



## Outline for WebLink and OwnerLink Webinar Tuesday, February 17, 2009

1. Demo of WebLink/OwnerLink
2. PropertyPlus – What information goes up to the website?
  - a. Owner Codes
    - i. Usernames/Passwords/Email Addresses
  - b. Property Codes
    - i. Name of the Property
      1. Code vs. Address 1
    - ii. Address, City, State, Zip
      1. Important for Google Maps
    - iii. Grouping, Areas, and TO Types
      1. 2 of the 3 fields can be used to search online as “Location” or “Type”
    - iv. Attributes
      1. To change them go to file setups / actions / property maintenances / property attributes
      2. Turn Days
        - a. Only use this option if the turn day is Year Round
    - v. Images
      1. Up to 20 per property
      2. Need to be 250kb or smaller and .JPG format
    - vi. ISILink Tab
      1. Channel Partner Attributes
      2. ISILink Periods
      3. ISILink Description
        - a. HTML Rich
        - b. Here is an example of using HTML to add a hyperlink to your description:  
  
<a href ='http://pan360tours.com/inlinevacations/18cse1.htm' target ='new'>CLICK HERE FOR A VIRTUAL TOUR</a><br>
  - c. Travel Agents
    - i. Username is the code, password is the Agent IATA Number
  - d. Using GuestLink for HTML
    - i. Go to Reservations / Tools / GuestLink

1. Go To the Template Tab
    - a. Create a test template and use it to create HTML and then copy and paste
  - e. System Parameters
    - i. Quick launch to file setups / actions / system setup maintenances / system parameters
      1. Go to the TCP/ISILink Tab
      2. You can change the reservation types or choose what info is quoted in the thumbnail price
      3. You can also select what is considered "Type" or "Area"
  - f. Source of Call Reports
    - i. Reservations / reports / management reports / source of call report
      1. Use this report to check for bookings every day
3. Using the WebLink Administration Site
- a. <http://secure.instantsoftwareonline.com/stayusa/admin>
    - i. If you do not know your username and password, contact [support@instantsoftware.com](mailto:support@instantsoftware.com)
  - b. Customer Site Configuration
    - i. Search options
    - ii. Property Display
    - iii. Attributes
    - iv. Website Text Paragraphs
    - v. WebLink Options
    - vi. Adding Specials
  - c. OwnerLink Site Configurations
  - d. StayUSA Program and Channel Partners
  - e. Guest Reviews
    - i. Flipkey.com
    - ii. What are the benefits
  - f. Property Maintenance
    - i. Using this area to create turn days for certain times of year only
  - g. Customer Reporting
    - i. Reference and HTML links

If you have any questions, please contact Client Care at (866) PHONE ISI (746-6347)