



DESTINATIONCORE DIRECTORY  
CONTENT TEMPLATE

**JACOB BAILEY**™



## INTRODUCTION

This document serves as a guide for the DestinationCore directory content population template that you should now have received. Below we will outline the information that you should enter for each column on the spreadsheet to ensure that the data is collected and imported into your DestinationCore instance with minimal fuss.

## BUSINESS LOGOS

Please provide the logos for the business in a folder named **business-logos** as either jpeg or png files. Please ensure that the naming convention for every logo follows:

business-name-logo.jpg

or

business-name-logo.png

Please do not use uppercase letters, spaces or symbols in the filename.

## BUSINESS HERO IMAGES

Please provide the hero images for the business in a folder named **business-heros** as either jpeg or png files. Hero images will usually always need to be at least 1920px wide and as hi res as possible to ensure that they look great once on the page.

Please ensure that the naming convention for every hero image follows:

business-name-hero.jpg

or

business-name-hero.png

Please do not use uppercase letters, spaces or symbols in the filename.

## BUSINESS NAME

The name of the business in title case

## DESCRIPTION

A short to medium description about the business (max 150 words).

**NOTE: Please do not include links in the description text.**

## FEATURED BUSINESS (DC ADVANCED ONLY)

Please enter true (lowercase) if you would like the business to be treated as a featured item on website listings.

## BUSINESS CATEGORY

Enter the category for the business.

**NOTE:** It is very important that this category matches EXACTLY one from the 'Directory Categories List' tab on the spreadsheet.



### TRIP ADVISOR CODE

Enter the numeric code that appears after d- in the URL for the Trip Advisor profile for the business, see red highlighted text in the example Trip Advisor URL below:

[https://www.tripadvisor.co.uk/Restaurant\\_Review-g147343-d6680197-Reviews-Brown\\_Sugar\\_Restaurant\\_Bar-Castries\\_Castries\\_Quarter\\_St\\_Lucia.html](https://www.tripadvisor.co.uk/Restaurant_Review-g147343-d6680197-Reviews-Brown_Sugar_Restaurant_Bar-Castries_Castries_Quarter_St_Lucia.html)

### OPENING HOURS

Enter the opening hours for the business with each day on a new line e.g:

Monday 09:00 – 17:00  
Tuesday 09:00 – 17:00

### TELEPHONE

Enter the telephone number of the business (including the area/country code)

### ADDRESS

Enter the postal address for the business (be as exact as possible as this will also populate the google map pin – **DC Advanced Only**).

### EMAIL ADDRESS

Enter a valid contact email address for the business.

### WEB ADDRESS

Enter a valid web address for the business

### FACEBOOK URL

Enter a valid Facebook page URL for the business

### TWITTER HANDLE

Enter the twitter handle for the business (do not include the @ symbol).

### INSTAGRAM HANDLE

Enter the Instagram handle for the business (do not include the @ symbol).

### YOUTUBE URL

Enter a valid YouTube channel URL for the business

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