

How to create a business listing on NorthlandNZ.com

NORTHLAND
NEW ZEALAND

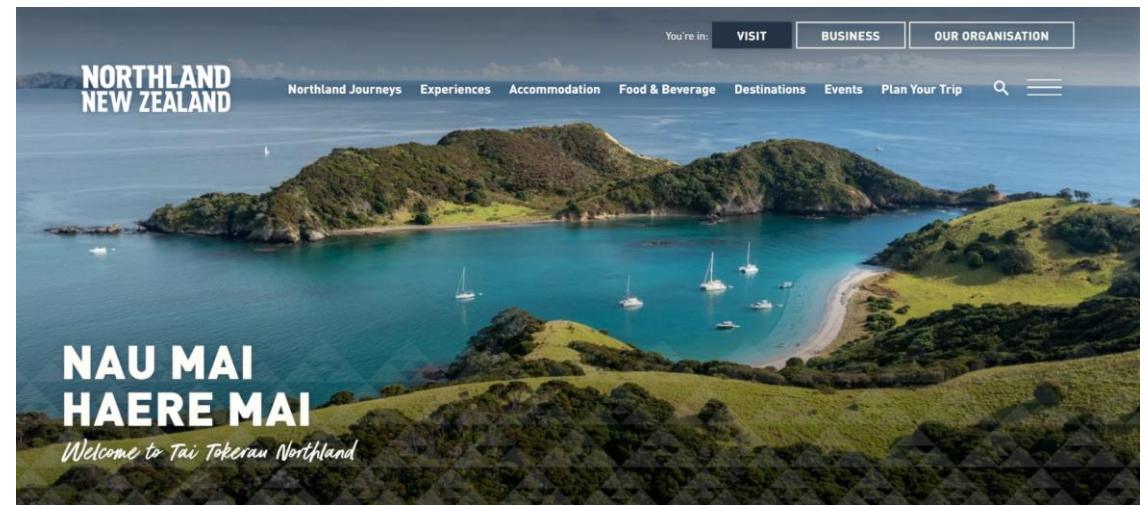
Why list on NorthlandNZ.com

NorthlandNZ.com is the official website for visitors coming to Taitokerau Northland.

All campaign activity, visitor collateral and social media drives traffic back to the website.

Taitokerau Northland visitor industry businesses can create FREE business listings on NorthlandNZ.com to showcase their products and businesses to potential visitors as they dream, plan and book their travel.

Food and beverage businesses, visitor information centres and free attractions can now list on NorthlandNZ.com.



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NewZealand.com listings

If you have a listing on NewZealand.com we automatically pull your information through and display it on our site. All businesses with bookable products should list through [NewZealand.com](https://www.newzealand.com)

NorthlandNZ.com portal

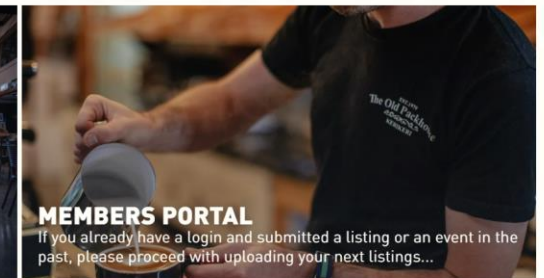
This portal is for businesses who are unable to list on NewZealand.com e.g. Food and Beverage businesses. Duplicate listings will not be approved. Register your business - www.northlandnz.com/list-your-business-or-event/

If you are a first time user please click the left-hand box to register, otherwise log into the members portal on the right-hand side.

SIGN UP FOR BOTH EXISTING AND FIRST TIME USERS

The portal is available for anyone wishing to publish their tourism business listings or events to the NorthlandNZ.com website.

If you are eligible for a business listing on NewZealand.com please use this platform to list your business instead.



How to create a business listing on NorthlandNZ.com



Creating a new business listing

Before you start, take a moment to think about the key things you want to tell the visitor about your business. You'll need to know your address and phone number, and have at least one high resolution image to accompany your listing.

Click create a business listing to get started.

A screenshot of a user dashboard interface. At the top right is a "Manage Account" button. The dashboard is divided into four main sections. The top-left section, titled "APPROVED EVENTS", shows a large "0" and a calendar icon with a checkmark. Below it is a blue "EVENTS" section with a "Create an Event" button and the text "View and edit existing events." The top-right section, titled "APPROVED BUSINESS LISTINGS", shows a large "0" and a list icon. Below it is a blue "BUSINESS LISTINGS" section with a "Create a Business Listing" button and the text "View and edit existing listings." The background of the dashboard has a light yellow and white geometric pattern.

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Basic Info

Listing name - Your listing name will be the main title on the website. Keep this short and straightforward i.e. Lisa's Farm – Cheese making experience.

Select a type - Once you select a type you may need to select a category. Please only select categories that are relevant to your product, and no more than 5. If you are not sure what category to select please get in touch with lisa.cunningham@northlandnz.com

Trade listings are a paid product available to trade-ready operators only. Please contact us if you would like to list as a trade ready operator. Find out more about being trade ready in our [operator toolkit](#)

The screenshot shows the 'NEW LISTING' form on the NorthlandNZ.com website. The form is titled 'NEW LISTING' and has a dark blue header with the NorthlandNZ logo and navigation links: Dashboard, Manage Events, Manage Business Listings, and Logout. The form is divided into several sections:

- Basic Info:** A tabbed section with a 'Basic Info' tab selected. It contains a 'Listing Name *' field.
- Contact Details:** A tabbed section with a 'Contact Details' tab selected. It contains an 'Upload Logo' section with a 'Choose File' button and a 'No file chosen' message.
- Add Media:** A tabbed section with an 'Add Media' tab selected.
- Additional Info:** A tabbed section with an 'Additional Info' tab selected. It contains a 'Select a Type *' dropdown menu.
- Preview:** A tabbed section with a 'Preview' tab selected.
- Company Name *:** A text input field.
- Summary *:** A text input field.
- Description *:** A rich text editor with a toolbar and a text area. Below the text area, it says 'The description displays on the detailed listing page. Google recommends descriptions being at least 300 words long.'

A 'Next' button is located at the bottom of the form.

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Basic Info

Summary - Your summary should be a brief but clear description of what your business/product is. This is the only thing a visitor will read before they click into your listing so make it good!

Description - Your description is a full description of your business/product. Use this field to speak directly to the visitor and convince them why they need to experience your product or visit your business. Be sure to include your unique selling points!

The screenshot shows the 'NEW LISTING' form on the NorthlandNZ.com website. The form is titled 'NEW LISTING' and has a navigation bar at the top with links for 'Dashboard', 'Manage Events', 'Manage Business Listings', and 'Logout'. The form is divided into several sections:

- Basic Info**: A tabbed section with sub-tabs for 'Basic Info', 'Contact Details', 'Add Media', 'Additional Info', and 'Preview'. The 'Basic Info' tab is active.
- Listing Name ***: A text input field.
- Upload Logo**: A section with a 'Choose File' button and the text 'No file chosen'.
- Select a Type ***: A dropdown menu with 'Select option' as the current selection.
- Company Name ***: A text input field.
- Summary ***: A text input field with a note below it: 'A 250 character summary of the listing, used as the listing preview and in search results.'
- Description ***: A rich text editor with a toolbar and a note below it: 'The description displays on the detailed listing page. Google recommends descriptions being at least 300 words long.'

A 'Next' button is located at the bottom of the form.

The footer of the page includes the Northland Inc logo, the Northland New Zealand logo, the tiaki logo, and a series of icons representing various themes: 'TAKE RESPONSIBILITY', 'BE PREPARED', 'DRINK CAREFULLY', 'KEEP US CLEAN', 'PROTECT NATURE', and 'TEAM RESPECT'. The footer also contains the text: 'NorthlandNZ.com is the official economic development site for Northland. © 2022 Northland. All Rights Reserved.' and 'Website by [logo]'. Navigation links include 'TRAVEL TRACK', 'MEDIA CENTRE', 'RESOURCE LIBRARY', 'LIST YOUR EVENT', 'CONTACT', and 'LIST YOUR BUSINESS'.

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Contact details

These contact details are what the visitor would use to get in touch, find out more, or visit your product or business.

All fields are made public.

The screenshot shows the 'NEW LISTING' form on the NorthlandNZ.com website. The form is divided into several sections, with 'Contact Details' currently selected. The 'Contact Details' section includes the following fields:

- Map Location ***: A text input field with a placeholder 'Start typing your business address to plot coordinates'.
- Longitude**: A text input field.
- Latitude**: A text input field.
- Physical Address ***: A group of five text input fields: **Street**, **Suburb**, **City**, **Post Code**, and **Country**.
- Phone (Main) ***: A text input field with a '+64' dropdown and a 'Phone Number' label.
- Phone (Toll-Free)**: A text input field with a '0800' dropdown and a 'Phone Number' label.
- Cell**: A text input field with a 'Phone Number' label.
- Email ***: A text input field.
- Website**: A text input field with an 'https://' dropdown and a 'www.yourwebsite.co.nz' placeholder.

Navigation buttons 'Previous' and 'Next' are located at the bottom of the form. The footer of the page includes the Northland Inc and Northland New Zealand logos, the tiaki logo, and a list of icons representing various services: 'TRAVEL TRADE', 'MEDIA CENTRE', 'RESOURCE LIBRARY', 'LEISURE EVENTS', 'CONNECTIONS', and 'LEISURE BUSINESS'.

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Add media

Your main image will display on the preview of your business listing. This should be **high resolution, preferably landscape format** and provide the visitor with a taste of what your business or product offers. Please **do not use an image with text** in this file as some listing displays will crop the text or cover it with the title.

You can also add a Youtube video if you have one.

NORTHLAND NEW ZEALAND Dashboard Manage Events Manage Business Listings Logout

NEW LISTING

Basic Info Contact Details **Add Media** Additional Info Preview

Main Image
Choose File No file chosen

Gallery Images
Choose File No file chosen
Choose File No file chosen

Gallery images are displayed on the listing. The minimum recommended image size is 1080x1080x. Max file size is 10MB. .JPEG only.

Add More Photo

Youtube Video ID

Please add a valid Youtube video URL or ID. A correct Youtube Video ID is 'https://www.youtube.com/watch?v=J35dsilBB4' or simply 'J35dsilBB4' for the ID. Must be single video, not playlist or channel.

Previous **Next**

Northland Inc Growing Northland's Economy
NORTHLAND NEW ZEALAND

tiaki TIAKI MEANS TO CARE FOR PEOPLE AND PLACE. THE STATE PROMISE IS A COMMITMENT TO CARE FOR NEW ZEALAND FOR NOW AND FOR FUTURE GENERATIONS.
HOW TO CARE FOR NZ: BE PREPARED DRIVE CAREFULLY KEEP NZ CLEAN PROTECT NATURE SHOW RESPECT

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Website by **www.360digital.co.nz**

TRAVEL TRADE MEDIA CENTRE RESOURCE LIBRARY LIST YOUR EVENT CONTACT LIST YOUR BUSINESS

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Additional info

Here you can add further information such as your pricing information, social media links and opening hours.

The screenshot shows the 'NEW LISTING' form on the NorthlandNZ.com website. The form is titled 'NEW LISTING' and has a navigation bar at the top with 'Dashboard', 'Manage Events', 'Manage Business Listings', and 'Logout'. The form is divided into several sections:

- Basic Info**: A dropdown menu.
- Contact Details**: A dropdown menu.
- Add Media**: A dropdown menu.
- Additional Info**: The active section, containing:
 - Make the listing better**: A heading with a sub-note: "You can add social media links, opening hours and more."
 - Quasmark**: A dropdown menu.
 - Booking and Pricing information**: A dropdown menu.
 - Price Range**: Two input fields labeled "from" and "to".
 - Price Information**: A text input field with a note: "The minimum and maximum price of the listing, if applicable."
 - Price Information**: A text input field with a note: "Any additional details about pricing, limited to 250 characters."
 - Minimum Age**: A text input field with a note: "The minimum age for customers if applicable."
 - Booking URL**: A text input field with a note: "A specific URL for booking this listing, if applicable (https://www.booking.com/test)".
 - Suitable for groups**: A checkbox with the text "Is your listing available for group bookings?".
 - Social Media Links**: A dropdown menu.
 - Opening Hours & Transport**: A dropdown menu.
- Previous** and **Next**: Buttons at the bottom of the form.

The footer of the page includes the Northland Inc logo, the tiaki logo, and a list of icons representing various services: "TRAVEL TRAILS TO CASE", "YOUR BUSINESS TO CASE", "BE PREPARED", "SAVE CARBONFOOT", "KEEP UP TO DATE", "PROTECT NATURE", and "SUPPORT BUSINESS".

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Preview tab

The preview tab will show you which fields you still need to complete before you can submit as well as a preview of your listing.

Below are the remaining required fields:

- Listing Name
- Type
- Categories
- Company Name
- Summary
- Description
- Longitude
- Latitude
- Street
- Suburb
- City
- Post Code
- Country
- Phone

Well done!

Once your business listing is submitted for approval it will be reviewed by one of the Northland Inc team and approved to publish on the NorthlandNZ.com website.

We recommend you add a reminder to your calendar to review and update your listing once every three months.

If you would like to upgrade your listing to a **featured listing**, or for any queries please reach out to lisa.cunningham@northlandnz.com