

CONTENT MANAGEMENT FOR GOLF CLUBS

UPDATING INFORMATION AND CONTENT VIA THE CLAYMORE PROJECT DATABASE

APRIL 2009 UPDATE

THE CLAYMORE PROJECT:

The Claymore Project is a content management system for the tourism industry designed to increase the flow of information from business and tourism operators across the country to their target audience.

Each business has their own unique user name and passwords and has free access to input and update their information, news, events and images on a real time basis.

The Claymore Project is being used across all areas of the tourism industry powering individual hotel websites or providing live data for tourism portals or destination marketing organizations.

The premise however remains simple the best information available is directly from the source. The operator – hotel, golf course, restaurant or visitor attraction – remains in control of what is published and when it is published.

This guide has been designed to ensure that your business makes full use of the functions available through The Claymore Project

ACCESS:

The administration panel can be accessed by clicking on

www.theclaymoreproject.com/admin

and entering the unique user name and password below.

User Name		Password	
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There is a full online help facility which you can access immediately but the following notes may be of some assistance.

HELP FUNCTION

Throughout the pages there are help icons. Click on the Question Mark and you'll find some hints and tips on best practice.

METATAGS

There is the ability to update the metatags on each section of the content management system. The main requirement is for accurate descriptions to be entered on the introduction page as this is the section that is most published.

However if The Claymore Project is driving an individual website the user has control of all the search engine tags required to optimize each page separately.

The following information should help when writing the tags.

- **Title Tag:** Write the title tag based on your most important words and phrases in a sentence that describes effectively what you are offering. Vary the title tags on the other main content pages of your website to reflect the message.
- **Description Meta Tag:** The description Meta tag should give an insight into the content but it should also contain a couple of the most important keywords.
- **Keywords Meta Tag:** Include all of your keywords in the keyword meta tag but you must not include any words that don't appear in the page text. Of the three tags this is arguably now the least important.

ADMINISTRATION

MY DETAILS

This section must be fully completed before the information will be displayed on the system. Please note that the telephone, email and fax sections should feature one number only. Additional contacts and numbers can be added in the “Add Ons” section – see below

BUSINESS OVERVIEW & GLOBAL METATAGS

BUSINESS OVERVIEW

This box has been added by request from third party users of The Claymore Project; this section should be an overview of the business – who, what, why, where, when and how in a few simple sentences. Restricted to 800 characters or around one hundred words mention business name, location and key activities. This section is increasingly been used as an introduction to the featured business.

GLOBAL METATAGS

The Global metatags should reflect the Business Overview above and will be used where that copy is also used. The explanation of metatags is given above.

SITE APPEARANCE

This section is only for administration users who are using The Claymore Project to power their own websites. If you are putting information into the database for third party or Channel websites this section be overlooked.

UPDATE WEBSITE COPY

Clicking on the Update Copy will expand the menu list. This can also be done by clicking on Expand All at the bottom of this list. The following items will all appear

INPUTTING TEXT

When inputting text into the main Update Website Copy Pages it is very similar to using Word or other word processing tools. The text section has a series of tools across the top.



It is best not to use too many font styles and indeed we recommend not changing from Normal – for headings or titles use the drop down and select Heading 4 as recommended for this purpose.

Copy and Paste: If you are using copy and paste it is worth noting that any imported text will come with “formatting” that you can’t see. To remove this highlight the imported text and click the “Eraser” – this will remove all the gremlins and leave the text clean. **Bullets** can be used in the same way as any word document; we would not recommend using indent at all but certainly only infrequently; The “source” button allows developers to see the code used to convert the text to a webpage. There is no need for this to be used but it is there for specific development use.

The lower line includes the standard Bold, italic and Underline functions. The AA button next to underline allows for text colour changes. Again this is something we would strongly recommend is not done. The default text is black and works best that way! Coloured text can be most off-putting!

Left align, centre and right align are all functional but again with some limited exceptions the content should be left in the default status of left aligned.

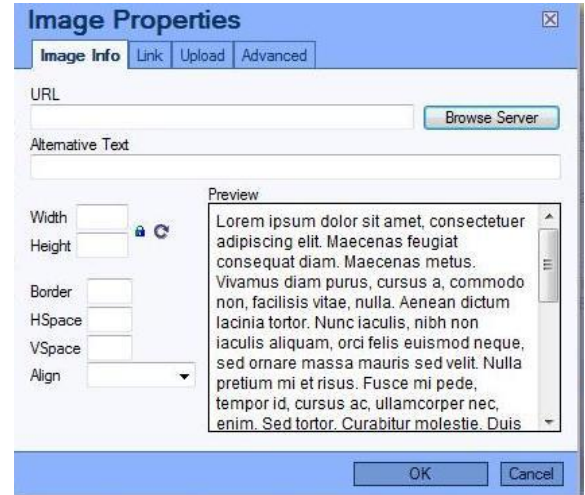
Linking: your web content will benefit from linking copy to relevant external links. Highlight the piece of copy to be linked and then click the **Link Button** – a pop up box will open asking you to enter the website address you wish to link to. Enter the URL and then click on Target. We recommend selecting New Window from the drop down list ensuring that when anyone clicks the link they won’t close down your webpage. Once you’ve done this click OK and the link will be uploaded.

Upload Images: Clicking the landscape picture icon allows you to **upload images**. Click the icon and a pop up window will open; to upload an image click “Browse Server” which will now open your File Manager pages (see section below for more information) If you have the image already uploaded into your Images folder you can just click on it and upload – if not click on **Upload** and then **Browse** to find the image from your computer. Once you have selected the image it can then be uploaded into your webpage by clicking Upload Selected File.

You will be returned to the Image Properties Pop Up Box (on the right)

Alternative Text should be completed with a short description of the photograph. This helps search engines find images. For example Barassie Links, Ayrshire 7th Hole.

The width of the image is important in how it sits and can be manually set. For third party websites we suggest not being too fancy with image layout and strongly recommend a consistent size of image probably 160 or maximum 200 width. The height will be automatically adjusted to keep the perspective.



Normally leave border, Hspace and Vspace blank; Align we would recommend being set to the right for standard images although it is possible to adjust this and have images set anywhere. Right aligned ensures that in template pages the text flows and is not interrupted by erratic images. You can also create a link directly from the image into another website; click on the Link Tab and type in the URL including this time the http:// before the www. And again set the target as New Window.

Once complete hit OK.

The last three buttons on the line are Insert Table – tables can be problematic in layouts and where possible should be avoided; Insert Line is useful for breaking up text on pages and simply inserts a solid line below a piece of copy; the last one allows insertion of non standard characters into the text.

INTRODUCTION

This section is intended to give an overview of the golf club and facilities and should be written to encompass the main selling points of the golf club. It should mention location, style of course, benefits and where appropriate special offers. This section should be around 200 words in length. If featuring images we would always recommend that the images are 160 pixels in width and right aligned - at the largest 200 pixels. By keeping the images to the right the flow of text is not broken.

META TAGS

There is a MetaTags button below the main section. Click on this to open and then add and edit the copy. These metatags will be used as the main tags for any web pages using the information and we recommend you take ten minutes to complete them. There is a help icon (the question mark) which will assist in writing these tags to maximise searches

HISTORY AND HERITAGE

Allows the golf clubs to go into some detail about how and when the club was formed and use key history facts and figures that can help with specific searches on search engines. Highlight course designers, dates of formation and any relevant information about course changes, past events and important members.

FEATURED OFFER

The Featured Offer section allows golf clubs to promote information on special offers for golf, or membership or packages with other operators. Again the text should be written easily and it should be remembered that you can embed links to your own website pages by highlighting text and clicking the link button.

META TAGS

The Meta Tags will only usually be necessary for this page if it is powering the golf club's own website but they are worth writing.

VISITOR INFO

This is intended to give the potential visitor an overview of the information a visiting golfer may require at a glance. It should include information on green fees, club rules and dress guidelines, catering information, availability and costs of caddy and cart hire information and even pricelists for lessons and other such ancillaries . Where possible use small chunks of text and bulleted lists as this is easier for the site user to skim through. Again from a marketing point of view try and write what visitors CAN do rather than list of what they CAN'T do.

CLUB FACILITIES

This is intended to give the potential visitor an overview of the available facilities at a glance. We recommend it should include information on car parking, changing facilities, security, practice facilities and catering arrangements and times. Where possible use small chunks of text and bulleted lists as this is easier for the site user to skim through. Again from a marketing point of view try and write what visitors CAN do rather than list of what they CAN'T do.

GREEN FEES

A specific page has been set up for the representation of green fee and any associated booking information. There is a table available on request which can be embedded into the page to make it easier to present information.

CLASSIFIED AD

This section is not currently active on any third party websites and does not need to be completed.

THE 19TH HOLE

The 19th Hole has been added into the system to allow golf clubs to recommend what their visitors may do after their game is over. This section can be used to promote in-house facilities or give an overview of places to eat, drink or visit in the immediate area. It adds some local knowledge to the site which visitors are increasingly seeking.

LOCATION

This section complements the Google Map that is built into the website. This should give clear and concise directions to the club by Road on main routes. Where appropriate rail, air and sea access links should be promoted to highlight the ease of access to the golf club for visitors from further afield.

SCORECARDS

The section is simple to update but takes a few more minutes but once in provides an easy to update. To add a new scorecard simply click add. To change or update information, select the appropriate course and click Edit.

Enter the full course name; the Description should be around two hundred words highlighting the key points of the course – links, parkland, hilly etc. This is the marketing statement introducing the course.

The scorecards itself is simple to complete and you can tab through each of the boxes. Total yardages and pars are calculated automatically. If you have more than once course or layout these can be added separately on the same page.

PRIVACY STATEMENT

There is a standard privacy statement inserted into each site. If a golf club has its own policy this can be updated here. There is no requirement to complete this section currently.

DATA PROTECTION

Like the above Privacy Statement, there is a standard privacy statement inserted into each site. If a golf club has its own policy this can be updated here. There is no requirement to complete this section currently.

CUSTOM PAGES

Custom Pages are only available to those subscribed to Sitebuilder Pro. Contact us for more information should you wish to use The Claymore Project to power your own website

UPLOAD IMAGES AND FILES

This section allows users to upload images and files for use on the website. The process is quite simple to achieve.

FILE MANAGER

To upload images, document or PDF files click on File Manager. This will open a new window with three folders

- Files
- Images
- Flash

FILES

To add word documents or PDF's with club information or booking forms or menus simply click on Files to highlight it. Then select **Upload**; to locate the file click the Browse button and locate the file you wish to upload from your own computer. Once found click **Upload Selected File**. And the file will be uploaded to the server.

IMAGES

The same procedure is followed when uploading images. Highlight Images; click Upload; Browse your computer; Click Upload Selected File. These images will now be stored on the server for use in any of the above sections.

GALLERY

This section is now redundant and is only used for older client sites. It will be fully disabled shortly.

IMAGEBANK

This section is now redundant and is only used for older client sites. It will be fully disabled shortly.

OPTIMISE WEBSITE

GLOBAL METATAGS

This section is superfluous for golf clubs. All metatag information should be entered in each section as highlighted above.

WEB 2.0 ACCOUNTS

GOOGLE MAP

Google maps are the preferred map for The Claymore Project. Once entered once the map will then be used for individual pages featuring the business location and aggregated for other tourism portal websites automatically without the user having to do anything further. When clicking on Google map the map will open with current location. If it needs to be amended it is possible simply to enter the postcode or location and the correct map may be automatically found. If the Map Pin is in the wrong location it can be grabbed by right clicking the mouse and dragged to the correct location. When happy with the new location simply click save in the top right.

WEB 2.0 ACCOUNTS

The links on this page provide access to the login and signup pages for a range of Web 2.0 websites. As part of The Claymore Project's Sitebuilder and other development services we may have already created accounts on your behalf. In such cases the account login details will be stored in the Web 2.0 Account Login Details section below. These can be created on behalf of the golf clubs separately and we would recommend that consideration is given to utilise as many as possible. These services are available separately on request.

NEWS AND EVENTS

NEWS

If you have any stories of note – and they needn't be earth breaking – please publish them. This is the easiest way to get your information out to the wider target audience. New pricing, personnel starting, refurbishments – anything related to the business should be published. This will then feed directly into the news sections of your pages and the relevant websites. Click on News; to add an item click Add News at the top of the page; when open write a Headline (no more than half a dozen words); Description should be a around twenty to thirty words summarising the item; The Body Text section allows for full pre releases and can include images and links to external sources. You can also upload links to PDF documents and files if required.

EVENTS

This is driven in exactly the same way as the news feed and if you have any golf events, or entertainments or any type of event this is where it should be added. Remember it will populate other websites as well so is worth taking ten minutes a week over.

Click on Events; Add Events; The event title should then be entered; the dates then can be entered (if a single day event the same dates should be entered for start and finish); All other fields are then used to give as much details as required about the event. These are text only fields and cannot feature images.

The bottom drop down allows for a description of the event for search engines. Please select the appropriate Category (probably Sports)

ADD ONS

Add ons allow the users to update information that may be of some use beyond their own website/s.

CONTACTS

The contacts section allows you to add the contact details of your team and their individual titles and email addresses. This will allow different users direct access to the contact details of appropriate personnel. For golf clubs this should include specific contacts for catering, tee time bookings or pro shop. You can view your current contact list or click Add New Contact; The fields should then be all completed – Job Title, name, Telephone and email address. There is no limit to the number of contacts.

JOB VACANCIES

This feature allows accommodation providers, golf courses and operators to advertise their staffing needs. The detailed section will allow for the publication if required of full job descriptions and specifications in a systematic manner and the vacancies will be listed on the appropriate websites. Once again this is a very powerful and totally free benefit for The Claymore Project users and we ask that you advise your personnel department of its existence.

FAQS

To assist in handling your problems or system errors we have created an FAQs section which allows you to ask questions on the system. This is the quickest way to find out about how to do something and our team will come back with comprehensive solutions normally within twenty four hours.

TOUR PACKAGES

Similar to news and events this allows golf clubs to add packages directly into the system. These packages may be in conjunction with other accommodation providers, tour operators or other golf courses. Users should select the Package Type and Activity from the drop down lists; if the package has an internal reference it can be listed along with the Package Name; the details of the package can then be entered – date range available, no of nights (if with accommodation), accommodation, prices and supplements. There is then a tick box for the package location or locations if a tour. This drives the searches form third party websites.

PREMIUM ADDONS

Custom Pages are only available to those subscribed to Sitebuilder Pro