



# Websites Implementation



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# 01 Going online



Once the website has been validated by the hotel owner and the information entered in the back office, the "Booking Website" can go live.

2 solutions are possible:

- Modification by the hotel of the IP address of the Web server Type A.
- Provide us the domain name access.

## 1.1 IP address modification

The hotel makes or asks the person who manages their domain name to make the following modification:

**From the Dashboard management of your domain name**

**Add a type A record (if it does not exist) or modify if it already exists and set the IP address above 51.75.7.135**

**Once the modification has been made, notify the implementation team to finalise the procedure.**

## 1.2 Domain name access

**Ask the hotel for the domain name access, i.e. the login and password of their provider (OVH, Godaddy...).**

**Send them to the implementation team.**

**We will carry out the necessary checks and modifications to be able to put the site online. It is possible in some cases that the hotel may need to activate some specific functionalities such as DNS zones.**



## 02 Google My Business



The Google My Business page is essential for the website's referencing. It is important that the informations entered are correct, the photos updated and to check and reply to reviews posted.



## 2.1 The hotel has access to Google My business

If the hotel has access, it can consult and make the necessary changes.

- Open the mailbox set up when creating the Google My Business account.
- Click on  at the top right and choose  or connect via the link [https://www.google.com/intl/en\\_en/business/](https://www.google.com/intl/en_en/business/) (always with the mailbox open).

If the domain name is the same as the one previously used by the hotel, there is no action to be taken.

If the domain name is different from the previous online site, the link must be modified in "Info" then The change must be accepted by Google.

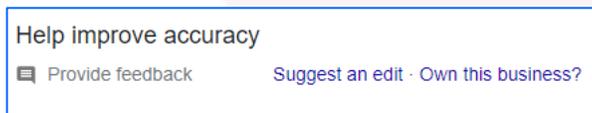


## 2.2 The hotel does not have access to Google My business

It is possible that the hotel no longer has access to Google My business or that it has not validated its page.

The hotel manager can ask Google for access to his page or create it.

While waiting for Google's response, the hotel can click on "Suggest an edit" (at the bottom of the Google My Business page) on the browser, then "change the name or other information" and insert the new link to the hotel's website. Repeat the operation several times if Google does not change the link.





The hotel can view the procedure to follow via <https://support.google.com/business/answer/4566671?hl=en>

“Request ownership of a Business Profile:

if a Business Profile on Google has already been verified and you're authorized to manage the profile, you can request ownership from the current profile owner. If you try to access a claimed multi-location profile, you can also verify as a site manager.

If you can't find a "Claim this Business" or "Own this business" link on the Business Profile, you're likely already an owner for the business. On your profile, search for a "You manage this business profile" badge.

**1.** To find the Business Profile you want to request ownership of, use either of these methods:

- Go to [business.google.com/add](https://business.google.com/add).
- Enter the name and address of the business, then choose it from the search results.
- Find your business on Google Search or Google Maps.
- Under the Business Profile, click Claim this business.

**2.** Click Continue.

- You'll get a message that says someone else verified the profile. If you're authorized to manage the profile, you can request ownership from the current profile owner.

**3.** Click Request access and fill out the form.

**4.** Click Submit.

**Tip:** The current profile owner will get an email that asks him to contact you and you'll get a confirmation email.”



## 03 Editing the informations of Google My Business



### 3.1 Information



To modify the information Click on " Info " then on  of each part to be modified.

The screenshot displays the Google Business Profile management interface for 'Atlantic Hôtel'. The interface is organized into three main sections:

- Left Navigation Panel:** Contains menu items such as Home, Info (highlighted), Insights, Reviews, Messaging, Photos, Services, Website, Users, Create an ad, Add new location, Manage locations, Linked accounts, Settings, and Support.
- Main Content Area:** Shows the business name 'Atlantic Hôtel' with an edit icon. Below it, the business type is listed as 'Hotel', 'Town Hall', and 'Wellness Hotel'. The address is '237 10 Avenue Hassan II Agadez 04000'. There are several options to add or edit information: 'Add service area', 'More hours' (with 'Add hours' link), 'Add special hours', phone number '05288-43661', 'Add short name', website 'http://www.atlanichoteles.com', and 'Services' (with 'Add a service' link).
- Right Sidebar:** Features a 'Share your Business Profile' section with an advertisement for 'Atlantic Hôtel - Independent Hotels & Motels'. Below this is a promotional offer: 'Start with US\$30 in free ad credit' with a 'Start now' button. At the bottom, there is a 'Close this business on Google' section with buttons for 'Mark as temporarily closed', 'Mark as permanently closed', and 'Remove listing'.

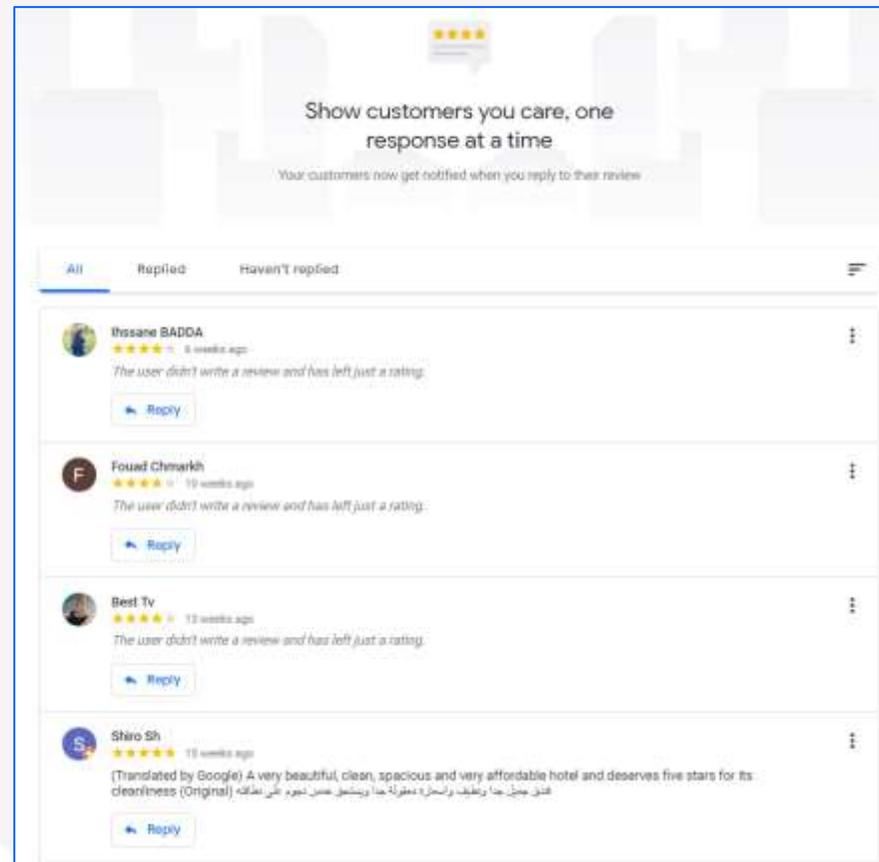


## 3.2 Comments

To view and reply to posted notices Click on "Reviews" and then "Reply".

It is important to respond to customers as on all other platforms.

You can declare a comment as "inappropriate" by clicking on





### 3.3 Photos

It is important that the Google My business listing includes up-to-date photos of the business, not just customer experiences. To add or remove photos click on "Photos".

View photos of the owner, i.e. the manager of the hotel usually, and photos posted by guests.

Guests' photos cannot be deleted directly. However, you can report to Google if the picture does not match the location.

Clicker Click on the photo in question and then click on . Then fill in the form.

**Why are you reporting this photo? (Required)**

- Offensive, hateful or sexually explicit
- Legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

Please share your reason. Examples: inappropriate caption, misclassification.

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**Email address: (Required)**

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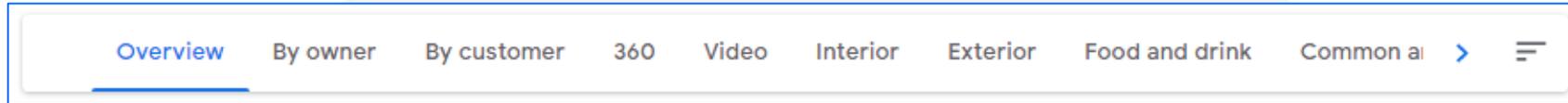
**reCAPTCHA verification: (Required)**  I'm not a robot  [Privacy](#) [Terms](#)



Add a cover photo, i.e. the one reflecting the image of the establishment by clicking on "Cover".

Add your Logo by clicking on "Logo".

You can sort your photos: Interior, Exterior, Food and Beverage, Common Areas.... by selecting the appropriate tab.



To add a photo, click on . A new window will open allowing you to select the photo to be added.

