

# TravelSouthDakota Industry Portal

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**TravelSouthDakota.com** (formerly TravelSD.com) is the Department of Tourism's consumer website. It was completely redesigned and the new website was launched in March 2015.

The **TravelSouthDakota Industry Portal** is the new online system that tourism-related businesses and organizations in South Dakota use to list and maintain their business information on the new website.

If you have any questions after reviewing these instructions or while using the portal, please don't hesitate to contact us at [IndustryPortal@TravelSouthDakota.com](mailto:IndustryPortal@TravelSouthDakota.com) or 605-773-3301. More information is also available at [SDVisit.com](http://SDVisit.com) (Tourism's industry website).

This system was developed in conjunction with MMGY Global, one of the Department of Tourism's marketing agencies. You may see references to "MMGY" on emails and webpages related to the portal.

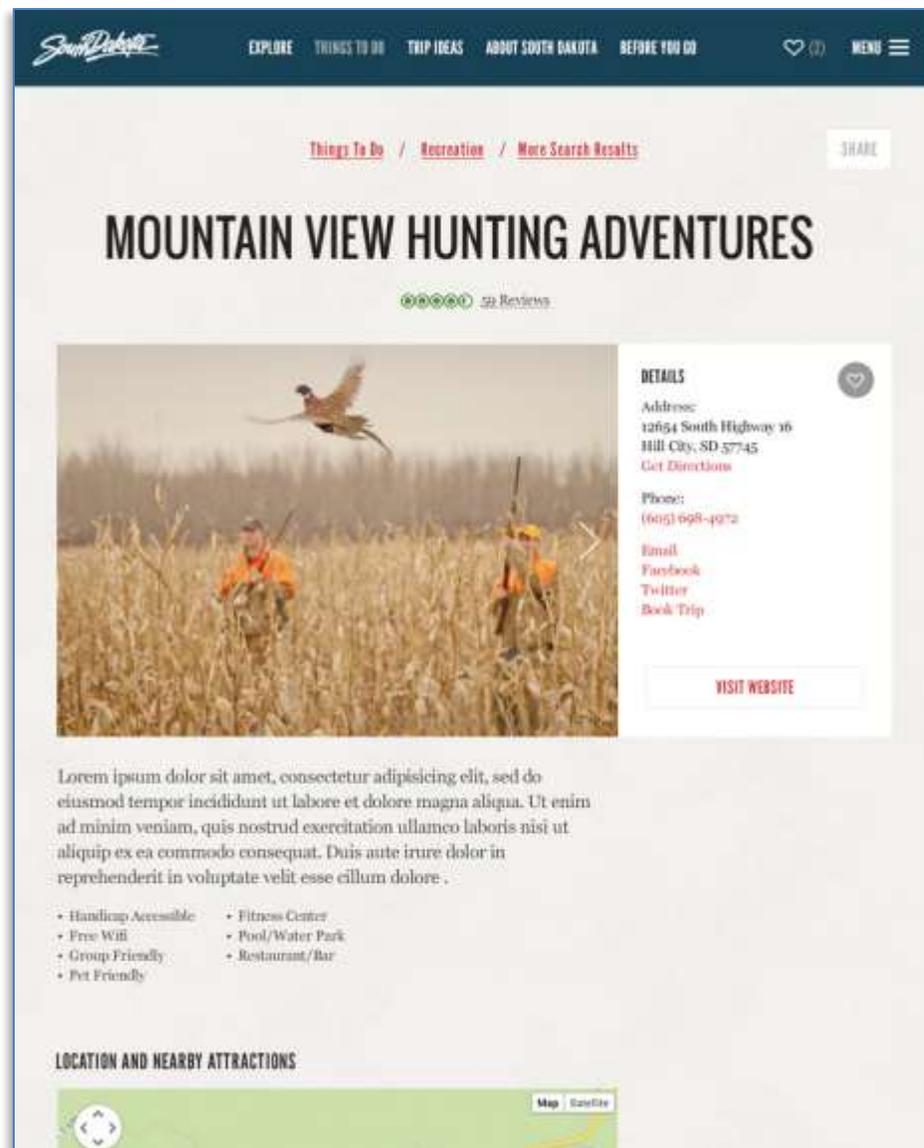
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To the right is an example of what business listings look like on TravelSouthDakota.com.

The fields displayed are:

1. **Business Name** (required)
2. TripAdvisor
3. Photo gallery
4. **Address** – Address, City, State, Zip (required)
5. **Phone Number** (required)
6. Business Email
7. Social Link(s) (i.e. Facebook, Twitter, LinkedIn, Google+, Instagram, YouTube and/or Pinterest)
8. Booking Link
9. Website Link
10. Lodging Amenities, maximum of 7 options
11. **Description**, maximum of 500 characters, including all letters, numbers, punctuation and spaces (required)
12. Location and Nearby Attractions (auto-generated)



# TravelSouthDakota Industry Portal

## Request an Account

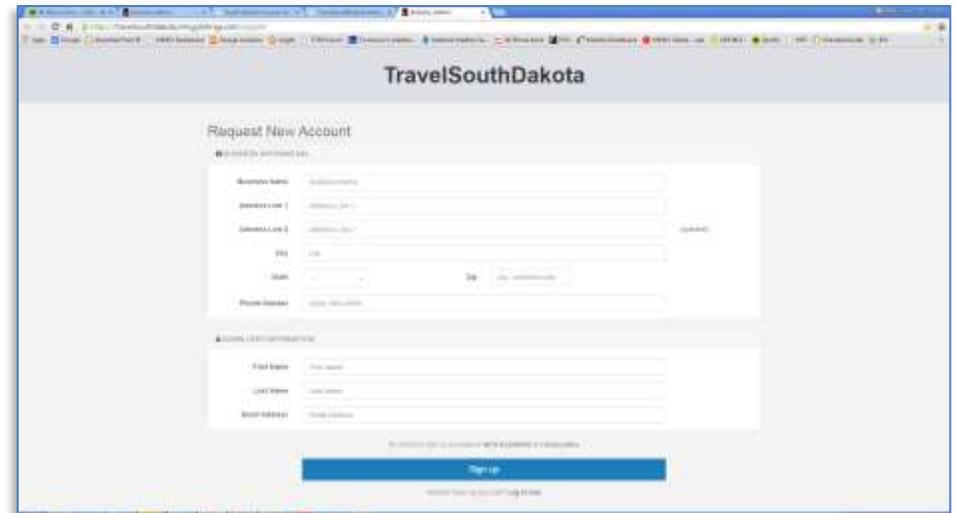
For any business that does not already have an account, the first step in the process is requesting a business account within the **TravelSouthDakota Industry Portal**. With this account, you will be able to access the portal and request a business listing to be displayed on the site. (Requesting an account only needs to be done once.)

The **Business Name** used for the account must be unique. No two accounts can have the same business name. If there are other businesses in the state with the same name, you will need to add information to differentiate yours. For example: “Super 8 – Deadwood” or “Super 8 – 41<sup>st</sup> Street”

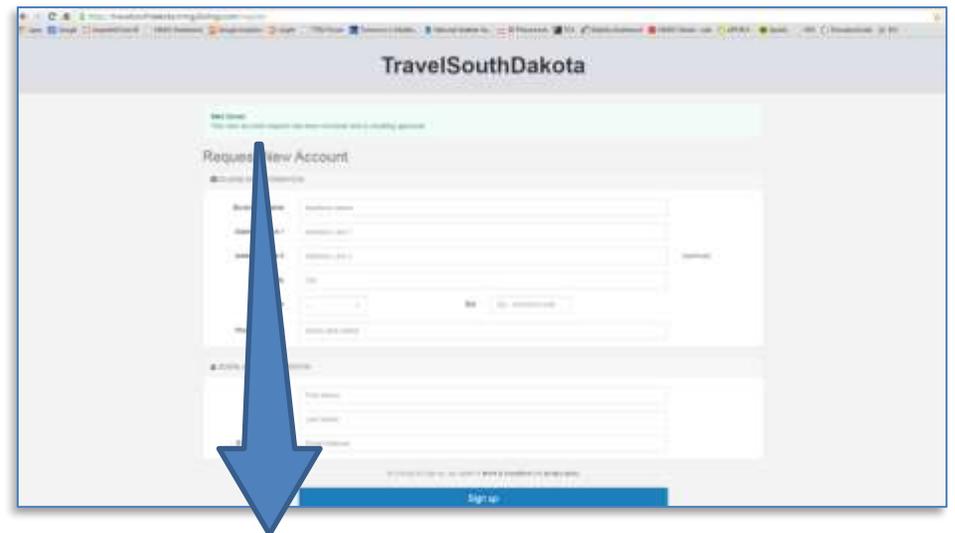
### Account Request link:

<https://travelsouthdakota.mmgylistings.com/register>

After submitting your request, you will see an on-screen confirmation of your request. Shortly after, you will also receive an email confirmation that the request has been received and is awaiting approval by Department of Tourism staff.



The screenshot shows the 'Request New Account' form on the TravelSouthDakota website. The form is divided into two sections: 'Business Information' and 'Account Information'. The 'Business Information' section includes fields for Business Name, Business Type, Business Address (Street, City, State, ZIP), and Phone Number. The 'Account Information' section includes fields for First Name, Last Name, and Email Address. A 'Sign Up' button is located at the bottom right of the form.



This screenshot shows the same 'Request New Account' form, but with a green confirmation message at the top: 'Well Done! Your new account request has been received and is awaiting approval.' A large blue arrow points from the confirmation message down to the 'Sign Up' button.

**Well Done!**

Your new account request has been received and is awaiting approval.

# TravelSouthDakota Industry Portal

## Request an Account, cont.

After your account has been approved, you will receive a welcome email which will include a link to activate your account.

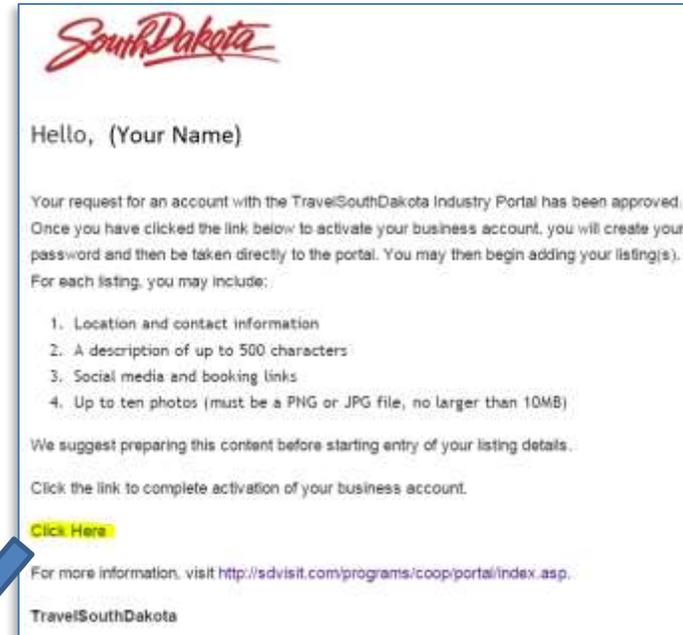
**NOTE: The link expires after 24 hours.** (Please contact us if we need to resend the activation/Welcome email. Call 605-773-3301 or email [IndustryPortal@TravelSouthDakota.com](mailto:IndustryPortal@TravelSouthDakota.com).)

After clicking the activation link, "Click Here," you will be asked to create and confirm a password.

If you happen to forget your password later, there is a "Forgot your password?" text link on the login screen (see page 12).

Once you have created your password, you will then "Log In" to your portal homepage.

**Login link:** <https://travelsouthdakota.mmgylistings.com/login>



# TravelSouthDakota Industry Portal

## Navigation Overview/Definitions

**Dashboard** – This is your homepage. This page displays any of your pending listings waiting for Tourism approval.

**Listings** – View all approved listings associated with your business account and add new business listing(s).

**Events** – Events may be submitted via the Industry Portal, but each will be reviewed and approved by the Department of Tourism.

Please review [www.TravelSouthDakota.com](http://www.TravelSouthDakota.com) to make sure the event is not already listed.

**Deals** – Ignore.

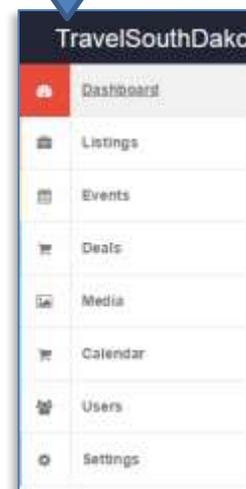
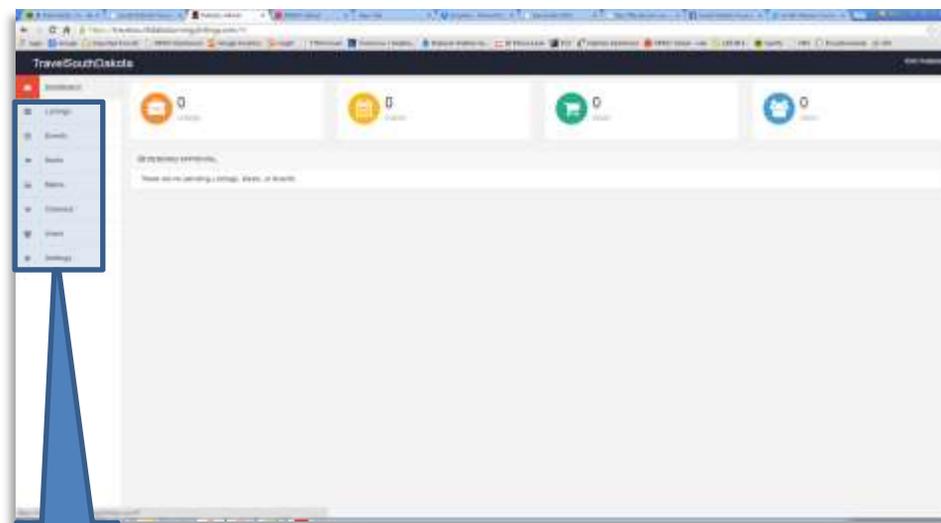
**Media** – View all images/photos associated with your account or add new images/photos. (This can also be done under the “Media” section, see Step 6 on page 10.)

**Calendar** – Ignore.

**Users** – Ignore.

**Settings** – This displays your account information:

- Organization Name (business name)
- Phone Number
- Contact Email
- Address, City, State, Zip



# TravelSouthDakota Industry Portal

## Request a Listing

By clicking on the “Add New Listing” link, under “Listings” on the left, you can begin adding content - description, photos, contact information, etc. **You will not be able to save your listing until all nine required (\*) fields have been completed.**

### Step 1: Business Name and settings

**\* Name** – Enter business name.

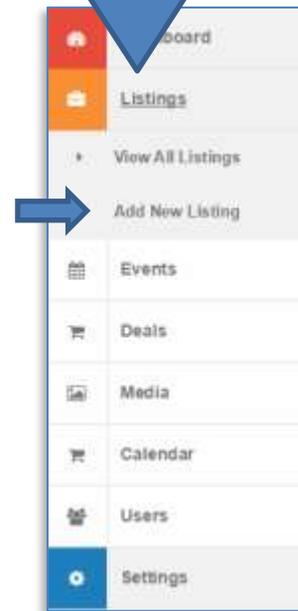
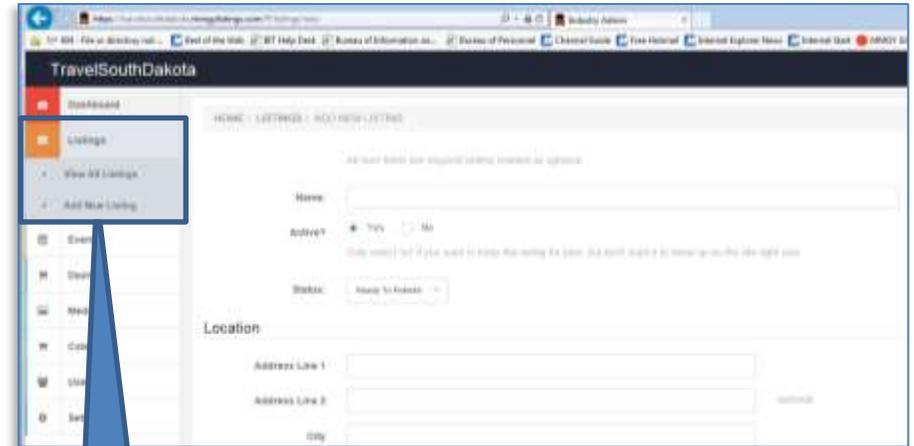
**Active?** – Leave the default setting as “Yes”

**Status** – Leave the default setting as “Ready To Publish” \*

\* If you change this to “Keep As Draft,” it will need to be changed back to “Ready To Publish” before saving.  
(Note: if you edit an existing listing, this will default to “Keep As Draft” and will need to be switched to “Ready To Publish” before saving.)

There are five sections for your content: Location, Contact Information, Details, Links and Media. Complete the required fields under each section. If a required field is not completed, the box will appear outlined in red. All non-required fields are indicated as “optional” to the right of the field.

### Proceed to “Location” section.



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## Step 2: “Location” Section

\* **Address Line 1** – Enter the physical address for your business.  
(This is what determines your map placement.)

**Address Line 2** (optional)

\* **City**

\* **State**

\* **Zip** (+4 is optional)

\* **Region** – Select the region based on the physical location of your business. (This does not refer to association membership.)

**REMINDER: You will not be able to save your listing until all nine required (\*) fields have been completed.**

The screenshot shows a web form titled "Location" with a blue arrow pointing to the header. At the top, there is a "Status" dropdown menu set to "Ready To Publish". The "Location" section contains the following fields: "Address Line 1" (text input), "Address Line 2" (text input, labeled "optional"), "City" (text input), "State" (dropdown menu with "Select State" as the current selection), "Zip" (text input with a placeholder "XXXXX-XXXX"), and "Region" (dropdown menu). Below the "Location" section, the "Contact Information" section is partially visible.

**Proceed to “Contact Information” section.**

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## Step 3: “Contact Information” Section

\* **Phone Number** – Enter the primary phone number visitors should call to reach your business.

**Toll Free Number** – Enter a toll free number for your business, if applicable.

**Fax Number** – Ignore this field/do not complete.

**Business Email** – Enter the email to be used by visitors to contact your business.

**Notification Email** – Ignore this field/do not complete.

**Website URL** – Enter the primary website for your business. Please follow the correct format for your site:

<http://www.yourwebsite.com> –or– <http://yourwebsite.org>.

(You can copy and paste this from a browser.)

**Yelp Business ID** – Ignore this field/do not complete.

**TripAdvisor ID** – Any business type may enter a TripAdvisor ID, if applicable (see page 13 for formatting).

**Hours of Operation** – Ignore this field/do not complete.

**REMINDER: You will not be able to save your listing until all nine required (\*) fields have been completed.**

**Proceed to “Details” section.**

Region: [Dropdown]

**Contact Information**

Phone Number: [Text Input] \*

Toll Free Number: [Text Input] optional

Fax Number: [Text Input] optional

Business Email: [Text Input] \*  
Please enter a valid email address to contact the business that should display on the site.

Notification Email: [Text Input] optional  
Please enter a valid email address if the person who should be notified about management of the listing.

Website URL: [Text Input] \*  
Please copy and paste a valid URL that is properly formatted: http://www.example.com

Yelp Business ID: [Text Input] optional  
Enter your Yelp ID if you want listings and reviews from Yelp to be included in your listing.

TripAdvisor ID: [Text Input] optional  
Enter your TripAdvisor ID if you want listings and reviews from TripAdvisor to be included in your listing.

Hours of Operation: Note: Data will not display on the website. Format hours as HH:MM-AM or HH:MM-PM. Example: 9:00am-5:00 PM.

Day	Open	Closed	Optional
Monday	[Dropdown]	[Dropdown]	[Dropdown]
Tuesday	[Dropdown]	[Dropdown]	[Dropdown]
Wednesday	[Dropdown]	[Dropdown]	[Dropdown]
Thursday	[Dropdown]	[Dropdown]	[Dropdown]
Friday	[Dropdown]	[Dropdown]	[Dropdown]
Saturday	[Dropdown]	[Dropdown]	[Dropdown]
Sunday	[Dropdown]	[Dropdown]	[Dropdown]

Details

# TravelSouthDakota Industry Portal

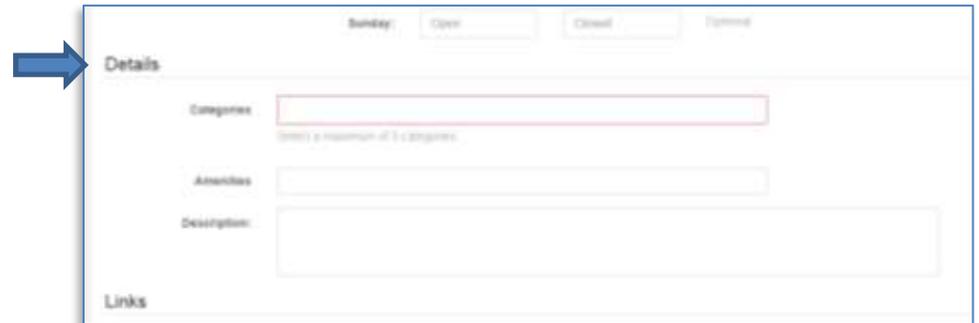
## Step 4: “Details” Section

\* **Categories** – By clicking on the field, a drop-down list will appear. Please select a maximum of three categories that best describe your business. This will not display as part of your listing, but will be used for search and related content options.

**Amenities** – By clicking on the field, a drop-down list will appear. There are seven lodging amenities to choose from. Select only those that accurately apply to your lodging business. None are required.

\* **Description** – Please enter a description of your business using a maximum of 500 characters. If you would like to include information such as specific hours of operation, directions, fee information, etc., please enter that into this field. We recommend drafting your description in a Word.doc to help with character count, spelling and grammar. You can then copy and paste your description into this field.

**Note: You do not need to save at this point. The “Save” button will now be active, but if you would like to add a booking link, social links and/or photos, you must proceed to the “Links” and “Media” sections before saving.**



The screenshot shows a web form titled "Details" with a "Save" button at the top right. Below the title, there are three input fields: "Categories" (with a red border and a small text prompt "Select a maximum of 3 categories"), "Amenities", and "Description" (a larger text area). At the bottom left of the form is a "Links" section. A blue arrow points to the "Categories" field.

**Proceed to “Links” section.**

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## Step 5: “Links” Section

**Booking Link** – If you feature a booking engine or link on your own website, you should copy and paste that same link into this field.

Make sure the link is formatted as shown in these examples:

<http://booking.com> -OR- <https://www.booking.com>. (This is not for an email address or general website, it is strictly for a booking/transaction link.)

**Social Links** – Select the social channel(s) you would like to display (Facebook, Twitter etc.) from the drop-down list and then copy and paste your website address into the URL field. To add additional channel(s), select the **+ Add** button. Make sure the website address is formatted correctly as shown in these examples:

<http://facebook.com/southdakotatourism> -OR-  
<https://twitter.com/southdakota>.

**Other Links** – Ignore this field/do not complete.

**Note:** You do not need to save at this point. The “Save” button will be active, but If you would like to add photos, you must proceed to the “Media” section before saving.

**Proceed to the “Media” section.**

The screenshot shows the 'Links' section of the TravelSouthDakota Industry Portal. A blue arrow points to the 'Links' section header. The form includes a 'Description' field, a 'Booking Link' field with a placeholder 'http://example.com' and a '+ Add' button, a 'Social Links' section with a 'Network' dropdown and a 'URL' field with a placeholder 'http://example.com' and a '+ Add' button, and an 'Other Links' section with a 'URL' field, a 'Title' field, and a '+ Add' button. The 'Media' section is visible at the bottom.

# TravelSouthDakota Industry Portal

## Step 6: “Media” Section

Even though photos are optional, we strongly recommend that you upload at least one. A maximum of 10 photos is allowed. (Photos will be displayed one at a time in the listing. Users will scroll a gallery to view the additional photos.)

Select **+Add** button to begin. An “Add Media” overlay window will appear and will display the fields listed below:

**Title** – Provide a title for your photo. It will not be displayed on the site but used for admin purposes. Example: Sunrise at Mount Rushmore, July 2014.

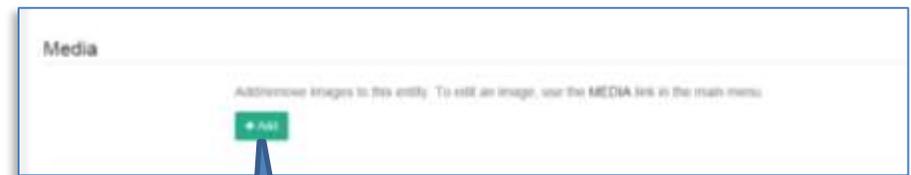
**Image** – Photo file types must be JPG, GIF or PNG. The maximum size allowable for each is 10MB. Horizontal images work best. **Logos and graphics will not be approved.** Click **Choose file** to browse your computer for the photo(s) you would like to upload.

**Caption** – Ignore this field/do not complete.

**Alt Text** – Ignore this field/do not complete.

**Description** – Ignore this field/do not complete.

After clicking the **Save** button, you will be taken back to the Media tab to add additional photos or review your selection(s). **The order in which you upload your photos will be the order of the gallery in your listing. The first photo will be your ‘featured’ photo.** Any photo you upload will also be added to your “Library” for future use.

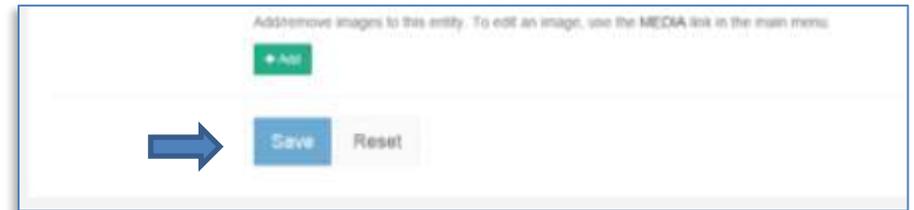


**Proceed to “Submit Your Listing.”**

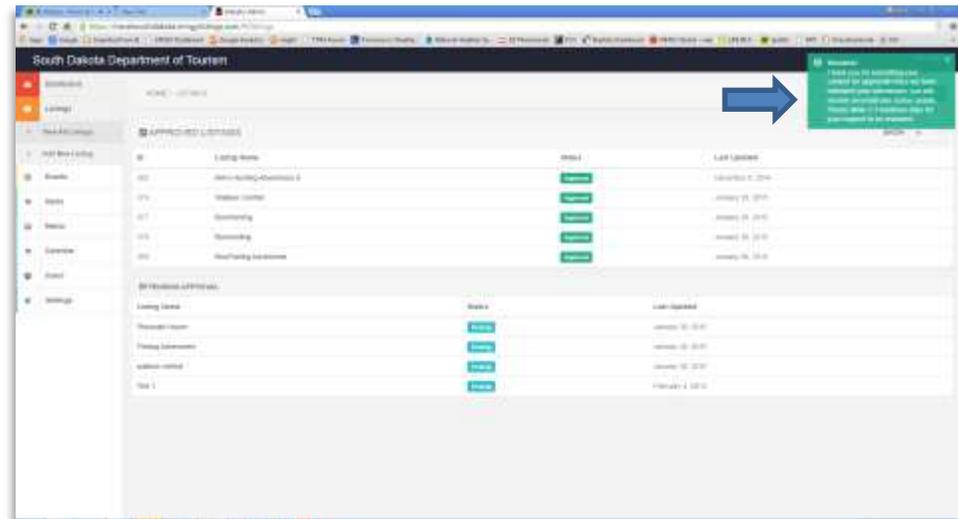
# TravelSouthDakota Industry Portal

## Submit your Listing for review

Select **Save** at the bottom of the screen.



A green message box will appear in the upper right-hand corner of your screen indicating that your record has been saved and will be reviewed in the next 2-3 business days.



After your listing has been reviewed, you will receive an email indicating whether or not it has been approved.

**To add more listing(s), return to Step 1 (see page 5).** (You do not need an account for each listing. Multiple listings can be added under one account.)

**To logout, see next page.**

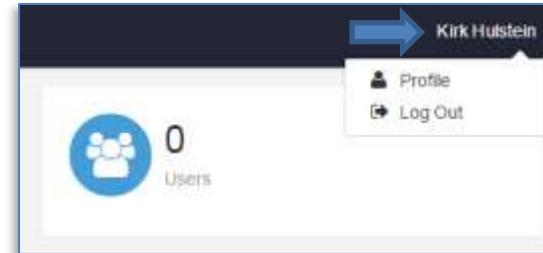
# TravelSouthDakota Industry Portal

## Log Out of account

To **Log Out** (or view your Profile), click on your name, located in the upper right-hand corner of the screen.

### **Profile**

This is where you can change the name, email and/or password for your business account.



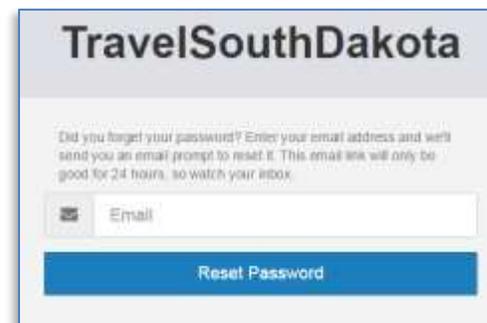
## Forgot Password

If, at any time, you forget your password to the industry portal, you can reset it by clicking the "forgot your password?" link on the login screen (shown to the right).



### **Forgot Password link:**

<https://travelsouthdakota.mmgylistings.com/remind>



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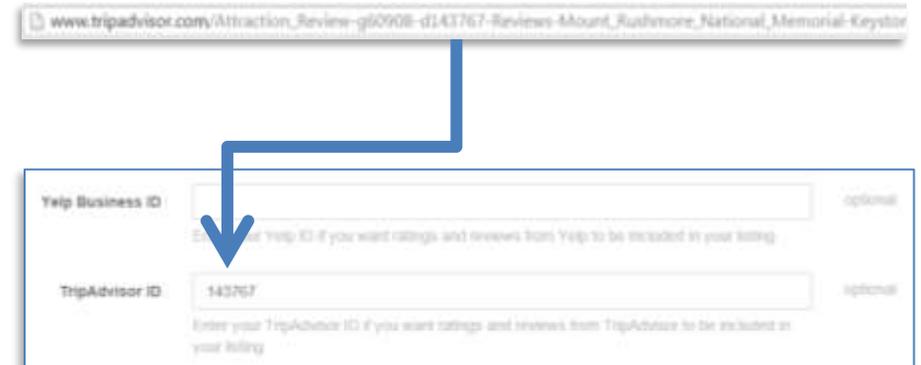
## TripAdvisor ratings

### TripAdvisor

To include a TripAdvisor rating for your listing on TravelSouthDakota.com, you must first search for your business on TripAdvisor (<http://www.tripadvisor.com>). Once you have located your business, copy the TripAdvisor ID (highlighted below) from the website address and paste it into the "TripAdvisor ID" field.

Example: Mount Rushmore

([http://www.tripadvisor.com/Attraction\\_Review-g60908-d143767-Reviews-Mount\\_Rushmore\\_National\\_Memorial-Keystone\\_South\\_Dakota.html](http://www.tripadvisor.com/Attraction_Review-g60908-d143767-Reviews-Mount_Rushmore_National_Memorial-Keystone_South_Dakota.html)) enter the ID "143767"



The image shows a browser address bar with the URL: [www.tripadvisor.com/Attraction\\_Review-g60908-d143767-Reviews-Mount\\_Rushmore\\_National\\_Memorial-Keystone\\_South\\_Dakota.html](http://www.tripadvisor.com/Attraction_Review-g60908-d143767-Reviews-Mount_Rushmore_National_Memorial-Keystone_South_Dakota.html). A blue arrow points from the highlighted ID '143767' in the URL to a form field labeled 'TripAdvisor ID' which contains the value '143767'. The form also includes a 'Yelp Business ID' field and instructions: 'Enter your TripAdvisor ID if you want ratings and reviews from TripAdvisor to be included in your listing'.