

Text Requirements for your WEB PAGE

You may send your text preferably by e-mail to wasco@walescottages.co.uk or send on a disk or write your text on a separate sheet of paper. Alternatively, you can ask us to harvest the information from your own website.

FACT: The more information you can give the potential customer initially, the more likely that they will book.

We have carefully chosen these headings after mass consultation with WASCO members.

If you are comfortable using your computer, just complete and return page 1 with your payment, then you will be able to access the pages to fill in your details on-line, log on to www.walescottages.co.uk and navigate to the "membership" page. Using copy-and-paste techniques, you will soon complete your web page and be able to see your results real-time, pictures and all!

Make sure you have your Username and Password registered with us.

1. **Heading Notes:** (Limited to 254 characters). This description is used on the 'regions' page, where your property is listed along with others in the region. **N.B. this is very important, as it is also used to help search engines list their page on the Internet. It should be a general description of the property and locality.**

2. **Notes:** "You can use this to add further details, e.g. "cot available by prior arrangement", "NO SMOKING", "5 cottages in all, 2 accessible" (max 30 characters)

3. **Accessibility:** e.g. "Suitable for wheelchair users" or "Check our Accessibility Statement on our website" (max 50 characters)

4. **Smoking:** Y/N and Smoking Notes e.g. 'Smoking in some properties' or 'Strictly no smoking'

5. **Pets Notes:** if you wish to expand on a simple yes or no. icon write a short note, e.g. "Pets Welcome", "Sorry, No Pets", "No Dogs as this is a working sheep farm"

6. **Price Notes:** information to supplement your prices

7. **Property Heading:** e.g. "Nestled in the beauty of the Brecon Beacons.... "

8. **Property text 1:** 1st block of text. (no limit) 9. **Property text 2:** 2nd block of text. (no limit)

10. **Accommodation:** e.g. " All modern conveniences such as dishwasher, microwave..." or "This property benefits from full central heating..." etc. – be as descriptive as possible, tell the potential customer as much as possible about your accommodation and what you offer in facilities. The more they know, the less they need to come back to ask.... AND the more likely to BOOK!

11. **LOCATION MAP:** The Postcode field generates the link to Multimap and the information box adds a comment. **DO NOT LEAVE IT BLANK!** You should check your map when it is loaded and see how accurate it is. The red circle locates on the centre point of your postcode, so it may not exactly show where your property is. **CAUTION:** You may feel it best **NOT** to show precise locations (as with Ordnance Survey systems) so that you do not show undesirables where to go to help themselves to everything you have carefully described in your sales pitch, e.g. wide screen T.V., video, DVD, Hi Fi, Microwave.....etc.

12. **Notes about your locality:** Use this part of your web page to stress what is available locally to enhance the holidaymakers' experience.

AND FINALLY....

Footnote: This footnote appears **in bold** on your page. It might include additional comments such as "We live on-site so are always available if required" or whatever. Do not use it for special offers, as these will appear elsewhere on the page and site.

AND REALLY FINALLY....

NB The property will not appear on the website until payment has been received. When you send your cheque, please include the property name in your covering letter. You may include up to 3 photographs you wish to be added to your page (though these should preferably be emailed!) and the website is **for WASCO MEMBERS** so it is imperative that you keep your WASCO membership paid up to date (Jan to Jan) even if your web anniversary is a different period.