



Create your Business Listing

Toolkit

How to list your
business on the
'Forever Edinburgh -
The Official Guide to
Edinburgh' website

www.edinburgh.org

About

We're working with My Whereverly to enable you and other tourism businesses in Edinburgh to create free business listings on 'Forever Edinburgh - The Official Guide to Edinburgh' website' (edinburgh.org).

For those new to Forever Edinburgh , we lead on the marketing and promotions of Edinburgh to inbound leisure visitors and residents. We aim to inspire and generate visitor bookings for Edinburgh't tourism businesses, and provide relevant trip planning support and information for those planning their trip of day out in the city.

The new website will go live this year and will enable users to filter their search of businesses based on their needs and preferences.

To reduce duplication, new content including seasonal blogs, visitor guides, itineraries, listicles, and other long form content will soon only link to business listings within website.

The portal is now open and taking business listings. If you're looking to attract visitors and resident bookings, and would like to feature on Forever Edinburgh, please create your free business listing today.

What do you need a hand with?

Jump straight to the help you need by clicking on the links below:

[Accessing your My Whereverly](#) | [Editing your listing](#) | [Adding a name and address](#)

[Precise Location](#) | [Opening Hours](#) | [Primary Image](#) | [Description](#) | [Tags & Categories](#)

[Additional Images](#) | [Features & Facilities and Accessibility](#) | [Saving your listing](#)

[Appendix 1 - Image Copyright](#) | [Appendix 2 - Example Listings](#)

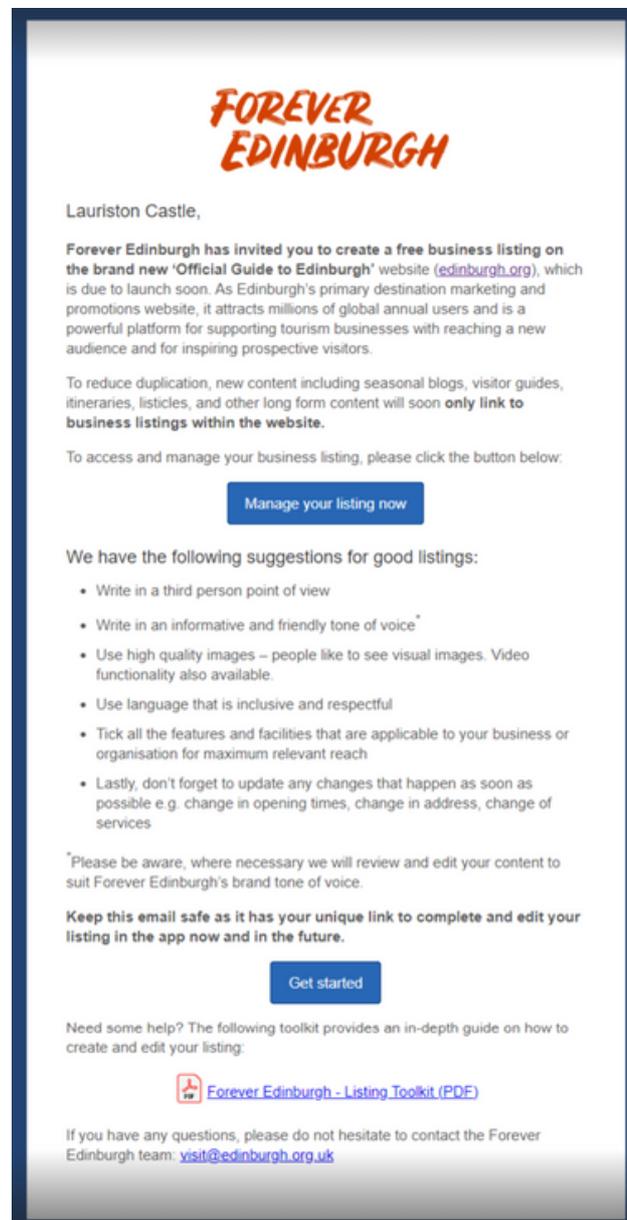


STEP 1 - Retrieve account information via email

As a business you will receive an email from My Whereverly with an access link. To access your listing, click 'Manage my listing now'.

If your email isn't visible in your inbox, please check all junk/spam folders. Use the link in the email to access the platform.

The email you are looking for will look like this:

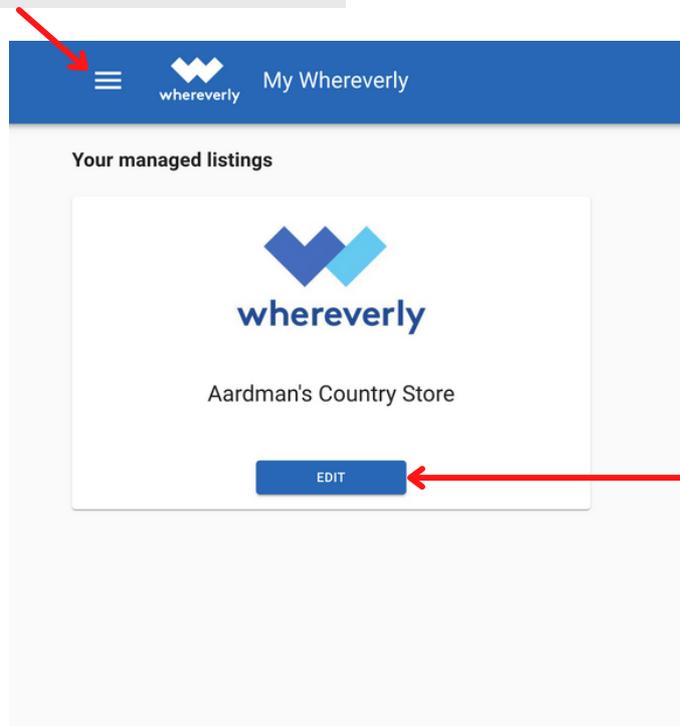


Top Tip: Save this email in a safe place in your inbox, so that you can find it easily later.

Editing your listing



TIP: Click on the Burger Menu and select 'My Listings' to see an overview of the listings you manage



STEP 2 - Open your listing

When you click the link in your email, you should instantly be redirected to your listing and already in 'edit' mode.

If not, simply head to the 'My Listings' page and click 'Edit' on the preferred listing.

Once you open your listing, you will see it divided into five sections at the top of the page:

1. Basic Details
2. Additional Images
3. Video
4. Features & Facilities
5. Accessibility

The page will always open at the 'Basic Details' section



The following pages will give you a detailed breakdown of how to fill in each section



Name & Address

If your listing does not have a defined postal address, use the closest known address to the listing.

Listing name *

Birds of the Inner Forth

Street Address *

Street Address 2

Region/County

Town/City *

Falkirk

Postcode *

FK2 8NP

FIND ADDRESS ON MAP

1

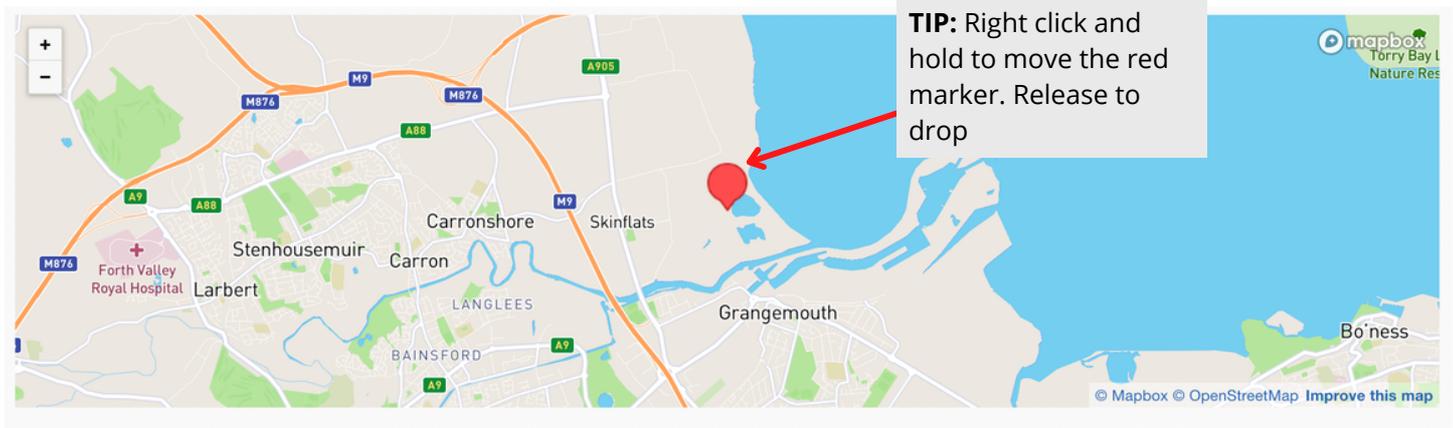
Name and Address

This is the name and address of the business or POI. If the name or postcode that was originally provided is incorrect, you can update it here. Once the postcode is updated, you can then press **'FIND ADDRESS ON MAP'** and the map below in 'Precise Location' should update.

2

Precise Location

Postcodes can cover quite large spaces, so it can be difficult to be precise. In this section, you can click+lift the red map cursor and place it at the correct location.





Opening hours not applicable

Opens Monday

Opens Tuesday

Opens Wednesday

Opens Thursday

Opens Friday

Opens Saturday

Opens Sunday

Opens	Closes	
09:30	15:30	+
--:--		+
--:--		+
--:--		+
--:--		+
--:--		+
--:--		+
--:--		+

Additional Opening Hours Information e.g Seasonality, last entry, etc.

3

Opening Hours

This section allows you to update the hours of operation for your business

The clock is in 24 hours. From 00:00 (midnight) to 12:00 (noon). Time is changed by simply typing in the hours or minutes or by clicking on the clock icon to open a drop down menu where you can select the hours and minutes.

If you close and re-open on the same day, use  to add extra open and close hours. There is also a free text space to allow businesses to list any seasonality or last entry times if required. This can be found under 'Additional Opening Hours Information'.



Images

Images uploaded to a MyWhereverly listing, whether as a primary image or an additional image, must follow certain rules.

1. Uploaded pictures should be in a landscape format
2. The smallest accepted image size is 512x512, and the maximum is 8000x8000
3. Images must always follow copyright guidelines and be credited in the fields provided. For more information on this, please refer to Appendix 1

Top tip: There are many free software tools online that can help with cropping and resizing an image, such as <https://www.photoresizer.com/>

5

Primary Image



Description / Alt text

Fine artist & Gallery Owner
Allan McNally stands by a rock

Copyright

All Rights Reserved

Alt text (alternative text) describes the appearance an image. Alt text is read aloud by screen readers used by visually impaired users.



The primary image is the main image which represents your business, along with a short description.

To upload an image, download your chosen image onto your computer and then click the 'UPLOAD PRIMARY IMAGE' button. Select your chosen photo and it will appear below.

It is important to always add a description/alt text of the image, along with the copyright attribution, as seen in the example on the left.

Alt Text

Alt text describes the appearance of an image and is read aloud by screen readers used by visually impaired users. Alt text is also read by search engines so it can increase your page ranking in search results. It is therefore important that this is filled in correctly.

Good alt text is descriptive while remaining concise:

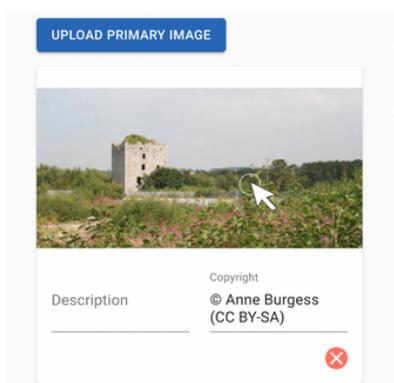
e.g 'Pancakes' ✗

e.g 'A stack of blueberry pancakes with sugar' ✓



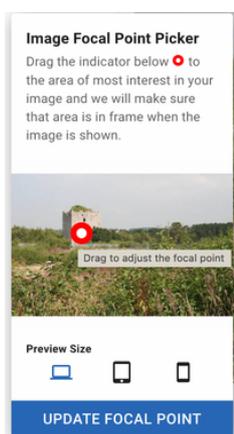
5 Primary Image cont.

Once you have uploaded an image, use the **'Focal Point Picker'** to adjust the desired centre point of the image. This is an important step as it ensures the image is presented properly across a variety of devices.



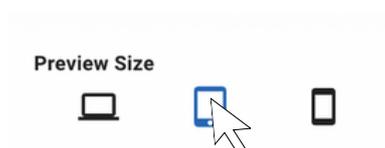
Step 1:

Open the Picker by clicking on your image



Step 2:

Using your mouse, drag the red dot the area that is the main focus of your image.
E.g The Castle



Step 3:

Click through the different devices to preview the image display.



Step 4:

Check that the image appears correctly in each, then click 'Update Focal Point'



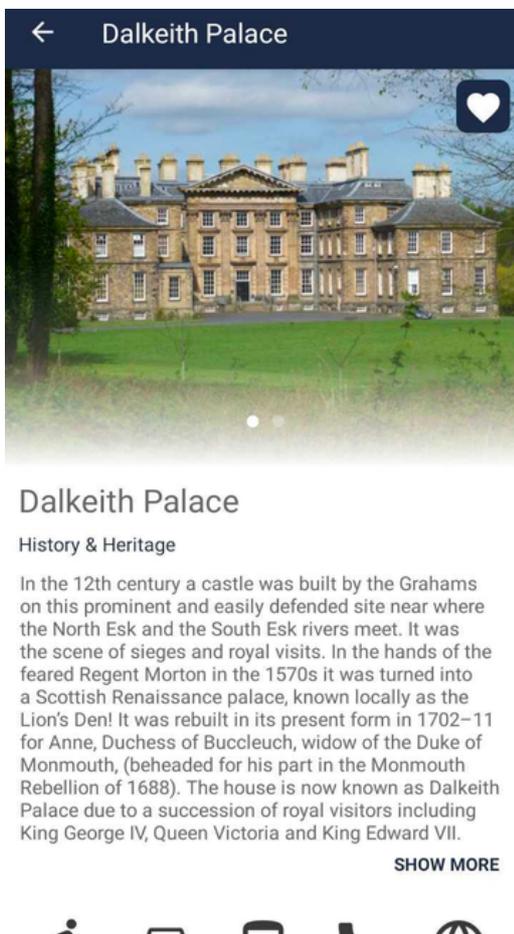
6

Description

Short Description

This is what is initially seen by app and website users before clicking into the listings page and reading the long description.

We suggest you keep to 160 characters, or one sentence.



Dalkeith Watch Tower was built in 1827 to shelter watchmen looking out for grave robbers who stole bodies to sell to the School of Anatomy.

3. Dalkeith House

10.60 km from you



Dalkeith Palace was built in 1702 on the site of an earlier Castle and until the 1920s was the principal seat of the Montagu Douglas Scott family in Scotland

4. Newbattle Abbey



11.66 km from you



Long Description

This space allows you to market your business to potential customers or visitors. The size of people's screens can be restrictive, therefore please keep it short and succinct.

A maximum of three paragraphs is recommended and you are encouraged to write new or edited copy, rather than lifting directly from existing websites.

Top tip: You can see examples of good short and long descriptions in Appendix 2



7 Contact Information

Include the best contact information for a potential customer to reach someone in the business or POI if applicable.

8 Social Media

In this field, there is space for you to add the usernames, accounts or handles for your business across the most popular social media platforms in the UK. If any platforms are missing, please email contact@whereverly.com

9 Tags & Categories

A full list of the categories and definitions can be found in Appendix 2.

10 Primary Category

Primary Category is the main category in which the listing will be represented. For example, a hotel which also has an in-house restaurant would put 'Accommodation' as their Primary Category.

11 Additional Categories

Many businesses offer more than their primary service and this is where it can indicate the other services. Continuing from the example above, the hotel would tick 'Food & Drink' here. You can tick as many as require but please only tick the services you can offer.

12 Tags

Include any specific tags you'd want your business to be found under when a customer is filtering their enquiry. For example, ice-cream, gin, etc.

Contact Information

These details will be displayed alongside your listing for potential visitors or customers to get in touch.

Website Address
e.g. <https://www.whereverly.com/>

Primary Contact Number Mobile Phone Number

Email Address

Booking Link

Social Media

Entering your social media usernames will allow us to link out to your profiles when we display your listing.

Twitter Handle
e.g. [Whereverlyapp](#)

Facebook URL
e.g. <https://www.facebook.com/whereverlyapp/>

Instagram Username
e.g. [whereverlyapp](#)

Visit Scotland URL
e.g. <https://www.visitScotland.com/info/accommodation/whereverly-00>

TripAdvisor URL
e.g. https://www.tripadvisor.co.uk/Attractions_Review-g184525-d187453-Reviews-Edinburgh_Castle-Edinburgh_Scotland.html

Tags & Categories

Categorising our listings means that we can present them to our users in an organised fashion, making it easy for them to search and explore.

Primary Category

This is the main category representing the listing.

Primary Category *
History & Heritage

Additional Categories

To keep your business information accurate and live, make sure that you use as few categories as possible to describe your overall core business. Choose categories that are as specific as possible, but representative of your main business.

<input type="checkbox"/> Accommodation	<input type="checkbox"/> History & Heritage	<input type="checkbox"/> Shopping
<input type="checkbox"/> Arts & Culture	<input type="checkbox"/> Indoor Activities	<input type="checkbox"/> Tourist Information
<input type="checkbox"/> Camping & Caravans	<input type="checkbox"/> Libraries	<input type="checkbox"/> Tours
<input type="checkbox"/> Car Hire	<input type="checkbox"/> Low Level Walks	
<input type="checkbox"/> Cycle Shops	<input type="checkbox"/> Nature & Animals	
<input type="checkbox"/> Distilleries & Breweries	<input type="checkbox"/> Outdoor Activities	
<input type="checkbox"/> EV Charging	<input type="checkbox"/> Parking	
<input type="checkbox"/> Food & Drink	<input type="checkbox"/> Parks & Gardens	
<input type="checkbox"/> Fresh Scottish Produce	<input type="checkbox"/> Play Parks	
<input type="checkbox"/> Garages & Repairs	<input type="checkbox"/> Public Toilets	
<input type="checkbox"/> Golf Course	<input type="checkbox"/> Scottish Crafts & Gifts	

Additional History & Heritage Categories

- Ancient
- Bridges
- Buildings
- Monuments & Statues
- Museums & Exhibitions
- Ruins

Tags

Add tags with the enter key. Add tags with more specialised keywords to make sure what the listing has to offer is accurately represented e.g. Prates, BYOB, Fine Art.

Tags

Editing a listing - Additional Images



This section allows you to add any additional images you think app users would like to see in relation to the listing.

People like to see images of what they'd expect to see at the location of the listing, internally and externally, if applicable. The additional images will appear as a carousel on the POI listing's page.

Reminder:

Images uploaded to a MyWhereverly listing, whether as a primary image or an additional image, must follow certain rules.

1. Uploaded pictures should be in a landscape format
2. The smallest accepted image size is 512x512, and the maximum is 8000x8000
3. Images must always follow copyright guidelines and be credited in the fields provided. For more information on this, please refer to Appendix 1

Top tip: There are many free software tools online that can help with cropping and resizing an image, such as <https://www.photoresizer.com/>

Editing a listing - Features & Facilities - Accessibility



This section consists of all the filters a visitor can use to help them identify the right POI for them. All of these take the form of tick boxes with the ability to include additional notes if required.

There are several categories, including:

General Facilities

- Payment Methods
- Internet
- Transport and Parking
- Catering
- Pets
- Children

Food and Drink

- Cuisine types
- Dietary Option

Awards and Ratings

- Green Tourism
- Scottish Thistle Awards
- Food and Drink

Accommodation Specific

- Location
- Health & Wellbeing
- Room Facilities
- General Facilities

Payment Methods

Cash only +

To add a category to your listing, simply click the box next to it. A blue tick means its been added.

Payment Methods

Cash only +

Press '+' to add notes

ili

hoo

Add further notes

Type the additional notes in this box

Accessibility

These are specific filters relating to accessible needs. This section is completed in the same manner as Features & Facilities.



Saving your Listing

When editing your listing, you'll notice two buttons at the bottom of each section: 'Save as Draft' and 'Publish' or 'Submit for Review'. Please read below to find out what each button does, and when to use it.



SAVE AS DRAFT

Saves all data added to the listing but does not make it visible on the website/app. Use this button to save any changes made to the listing that you aren't ready to publish yet.



SUBMIT FOR REVIEW

This button sends the Administrators a notification that you would like to publish your listing. They will then review and approve your content before it appears on the website. Click this button only once you are sure your listing is ready to be viewed by the public.

Remember, once published, you can always make new changes in the same way as previously outlined.



UPDATE

If you are updating a listing that is already published, the save button will instead say 'Update'

Time taken for changes to appear

Please note that new listings and/or edits made to existing listings will not appear instantly on websites & apps, but will appear the next morning. This is because the app is updated once a day, at around 1am.

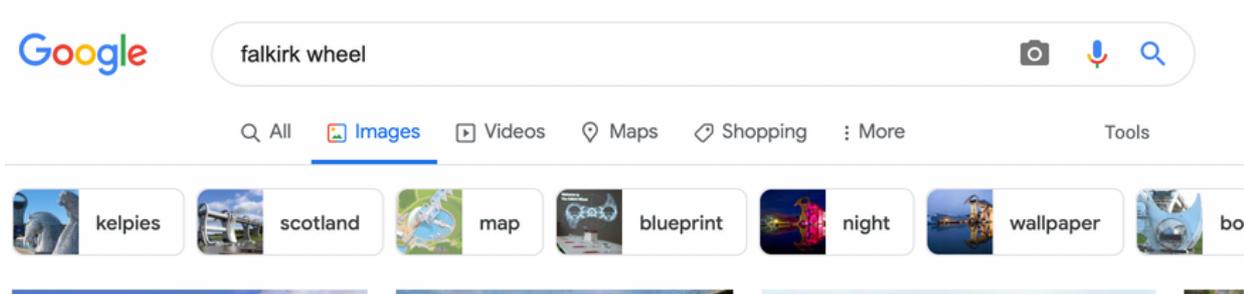
E.g. If a change is made to listing and 'Saved' at 2pm on Thursday, the changes will only be visible on the app on Friday morning.

Appendix 1 - Image Copyright

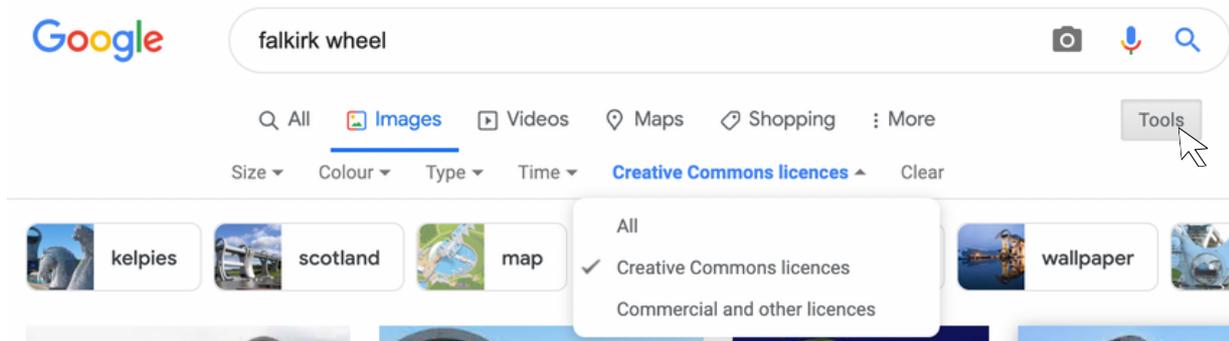


All images uploaded to My Whereverly must adhere to copyright law. If you are struggling to find original images to use, you can, on some occasions, find images that are free to use online. Below are details on how to do this:

1. On Google Images, search for the subject of your image, e.g. 'Falkirk Wheel'



2. Next, click the 'Tools' button on the right and under the 'Usage Rights' dropdown, select 'Creative Commons licenses'



3. Select your image. On the source website, find the recommended 'attribution'. This is usually provided by the website and should look something like the attributions featured below:

e.g. Photo © [Mat Fascione \(cc-by-sa/2.0\)](#) or [Iain Smith / The Falkirk Wheel at Night / CC BY-SA 2.0](#)

4. Finally, download your image onto your computer, then upload it only My Whereverly. Remember to add the attribution to the 'copyright' box of the image card.

Appendix 2 - Example Listings



Examples of a good short description:

Description

A charming independent shop located on the shore of Loch an Eilein, selling home wear, handmade soap, locally crafted wood-work and snacks including icecream.



Description

Walk in the footsteps of early Christian pilgrims at this ruined chapel, named for St Columba's tutor.



These descriptions are concise, informative and inspire the reader to want to learn more about the business.

Example of a short description that could be improved:

Description

Shop in Edinburgh.



This description could be improved by including more information about what makes the listing unique, such as: 'A boutique shop selling a range of Men and Women's clothing from Scotland.'

Example of a good long description:

Extended Description

The Hippodrome is an arts space where people of all ages can meet to enjoy theatre, music, exhibitions, poetry and film in the picturesque fishing town of Eyemouth. It is run by Hippodrome Arts CIC Ltd and alongside a changing programme of events offers courses, talks, concerts, film screenings and activities to visitors and the community. From Autumn to early Summer the Hippodrome runs its season of live music concerts with an eclectic programme of folk, jazz, roots and blues. It has become a popular meeting place with a free open mic session Bare Roots on the fourth Tuesday of each month.



This description provides the reader with a variety of information that helps them understand exactly what the point of interest is, what they can do there and when is good to visit. It is detailed but not overly long.