# The Direct Bookings Property Content Set Up Guide

elina

Part 1.

How to set up your property content in elina.

Step 1. Area Content: Names and Descriptions
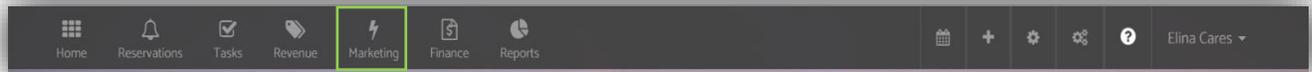
Select in the navigation: *Marketing > Property content > Area*

Here we want to give the guest a sense of the local area, the surroundings, highlight any local attractions and eateries, services, or shops that are nearby.

1. Add title of the Area. This may be a building name, or property name, or a destination, resort, or grouping – all depending on how you manage and market your properties directly and on OTAs
2. Add description, eg:

"*Luxury and modern apartments in the heart of Edinburgh. Discover the history of Edinburgh Castle and the National Museum of Scotland. Enjoy the beauty and tranquility of Princess Street Gardens and Arthur's seat, and sample some of the finest cuisine that Scotland has to offer! Only 0.2 miles from The Scottish Whiskey Experience and the Scottish National Gallery. Edinburgh City Apartments is a super base for you to explore Edinburgh.*"
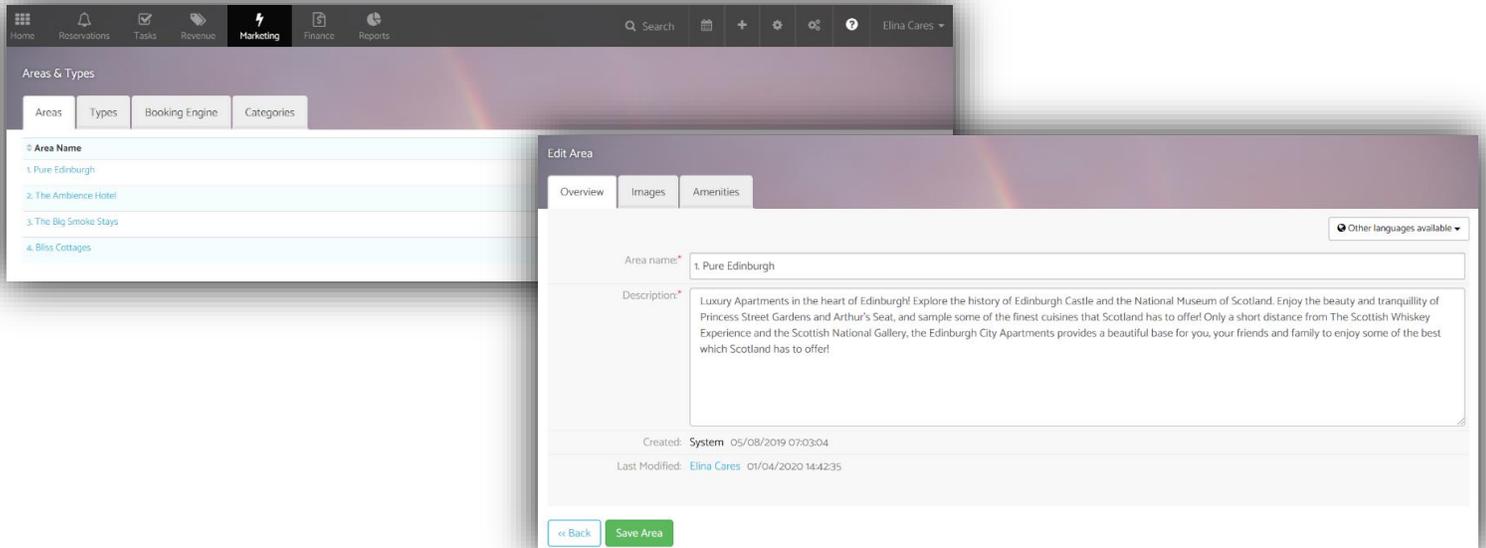

Helpful tips! Research and write about popular tourist attractions in the Area description, including mentioning the distance to in meters, km or miles. For example, we are 0.2 miles walk from Tower Bridge.

Step 2. Area Location Images

Next upload images of the area and location of your property.

1. Add Area images - the main image will be the first shown on the area in the booking engine
2. Add images of the popular attractions in the area
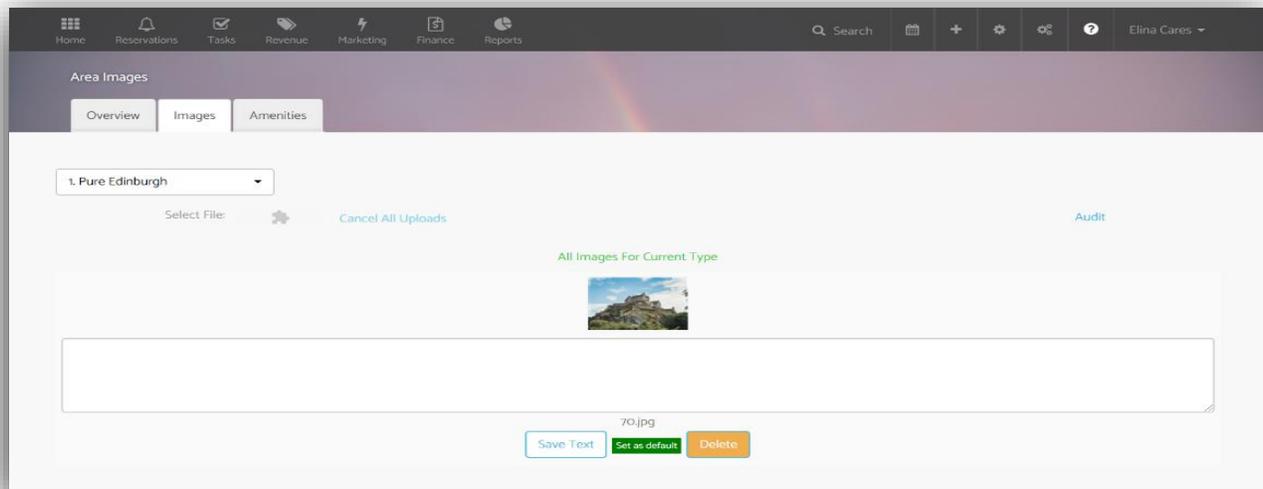
3. Add some external building images as they increase conversion rate. Guests want to see the exterior of the building they are staying in.

Helpful Tips! Add images of the area location, showing the property in its community, habitat or on its street. If you are marketing a destination, focus on a mix of destination images. Pick out colourful and bright images on sunny days. Look on free images website like Unsplash, you might find some beautiful pictures you can use.

Step 3. Type Names and Descriptions

On the top navigation select *Marketing > Type*

A type will be a room type, apartment type or a villa for example and link to units within the type. Here is where to get the key marketing information correct on this type of accommodation.

1. Under 'Types' select 'edit

2. Make sure you are in the 'Overview' section of the property type, where you can manage the marketing name and short term. The marketing name is the name that appears in your booking engine and in your easypro website. The short name is an internal name used only within the elina admin system.

3. Add your property marketing name to the Type.

4. Add your Type short name – this is so it is easy to identify in the backend. For example, one bed superior apartment / short name would be: 1B-Lon – this is so it is clear according to the area (Birmingham)

Examples

Here are some thought out examples. Of course, these are just examples and you should name Types for marketing on the booking engine and Easypro websites what works for you, also the best short (internal) name for your staff.

Marketing name	Short name
Double room with Seaview	DB_Sea
One bedroom apartment	1bed
Two bedroom apartment with two bathrooms	2bed2bath
Double or Twin Room	DB_TW
Four bed cottage	4bedC

In elina if you have multiple Areas it is helpful to add an area reference to the short name of a Type. If the Area was London, then the Type names would change as follows.

Marketing name	Short name
Double room with Seaview	DB_Sea_Lon
One bedroom apartment	1bed_Lon
Two bedroom apartment with two bathrooms	2bed2bath_Lon

If you have multiple areas within a destination, then use something like a street name or postcode to highlight in the short (internal) name for the Type.

Marketing name	Short name
Double room with Seaview	DB_Sea_SW15
One bedroom apartment	1bed_RichmondRd
Two bedroom apartment with two bathrooms	2bed2bath__Mayfair

Follow these guidelines and the system admin and the booking engine will be set up better for your guests and staff.

Helpful tip! Name the property the same on your website as it is named on Booking.com. This increases the chance that when the person looking to book copies and pastes the name into Google, or Bing, for example that they find your website directly.

Step 4. Type Bedrooms and Bathrooms

1. Add in how many bedrooms and bathrooms the Type has.

Step 5. Type Occupants

Question

Do you market your accommodation to persons, or adults, or do you market the accommodation to families, so adults and children?

If you market and accommodate based on a classification of person, so an adult is aged 16+ and children aged 2-16, then you need to enable 'Persons classification' in Mission Control.

To set this up initially, go on the

Mission control > Marketing > Manage Person Classification

E.g. 2 adults and 1 child, the maximum capacity field should be 3. This is so it is clear when the user is browsing
Update how many person/s sleeps in the property – adults and children (if you do not see this you have not set up Person Classification.)

Step 6. Type Long Description

Use this copy to market this type of accommodation and share all useful details.

- Example: *"Experience a unique contemporary design and permissive comfort with this stylish 1 bedroom apartment, situated in one of London's most diverse boroughs and popular tourist attractions. Believe to feel instantly at home with our luxury-esque surroundings, designed by well-known interior designer Tim Kay. A 2 minute stroll to London Bridge station with easy links into the underground, which means you'll be spoilt for choice for things to do. Indulge and experience the beautiful view overlooking the river themes and the bright city lights, ensuring you an unforgettable stay. "*

Step 7. Type Short Description

Use the short description to highlight something in particular:

- Room sizes
- Guests reviews
- Wi-Fi speed

Short Description: We recommend no more than 200 characters in this section. You are currently using 15/200.

725 square feet

Created: System 05/08/2019 07:05:26
Last Modified: Elina Cares 22/07/2020 16:28:33

‹‹ Back | Save Type

E.g. short description: *Overlooking the River Thames, stylish studio offering luxury-esque atmosphere whilst still feeling homely. Positioned in heart of London City with quick access into London underground. 46 square metres.*

E.g. customer review: *Our stay at Birmingham City Apartments was a fantastic stay with my husband and son. Very comfortable double beds, luxury amenities in bathroom with excellent shower. The Wi-Fi was very fast which was very helpful as most places have weak Wi-Fi signal. I would definitely be booking here again in the near future without doubt.*

Step 8. Type Languages

To translate your original type content in another language, this can easily done via [Google Translator.](#)
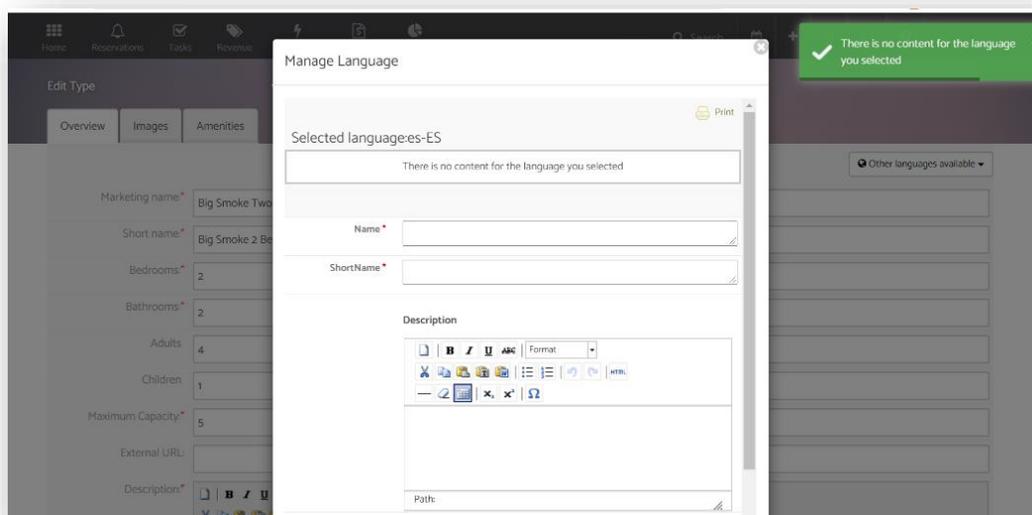
Step 9. Type Geo Codes and Maps

The elina platform has an integration with Google Maps and we use them to display your properties and geo-localise them.

To set up your GEO code:

1. Add your address line 1

2. Postal code

3. City
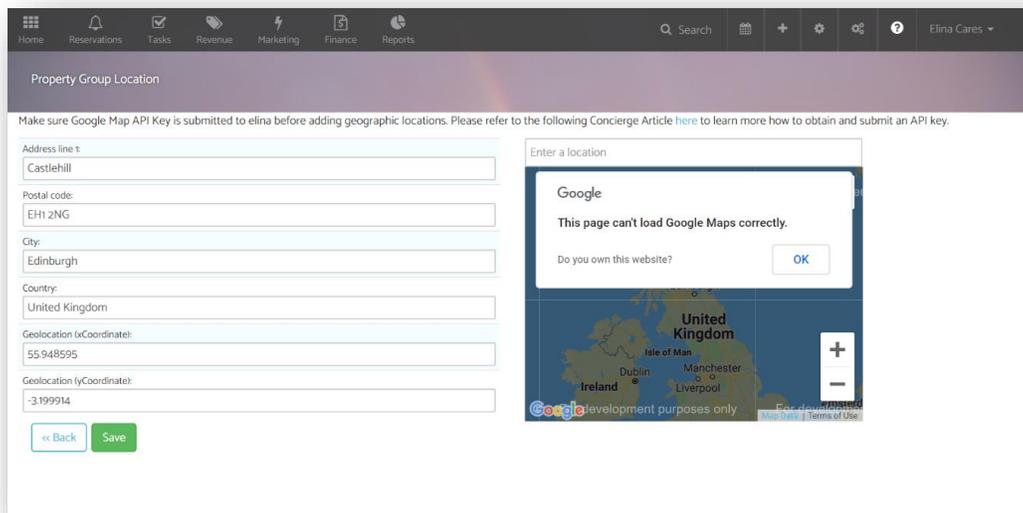
4. Country

As elina has an integration with Google Maps which requires an API key in order to work. This is so the properties are displayed to users. Here is more information on how to do this.

Step 10. Type Images

Show-off your properties in the best way possible through your images.

1. Select *Booking engine > Images*
2. Upload the images of the property via the green 'Select File' button
3. Select 'image' for the property which will be displayed as the main image
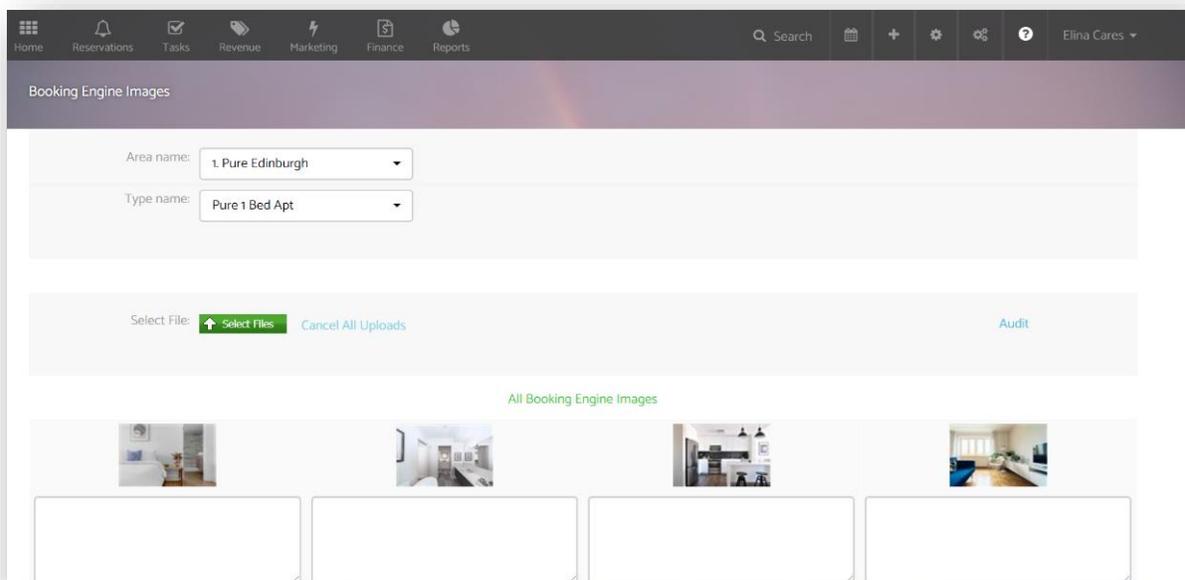
Helpful Tips!

- Take a minimum of 4 images for each room type, at least 1 image of the bathroom in each
- Take a minimum of 24 images of the property
- With larger multi-bedroom apartments, you don't need to take photos of every bedroom
- Photograph any unique room features e.g. views, balcony
- Bathroom images should include ambient lights turned on, clean mirrors, spotless shower/bath-tub, shower curtains open, toilet lid closed, no toilet paper or bins
- Amenities e.g. bathrobe, slippers, complimentary toiletries etc.

Step 11. Type Amenities

In the amenities tab, you are simply just ticking the amenities that your property provides e.g. Air conditioning, balcony, fast WiFi.
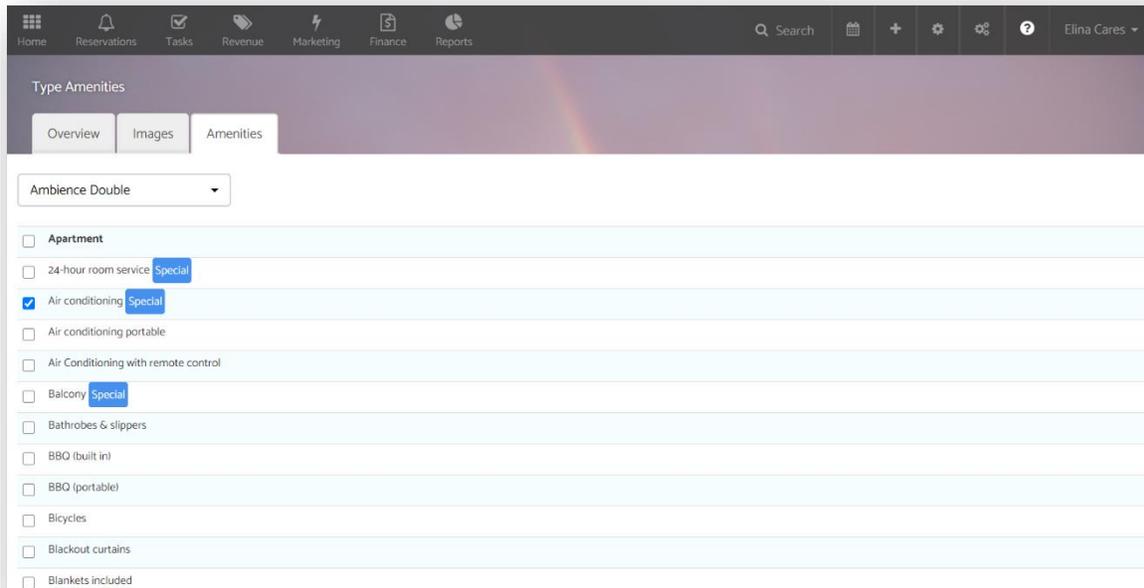
Helpful Tips! Many people tend to look for specific types of amenities that a serviced apartment or other accommodation provider offers. Here are a list of examples of some popular amenities that are searched for: location is key, family-friendly, pet-friendly, free fast Wi-Fi, modern and comfortable décor and style housekeeping.

Step 12. Booking Engine Results

Part 2.
How to market your property content in EasyPro websites

Did you know that the property content syncs across from elina to the Easy-Pro website? That is *type name, type descriptions, type amenities, type map and location, and type images.*

Here are the extra's that can be done to make the most of marketing your properties on your direct website.

1. Titles

Add the 'Page H1 Title.' The H1 element represents a level 1 heading which displays as the first title before your content on any page. This is important for SEO because this helps your website rank better in search engines.

Ideally the H1 should include the name of the property, and match the name in the booking engine. Also by using keywords in your H1 tag, this helps search engines understand what your page is about.

2. Main Image

Then you'll pick a catchy main image. This would be displayed as the first or 'selling' picture for that property.
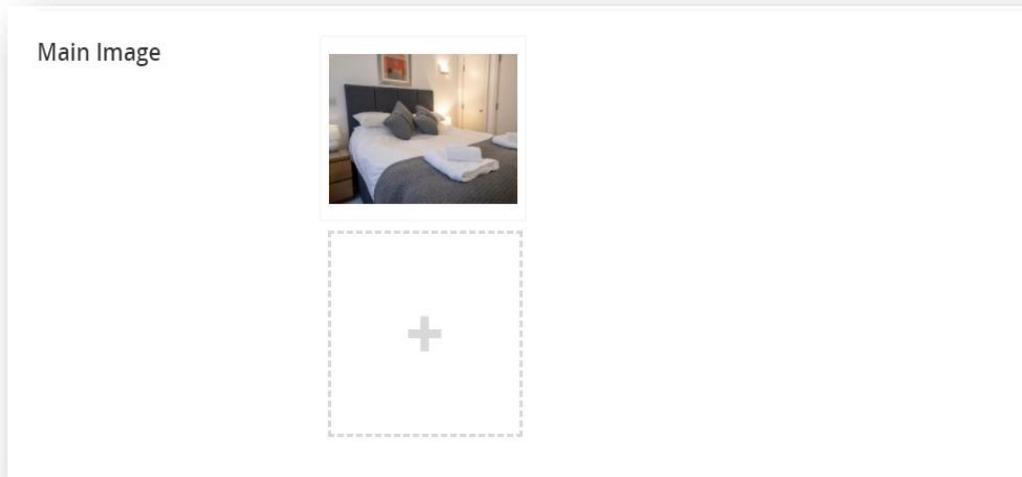
3. Description

For best SEO practice, it is highly recommended to explore keyword research for the property you are marketing on the website. For example, if your apartment is a one bedroom apartment in Birmingham, you would want to research terms in Google Ads Keyword planner such as:

- Birmingham one bedroom apartment

- Birmingham accommodation

- One bedroom apartment Birmingham

It is important to check to alongside the keyword average monthly searches and competition level as this will help you be aware if a particular keyword / search term is worthy of having the main keyword for your property page.

The primary keyword should be in the description 3-4 times, which means the description should be changed in their elina section as this is the content that syncs.

Content Related Links Thumbnail Map Key Features Elina Booking Engine SEO Properties

Page Description

Deluxe apartments offer no compromise. Located in the heart of Bristol City Centre, you can enjoy Bristol in your own way, perfect for a self-catering holiday.

The One Bedroom Deluxe City Centre Apartments offer luxurious and spacious accommodation in central Bristol. Everything you need is at hand, you'll find a fully equipped modern open plan kitchen complete with all the utensils you could need for your self-catering holiday.

You will also find, Free WIFI Internet, a flat screen TV and a DVD player. The one bedroom deluxe serviced apartments offer unrivalled holiday accommodation in an unbeatable location.

Our double rooms in Bristol city centre have the room and comfort you need for a weekend break. Our holiday apartments in Bristol are located right in the city centre, giving you a base to explore all the city has to offer.

Helpful Tip! The primary keyword ideally should be within the content minimum x4, including in the H1 page title and meta description.

4. Image Gallery

The image gallery is where you can upload all your property images. It is rec-
ommended there should be a minimum 24 images.
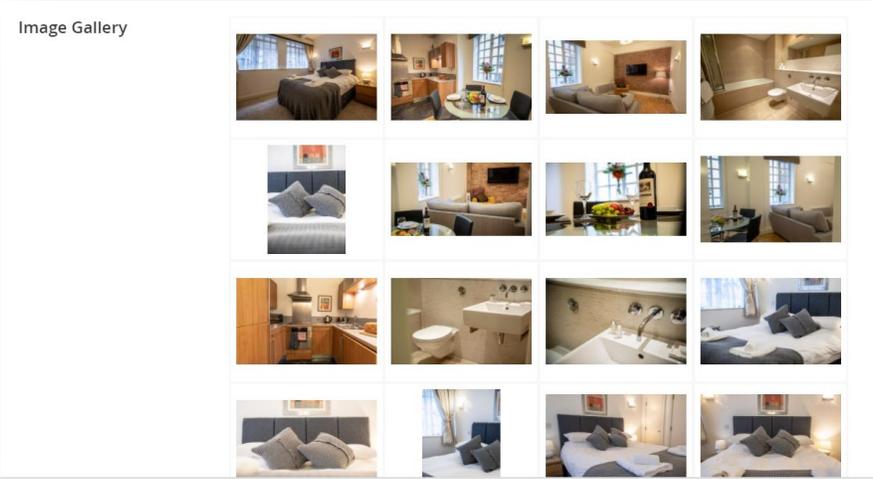
5. Thumbnail

Select the same image as the 'Main image' and enter the short page descrip-
tion.
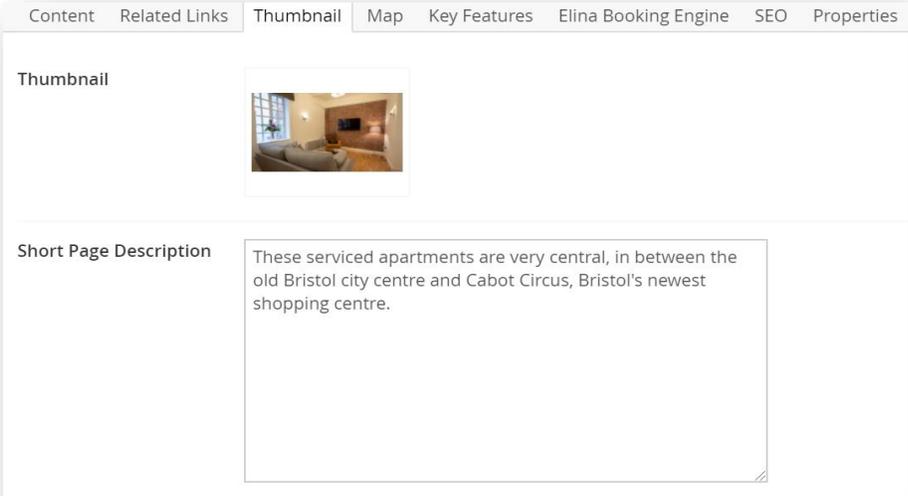
6. Key Features

Enter price per night, size (ft), no. of beds, custom types, type of bed, no. of guests, general amenities, amenities highlight, distances (to local attractions), offers parking tick box (tick if your property offers parking.)

7. SEO

Enter the 'meta title' which should include the primary keyword that you had selected to put in the property description. This also applies to the 'meta description' which should be a short description of the property content including the keyword.