



## Using the Single Calendar

You have chosen to show the single calendar on your listing. This handy help sheet shows you how to maintain your calendar.

With our calendars...

- ▶ *You can have up to 10 calendars on your listing.*
- ▶ *You can choose to show our calendars on YOUR website (we can send you the simple HTML code).*
- ▶ *We can synchronise with Anytime Booking, Availability Calendar, Bookalet, Bookster, Freetobook, Google Calendars, Holiday Bookings Online, Holiday Rental Management, Holiday Live Booking, Homeaway, Independent Cottages, Inn Style, Owners Direct, Scrumpy, Supercontrol. There is no need to log in and update your availability.*
- ▶ *Vacancies can be shown up to 18 months in advance.*
- ▶ *If you forget to update, you will be sent an automatic email reminder every 25 days.*

The calendar/s will not only show on your availability page but they will also ensure you appear in the popular date search on the home pages of both Last Minute Cottages and Big Cottages.

Properties with availability of 2 nights or more within 2 weeks of the current date will ALSO appear on the Last Minute Cottages home page "Very Last Minute" rota. These properties appear 3 at a time and change each time a new visitor lands on the site. Click 'Refresh' to see.

### Very Last Minute Cottages - Available in the next 14 days



Date Search

Sleeping 2 - 3

Please choose

Preferred Area

start day: 26 Nov 2016

Number of nights: 2 go

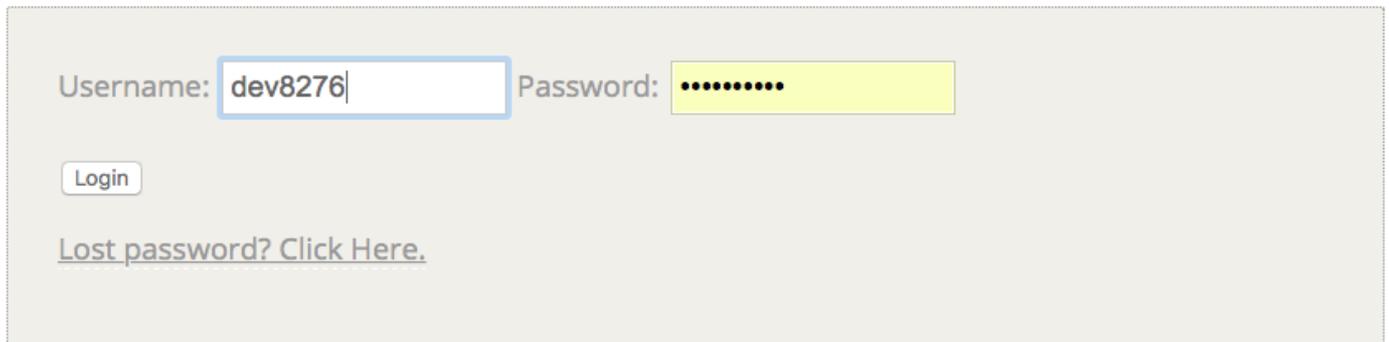
Property Search

search by cottage, village or town go

Advanced Property Search >>

# How to update your calendar

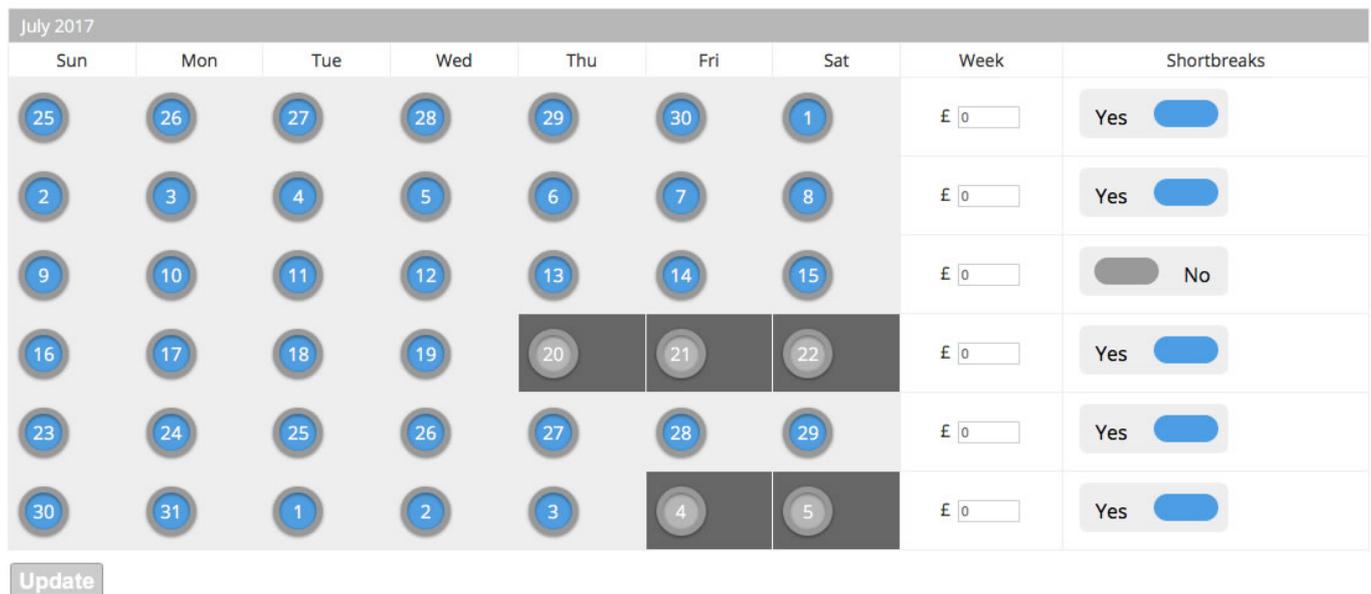
1. Log onto the Owner's Update page by going to the button on the blue menu bar on every page of Last Minute Cottages or the link on the bottom left hand side of the page on Big Cottages or the pale blue 'owners update' button at the bottom of every page on The Hen House.
2. Log onto your administration page using your username and password.



Username:  Password:

[Lost password? Click Here.](#)

3. Click on the first option 'Click here to edit your LMC Availability Calendar'
4. Your calendar will look something like this below. The default is 'vacant' and 'shortbreaks=yes'



July 2017							Week	Shortbreaks
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
25	26	27	28	29	30	1	£ 0	Yes <input checked="" type="checkbox"/>
2	3	4	5	6	7	8	£ 0	Yes <input checked="" type="checkbox"/>
9	10	11	12	13	14	15	£ 0	<input type="checkbox"/> No
16	17	18	19	20	21	22	£ 0	Yes <input checked="" type="checkbox"/>
23	24	25	26	27	28	29	£ 0	Yes <input checked="" type="checkbox"/>
30	31	1	2	3	4	5	£ 0	Yes <input checked="" type="checkbox"/>

5. To mark days as booked you can toggle the individual buttons on the calendar as shown below. Click UPDATE before moving to a new month.
6. You can enter different price for different weeks. Click UPDATE before moving to a new month.

7. You can choose to offer short breaks on specific weeks only. Click UPDATE before moving to a new month.
8. Move between months and years by using the correct date from the dropdown menu and clicking on 'GO'.
9. ALWAYS remember to click on the 'update' button when you are happy with your selection.

**Please remember to update your calendar - unused calendars will move to the bottom of the date search after 28 days (but will continue to show on your listing). Properties will automatically reappear on the date search once calendars are updated. You will be sent a reminder by email at 25 days.**

# Making the most of your advertisement checklist

- ▶ *Up to 20 photos – at least 640 pixels in width, so that they can enlarge*
- ▶ *Picture captions added, to try and 'set the scene'.*
- ▶ *Enticing summary text with a précis of all the unique selling points*
- ▶ *Unique text in the main description and summary listing*
- ▶ *Clear info about number of bedrooms and how many the property can sleep*
- ▶ *Information about the local area in the main description*
- ▶ *Facility icons added to the listing*
- ▶ *Award icons added to the listing*
- ▶ *Calendars updated*
- ▶ *Late deals added to the “Special Offers” field.*
- ▶ *A non-forwarding email address used as the email contact address*
- ▶ *To beat over-zealous spam filters - a mobile number added either on the listing or ‘behind the scenes’ and SMS texting enabled.*
- ▶ *enquiries@lastminute-cottages.co.uk added to contacts list*
- ▶ *Joined home page rota by adding a link back to Last Minute Cottages.*