



scoop
digital

ONLINE GUIDES USER MANUAL

About Scoop Online Guide

Scoop produces the largest online arts and events guides in WA, used by industry and more than 200,000 locals each year as their guide to what's on in WA. The events guide is licensed to a growing number of high-traffic websites including www.scoop.com.au, www.scoopevents.com.au, www.scoopartsandantiques.com.au and www.perthairport.com.au.

Full page profiles (including images, video, social media, web and ticketing links) are free for all arts and events operators. To find out more go to www.scoopdigital.com.au. To create your own event profile. [LOGIN](#). For future reference, the LOGIN is in the footer of all Scoop websites.

Scoop Digital has created a series of free online, including five directories, 27 databases and more than 5,500 full page profiles. It includes some of the most sophisticated online search technology and the largest arts, event, travel and lifestyle guides for Western Australia.

Through template website development and licensed content, these online guides power multiple websites across WA, such as www.scoop.com.au, www.perthairport.com.au and www.dongaraportdenison.com.au. In the next 12 months we expect these guides to be showcased on more than 200 websites across WA.

That means your FREE online profile will be exposed to millions of users on hundreds of websites across across WA – all at no charge. Multiple links to your website, booking engine and social media also creates significant SEO benefits for your own digital platform.

How to create an online profile

You can create your own online profile for free. Simply follow the steps outlined below and wait no more than two working days for Scoop to approve your listing. All subsequent updates and modifications go live immediately.

OR

We can do it for you:

Our professional Scoop Creative team can create your online profile for you at the price of \$290+gst (subject to change). Simply email sales@scoopdigital.com.au and one of our consultants can create a full online profile, including multiple images, video and hyperlinks. Subsequent updates can be made directly by the user or by Scoop at a cost of \$100+gst for every hour or part thereof.

Getting approved

All listings must be approved by Scoop before they can appear online. In order for your listing to be approved, you should follow the guidelines below.

Your listing should not be too lengthy, just keep it long enough so that it contains all of the information that someone would need to know, but not too long that people will get bored and stop reading it! About 150 – 300 words should be enough.

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To 10 reasons for not approving listings include:

1. Images provided are too small (must be exactly 600 pixels wide x 450 pixels high)
2. No selections made in 'Categories & Features'
3. Incomplete 'Teaser / Overview'
4. Incomplete 'Long Description / In Detail'
5. Listing is not suitable for the Scoop website
6. Incomplete address information
7. Incomplete contact details
8. Inappropriate content used
9. No images provided
10. Images provided are of poor quality

Priority search ranking

Search results are arranged by 'search ranking'. The higher the 'search ranking', the higher up your listing will appear. Within each search ranking level, listings are in alphabetical order. For example, level 5 listings will rank above all level 0,1,2,3 and 4 listings. If AA-Hotel and ZZ-Hotel are both level 3, then AA-Hotel will appear first. However, if ZZ-Hotel is level 4, then it appear higher than AA-Hotel. The default level of all listings is zero. However higher listing levels are made available to clients investing in one of Scoop's print & digital marketing packages where you can pay for a higher level listing. Visit www.scoopdigital.com.au for more details or send enquiries to sales@scoopdigital.com.au.

Becoming a user

Becoming a user means that you can upload listings and manage them from your account. You can become a user by going to <http://www.scoop.com.au/Profile-Admin> and registering. Use your current email address as your username, so that Scoop can contact you if you need assistance or forget your password. We can also reassign listings, so if there is a listing for your company that you'd like to be able to edit, we will move that listing into your user account.

Making Your Listing Active/Inactive

For your listing to appear on the Scoop directories, two things must occur:

1. It must be 'Active'
2. It must be 'Scoop Approved'

Your Free Profile & Listing on Scoop.com.au

Scoop Online includes five directories, including 29 databases and more than 5,500 full page profiles, making them the most comprehensive in WA.

The five main directories include:

1. What's On (Arts & Events) – The best of what's on, what to do and where to go, including Perth's leading arts & events calendar
2. Lifestyle & Travel – Bars & restaurants, locations, accommodation, tours, shopping destinations and more
3. Functions & Venues – Private and corporate functions, venues, caterers and services
4. Building & Design – WA's leading architects, builders, designers & retailers for those looking to buy, build or renovate
5. Community – Organisations, projects and volunteer programs for those looking to support our community

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It is important you create your listing in the right guide. Some users may need to create multiple listings in different directories for the same venue. For example, a hotel may create a listing in the ACCOMMODATION guide, RESTAURANT guide, BAR guide and VENUES guide. It is possible to create relationship links so all the listings are linked to each other, so that a HOTEL guide listing will also display the BAR and RESTAURANT listings.

EVENT VENUES versus VENUES in the Functions & Venues directory

The EVENT VENUES Guide: is set up to provide details on a venue where events are held, such as the Quarry. It should provide details that the public will want to know about, including parking etc.

The VENUES Guide: this is part of the Functions & Venues Directory. It is specifically designed for users looking to organise a function. Therefore, it should provide details on function options, prices etc

Visitor Centres, Tours, Attractions: These can all be found in the THINGS TO DO guide.

Your Online Profile will include:

1. Multiple images (up to ten) & videos
2. Presentation in 81 languages
3. Cross-linked to related profiles
4. Responsive smartphone design
5. Web, social media & online booking links
6. Optimised search ability by town, sub-region & region
7. Google map placement
8. Easy User Admin functionality
9. Appears online at scoop.com.au
10. Appears on 3rd party websites

In conjunction with this; the Scoop [Events Portal](#) is one of WA's most comprehensive events guides. Local events can be listed and displayed at no cost via this portal.

Both the Online Profiles and Events Portal are free to create a listing and be displayed when you create the profile or listing yourself.

Alternatively for a nominal fee, Scoop's online team can create your full page or premium profile for you, ensuring all cross links, images and search functions are optimised for maximum results.

Adding Your Listing to scoop.com.au

To include your event, business or organisation on scoop.com.au and become part of the leading and most comprehensive guide in WA, follow the steps as outlined throughout this document.

To ensure ease of use and maximum results please take note of the points below:

- To register (and create a User Admin account) visit scoop.com.au/UserAdmin and follow the prompts for an immediate registration
- Each organisation will only need one User Admin account
- Through your User Admin account you are able to create and edit multiple listings
- You can link multiple events to your listing and User Admin account
- Scoop reviews all listings within two business days prior to them being published on scoop.com.au

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Logging In / Logging Out

To login:

- Go to scoop.com.au/UserAdmin and click on LOGIN/REGISTER in the main menu
- Alternatively have already created a user admin account; visit scoop.com.au and follow the prompts to login with your admin email address and password.
- Once you are logged in you will be taken to your User Admin page, where you can create and edit your listings.



Log in page

Having Issues?

- Forgot your login? This is the same as your admin email address.
- If you are not sure what email address was used, then contact online@scoop.com.au
- Forgot your password? Click the Forgot Password button and a new one will be sent to you. You are able to change your password to a preferred password inside your user admin account.

To Create a New Listing

Through a single User Admin account, you are able to create and edit multiple listings.

To create a new listing:

- Click on the **YOUR LISTINGS** tab
- Click on the green button labelled **ADD LISTING**
- Follow the 10 steps below:

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Creating a Listing - Steps 1 to 10:

1. Profile Details

Enter all the relevant information in the fields provided. The fields marked with an asterisk (*) are required fields. You will not be able to move on to the next page without completing these.

The Guide / Listing Type

In this field you must select which guide you would like your listing to be allocated in, and what type of listing you are creating.

For example: if you are creating a listing for a Hotel; the **guide** you would choose is *Lifestyle & Travel* and the **listing type** would be *Accommodation*.

Note: The **Functions** listing type is not used unless you are providing an example of an event that has occurred in the **past** as an example for clients to view. E.g. A wedding venue wanting to promote the style of weddings it can host. It may have a dummy listing set up as a function, as an example for clients that they are able to click on to view.

All events that are occurring in the present or future are categorised in the listing type as *Events*, even if they are only for one single date (e.g. A Charity Ball or Art Exhibition). An art exhibition is not classed as a gallery as it is an event with a start date, and an end date.

For Event Listings:

1. Select Guide – Lifestyle & Travel
2. Listing Type – Events
3. Complete details asterisked – event name, address, phone number etc.
NOTE: It is recommended that you use the location the event will be held as the address.
4. Add in social media links

Step 1

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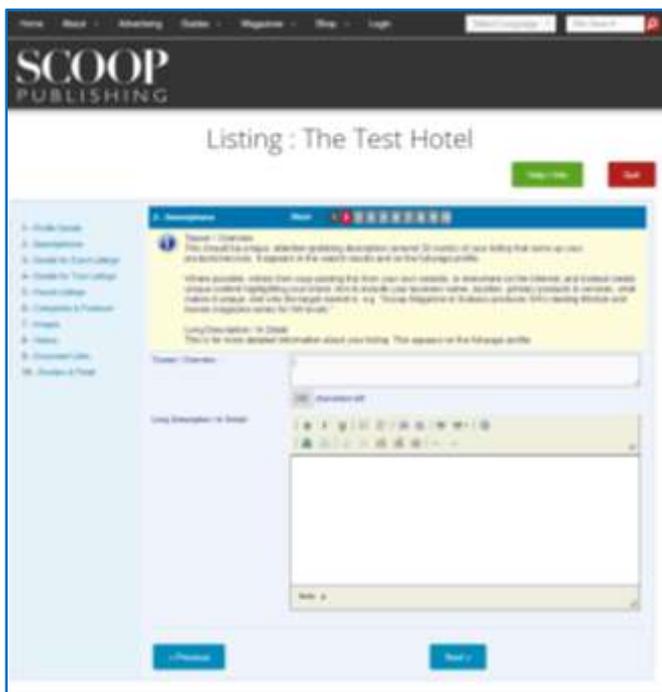
www.scoopdigital.com.au

2. Descriptions

This is where you construct your listing's overview and a detailed profile description.

For Event Listings:

1. Teaser/Overview.
 - a. This should be a unique, attention-grabbing description (around 30 words) of your event. It appears in the search results and on the full-page profile.
2. Please refrain from using ALL CAPS IN YOUR TEASER AS THIS IS QUITE OFF PUTTING and your listing may not be approved.
3. Long Description/In Detail
 - a. This is for more detailed information about your event and appears in the body of the full-page profile. Ensure you include all of the information in regards to your event that is important for people to have.
 - b. To optimise your Google search ranking and make your Scoop listing easy to find, think "What is my customer looking for?" Include keywords such as place names, activity and product names, as well as your business name up front in the first few sentences of your description, along with key point headings like "For Kids" etc.



Step 2



Listing Example - Crown Perth

3. Details: For Event Listings Only - (If not an event listing; skip to step 5)

Provide information for you event such as the dates of the event, how to book tickets, ensuring you include links to buy tickets.

4. Details: For Tour Listings ONLY - (If not a tour listing; skip to step 6)

Enter Tour Listings information and provide information for you event such as the dates of the event, how to book tickets and links to where to book tickets.

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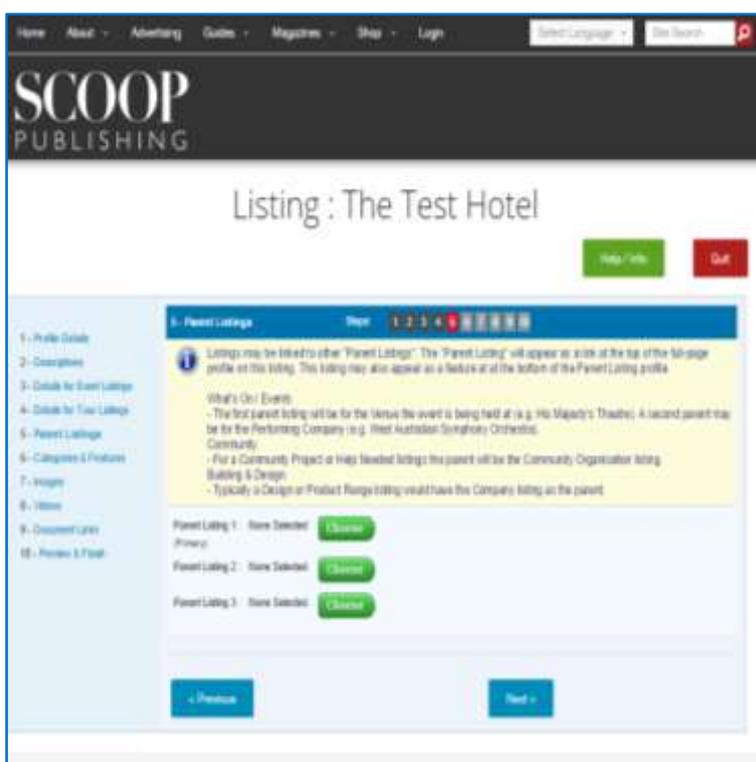
www.scoopdigital.com.au

5. Parent Listings

This step allows you to link your listing to another. For example if you are creating a listing for a hotel restaurant, you can link it to the hotel listing so that it appears at the bottom of that parent listing. This allows the browser to click through to the hotel restaurant without having to conduct a search.

For Event Listings:

1. The first parent listing might be the event company or the venue
2. Your listing will then appear on the parent listing's page and the parent listing page will appear on your page



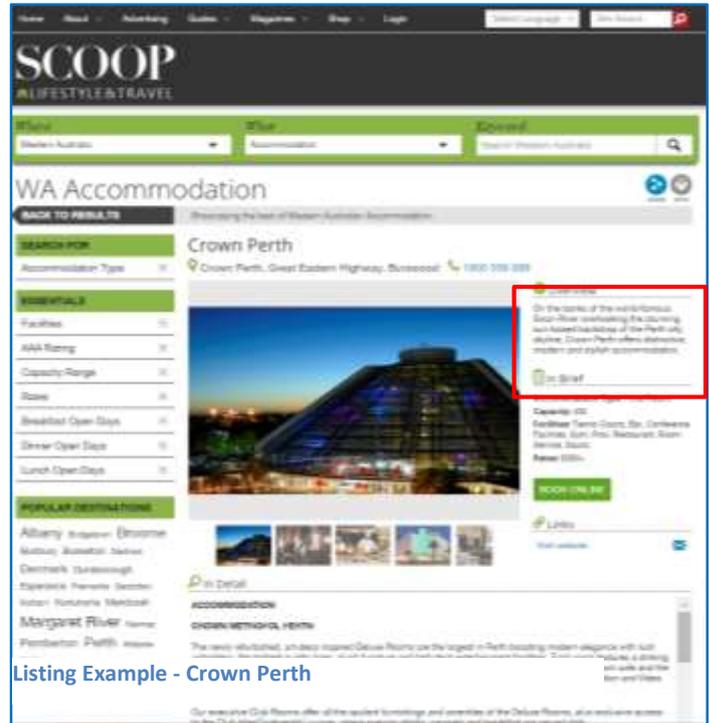
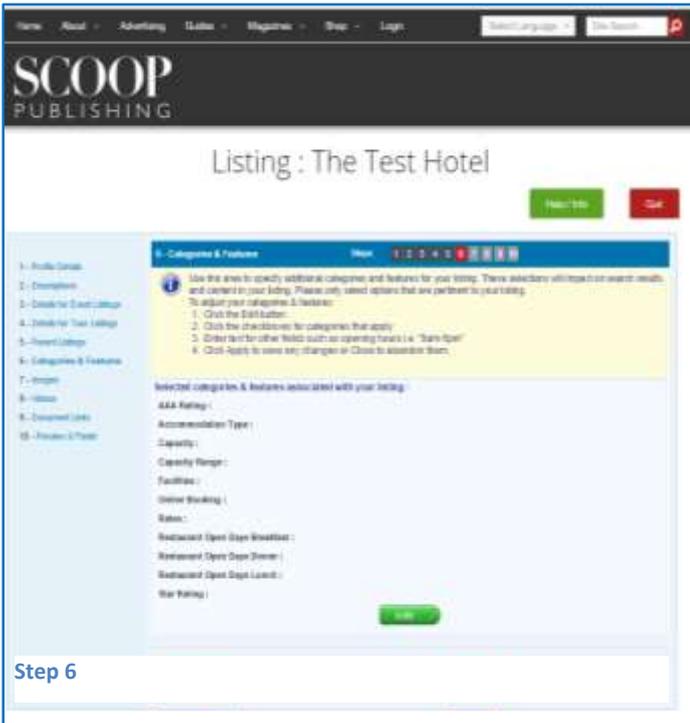
Step 5

6. Categories & Features

In this step you can edit the In Brief section of the listing. This contains information such as rates or what facilities the hotel has to offer.

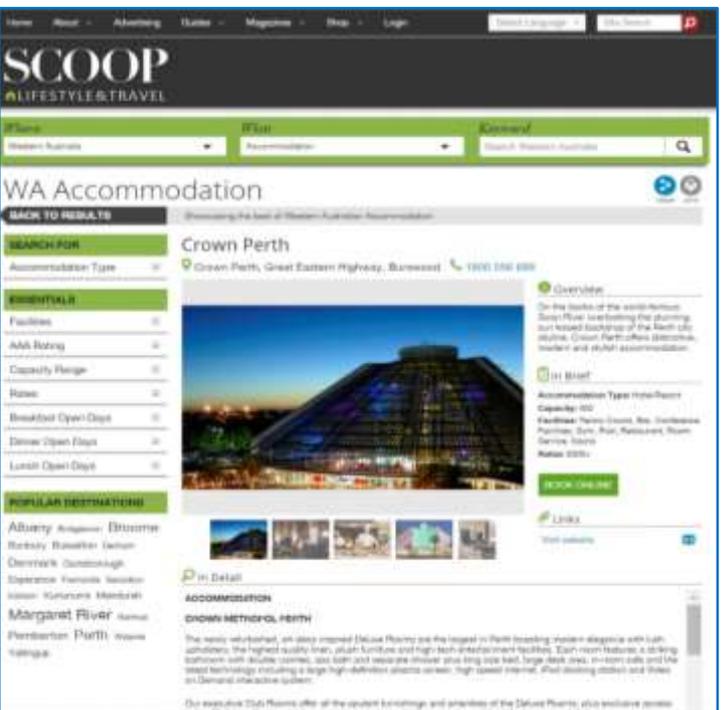
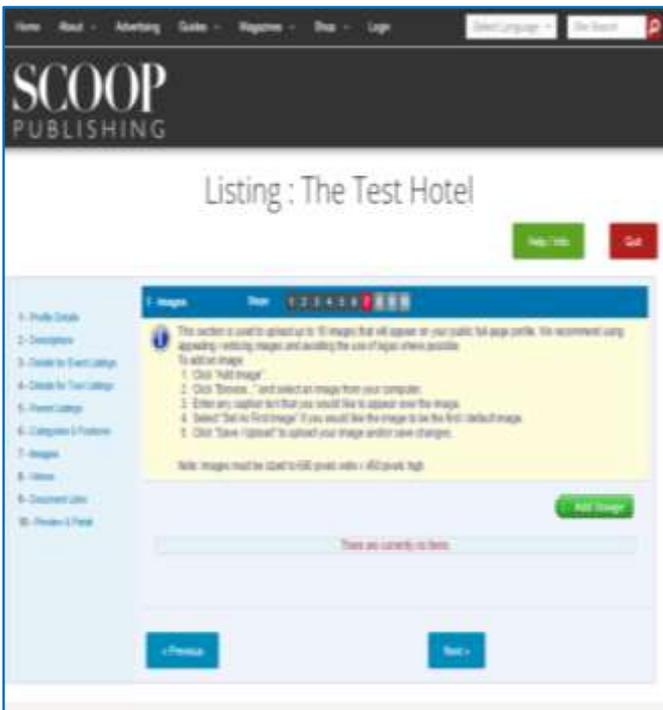
For Event Listings:

1. These are used as “tags” for your event listing
2. Categories & Features must be selected for your event to be approved
3. Completing as many tags as possible improves the chance of people seeing your listing when they search the website



7. Images

You will be required to upload images to your listing, otherwise your listing will not be approved..
 Please note: The maximum file size is **25 MB** and must be **gif, jpg or png only**.
 You can upload up to **10 images** on to your listing and your primary image **must** be 600 pixels wide x 450 pixels high or it will not be approved.



8. Videos

You can upload videos to your listing. Please note that the Video URL's must only be from **YouTube, Vimeo or Dailymotion**.

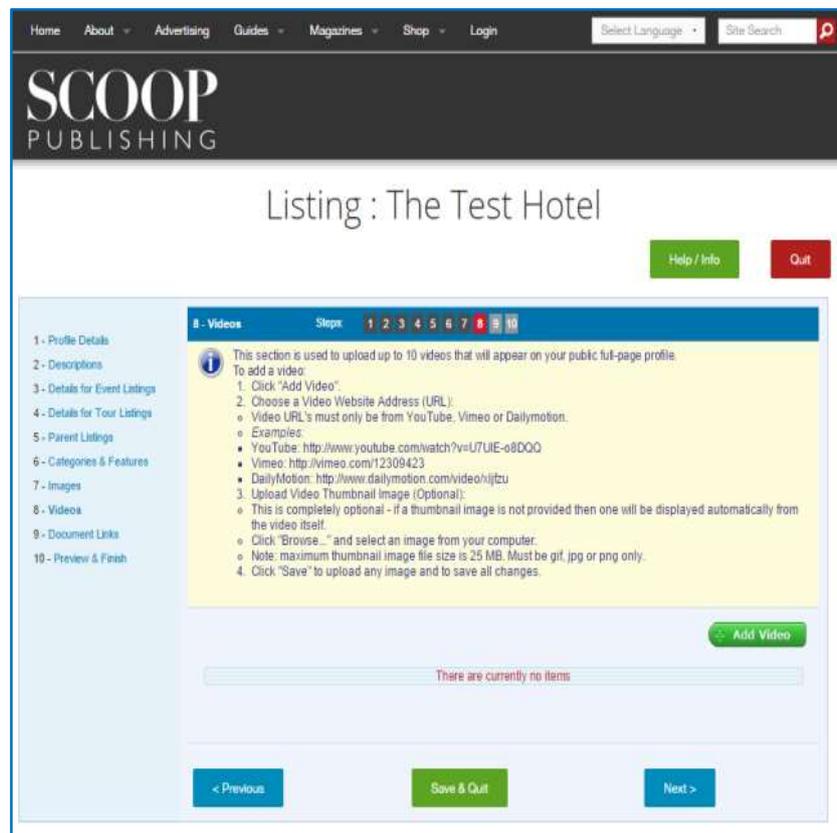
Examples:

- YouTube: <http://www.youtube.com/watch?v=U7UIE-o8DQQ>
- Vimeo: <http://vimeo.com/12309423>
- DailyMotion: <http://www.dailymotion.com/video/x28z887>

Custom Thumbnail Image:

This is completely optional - if a thumbnail image is not provided then one will be displayed automatically from the video itself.

Please note that maximum thumbnail image file size is 25 MB and must be gif, jpg or png only.



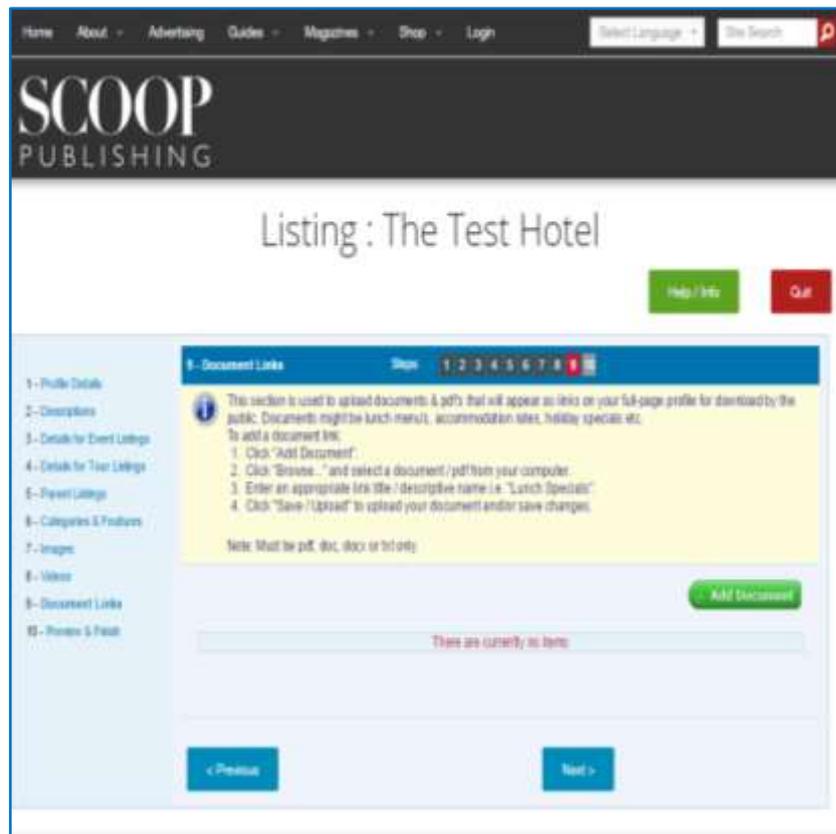
Step 8

9. Document Links

This is where you can upload any documents that you may wish the browser to view such as a restaurant menu for example.

For Event Listings:

- a. Upload any documents that may provide information about your event, for example a flyer, invitation or information sheet

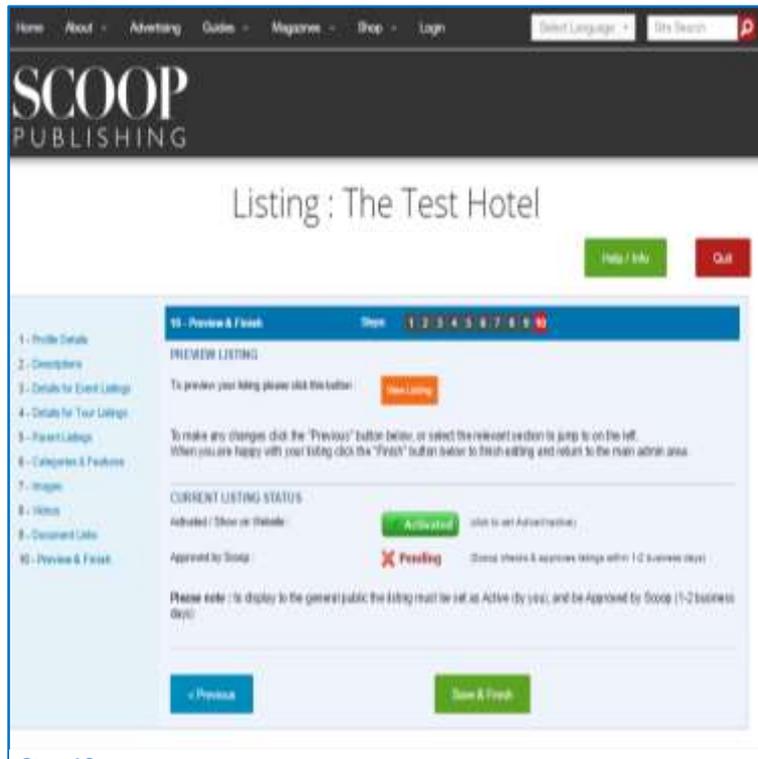


Step 9

10. Preview & Finish

Preview your listing to see if you are ready to submit it for approval.

- If you notice something needs changing you are able to go back and make changes if need be
- Alternatively select save & finish
- The listing will then be flagged for approval by Scoop
- If the listing does not meet all of the requirements you will be notified via email with notes on what areas of your listing will need updating before it can be approved.
- You will receive a notification once your listing has been approved via email.
- Listings will not be published on the website until they have been 'Scoop Approved.' Please Note: new listings will be reviewed within two working days.



Step 10

Want to See a Live Example?

Click on the links below to view some completed listings:

1. Guide - Lifestyle & Travel/Category - Bars & Restaurants: [The Stables Bar](#)
2. Guide - What's On & Events: [WA Events](#)
3. Guide - Building & Design/Category - Commercial Designs: [GWA Bathrooms & Kitchens](#)

Managing & Editing Your Listings

1. Login with your User Admin and password. Ensure that the **YOUR LISTINGS** tab is selected.
2. If you have multiple listings, they will appear in order of most recent.
3. If you wish to change the order in which listings appear, click on any of the column headings and move accordingly.
4. Listings can be viewed according to: Listing Name, Listing Type, Active or Approved
5. From this page, for any listing, you can choose to:
 - a. View the listing
 - b. Edit the listing
 - c. Delete the listing
6. When editing you are not required to follow Steps 1 to 10 again, but can select any step from the left menu at anytime
7. When you have complete your editing select follow step 10 and select either FINISH or VIEW LISTING

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Making a Listing Part of Your User Admin

There may be cases where listings that belong to you on Scoop Online are not currently part of your User Admin, but should be.

To make this happen:

- a. Email online@scoop.com.au
- b. Provide your User Admin login (your admin email address)
- c. Provide the exact name of the listing you want as part of your User Admin, the database it is listed under e.g. "Accommodation" and a phone contact alongside your name.

We will amend this within two working days and notify you via email

Making Your Listing Active/Inactive

For your listing to appear on the Scoop directories, two things must occur:

3. It must be 'Active'
4. It must be 'Scoop Approved'

The status of your listing can be viewed on the User Admin screen where all listings are available for review.

To change your listing Active Status:

1. Select the EDIT button to edit your listing
2. Go to the bottom of Step 1 and select the box where it says 'Active / Shown on Website' to ensure it is ticked.
Note: this is checked by default.

To be Scoop Approved:

1. Scoop will review within two working days from when you create your listing
2. A listing may not be Scoop Approved for various reasons, including quality of content
3. Email online@scoop.com.au if you have queries on why your listings is not Scoop Approved

Style Guide

To become 'Scoop Approved' and ensure scoop.com.au remains the most comprehensive database with an optimal user experience, please follow these style guidelines:

1. Images must be clear and crisp (a minimum of 72 dpi) and less than 25MB.
2. Primary image size **must** be set to **EXACTLY 600px wide and 450px height** (a ratio of 4:3).
3. Keep your wording short and sweet.
4. Refrain from copy and pasting from your website to ensure positive SEO results for your brand.
5. Write a unique description for the "teaser" that is not copy and pasted from elsewhere on the internet – aim to include your business name, location, primary products & services, what makes it unique, and who the target market is (E.g. Scoop Magazine in Subiaco produces WA's leading lifestyle and homes magazine series in WA.).
6. If an event falls across multiple days please ensure you select the individual days or a recurrence (e.g. "Recurring every Sunday").
7. Tone of voice and point of view should remain neutral.
E.g. "We distribute 9 magazines titles" should be "Scoop distributes 9 magazine titles."
8. Provide as much information and direction as possible for optimal results and validity.

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Full Page Profiles & Premium Listings

Alternatively, Scoop can create and upload a full page listing or premium profile for you at a nominal fee of \$290 + GST, ensuring all links, images and search functions are best optimised. Premium Profiles ensure your profile is ranked above standard profiles and reaches nine times as many users.

For more information or to view the Digital Media Kit visit www.scoopdigital.com.au or contact sales@scoopdigital.com.au.