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## Introduction

No 1 Villas has a powerful, easy to use advert system. You can log on at any time and update your advert or create new adverts for your property.

Each property can have several adverts allowing you to target different markets for your property at different times of the year. Each property can have only one advert live at a time however.

## Registration

The first step to getting your new advert live on No 1 Villas is to register your property with the site. There are three sets of details that we need from you in order to register your property.

When you first click on register you will be presented with a form asking for your details. Enter your contact details and select a user name and password.

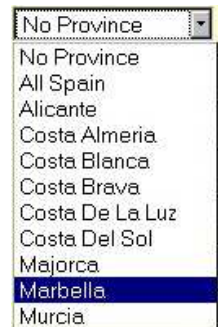
In the second step we move on to details about your property. The Property Name you enter here will show at the top of your new advert and will be used to identify your property on your client home page.

In the third step we start building the first search engine entry for your property. This form also allows you to choose your preferred currency.

The most critical setting in the third step is the province selection. The province selection is used to put your advert in the correct place on the site. An incorrect province setting could result in your advert not being displayed on the site.

In No 1 Villas each country has one or more provinces (regions within the country). Small countries or countries with only a few villas will have only one province. Large countries or countries with lots of villas will have several provinces.

In countries with only one province there will be a province with the name of the country in it (eg All Andorra or All Scotland) and this is the province you should select. In countries with several provinces you should select the province that covers your property. In this case selecting the country province will result in your advert not being shown.



The last step is payment. This is a secure credit card form and the details you enter here should be the billing details for your card.

The last page is a thank you page which also has a reminder of your username and password. At this point you are logged into the site and you can either click on Client Home to go to your Client Home Page or click on the Create Your Advert Now button to create your new advert.

## Client Home Page

Your Client Home Page is your main page on No 1 Villas. This page allows you to amend and view information about your property that is independent of your adverts. From here you can quickly update your property's availability, modify its facilities and see the traffic stats for its adverts.

<b>Test Property - Live</b>		Expires: 2006-09-23
<a href="#">Advert Centre</a>	- Create and manage the adverts for your property.	
<a href="#">Property Information</a>	- View your property's address and pricing information.	
<a href="#">Facilities</a>	- View and update your property's facilities.	
<a href="#">Update Availability</a>	- View and update when your property is available.	
<a href="#">Traffic Stats</a>	- See how many people have seen your advert.	
<a href="#">Delete Property</a>	- Remove this property from No 1 Villas.	

The bottom of the client home page has links to allow you to add in a new property and update your contact details. The steps for adding in a new property are the same as the steps for registration except that you can start at Step 2.

## Advert Centre

Each property has its own Advert Centre. From here you can create, delete, and modify adverts and pictures for your property.

The page is designed to guide you through the creation of your first advert. At the top of the page is the link to get into the Picture Library. The next link is for creating a new advert. At the bottom of the page are the links for managing existing adverts.

Advert Name	Status	Modify	Delete	Make Live	Preview
Advert 2	Hosted	<a href="#">Modify</a>	<a href="#">Delete</a>	<a href="#">Make Live</a>	<a href="#">Preview</a>
test advert	Live	<a href="#">Modify</a>	<a href="#">Delete</a>	<a href="#">Make Live</a>	<a href="#">Preview</a>

Once you have created your advert it will be listed in this box. Each property can have more than one advert (you can have as many as you want), but only one advert can be live at a time. An advert can have one of two statuses – Hosted or Live. A Hosted advert is one that you have created, but is not live on the site.

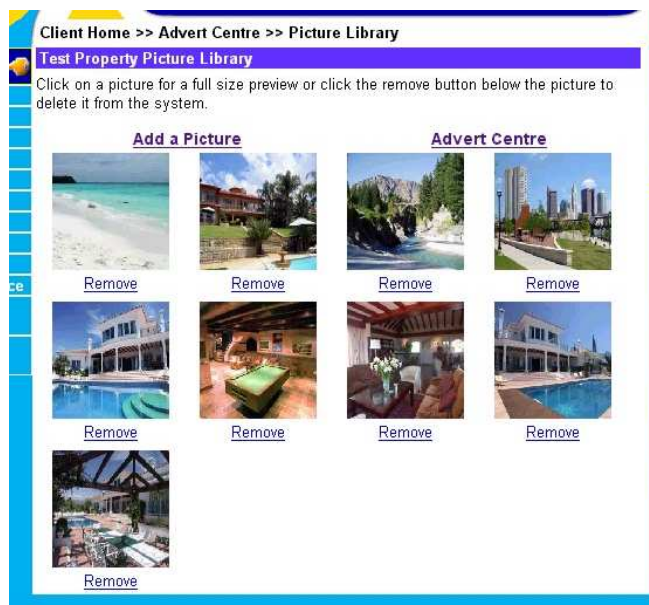
The modify button allows you to make changes to any of your adverts at any time. After you modify an advert you need to click on the make live link for that advert for the changes to take effect.

When you click on the Make Live link for an advert the system recreates that advert. If another advert is live it will be replaced with the current advert and its status changed to Hosted.

If you don't like, or no longer want an advert the Delete link will remove the advert from the system. The Delete link will not, however, allow you to delete a live advert.

## Picture Library

Your Picture Library stores all the pictures for your property. When you first come in to the Library you are presented with two links. One to add in a new picture and one to go back to your Advert Centre. Beneath these are scaled down versions of all the pictures you have added in.



There are three things to do in your Picture Library:-

- Add in a new picture
- Preview an existing picture
- Remove an old picture

### Adding A Picture

When you click on the Add a Picture link you will be presented with a form with a Browse button and a Send File button.

To add a new picture click on the browse button. This will bring up a standard Open dialog (like the one you would get if you click on Open in MS Word). You can use this in the same way as any other Open box. Find your way to the picture you would like to add in and click on the open

button.

The full path to your picture will be placed into the text box beside the button. All you have to now though is click on the Send File button.

There will be a pause (possibly quite a long pause) as your file is sent to the No 1 Villas server. When your file has been successfully sent you will be taken to the preview page for your new picture.

### **Technical Notes on Pictures**

Pictures on No 1 Villas need to meet several criteria in order to be accepted:

1. Pictures must be in JPEG format. The system can only take JPEG files. If you upload another type of file the system will not accept it and it will return an error.
2. Pictures should be in RGB format. Any program that can create JPEGs for the web (or that has a web export function) will produce the pictures in RGB format. Pictures that have been colour corrected for printing (on a leaflet or brochure for example) will be in CMYK format. The system will not produce an error for these pictures, but the colours will be incorrect.
3. Pictures should be less than 2Mb in size. Our servers will not accept pictures that are over 2,000,000 bytes in size. To reduce the file size you can either resize the image to make the dimensions smaller or increase the compression ratio for the JPEG.

When you add a picture in to No 1 Villas it is automatically resized to have a height of 175 pixels. The aspect ratio of the picture is maintained, so the width of the pictures can vary.

A quick tip for making your pictures on the search result box look good is to start with a picture that is square. The search result box uses pictures that are 100px by 100px so a square picture in your picture centre will be resampled to the correct ratio.

### **Picture Preview Page**

The picture preview page serves two functions. The first is, of course, to let you see your picture and check that our server has received it and resized it properly. The second function of this page is to allow you to set the alternative text for this picture.

Alternative text is used in the No 1 Villas system to help identify the picture for you (particularly on the advert creation page). The second function for alternative text is that if someone visits the site with a text only browser, or a browser with no images then the alternative text is displayed in place of the picture.

### **Remove a Picture**

The remove link under each picture takes you to a page that allows you to remove the picture from the library. This page will display a preview of the picture and it will also warn you if the picture is currently in use on an advert page.

### **Creating Your First Advert**

Creating your advert on No 1 Villas is accomplished in several stages. Our recommended order for creating your advert is to add your pictures into your Picture Library, follow the Add a New Advert, update Facilities for your property and finally update Availability for your property. The pages are laid out to help guide you through the process.

First go into the Advert Centre for your property and click on the Picture Library link. From here you can follow the instructions above for adding in your pictures and creating the alternative text for them.

When you have finished adding in your pictures, click on the advert centre link and then click on Add a New Advert.

This will bring up a page that asks you for a name for your new advert. The name you enter here will be used in your advert centre to identify this advert for you. When you have typed in the name you want click on the Continue button.

You will then see the advert creation page. This page is a series of forms that allow you to modify each part of your advert individually. After you change the data in that part of the advert click on the update button at the bottom of the form to save your changes.

### Step 1 - Text Control

The first 250 words of the text you enter below will show up in the main body of your advert. Any text after that will be placed on a page linked to your advert.

### Text Control

The first form is the text control. This allows you to enter the main body text for your advert. You can type as much text as you like into this form. Any carriage returns or line breaks that you add into here will be preserved in your advert.

The first page of your advert will contain approximately the first 250

words of the text you type in here. Any text over this will be placed onto a second page linked from your main advert page.

When you have finished entering your text click on the Update Text button to save your information.

### Picture Controls

#### Step 2 - Picture

Please select a picture from the list below and click on Use Picture. This picture will sit on the left of your advert at the top.

#### Step 3 - Picture

This picture will sit on the right of your

You can have four pictures on your main advert page. Any other pictures that you have stored in your picture library will appear on a second page linked to your main page.

The four picture control forms have a short

description of where on your advert the picture you select will sit. The alternative text that you entered on the Picture Preview Page will be shown so that you know which picture you are selecting.

Under the picture selection drop down list there is a button called Use Picture. When you have selected the picture you would like to use click on the Use Picture button and your selection will be saved. You have to fill in the four picture forms separately (ie. Select the picture, click the Use Picture button for the first form, then select the second picture and click the Use Picture button for it and so on).

Price Line 10		
Price Line 11		
Price Line 12		
Price Line 13		
Price Line 14		
Price Line 15		
Price Line 16		
Price Line 17		
Price Line 18		
Price Line 19		
Price Line 20		

Update Price Box    Reset Price Box

### Price Box Control

The price box control allows you to show your clients the price of your property. The left hand box is for the dates that the price applies and the right hand box is for the prices.

There are up to 20 price lines that you can fill in – don't worry if you can't fill them all as any that you leave blank will not show up on your advert.

When you are happy that all your prices are in click on the Update Price Box button at the bottom of the form.

### Special Offer Box

The special offer box is the first of two boxes that do more than meets the eye.

As the name suggests the special offer box is for any special offers that you might have running. These special offers show up prominently on your advert and in addition the offer is promoted to people who have signed up to your region on No 1 Villas through the No 1 Villas newsletter.

**Step 8 Special Offer Box**

This form allows you to create your own personalised special offer box. It will show up prominently on your advert page. It is an optional component, and if you leave it blank the box will not be shown.

To create your special offer, simply type the text of your offer into the box and click on the Update Box button. Your special offer will go out with the next scheduled newsletter.

The Special Offer Box is also one of two optional components on No 1 Villas. If you leave the box blank it will not be displayed on your advert.

### Step 9 - Search Result Box

The information on this form will be used to build your property's entry in a search results and its entry on the region page. These entries are basically mini-listings adverts to help draw people into your main advert. In the form below you have around 30 words and a picture to make the listing.

Town Name

Picture

Description

### Search Result Box

The search result box doesn't make any changes to your advert page. On the other hand it is one of the most important boxes on this page.

The search listing box is your opportunity to sell your property and your advert. The information you enter here is used to build the search results from both the No 1

Villas search engines.

The town name is used at the top of your main advert page. The picture and description are used on the search result box itself.

When you are happy with your search result click on the Update button to save your changes.

If you are happy with your advert so far, it's time to update your facilities. At the very bottom of the page there is a link through to your property's facilities page.

## Facilities

The facilities page updates the facilities for all the adverts for your property.

The facilities are divided into several categories. On your advert page each category is a separate box under the facilities heading.

To add a facility in all you have to do is click the box. You can add as many as you like in each category.

When you are happy that you have ticked all the facilities that apply to your property click on

the update facilities button at the bottom of the form.

This page also deals with themed properties. Your property can be associated with any number of themes. When you click on one of these buttons your search listing will show up under the theme pages on the site.

The themes work in the same way as the facilities. You can tick as many boxes as you want and then click on the Update Themes button to save your changes.

If you are following the new advert trail there is a link at the bottom of the page to take you on to the last step of creating your advert – Availability.

## Availability

Availability is the second optional component on No 1 Villas. The availability page has three sections on it to help you control how your availability is displayed.

When you first come to the availability page your availability components are switched off. The form at the bottom of the page allows you to switch availability on (or off!).

When you click on switch on the page reloads and displays a calendar for the current year at the top. This is the availability as it will appear on your advert page.

The middle section on the page allows you to update your availability. It works by setting the availability for a series of

days. Enter the start day in the top part of the form and the end day in the bottom part of the form. When you click on the Update button the page will refresh and your availability will update.

To set availability for just one day set the start and end dates to the same day.

The two restrictions on the availability are that it can only go three years into the future (this year, next year, the year after) and when you are updating availability the control cannot update days across two years. So it will fail if you set the start date to 25<sup>th</sup> Dec and the end date to 4<sup>th</sup> Jan. You would have to do the update as two separate updates (25<sup>th</sup> Dec to 31<sup>st</sup> Dec and 1<sup>st</sup> Jan to 4<sup>th</sup> Jan).

If you have just switched availability on you will need to click Make Live on your advert again to add the availability in. If the availability is already on your advert then this update will be live immediately.

If you are following the new advert trail you will need to go back into your advert centre. Your advert is now complete and you can put it live by clicking on Make Live.

## Traffic Stats

Your Traffic Statistics page will show you the number of Clicks received by each advert and the month that they were received in. The results are grouped by Property and each Property has a total of the number of Client Clicks all the adverts have received.

### Traffic Statistics Page

[Test Property](#)

<u>Advert</u>	<u>Month</u>	<u>Year</u>	<u>Client Clicks</u>
example	09	05	33
Total			33

A Client Click is counted every time someone visits your property's advert. It isn't counted as they go on to the text page or the pictures page or if they hit the back button onto your advert.

## New Regions

If your villa is in a region that is not currently on the No 1 Villas website you might be wondering where and when your advert is going to show up.

No 1 Villas rebuilds its regions every night (GMT). So if your property is in a region or province not currently on No 1 Villas, it will be when the site regenerates itself tonight. After you click Make Live on your advert it should be a maximum of 24 hours before your region and province and advert show up on No 1 Villas region directory.

Your advert will show up right away in the keyword search.