

Virtual Arkansas.com Extranet Training (1/6) – Q&A Review

Question: Will the materials be available after the webinar?

Answer: Yes, you should receive an email tomorrow with a recording of the webinar, as well as any materials and links we shared during the presentation.

Question: How many photos can I add to my listing?

Answer: You can have up to 20 images on your listing.

Question: What size should my photos be?

Answer: At least 800 pixels wide

Your image must be at least 800 pixels wide. If you are having issues with uploading the images, it is probably too small or too large. Try resizing and uploading.

Question: Why isn't my date saving on my event

Answer: Setting a date requires you to choose a beginning and end date even if the event is a one day one. For example, if an event is on December 3 you will select December 3 twice to create the date. Then you can choose which time the event takes place and do not forget to click on the green add date button to save your progress. Also refer to our how to video which goes over the dates for events as well.

Question: How many categories can I select for my listing? Why are they limited?

Answer: You can choose up to 5 categories for a listing; this way, you are displaying to the most relevant audiences. You can also change your listings seasonally. Also, if you have two businesses in one property, like a hotel and a restaurant, you can list those separately. That would then allow you to select up to 5 categories for each of those separate listings.

Question: How do I get a featured listing?

Answer: Reach out to your CJRW salesperson; if you don't know who that is, either Colton or Melissa can connect you.

Question: If I have an annual event how do I update the dates without adding it as a new event?

Answer: You can add multiple dates to an event to show that it is an annual event. Simply create your dates and click on the green add dates button each time you create a date. It also helps to mention in the description of the event that is a multiple date event or an annual event.

Question: Is it free to create a listing on Arkansas.com

Answer: Yes! It is absolutely free to create a listing on Arkansas.com.

Question: What is the best way to make this a priority for local businesses? What's a good best practice for business owners to come back and review their listing? Once a year or more?

Answer: We recommend going into the Extranet to make updates anytime information with your business changes. It's always a good idea to go in and check your listings and update new photography throughout the year as well.

Question: In the analytics, is it possible to see where people are checking in from? Can we see how many people are looking into our business?

Answer: Yes, you can see the number of people engaging with the different conversion points in your listing using the Dashboard tool within your account on the Extranet. Unfortunately, we do not have the ability within the Dashboard itself to see the location of users and where that traffic is coming.

Question: As a Chamber of Commerce, I represent 4 cities. Can I add all four cities on one listing or should I make them separate listings?

Answer: There's a few different ways you could tackle this one. You can create one account with 4 different listings or just have one listing as the Chamber to promote those cities. If you create an account and make your listing as the Chamber, you can create events for those different cities.

Question: How does search work and do we need to consider keywording like SEO - meaning if someone is looking for something in another region can we retarget and get them. Or, is that a capability of paid ads? Can you target or retarget for searches?

Answer: Search and SEO work on Arkansas.com the same way they do on your websites and in Google Analytics. The rule of thumb is to accurately describe what your business is and what you provide to a traveler in plain terms. For paid ads and retargeting, you should reach out to the CJRW co-op team (contact info provided within the slides presentation on slide 45).

Question: Would short term rental owners have separate listings for each cabin/cottage?

Answer: Most users do have a separate listing for each cabin/cottage to show off pictures of each rental property. This also helps if you have different rates for your cabins and cottages. There will be a description option, that shows up under the photos on Arkansas.com, where you can explain how your business operates.

Question: Is it possible to tether to another business so travelers can create a whole day plan?

Answer: From the traveler side, we organize businesses and organizations by categories and locations, rather than their connections to other businesses. That way, users can easily find the information they are looking for if they are searching by city, region, or business type. While the travelers do not see businesses "tethered" together, we make it easy for businesses and organization to add or edit multiple listings under the same account. If a business owner manages a hotel and a restaurant, for example, they would just need one login to view all of their properties, edit their information, and access the reporting dashboard.

Question: As a chamber of commerce/tourism leader what best practices have you seen in other communities/states for making this type of thing a priority for local business owners?

Answer: Becoming a DMO on Arkansas.com is probably the best way to help your community on the Extranet. Becoming a DMO allows you to create and edit listings in the county you are a DMO in. That way, if local businesses don't have the time to get on Arkansas.com you can do that for them. You also need to communicate frequently with your partners to let them know about these free opportunities, about these trainings and to share resources and examples of success.

Question: Can you share an example of a good listing on Arkansas.com?

Answer: Keeping in mind that there are a lot of factors that go into being a "good" listing, but these are some examples that do a great job of having updated information, images and utilize the Extranet tool very well: [Superior Bathhouse Brewery](#), [The Great Passion Play](#), [Crescent Hotel](#), and [Turpentine Creek](#). The idea being it doesn't matter how big or small your business, featured or unfeatured, you can still have a listing on Arkansas.com that looks just as good as these.