. Cloud |
| event | 9753 | 2020 Kids and Parents Expo (next occurs: 10/31/2020) | Visit Greater St. Cloud | St. Cloud |
| event | 12208 | 2020 Lemonade Arts Festival (next occurs: 06/25/2020) | Visit Greater St. Cloud | St. Cloud |
| event | 12210 | 2020 MN Quilters Show (next occurs: 06/11/2020) | Visit Greater St. Cloud | St. Cloud |
| event | 9759 | 2020 Sportsmen’s Show | Visit Greater St. Cloud | St. Cloud |
| event | 9757 | 2020 St Cloud Wedding Expo | Visit Greater St. Cloud | St. Cloud |
| listing | 4727 | 40 Club Restaurant & Lounge | 40 Club Restaurant & Lounge | Aitkin |
| listing | 2053 | Aitkin Area Chamber of Commerce | Aitkin Area Chamber of Commerce | Aitkin |
| listing | 66 | Aitkin Campground | Aitkin Campground | Aitkin |

To return to the main dashboard, click the “Admin” button on the top right-hand corner of the top navigation.



Navigation

On the left-hand side of your screen, you will see multiple navigation elements that allow you to jump from page to page throughout the Extranet.



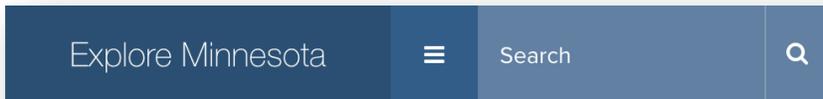
On the top left, you can see your name and status to confirm that you are online and under the correct user ID.

Within the dashboard, you may navigate to other tabs to access your listings, your events, your photos, and if you are a DMO enrolled in the brochure leads program, you can also find your lead reports here. Under *Manage*, you may view and edit your Users and your Settings.

Each section is described in greater detail below.

Expandable Menu

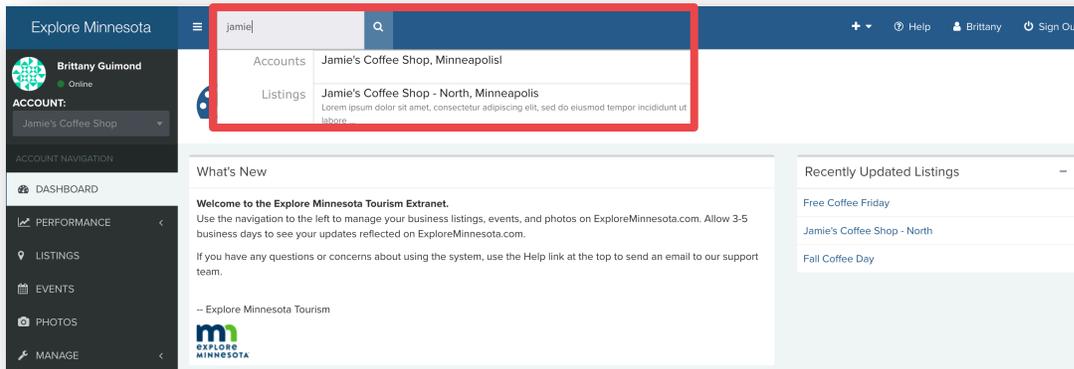
To expand or collapse the menu, select the menu symbol (three horizontal lines).



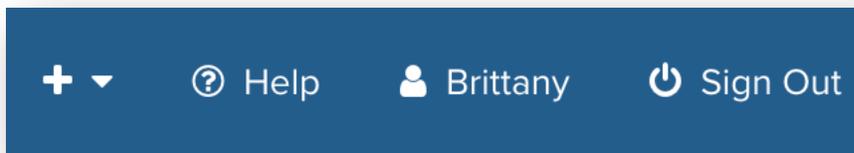
Top Navigation

You can search the entire Extranet by using the “Search” box on the top header of the page. The results will show related matches underneath by category (Accounts, Listings, Events and Users).

Simply type in the search box and results will display based on your search term.



There are additional menu items on the top right of your navigation menu that will save you time while you work within the system:



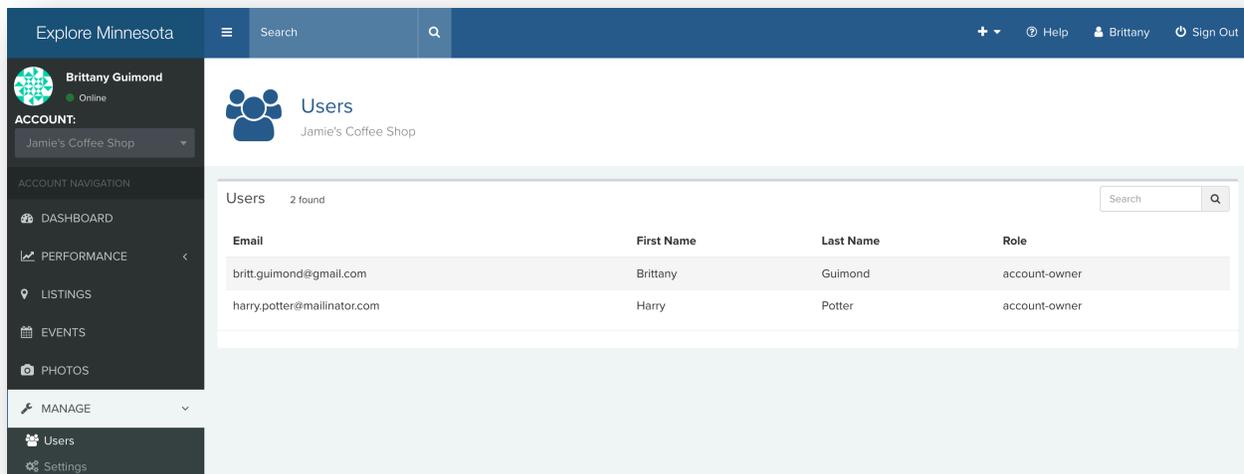
- **+ Dropdown:** The + icon will allow you to quickly add Events and Listings to your account. Select the + icon and a dropdown menu will appear allowing you to select one of the two options and quickly open the create page.
- **Help:** Select “Help” from the top of the screen and submit the support request form. This is the same form as the “Need Help” link on the login page.
- **Username:** Selecting your name at the top of the menu will display your user information as well as your accounts & roles within the system. You will be able to modify your user information such as name, title, email and password. User accounts & roles, however, will need to be modified by an administrator. If you need help modifying your Account and/or Role, select the “Help” button at the top and submit a request.
- **Sign Out:** Selecting this button will immediately log you out of the Extranet.

Accounts

Every business listing and event in the Extranet is associated with an account. Your account is comprised of your primary business address, users and photos. Within your account, you may add listings and events. A business will typically have only one account, but it may have multiple listings and multiple events. An example of a circumstance in which an account might have more than one listing is if a single (parent) business owns several locations – each location would have its own listing, since a listing should represent a single address.

Users

If you would like to see which users are associated with your account, click “Manage” in the left-hand navigation menu, then click “Users.”



The screenshot shows the 'Users' management page for the account 'Jamie's Coffee Shop'. The page displays a table with two users:

| Email | First Name | Last Name | Role |
|-----------------------------|------------|-----------|---------------|
| britt.guimond@gmail.com | Brittany | Guimond | account-owner |
| harry.potter@mailinator.com | Harry | Potter | account-owner |

The interface includes a search bar at the top right of the table, showing '2 found'. The left-hand navigation menu is visible, with 'MANAGE' expanded to show 'Users' and 'Settings'.

There are two types of user roles:

- **Account Owner:** This role is used for users who are responsible for the account created to house their listing(s). The individuals with this role will receive communications about the account by email. Account owners can create and edit events, listings and photos.
- **Account Editor:** Account editors can create, edit and delete events, listings and photos, but they do not receive official account communications. Account editors can create and edit events, listings and photos.

If you would like to make changes to the users associated with your account, contact an administrator by clicking the “Help” button at the top and submitting a support request.

NOTE: Please allow two business days for your updates to be received, reviewed and approved by an administrator.

Explore Minnesota Tourism reserves the right to deny a request for an account that is not in the best interest of EMT or the state.

Settings

To edit Account details like Business Name and Business Address, click “Manage,” then “Settings” from the left-hand navigation menu. This is where your main business address will be stored. If your business or event has multiple locations, you may edit those addresses individually on the Listing and Event pages.

The screenshot shows the 'Settings' page for 'Jamie's Coffee Shop'. The interface includes a top navigation bar with 'Explore Minnesota', a search bar, and a user profile for 'Brittany Guimond' (Online). A left-hand navigation menu is visible, with 'MANAGE' expanded to show 'Users' and 'Settings'. The main content area is titled 'Settings' and 'Jamie's Coffee Shop'. Below this is a section for 'Account Information' with an 'Undo' button. The form contains the following fields:

- Business Name ***: Jamie's Coffee Shop
- Address Line 1 ***: 123 Main Street
- Address Line 2**: (empty)
- City ***: Minneapolis
- State ***: MN
- Postal Code ***: 55111

At the bottom right of the form are 'Cancel' and 'Save' buttons.

NOTE: Please allow two business days for your updates to be received, reviewed and approved by an administrator.

Explore Minnesota Tourism reserves the right to deny a request for an Account that does not in the best interest of EMT or the state.

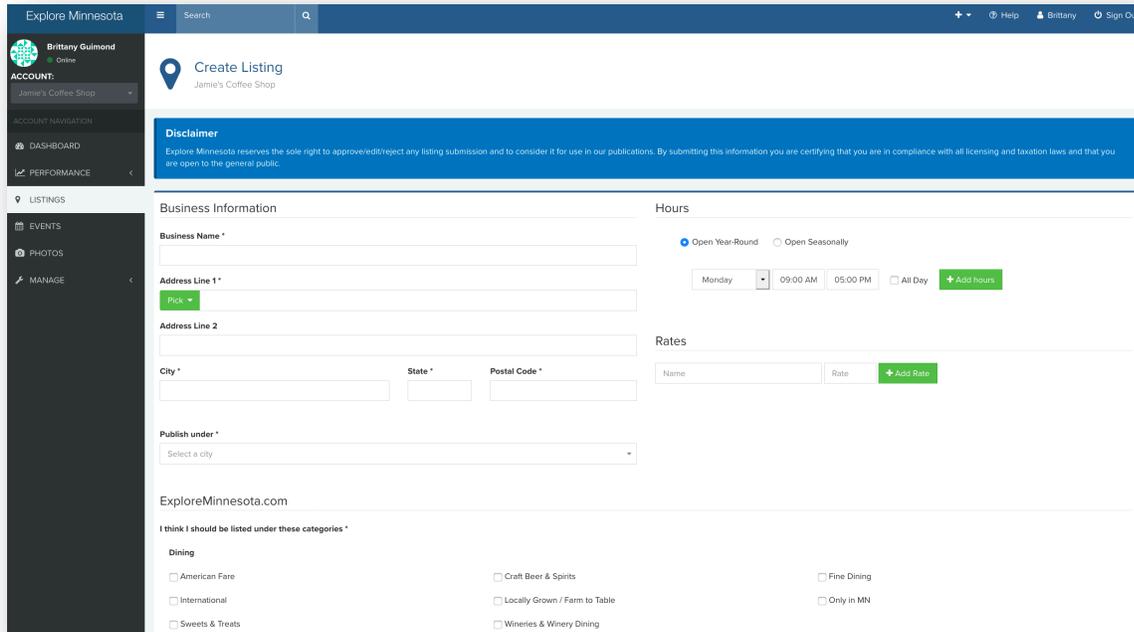
Listings

Listings can be viewed, added and modified by selecting the “Listings” menu item from the left-hand navigation. This will provide a view of all Listings associated with your Account.

Create a New Listing

To add a new listing to the Extranet, follow the steps outlined below:

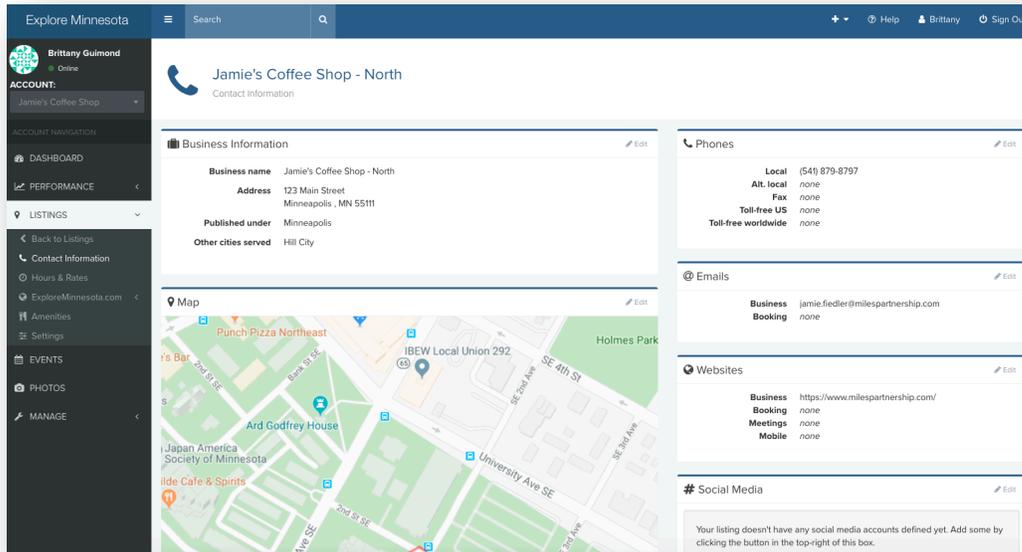
1. Select the + icon from the top of the page, then select “New Listing.”
2. Complete the required fields, noting the address information, city the listing should be published under, and optionally, hours of operation and rates. Additional rates can be added by selecting the “+ Add Rate” button. Each rate can be given a “Name” or description to identify the rate.
3. Select the categories that represent the listing. This determines which listing filters the listing will be associated with on ExploreMinnesota.com.
4. Load the listing description in the Description editor box. This will be the profile description displayed on ExploreMinnesota.com. Every listing description should have a minimum of 100 characters and no more than 5,000 characters. You may use the WYSIWYG toolbar to format your description.
5. Click the “Create” button at the bottom of the page.



Once saved, the new listing details page will display. Here you can add important details to the listing such as:

- **Phone numbers:** You can add several phone numbers to your listing profile. These include your local, an alternative local, fax, toll-free U.S. and/or toll-free worldwide numbers.
- **Emails:** The Extranet will automatically hyperlink emails so that website visitors can reach you quickly from the website when needed. Add your business and booking emails in the Email widget.
- **Websites:** Add your business, booking website and mobile website here, if applicable. Be sure to include the entire URL beginning with https:// (or http://). Do not duplicate URLs.
- **Social Media:** Add you user handles for Facebook, Instagram, Pinterest, TripAdvisor, Twitter and YouTube accounts so that they can display on your listing profile on the website. Be sure to validate each of the handles by clicking “Verify”. When you click, a new window will open that should take you to your account’s page on the social media platform whose “Verify” link you clicked.

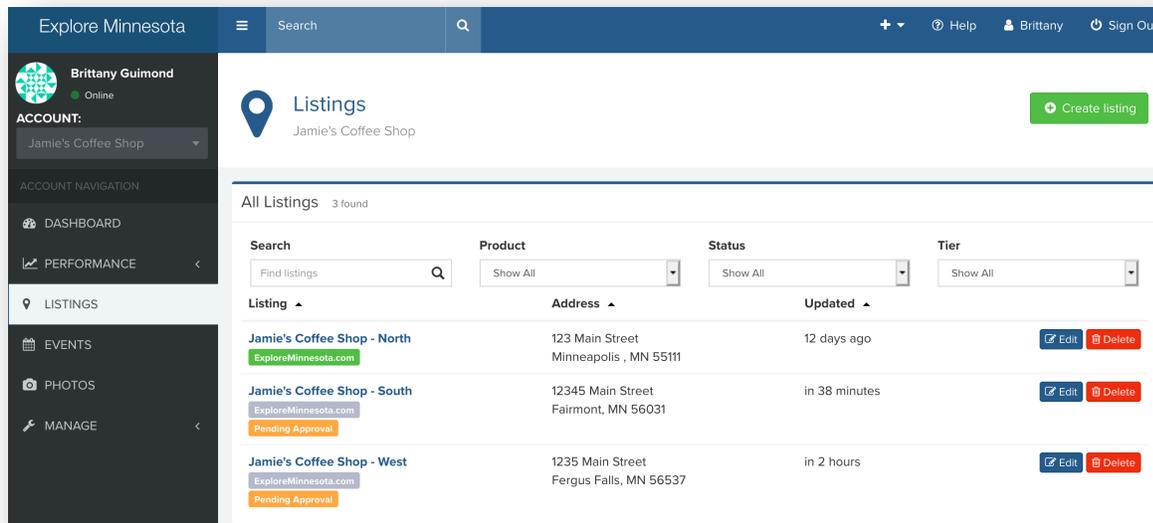
- **Map and location information:** The Extranet can use address information to pinpoint the location of the Listing using Google’s mapping API. Select “Edit” on the Map widget and either click “Geocode from Address” to update automatically or use the tools at the top of the box to set the map pin manually.



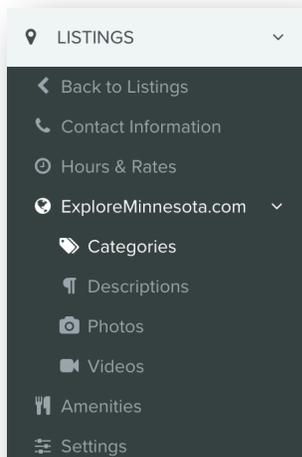
NOTE: Please allow two business days for your updates to be received, reviewed and approved by an administrator. Explore Minnesota Tourism reserves the right to deny a request for a listing that is not in the best interest of EMT or the state.

Manage an Existing Listing

To manage an existing Listing, select “LISTINGS” in the left-hand navigation menu. All of the listings associated with your account will appear in the listings view. You may edit an existing listing here.



Clicking the “Edit” button will expand the Listings submenu in left-hand navigation. From this menu, you may:



- Edit your listing’s contact information
- Edit your listing’s hours & rates
- Edit your listing’s categories
- Edit your listing’s description
- Edit your listing’s photos
- Edit your listing’s video
- Edit your listing’s amenities
- Request to delete your listing

NOTE: Please allow two business days for your updates to be received, reviewed and approved by an administrator.

Explore Minnesota Tourism reserves the right to deny a request for a listing that is not in the best interest of EMT or the state.

Contact Information

Includes address, phone numbers, emails, websites, social media and maps. See the “Create a New Listing” section above for helpful tips.

Hours and Rates

1. Click the “Edit” button to update the listing’s hours of operation and rate information.
2. Hours of operation can be set to year-round or seasonally. You may only select one choice.
3. Select an hours window to reflect a specific open and close time. If your business is open 24/7, select the “All Day” checkbox for each day it applies and click “+Add Hours” button. Enter hours only for seasons when your business is open.
4. Update or add a new rate by entering the name of the rate or product, like “Children Under 12” and selecting a price. All currency is reflected in U.S. dollars.
5. To delete any field, click the red trash can icon.
6. Click the “Save” button to save your updates or click the “Cancel” button to ignore your changes.

Categories

Categories determine where on the website your listing will be displayed. Be sure to select only the categories that are truly representative of your business. A maximum of 15 categories is allowed. If the categories you select are not relevant to your business, Explore Minnesota reserves the right to make changes as they deem necessary. Categories can be accessed under “ExploreMinnesota.com” in the left-hand menu after selecting the “Edit” button on the listing.

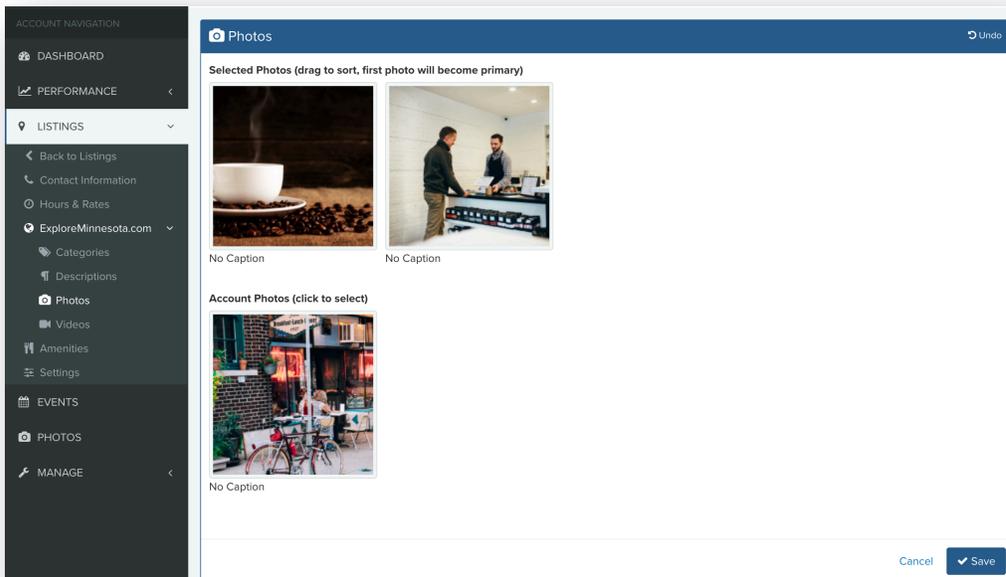
Descriptions

This will be the profile description displayed on ExploreMinnesota.com. Every listing description should have a minimum of 100 characters and no more than 5,000 characters. You may also use the formatting toolbar to format your description. Be sure to click the “Save” button to save your changes.

Photos

Photos are uploaded at the account level using the “PHOTOS” link in the left-hand navigation menu. Once photos have been added to your account, you can assign photos to your listing by following these steps:

1. Click the “Photos” link under the “LISTINGS” menu.
2. Click the photo you want to add to the listing (this will move the photo from the bottom row to the top row), or alternatively click the photo to remove it from the Listing (this will move the photo from the top row to the bottom row).
3. The first photo in the top row will be the primary photo by default. Simply drag photos and arrange them in the order you want them to appear on the website. Click the “Save” button to save your changes.



Videos

1. Click the “Edit” button to add a video.
2. Paste the YouTube URL into the field. The Extranet only supports YouTube videos.
3. Click the “+ Add” button.
4. A preview of your video will play on the next screen. If you do not want to use this video, click the red trash can icon button to delete it. A maximum of 10 YouTube videos can be featured on your listing.
5. Click the “Save” button to save your updates or click the “Cancel” button to ignore your changes.

Amenities

The amenities available are determined by the categories associated with the listing. Setting accurate amenities for your listing is important because there are a variety of filters on the website’s listing grids that allow users to filter results based on amenities. Select or edit all amenities that apply, then click the “Save” button to save your changes.

Request to Delete a Listing

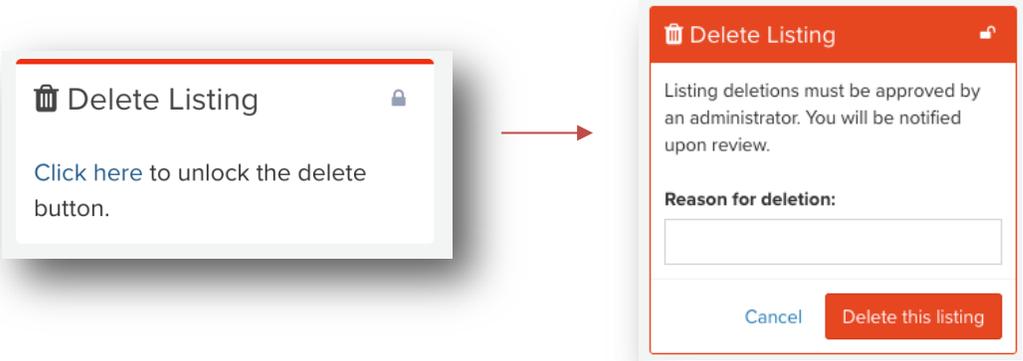
You may request to delete a listing by selecting the red “Delete” button in the main listings view. Clicking the red “Delete” button will direct you to a pre-delete screen. Clicking on the “Click Here” link will unlock the delete button to enable you to request to delete the listing.



You will see a warning message appear before you proceed with the option to add your reason for deletion, cancel your request or delete your listing. Please proceed with caution — once a listing is deleted, all of its respective information (contact info, hours, rates, categories, amenities, description, photos and video) will also be deleted.

Deleted listings cannot be restored.

Listing deletions must be approved by an administrator. If you selected “Delete” but change your mind before your request has been reviewed by an administrator, you may navigate back to that screen and click the “Cancel Delete Request” link which will cancel your request. Please allow two business days for your request to be reviewed.



Events

There are multiple formats to visualize your events in the Extranet: “Calendar,” “List” and “Expired.” The Calendar view displays events on a monthly, weekly or daily calendar view. The “List” view displays the events in a catalog view, which also allows for filtering by keyword, product, status and tier. Tier only applies to listings at this time so it should be ignored for events.

The “Expired” tab will display any events that are past their event date. These are useful to resurface and reuse when dealing with recurring/repeat events. If the date is set to a date in the future, the event will be re-published on the website.

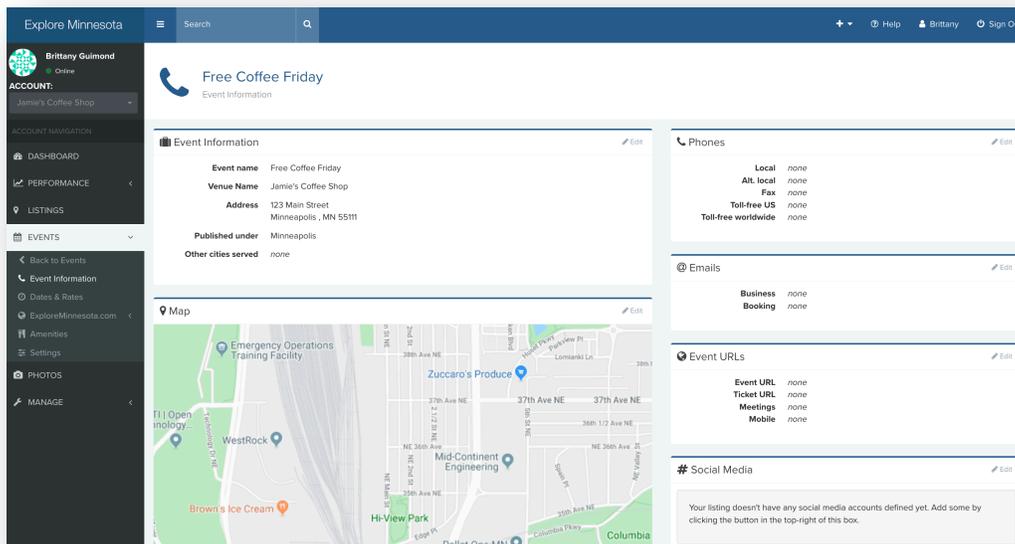
Create a New Event

To create a new event, follow the steps outlined below:

1. Select the + icon from the top of the page, then select “New Event.”
2. Complete the required fields, and if relevant, note the venue name and rates. Additional rates can be added by selecting the “+Add Rate” button. Each rate can be given a “Name” or description to identify the rate, such as “Admission.”
3. When entering dates, if the event takes place over multiple days, first enter the start and end dates, then select whether the event is an all-day event and/or happens every day or recurs on given days of the week. Enter hours if needed. Click the green “+Add Date” button to save your date selection. If the event has an irregular recurrence pattern, enter an additional date array using the “+Add Date” button.
4. Select the categories that represent the event. This determines which filters the event will be associated with on ExploreMinnesota.com.
5. Load the event description in the “Description” box. This will be the event description displayed on the event profile page on ExploreMinnesota.com. Every event description should have a minimum of 100 characters and no more than 5,000 characters. You may use the formatting toolbar to format your description.
6. Click the “Create” button at the bottom of the page.

Once saved, the new event details page will display. This is where you can add important details to the listing such as:

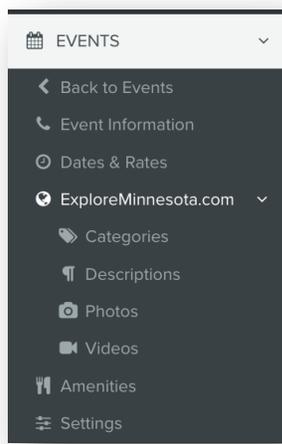
- **Phone numbers:** You can add several phone numbers to appear in your event profile such as your local, alternative local, fax, toll-free U.S. and toll-free worldwide.
- **Emails:** The Extranet will automatically hyperlink emails so that website visitors can reach you quickly from the website when needed. Add your business and booking emails in the Email widget.
- **Websites:** Add your event URL, ticket URL, and if it differs from the other websites, your mobile website URL here. Be sure to include the entire URL beginning with https:// (or http://). Do not duplicate URLs.
- **Social Media:** Add you user handles for Facebook, Instagram, Pinterest, TripAdvisor, Twitter and YouTube accounts so that they can display on your event profile on the website. Be sure to validate each of the handles by clicking “Verify”. When you click, a new window will open that should take you to your account’s page on the social media platform whose “Verify” link you clicked.
- **Map and location information:** The Extranet will use the address information to pinpoint the location of the event using Google’s mapping API. Select “Edit” on the map widget and either add “Geocode from Address” to update automatically or use the tools at the top of the box to make changes manually.



NOTE: Please allow two business days for your updates to be received, reviewed and approved by an administrator. Explore Minnesota Tourism reserves the right to deny a request for an event that is not in the best interest of EMT or the state.

Manage an Existing Event

To manage an existing Event, select “Events” in the left-hand navigation menu. All associated Events will appear here, and you may select which view you would like to view your Events — Calendar, List and Expired. See the Events information on page 17 for more information about views, search and filter options. From this menu, you may:



- Edit your event’s information
- Edit your event’s hours & rates
- Edit your event’s categories
- Edit your event’s description
- Edit your event’s photos
- Edit your event’s video
- Edit your event’s amenities
- Delete your event

NOTE: Please allow two business days for your updates to be received, reviewed and approved by an administrator. Explore Minnesota Tourism reserves the right to deny a request for an event that is not in the best interest of EMT or the state.

Event Information

Includes address, phone numbers, emails, websites, social media and maps. See the “Create a New Event” section above for helpful tips.

Dates and Rates

1. Click the “Edit” button to update the event’s dates and rate information.
2. Dates can be set by using a date range for start and end dates. When entering dates, if the event takes place over multiple days, first enter the start and end dates, then select whether the event is an all-day

event and/or happens every day or recurs on given days of the week. Enter hours if needed. Click the green “+Add Date” button to save your date selection. If the event has an irregular recurrence pattern, enter an additional date array using the “+Add Date” button.

3. Update or add a new rate by entering the name of the rate or product, like “Admission” and selecting a price. All currency is reflected in U.S. dollars.
4. To delete any field, click the red trash can icon button.
5. Click the “Save” button to save your updates or click the “Cancel” button to ignore your changes.

Categories

Categories determine which filter your event will be associated with on the website. Be sure to select only the categories that are truly representative of your event. If the categories you select are not relevant to your event, Explore Minnesota reserves the right to make changes as they deem necessary. Categories can be accessed under “ExploreMinnesota.com” in the left-hand menu after selecting the “Events” button.

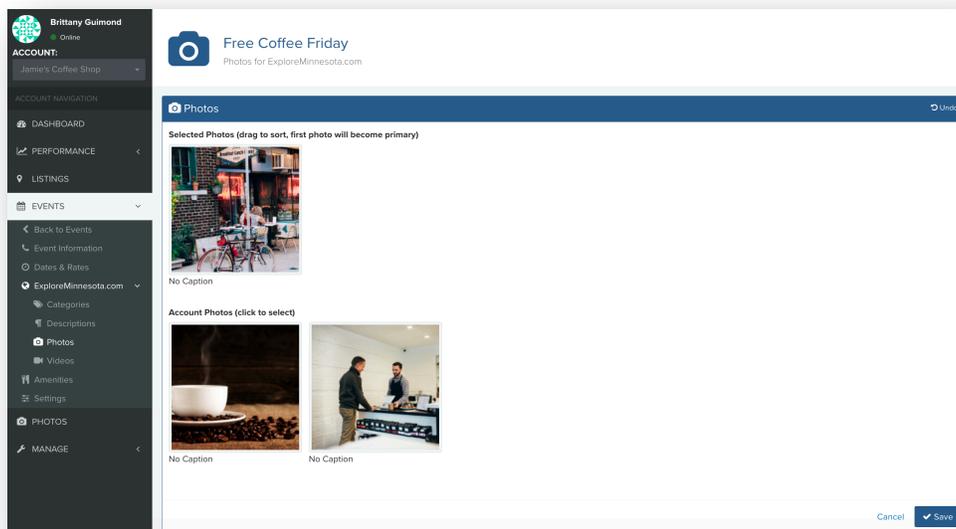
Descriptions

This will be the event description displayed on the event profile page on ExploreMinnesota.com. Every event description should have a minimum of 100 characters and no more than 5,000 characters. To avoid formatting issues, paste your description into the box using a text editor, like Notepad. You may also use the formatting toolbar to format your description. Be sure to click the “Save” button to save your changes.

Photos

Photos are uploaded at the Account level. Once photos have been added to your Account, you may select which photos will appear in the Event.

1. Click the photo to add it to the Listing (this will move the photo from the bottom row to the top row), or alternatively click the photo to remove it from the Listing (this will move the photo from the top row to the bottom row).
2. The first photo in the top row will be the primary photo by default. Simply drag photos and arrange them in the order you want them to appear on the website.



3. Click the “Save” button to save your changes.

Videos

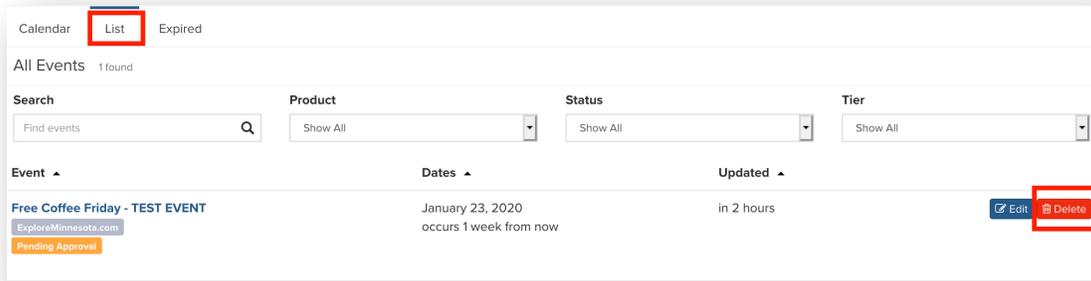
1. Click the “Edit” button to update the Event’s video.
2. Paste the YouTube URL into the field. The Extranet only supports YouTube videos.
3. Click the “+ Add” button.
4. A preview of your video will play on the next screen. If you do not want to use this video, click the red trash can icon button to delete it. A maximum of 10 YouTube videos can be featured on your event.
5. Click the “Save” button to save your updates or click the “Cancel” button to ignore your changes.

Amenities

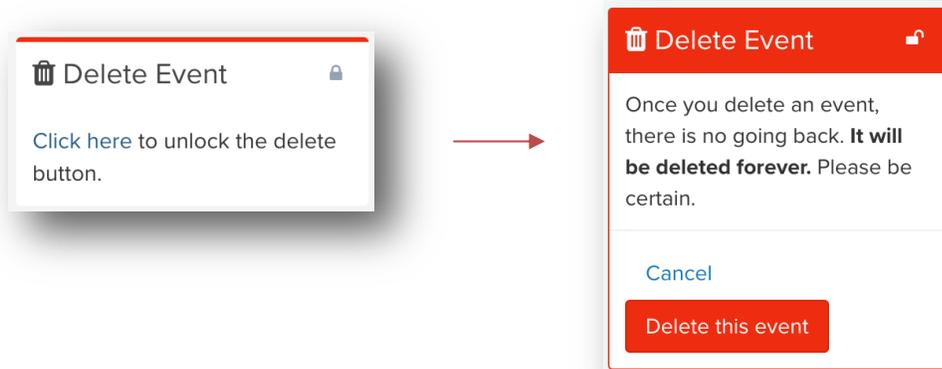
Setting accurate amenities for your event is important because there are a variety of filters on the website’s event grids that filter results based on amenities. Select or edit all amenities that apply, then click the “Save” button to save your changes.

Delete an Event

You may delete an event by selecting the red “Delete” button in the “List” events view. Clicking the red “Delete” button will direct you to a pre-delete screen. Clicking on the “Click Here” link will unlock the delete button to enable you to delete the event.



You will see a warning message appear before you proceed. Please proceed with caution — once an event is deleted, all of its respective information (info, dates, rates, categories, amenities, description, photos and video) will also be deleted. Do not delete events that will occur again in the future as they may be restored by adding new dates and new information (also good for SEO). **Deleted events cannot be restored.**

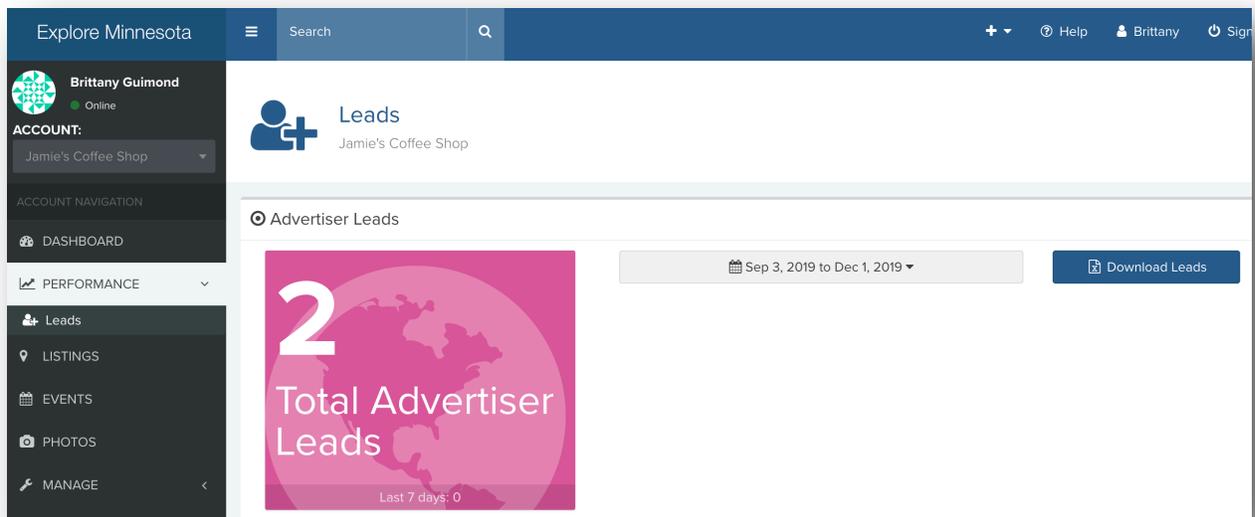
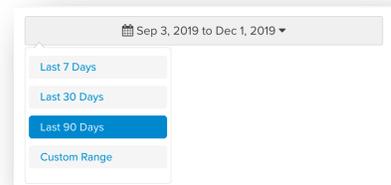


DMO Brochure Leads

Download Leads

If you represent a DMO participating in the Leads program, you will receive regular reports by email of the ExploreMinnesota.com visitors who have requested to receive your DMO's brochure(s) or visitor guide(s) by mail. You may download your leads by following the steps below. If you are not participating in this program, you will not have access to this page.

1. Click "Performance" from the left-hand navigation menu, then click "Leads."
2. Click the date dropdown menu and select your preferred date range. You may choose from the last 7 days, the last 30 days, the last 90 days, or a custom date range.
3. Click the blue "Download Leads" button.
4. A .CSV file will download in your browser containing the names and mailing information of the visitors requesting information from your DMO.



Performance

Listing and event performance statistics will become available under “Performance” menu in 1-2 months following Explore Minnesota’s new website launch.