



## Adding Your Property to EmbraceScotland: A Simple Guide

A screenshot of the EmbraceScotland website's search interface. The page has a white header with the EmbraceScotland logo, a search bar, and navigation links for "Discover Scotland", "Regions", "Inspiration", and "Offers". The main content area features a search box titled "Holiday cottages in Scotland" with fields for "Date" (format dd/mm/yyyy), "Number of Nights" (dropdown menu with "Any" selected), "Number of Guests" (dropdown menu with "Any" selected), and "Keyword". A blue "Search now" button is at the bottom of the search box. Below the search box is a banner image of a scenic Scottish landscape with a river and mountains. Underneath the banner are four filter buttons: "Quality Self-catering", "Experienced Owners", "Local Advice & Insight", and "Book Direct", each with a checkmark icon. At the bottom left, there is a small circular icon with a house and a plus sign, and the text "The best way to stay in Scotland".

### Are you ready to showcase your property on EmbraceScotland?

This simple guide will walk you through every step, from editing your listing to adding images, special offers and late availability.

## Top Tips!

- Click '**Save**' every time you update your listing
- Your username and password could be different from your ASSC member username and password
- Email: [communications@assc.co.uk](mailto:communications@assc.co.uk) for additional support
- Keep your listing fresh with images and text
- Take advantage of "Special Offers" and "Late Availability" for additional promotion
- Ask about EmbraceScotland Inspiration pages!

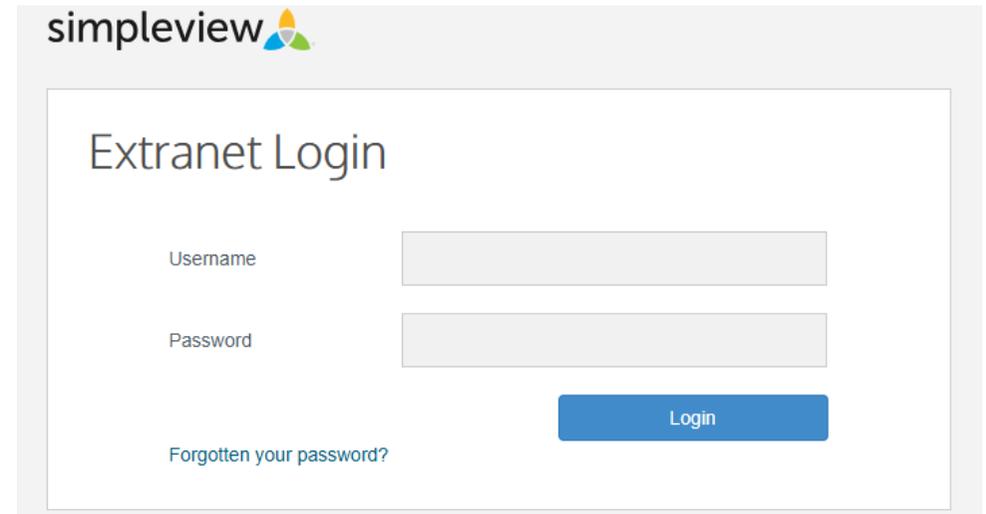
- Once you have upgraded to a 'Marketing Membership', you'll gain access to **Simpleview** – the Content Management System (CMS) used to manage your listing. If you're already familiar with VisitScotland listings, you'll find the system similar and easy to navigate.
- Your Simpleview account details will be emailed to you by [communications@assc.co.uk](mailto:communications@assc.co.uk). Please note these login details are separate from your ASSC website login information.

## **Index:**

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- 7. Rooms (this is where you add your pricing)**
- 8. Links**
- 9. Short-Term Lets**
- 10. Special Offers**

## 1. Logging into the SimpleView Extranet

- To edit or populate your listing, you need to log into the SimpleView extranet. You can either:
  - Login directly using this URL:  
[extranet-uk.newmindets.net/App/Extranet/Login.aspx](http://extranet-uk.newmindets.net/App/Extranet/Login.aspx)
  - Login via the [EmbraceScotland website](#) by clicking the three lines in top right corner > Manage property (blue box)



simpleview 

### Extranet Login

Username

Password

[Forgotten your password?](#)

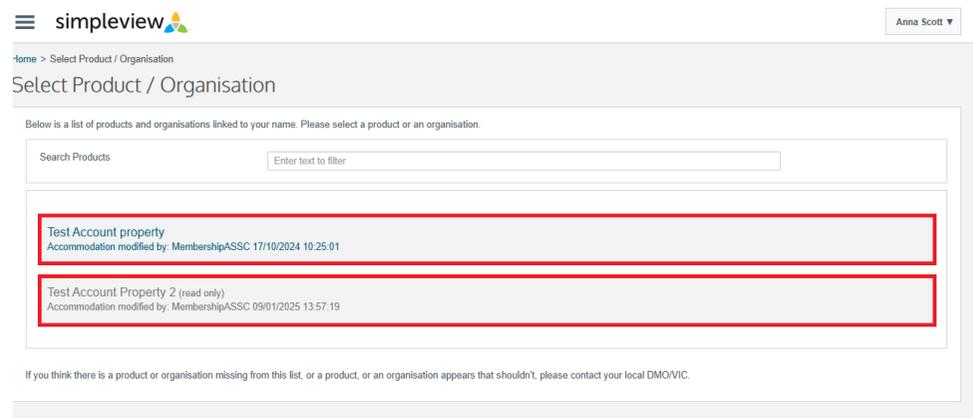
➤ On the Extranet Login screen, please enter your Username (email address) and password.

- If you have forgotten your password, simply click on “forgotten your password?” A password reset link will be sent to the email address associated with your **SimpleView** account.
- If this doesn’t work, or you can’t remember your Username, please email [communications@assc.co.uk](mailto:communications@assc.co.uk) for assistance.

➤ Once logged in, you will see the property (product) associated with your account.

- If you have more than one property listed on EmbraceScotland you will see them all listed in this section.
- Should a listed property state “read only)” after the title, as per the image below, Test Account Property 2, please let us know, by emailing: [communications@assc.co.uk](mailto:communications@assc.co.uk).
- Click on the property that you wish to update.
- A summary of your property details will then be displayed.

➤ To update this property listing, click on **Actions > Edit Product**



Home > Test Account property (5099711)

## Test Account property (5099711)

Actions ▼

Address	George Street Glasgow Lanarkshire	Email	communications@assc.co.uk
Postal code	G1 1AB 	Web	http://www.assc.co.uk
Country	United Kingdom	Booking website	http://www.assc.co.uk/booking
Telephone	0141 1234 567	Type	Accommodation
Telephone 2		Organisation	
Fax			

Modified	09 January 2025 14:06	
Modified by	communications@assc.co.uk	
Created	06 November 2023 18:26	
Created by	MembershipASSC	

### Outbound Product Links

Product name	Product Type
Test Account Property 2 (5859611)	Accommodation

### Inbound Product Links

Product name	Product Type
Test Account Property 2 (5859611)	Accommodation

### Categories

- You can now edit different sections of your property listing by selecting the tabs on the left-hand side.

Home > Accommodation > Test Account property (5099711)

Test Account property > Validation

**Product Details** | Actions -

Descriptions > | Media > | Facilities > | Openings > | Rooms > | Links > | Short Term Lets > | Special Offers >

Name	<input type="text" value="Test Account property"/> en	Telephone	<input type="text" value="0141 1234 567"/>
Country	<input type="text" value="United Kingdom"/>	Telephone 2	<input type="text"/>
Address	<input type="text" value="1 Scotland Street"/>	Fax	<input type="text"/>
Town	<input type="text" value="Glasgow"/>	Email	<input type="text" value="communications@assc.co.uk"/> @
County	<input type="text" value="Glasgow"/>	Website	<input type="text" value="http://www.assc.co.uk"/> en
Postal code	<input type="text" value="G1 1AB"/>	Keywords	<input type="text" value="Three bedroom   private garden   cosy   cottage"/> en
Location	<input type="text" value="United Kingdom &gt; Glasgow"/>	Extranet Type	Product Edit
Latitude Longitude	<input type="text" value="55.86079"/> <input type="text" value="-4.24650"/>		
Map Zoom Level	<input type="text" value="Urban"/>		
Modified by	MembershipASSC 06 June 2024		
Created by	MembershipASSC 06 November 2023		
Estate	ASSC		

- Detailed information about each tab is provided below:

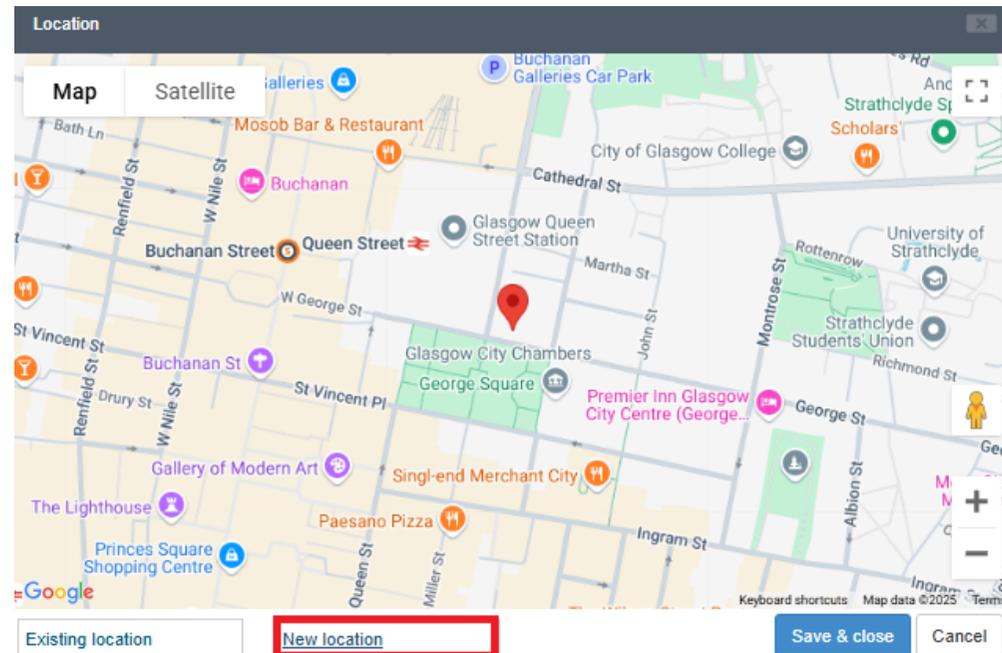
## 2. Product Details

Here you can update your basic business information such as the property name, location and contact details.

- Make sure your business/property name is correct as this is how it will appear on EmbraceScotland
- Make sure the full address is populated and correct:
  - To save time, simply enter the postcode and click the pinpoint icon. This will automatically populate the address; however, you should double check to make sure it is correct
  - The Location field relates to the “Regions” search on EmbraceScotland. Please select only from the list below as other locations will not align correctly:
    - **Aberdeen**
    - **Argyll**
    - **Arran**
    - **Ayrshire**
    - **Dumfries and Galloway**
    - **Dundee and Angus**
    - **Edinburgh**
    - **Fife**
    - **Glasgow**
    - **Highlands**
    - **Inner Hebrides**
    - **Moray**
    - **Orkney**
    - **Outer Hebrides**
    - **Perthshire**
    - **Scottish Borders**
    - **Shetland**
    - **Skye**
    - **Stirlingshire**

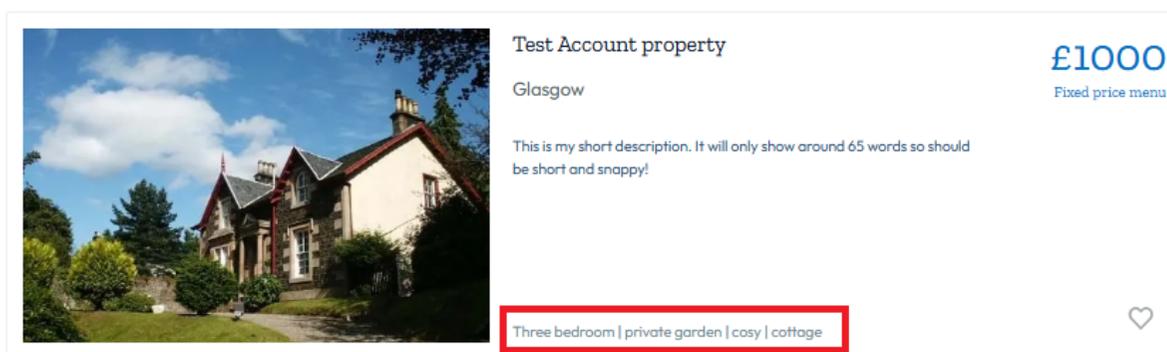
- The Latitude/Longitude field – clicking on the “cross hairs”  icon will open a map which shows you where it believes your property is located. If you need to amend this, click ‘New location’ then click the map where you want the pin to be. This will update your latitude/longitude.
- **Always remember to click “save & close”**

**Please note:** This feature must be enabled for a map to appear on your listing page on EmbraceScotland.



- **The Telephone field** is reflected in the “Contact Owner” section of your listing page. **Please note:** “Telephone 2” does not show on the website so please leave blank.
- **The Email field** is reflected in the “Contact Owner” section of your listing.
- **Website field** – this can be your own website if you have one but if not, you can add a third-party website but please note, if you do this you may have to pay that third party website booking fees. This section is reflected in the “Contact Owner” section of your listing under “visit website”.

- **Booking website** – this will appear as a blue button on your EmbraceScotland listing, labelled “Book accommodation”, it can be the same as your website address or link directly to your booking page. A reminder (as above), if you put in a third-party web address you may be liable to their booking fees
- **Keywords field** – these show as a sub heading when your property appears in a search, so think about how you want these to appear. Example highlighted below.
- **Please note:** *Keywords are essential because they help search engines understand the content of a webpage, making it easier for users to find relevant information. By strategically using keywords, businesses can improve their visibility, attract their target audience, and drive organic traffic to their site.*



- Once you have completed the changes, click **'Save'**.

### 3. Descriptions

Here you can find the long description “Description” for your business listing. It is recommended that you include as much detail as possible, including any keywords associated with your property. The "Keyword Search" on EmbraceScotland will search the terms you include in this box. We encourage you to add relevant keywords, as these will appear when visitors use the search feature on the website.

## How to Write an Engaging and Effective Listing Description

There's no word limit for your listing, so make the most of this space to highlight the unique features and benefits of your business. Use this description to tell your story, showcase what makes your property or service special, and provide context for the images included in your listing. Aim to craft a meaningful and relevant narrative that resonates with your target audience.

For optimal search visibility, Google recommends including at least 300 words in your description. Focus on creating content that is engaging and informative while naturally incorporating keywords to improve your search ranking. For example, phrases like "dog-friendly self-catering cottage," "perfect for couples and families," or "ideal for walkers and cyclists" can help your listing appear in searches related to these topics.

If your business has a Unique Selling Point (USP), make sure to highlight it! Explain what sets you apart, whether it's your cosy accommodation, stunning location, or exceptional amenities. Tailor your description to appeal to specific audiences, such as:

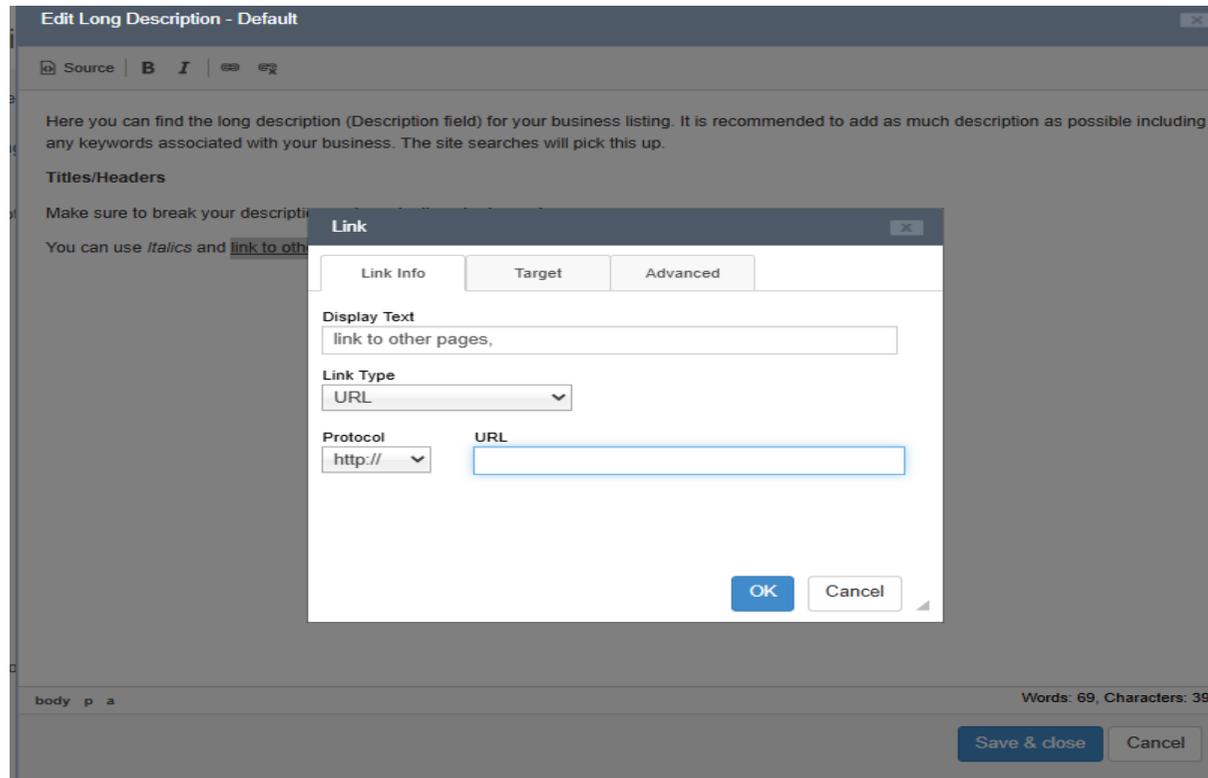
- **Walkers and Cyclists:** Mention nearby trails, secure bike storage, or outdoor gear facilities.
- **Families:** Emphasise spacious accommodation, family-friendly amenities, and nearby attractions.
- **Couples:** Highlight romantic features like private hot tubs, cosy fireplaces, or scenic views.
- **Dog Owners:** Showcase pet-friendly features like secure gardens, dog-friendly walks, and welcome packs for pets.

Finally, ensure your description flows naturally, providing a welcoming tone that reflects the unique personality of your business. Thoughtfully crafted text not only enhances your listing's appeal but also ensures it performs well in Google search results, drawing more visitors to your page.

## Make the Most of Your Listing Tools

- Use the available tools to enhance your listing and make it more engaging for potential customers. With the **bold** ("B") feature, you can create clear subheadings or emphasise important words and sentences to draw attention. The *italics* ("I") feature is perfect for highlighting unique details or differentiating key points.
- Don't forget to utilise the hyperlink function to connect your audience to other valuable resources, such as your **review page**, **social media profiles**, or a third-party website. This not only adds credibility but also encourages further engagement with your business.
- These simple formatting tools can help make your description more visually appealing, easier to read, and ultimately more effective.

- To link text to a third-party website simply highlight the wording you would like to link, click the chain link icon and put the website address in the URL box, e.g. [www.assc.co.uk](http://www.assc.co.uk). Then click OK. If you change your mind/make a mistake, highlight the underlined linked wording and click the chain-link icon with the x on it.



- Write a separate short description in the "Short" field. This short description is what appears in the search results and will show roughly 160 characters. Make it inviting and concise to invite website users to click onto your listing to find out more.

Winter Offers

Mansefield House

Argyll

Green Tourism Business Scheme (Gold) Committed to Quality

★★★★☆

Perfect for family gatherings, celebrations, mountain biking, wild swimming and paddle boarding, Mansefield House has wood burning stoves, large gardens, and...

Stunning self-catering for up to 12, overlooking Loch Long & the Arrochar Alps, Loch Lomond 2 miles | Dog Friendly | Wild Swimming | Large Garden | Come and...

£1050  
Per unit per week

- 
- There is no need to include content for Road or Transport as these are not currently used and will not appear on your listing.
- Once you have completed the changes, click **'Save'**.

#### 4. Media (images)

Click on the "Media" tab to upload and change images for your listing.

- ✓ Photos with better resolution, typically sized at 1024 pixels by 768 pixels or larger, look better
- ✓ 9.8 megabytes is the max file size per image you can use.
- ✓ Landscape images are generally used throughout the site and are recommended.
- To add new images, click Actions > Upload New Media.

Home > Accommodation > Test Account property (5099711)

## Test Account property

> Validation

Product Details >

Descriptions >

**Media**

Facilities >

Openings >

Rooms >

Links >

Short Term Lets >

Special Offers >

### Media

1 images added to this product



Name: Clouds\_above\_Mansefield\_House\_528072503

Estate: ASSC

Media type: Picture

Language: All Languages

Media Categories: Select

Source:

Edit Channels: Select

Edit Units: Select

Comments:

All Text: To comply with accessibility guidelines we recommend that the All text field is completed.

Copyright:

File size: 122.3KB (jpg)

Height: 375px

Width: 500px

Created by: Anna Scott 09/01/2025

Modified by: Anna Scott 09/01/2025

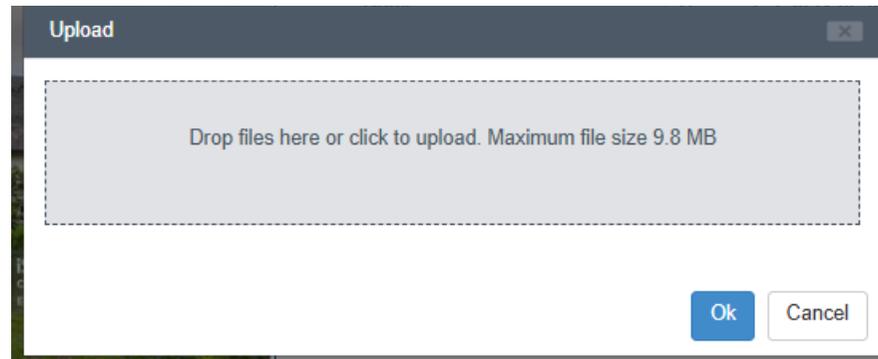
Actions

**Upload new media**

Product Summary

- Before uploading images, it's important to confirm you have the necessary permissions to use them. If you took the photos yourself or have explicit consent from the photographer, you can proceed by clicking **OK**.
- However, if the photos were taken by someone else or you're unsure about usage rights, please contact the photographer to obtain permission before using them. This ensures compliance with copyright laws and avoids potential issues.

- You can drag and drop images or click on the box to upload. You can click and drag multiple file images into the file upload section at the same time.



- If you need to change the order that the images appear, click on the image you would like to move and drag it across the carousel to the correct position
- The images will appear in the same order as you display them. Make sure the first image **showcases your property at its best**, as this will be the image displayed in the initial search results.
- To delete an image, click on the "x" in the top right of the carousel image or click the "Remove Media" button.
- Once you upload an image the system will give you detail about that image. Please make sure the image has the minimum requirements as per above.

simpleview Test Account property

Home > Accommodation > Test Account property (5099711)

## Test Account property > Validation

Product Details > **Media** Actions

Descriptions >

Media **4 images added to this product**

Facilities >

Openings >

Rooms >

Links >

Short Term Lets >

Special Offers >





File size	122.3KB	(jpg)
Height	375px	
Width	500px	

Created by Anna Scott 09/01/2025  
Modified by Anna Scott 09/01/2025

Change Media Remove Media

Create Crops

Name

Estate

Media type

Language

Media Categories

Source

Edit Channels

Edit Units

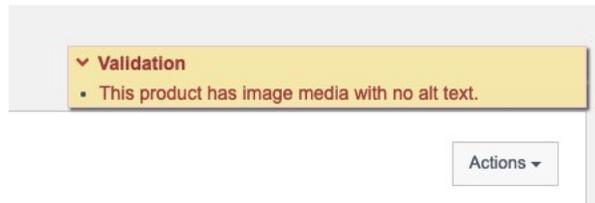
Comments

Alt Text To comply with accessibility guidelines we recommend that the Alt text field is completed.

Copyright

Saved! Close

- **Alt Text** is essential for images; this is a description of the image and is important for accessibility. When you log in, if there are images with no alt text you will get a warning in the top right-hand corner, so be sure to add ALT Text to each image, describing exactly what is depicted. You can view guidance [here](#)



- Once you have completed the changes, click '**Save**'.

## 5. Facilities

Here you will find the list of facilities. You can go through and tick any that are relevant. Once a facility is ticked, a 'Notes' option will be available against the facility for you to add any relevant information for visually impaired users. These will all show on your main listing page.

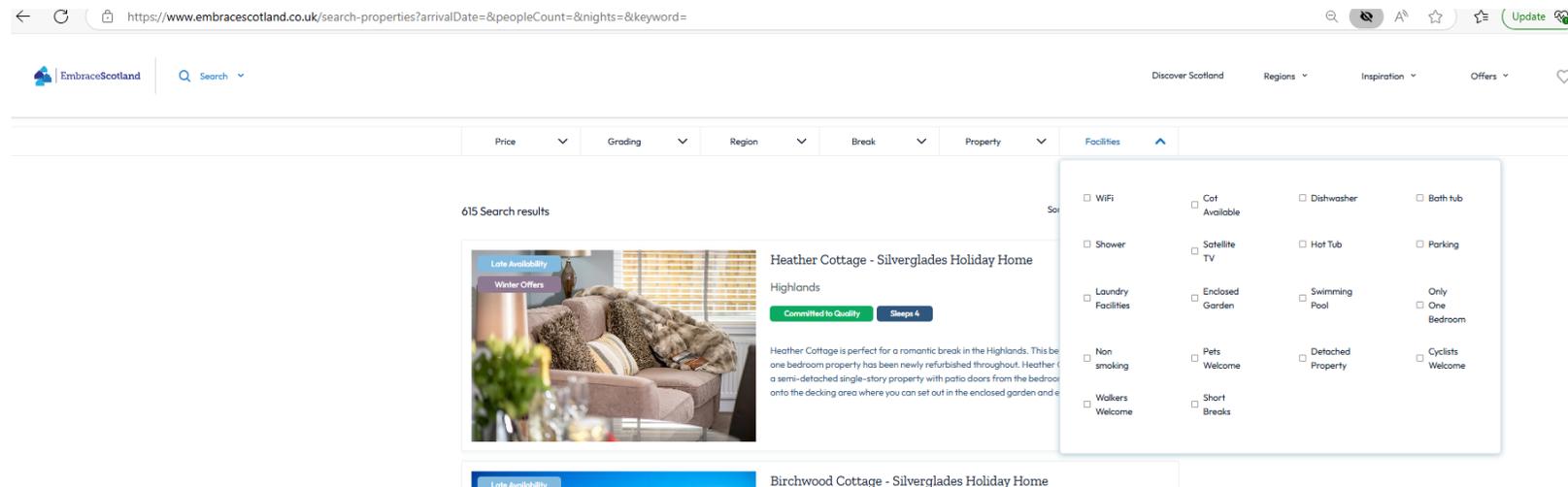
- Assisted wheelchair users  
Notes
- Assisted wheelchair users Exceptional  
Notes
- Autism Friendly  
Notes
- Disabled access  
Notes
- Disabled facilities  
Notes

- The following facilities will also **make you searchable in the "Facilities" search of EmbraceScotland:**
  - For WiFi select Wireless internet (WiFi) connection available
  - For Cot Available select Cot Available (1st one)
  - For Dishwasher select Dishwasher
  - For Bathtub select Bath
  - For Shower select Showers

- For Satellite TV select Satellite TV
- For Hot Tub select Hot Tub/Spa Bath
- For Parking select Parking
- For Laundry Facilities select Laundry facilities
- For Enclosed Garden select Garden/patio for guests use
- For Swimming Pool select Swimming pool
- For Only One Bedroom select One bedroom
- For Non-smoking select Non-smoking establishment
- For Pets Welcome select Pets accepted
- For Cyclists Welcome select Cyclists Welcome
- For Walkers Welcome select Special provisions for walkers / Walkers Welcome
- Short Breaks select 'Short breaks' available

➤ Once you have completed the changes, click **'Save'**.

Please see below a screenshot highlighting the facilities search function on EmbraceScotland



## 6. Openings

This allows you to write when you are open or closed.

- To do this please type in the "Additional opening details" box. This will display exactly as you type it so check for spelling mistakes or typos. It will be displayed on your main property listing page under the heading "Availability"

### Availability

Open from April 1st to October 31st

- You should not put any other information in the "name" box, select any of the tick boxes, or input details into the dates to and

Openings Actions ▾

Name	Date from	To	Open	Reoccur	Provisional	
<input type="text" value=""/>	<input type="text" value="01/01/2024"/>	<input type="text" value="31/12/2024"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	⋮

Open over Christmas     Open over New Year     Closed long term

Additional opening details

Text limit 2000 characters, 1965 characters left

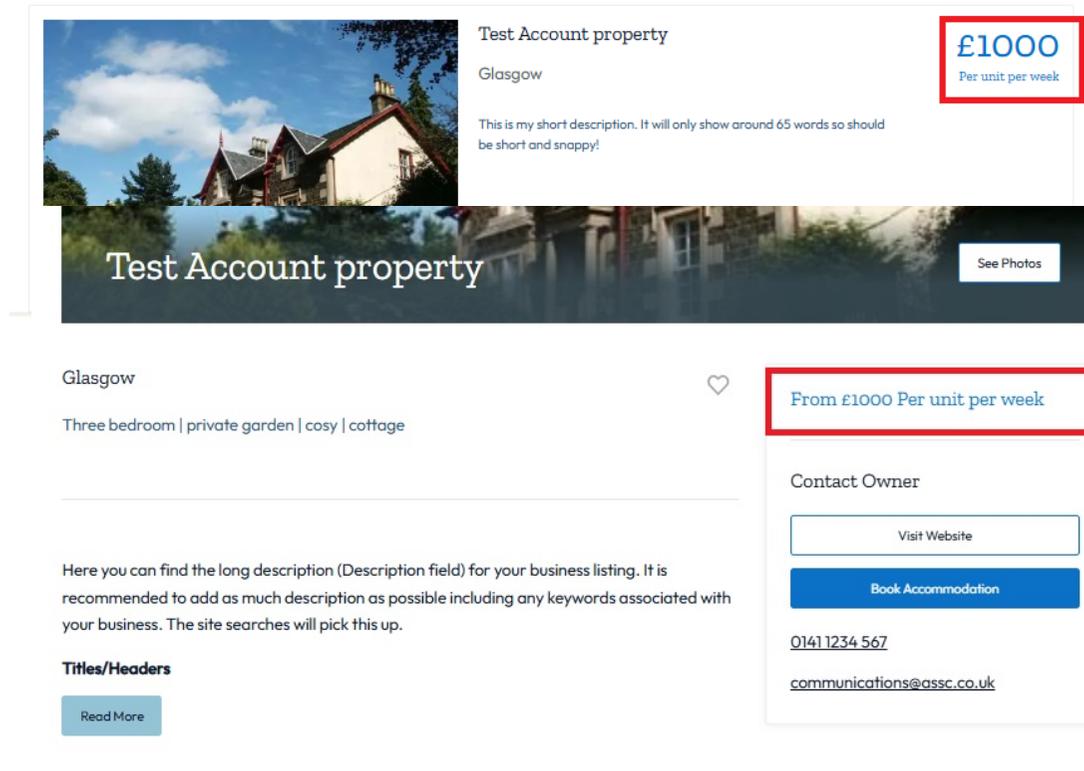
from boxes.

- Once you have completed the changes, click 'Save'

## 7. Rooms (this is where you add your pricing)

The pricing will both show on your search listing view and main property page but also allow you to be searchable by price.

AND...



The screenshot displays a property listing for 'Test Account property' in Glasgow. The top section features a photo of a house and a price tag of £1000 per unit per week. Below this, the listing title 'Test Account property' is shown over a dark background with a 'See Photos' button. The main listing area includes the location 'Glasgow', a heart icon, and a brief description: 'Three bedroom | private garden | cosy | cottage'. A long description field is present, followed by a 'Read More' button. On the right side, there is a 'Contact Owner' section with buttons for 'Visit Website' and 'Book Accommodation', along with contact details: '0141 1234 567' and 'communications@assc.co.uk'. Two red boxes highlight the pricing information: one around the '£1000 Per unit per week' tag and another around the 'From £1000 Per unit per week' text in the contact section.

- To add a new "unit", click Actions > Add Unit
  - In the pop-up window, fill in all details
    - Name is not viewable by the user

- Add in a guide price – please put in your “minimum from price”
  - Select the price type using either “**per unit per week**” or “**per room per night**”
  - Click **save** & close
- Do not put anything in the text box of this page
- Add the minimum and maximum occupancy where required to show in the Number of Guests search on EmbraceScotland.

The screenshot shows the 'simpleview' interface for managing a 'Test Account property (5099711)'. The 'Rooms' section is active, displaying a table with columns: Type, Name, Qty., Cap., Min, (£) Guide, Price basis, and Bookable. A row is visible with 'Unit' type, 'property price en' name, '1' quantity, '1' capacity, '1' minimum, '1000.00' guide price, 'Per unit per week' price basis, and a checked 'Bookable' status. Below the table, the 'General pricing details' section includes a text input field (2000 characters limit) and two occupancy settings: 'Minimum occupancy' set to 2 (calculated) and 'Maximum occupancy' set to 4 (calculated). Red boxes highlight the 'Actions' dropdown menu and the occupancy input fields.

- Once you have completed the changes, click '**Save**'.

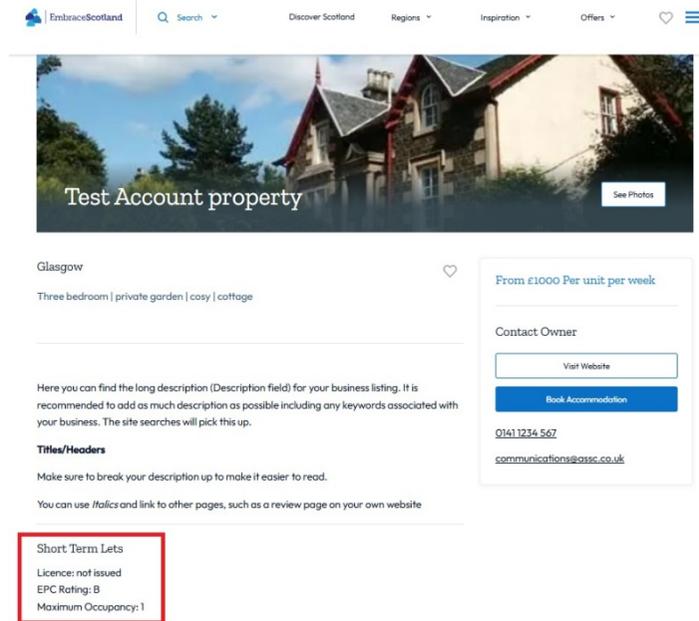
## 8. Links

This is not currently used on EmbraceScotland

## 9. Short-Term Lets

This is where you can show your short-term let licence details, EPC Rating and Maximum number of guests. You must show all this data on **ALL** marketing as of 1<sup>st</sup> Jan 2025, it is required by law and your responsibility.

All this information will be shown in your main listing page.



The screenshot shows a property listing on the EmbraceScotland website. The header includes the logo, a search bar, and navigation links for 'Discover Scotland', 'Regions', 'Inspiration', and 'Offers'. The main content area features a large image of a house with the text 'Test Account property' and a 'See Photos' button. Below the image, the location is listed as 'Glasgow' and the property is described as 'Three bedroom | private garden | cosy | cottage'. A sidebar on the right contains pricing information ('From £1000 Per unit per week'), a 'Contact Owner' section with a 'Visit Website' button and a 'Book Accommodation' button, and contact details including the phone number '0141 1234 567' and the email address 'communications@gssc.co.uk'. In the main content area, a red box highlights a section titled 'Short Term Lets' with the following details: 'Licence: not issued', 'EPC Rating: B', and 'Maximum Occupancy: 1'.

- For additional instructions, please go to [Short-Term Lets Extranet Instructions](#)

## 10. Special Offers

You can add any relevant “**Special Offers**” or “**Late availability**” to your listing at any time.

The screenshot shows the Simpleview interface for a property listing. The breadcrumb trail is 'Home > Accommodation > Test Account property (5099711)'. The page title is 'Test Account property'. A navigation menu on the left lists various sections: Product Details, Descriptions, Media, Facilities, Openings, Rooms, Links, Short Term Lets, and Special Offers (which is highlighted). The main content area is titled 'Special Offers' and contains a message: 'There are no special offers for this product.' On the right, an 'Actions' dropdown menu is open, showing options: 'Add Special Offer' (highlighted with a red box), and 'Product Summary'. A yellow validation message at the top right states: 'Validation: This product has image media with no alt text.'

- **To add click Actions > Add Special Offer** (a red box may appear saying “Validation special offers tab is invalid”, this should disappear once you have added all your details and dates.)
- **Description field:** add in here, the details of your special offer. The text you enter here will appear exactly as it’s written on your listing, so be sure to make use of the formatting tools to enhance the presentation of your offer.
- **Media:** The first image of your product listing will be displayed alongside your special offer on the offers page. Please do not add any other images here as they will not be visible on your property offer.
- **Add Offer Categories button:** You must assign your offer to a category to show in the EmbraceScotland searches. The current options are:
  - Valentines
  - Easter
  - Summer

- Autumn
- Winter
- Christmas
- New Year's
- Edinburgh Festival
  - *There is also a Late Availability option*
- Select the Add Offer Categories Button
- A box will appear on screen, click in it to view the dropdown options
- Select the one that is applicable to your offer and click "Add".

*If you want to have individual offers per offer category, please repeat step one which will bring up individual description boxes per offer.*

- If you have multiple offers at the same time, please clearly identify each offer in your description box, e.g. Easter Offer: 4 nights for the price of 3. Summer Offer, free bike hire if you book direct
- **The Published Between, and Valid Between** dates are set by the ASSC and you cannot edit
- **The Product Offer Validity Period** is when your offer will be visible to EmbraceScotland users.
- In the first box type when you would like the offer to be visible from. In the second box, type when you want this offer to disappear from the website. You should write the specific offer dates in the description too.
- Late Availability has its own search on EmbraceScotland. We only allow you to set an offer under this category within 8 weeks from the day you upload the offer.
- Once you have completed all the information, **click save.**
- These offers are searchable by the main search options, as shown in the image below.

EmbraceScotland Search Discover Scotland Regions Inspiration Offers

Offers Late Availability

### Holiday cottages in Scotland

Date: dd/mm/yyyy Number of Nights: Any

Number of Guests: Any Keyword:

Search now

Quality Self-catering Experienced Owners Local Advice & Insight Book Direct

### The best way to stay in Scotland

EmbraceScotland, our owners and partner agencies offer the best self-catering holiday cottages that Scotland has to offer, with properties that focus on quality accommodation and friendly service. Search for a holiday cottage, lodge, log cabin, apartment, glamping pod or castle, and start your Scottish adventure.



### A Cosy Scottish Winter: What to Expect and What to Pack

Are you dreaming of a last-minute winter getaway for some much needed "Me Time" or planning ahead for quality "Family Time" in 2025 or 2026? A self-catering holiday might be just what you're looking for! Find your winter holiday inspiration here.



To take full advantage of enhanced promotion through EmbraceScotland's social media channels, please email **communications@assc.co.uk** whenever you upload new offers or late availability.

In your email, be sure to include:

- Your social media tags
- Any images to accompany your offer

This will help us feature your listing and boost its visibility to a wider audience. Don't miss out on this opportunity to gain more attention for your property!

Finally make sure to always select **Save!**

**If you have any questions, please email [communications@assc.co.uk](mailto:communications@assc.co.uk)**