

An aerial photograph of Chicago at sunset. The skyline is filled with skyscrapers, including the Willis Tower. In the foreground, Millennium Park is visible with its green lawns, winding paths, and the iconic Cloud Gate sculpture. The trees are in autumn foliage, and the sky is a mix of orange and blue.

# illinois

## CVB Dottie User Guide

**Users should familiarize themselves with the Dottie training guide before entering data. When there is staff turnover, new users should be trained by their predecessors or experienced staff.**



# logging in to dottie

**Dottie is a fast and simple way to manage website business and event listings on EnjoyIllinois.com.**

## New Users

You will receive an email from Brad Strauss with instructions on how to access your user account and set your password.

After following the instructions from the email you can log in to Dottie to update listings at <https://dottie.enjoyillinois.com>

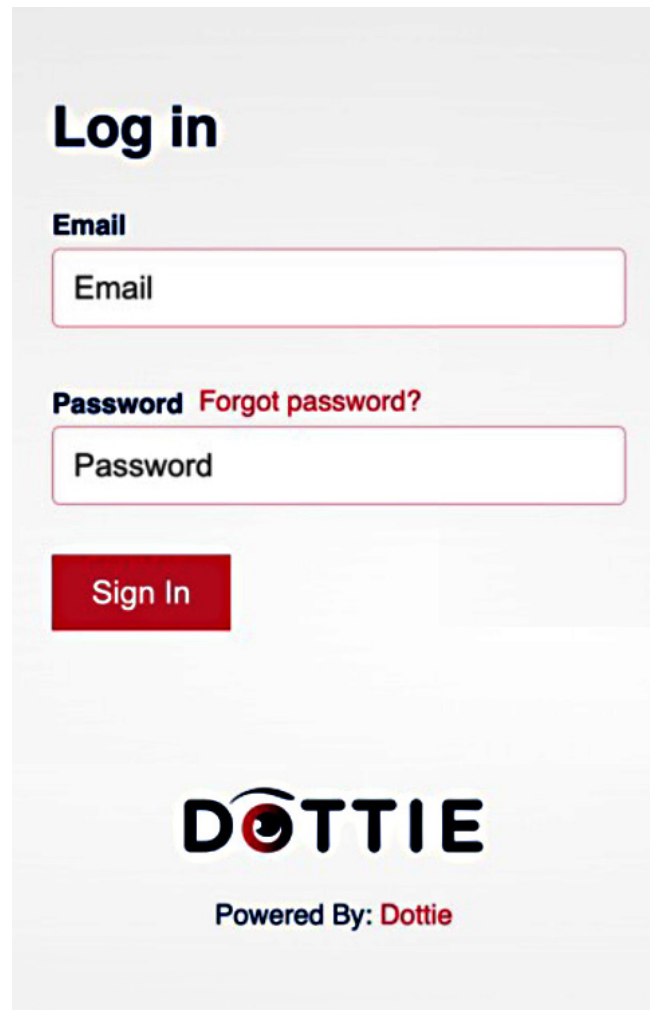
## Set a Strong Password

A good password should be at least 8 characters, with a mix of letters and numbers. For added security, add special characters such as # / & \$ @.

A strong password might look like this: \$1lv3rst3am.

## Resetting Your Password

If you need to reset your password at any time simply click on "Forgot password?" and enter the email address that is registered with Dottie. You will receive an email with a link to reset your password.

A screenshot of the Dottie login interface. At the top, it says "Log in" in a large, bold, black font. Below this, there are two input fields: "Email" and "Password", both with red borders. To the right of the "Password" field is a link that says "Forgot password?". Below the input fields is a red button with the text "Sign In" in white. At the bottom of the form, there is the DOTTIE logo, which consists of the word "DOTTIE" in a bold, black, sans-serif font, with a red dot above the first 'O'. Below the logo, it says "Powered By: Dottie" in a smaller, black, sans-serif font.

**Log in**

**Email**

Email

**Password** [Forgot password?](#)

Password

**Sign In**

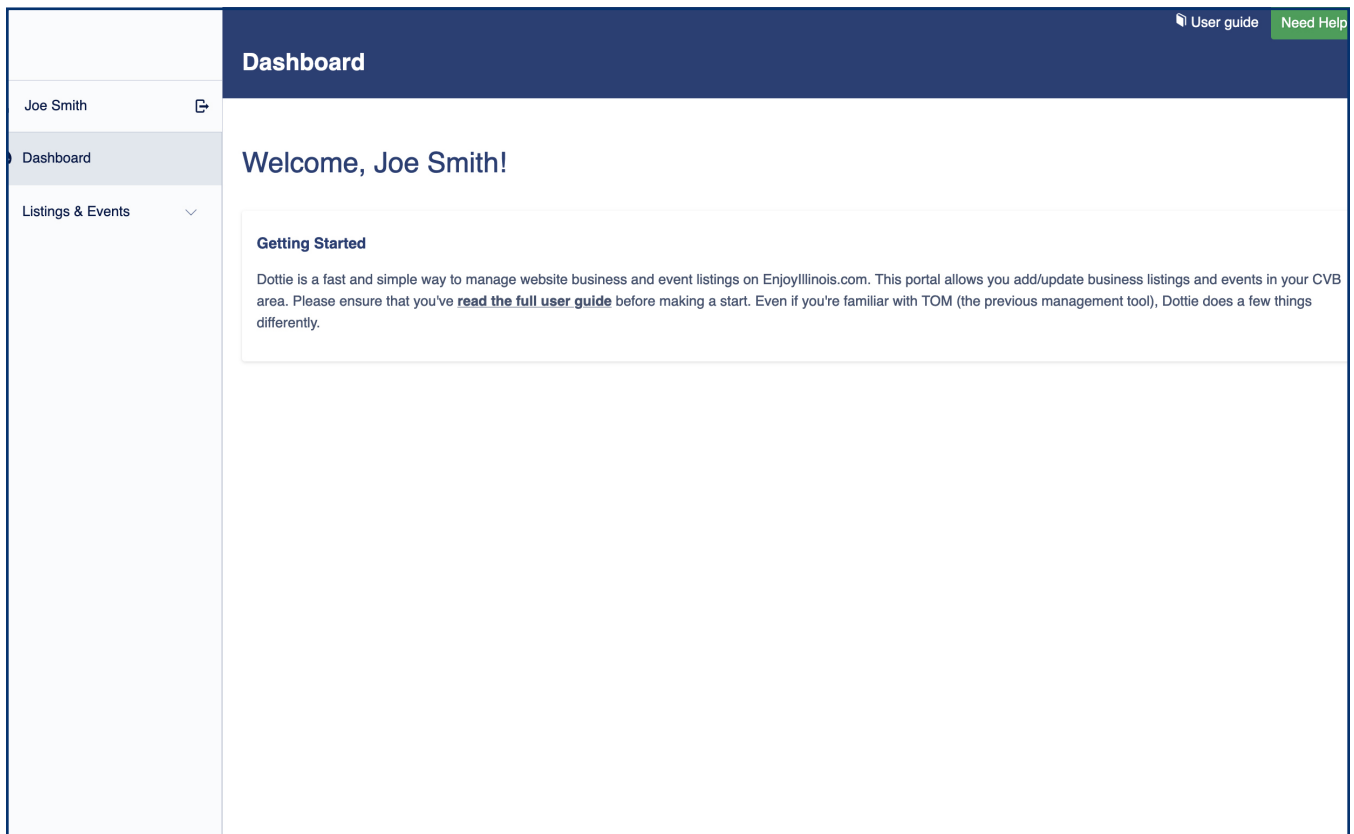
**DOTTIE**

Powered By: **Dottie**

# your dashboard

The dashboard provides information on how to get started with managing your listings.

Throughout the Dottie Portal, you will have access to the Dottie User Guide and Help via the links at the top right of your window.



# listings & events

This is where you search and sort listings, add new listings, or edit existing ones.

The dashboard displays 30 listings at a time by default. You can search for listings using the search field (magnifier icon), or sort them by clicking on the columns.

## Listings have five main statuses:

**1. Approved**

- They are published on the website.

## 2. Draft

- This is a listing that is currently being edited.
- Draft changes do not show on the site.

### 3. Pending

- The listing has been submitted for approval, it's no longer available for editing.
- If the listing was previously published, the previous version of the listing will remain published on the site.

#### 4. Declined

- The listing change has been declined by the reviewer.
- The reviewer will always add a comment to the listing explaining why it was declined. You can then re-edit the listing and submit it for approval again.
- If the listing was previously published, the previous version of the listing will remain published on the site.

## 5. Unpublished

- The listing has been unpublished and does not show on the site.

User guide

Need Help?

Listings

Listings (211)Events (444)Declined (1)

+ Add Listing

NAME	STATUS	PUBLISHED	PRIMARY CATEGORY	SOURCE	CITY	CREATED	LAST UPDATED	
113 Main APPROVED	Approved	Yes	Places to Eat	Cardis, James	Oswego	Apr 9, 2021	Feb 1, 2023	...
1836 Drink Lab & Provisions DRAFT	Draft	No	Food Tours	Cardis, James	Yorkville	Jan 2, 2018	Feb 1, 2023	...
A Lady and Her Tools PENDING	Pending	Yes	Historic Main Streets	Cardis, James	Oswego	Apr 13, 2021	Nov 22, 2023	...
Abbey Farms DECLINED	Declined	No	Sledding & Tobogganing		Aurora	Dec 16, 2016	Nov 22, 2023	...
Air Classics Museum of Aviation APPROVED	Approved	Yes	Museums & Cultural Centers		Sugar Grove	Dec 16, 2016	Feb 1, 2023	...

## The workflow for listing approval follows these steps:

1. Once you have finished editing the draft listing, you can preview the listing and submit it to IOT for review.
2. If IOT accepts the listing, it is published, and you will receive an email to confirm publication.  
If a listing is declined, you will also be notified by email. In the Dottie Portal, the listing status will change to “Declined” and it will appear under the Declined tab. When you open the listing, the Review Comments panel will contain a reason outlining why it was declined.

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## To make it easy to add and edit listings, we’ve broken the process down into six – seven simple steps:

### **Step 1: Basic Info** *(required)*

This is vital information and must be entered. It includes the listing name, primary category, description, summary, additional categorization, and filters.

### **Step 2: Contact Details** *(required)*

Includes email, web, phone, social media links, location data, and address.

### **Step 3: Images & Video** *(required)*

One main image is required. You may add up to ten more images, a logo, a video, and files (e.g. a PDF menu).

We won’t publish listings without a main image.

### **Step 4: Opening Hours**

Opening hours for your listing.

### **Step 5: Prices & Booking**

Pricing information and booking link.

### **Step 6: Occurrence Dates [Only for Events]** *(required)*

Start and end dates and time.

### **Step 6 (or 7): Additional Info**

Group Travel Information, Transport Information, and Accommodation Amenities [Only for accommodation listings].

Finally, preview and review your listing. Once you’re happy with it, submit it for approval.

You don’t have to follow the steps in a linear fashion.

We recommend saving your listing regularly to make sure you don’t lose any changes.

Your listing is not submitted to IOT for approval until you click “**Submit for Approval**”.

If you haven’t submitted a listing, it will show as “Draft” in the Dottie Portal. Your listing must be approved by IOT to be displayed on enjoyillinois.com.

## Step 1: Basic Info

Complete the following fields for every listing:

### Name (Required)

The listing name is displayed in search results. In some cases, this might be the business name, in others, the product name is more useful. A good example of this might be a listing for a restaurant located within a hotel, where you would list the restaurant name, rather than the hotel. Think about what a visitor would expect the name to be. Include venues in the title for all performances and exhibits. (The name is limited to 100 characters.)

***Note:** Please don't include dates or years in the name of the listing or event. Where an event recurs a new listing should not be created, the listing from the previous year should be updated.*

### Primary Category (Required)

The primary category determines what type of listing it is, e.g., if **Hotel** is selected as the primary category, then the listing will be an **Accommodation** type listing.

### Description (Required)

The description displays on the detailed listing page. It allows you to tell website visitors more about the businesses and events in your region. It's also vital for search and Google.

- Descriptions should be in standard paragraph format, using complete sentences and avoiding bullet points, using bold or italics.

- Short sentences are easier to read online. Include one key message per sentence and concentrate on the best points of the experience.
- Don't worry about including contact details, pricing, and hours in your listing description. Dottie has other places for that information.
- Google recommends making descriptions at least 300 words long.
- Keywords are important. Consider what words visitors might use to find your product or service.
- Do not repeat summary text in the description.
- Only include information in the description relevant to visitors (sponsorships, inside details and event planning instructions can clutter the descriptions).
- Descriptions should sell the event or destination rather than include minute details, which consumers can find in the links (like full schedules, applications and disclaimers).
- Descriptions should be consumer focused (not geared toward non-general public participants, organizers or local communities).
- Never use all caps.
- Do not rely on cutting and pasting without careful review (spacing will often be incorrect).

(The minimum description length is 50 characters.)

The screenshot shows the 'Basic Info' section of a listing creation form. The header includes 'Listings / African-American Cultural & Genealogical Society of Illinois Museum' and a 'Need Help?' button. The form has a sidebar with 'Add Comment' and a main area with tabs for '1. Basic Info', '2. Contact Details', '3. Images & Video', '4. Opening Hours', '5. Prices & Booking', and '6. Additional Info'. The 'Basic Info' tab is active. It contains three fields: 'Name' (filled with 'African-American Cultural & Genealogical Society of Illinois Museum'), 'Primary Category' (filled with 'Museums & Cultural Centers'), and 'Description' (filled with a paragraph about AACGS). The 'Name' and 'Primary Category' fields are marked as required. The 'Description' field has a rich text editor toolbar with bold, italic, underline, link, unlink, bulleted list, and numbered list icons.

...continued over

## Summary (Required)

A 250-character summary of the listing, used as your listing preview and in search results. This summary promotes your listing, and should succinctly convey the benefits of the product.

The summary does not show on the detailed listing page.

## Additional Categories

Up to five additional categories may be chosen for a listing by ticking the appropriate boxes.

## Filters

Depending on the type of listing, additional filter options may be available for you to select. Please select the relevant options for your listing to help website visitors find your listing on the website.

<b>Summary</b>	<div>Located near Downtown Decatur, the African-American Cultural &amp; Genealogical Society of IL Museum promotes and preserves the study of African-American history.</div> <p><small>* Required A 250 character summary of the listing, used as the listing preview and in search results</small></p>	
<b>Additional Categories</b>	<div><div><input type="checkbox"/> Activities</div><div><input type="checkbox"/> Arts &amp; Culture</div><div><input type="checkbox"/> Eat &amp; Drink</div><div><input type="checkbox"/> Heritage<div><input type="checkbox"/> Heritage - Fallback</div><div><input type="checkbox"/> Historic Sites</div><div><input checked="" type="checkbox"/> History Museums</div><div><input type="checkbox"/> Presidential History</div><div><input type="checkbox"/> Reenactments</div></div></div> <div><input type="checkbox"/> Places to Stay</div> <div><input type="checkbox"/> Road Trips &amp; Scenic Drives</div> <div><input type="checkbox"/> Shopping</div> <div><input type="checkbox"/> Sports</div>	

## Step 2: Contact Details

Contact details are crucial. We measure interaction with contact details as conversion points, so it's important to add as many as possible so that visitors can choose their preferred channel.

### Email Address

Format is [bookings@mybusiness.com](mailto:bookings@mybusiness.com)

## Website

Format is <https://www.mybusinessname.com>

Website links must specifically promote this particular event or destination (no general CVB, community or calendar pages).

Social media links may be used where the business or event does not have a relevant website link.

Double-check that links are working and up to date.

**Phone**

Format is 555-222-1111. We're using "click to call" so numbers can be dialed directly from the listing on a mobile phone, so please do ensure the correct format. There are two fields available: Main and Toll-Free.

## Social Media

- Facebook URL
- X (Twitter) URL
- Instagram URL
- Youtube Channel URL
- Official Hashtag: The official hashtag for the business.

**Venue Name [Only for Events]**

Enter the name of the venue.

### Map Location

Enter the address of the business and the full address and location should show in the dropdown. Once you've selected the correct location it should show on the map below.

**Address (Required)**

Enter the address of the business. This will show as text on the listing.

- Street (Max. 35 characters per line. Max. 5 lines.)
- City
- ZIP Code

Add Comment

Listings / African-American Cultural & Genealogical Society of Illinois MuseumListing

1. Basic Info2. Contact Details3. Images & Video4. Opening Hours5. Prices & Booking6. Additional Info

Contact Details

Email Address

Website

Eg: https://www.dottle.io

Phone (Main)

(217) 429-7458

Phone (Toll-Free)

(800) 234-5678

Social Media

Facebook URL



## Step 3: Images and Video

The new website will use large, high-quality imagery to improve engagement. High-quality images increase the number of conversions from listings. Research by listing sites like eBay and Airbnb indicates images can increase conversion by at least 10%.

### How many images should I upload?

- One main image is required, we recommend adding 4-6 for each listing.
- Aim to show different aspects of your product offering. Tell a story with your images. The more attractive you make your product, the more enquiries you will generate.
- Listings without images will not be published on enjoyillinois.com

### What format & size should my images be?

- Landscape orientation images will look better.
- Landscape images must be at least 1920 pixels wide x 1080 pixels high.
- We do not recommend portrait images. If used, they must be at least 1920 pixels wide x any height.
- Images that are too small will not be published on enjoyillinois.com

### Other requirements for images:

- Do not use images that are blurry or too dark.
- Images should be photos, not graphics or text.

### How should I take my photos?

- If possible, use professional photos.
- However, most modern smartphones take great photos. For your listings, landscape photos are required. Ensure photos are well lit, don't crop out important areas, and generally represent the business/attraction well.
- When transferring images from your phone to your computer for upload, send via email or another file sharing application that won't compress your photos.

### Some tips for taking digital photos with your smartphone camera

- Use the rear-facing camera in preference to the front-facing camera.
- Turn your camera on its side to take landscape format images.
- Clean the camera lens.
- Use natural light.
- Don't use flash.
- Don't use zoom.
- Don't be afraid to edit.

Eg: For more tips on getting the most out of your phone's camera, read this HubSpot blog. <https://blog.hubspot.com/marketing/good-pictures-phone-tips>

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The main image must be at least 1920 pixels wide and 1080 pixels tall.

You can select up to 10 gallery images to appear on your listing. They can be uploaded as a JPEG. Gallery images must be at least 1170 pixels wide and 658 pixels tall but the recommended size is 1920 pixels wide and 1080 pixels tall.

Do not place images or anything other than logos in the logo section (and be sure any logo text is large enough to read).

An incorrect URL is "[https://www.youtube.com/channel/UCuYNO7Joc6QC\\_tVd674ScJA](https://www.youtube.com/channel/UCuYNO7Joc6QC_tVd674ScJA)" as this links to a channel, not a video.

This field can be used for attaching extra information, such as menus and timetables. You may upload two files, max file size of 8MB for each file. Acceptable file formats are DOC, DOCX and PDF.



# Step 4: Opening Hours

## Opening Hours

Choose daily opening and closing hours. The valid format is hh:mm am/pm. This may be used to signal if the business listing is "open now."

## Open 24/7

For businesses that are open 24/7 you don't need to add the hours per day. Ticking this box will hide the fields for the weekdays.

## Holiday Hours

Enter any special Holiday Hours, e.g., Christmas 10:00 am–1:00 pm, New Year's Eve 9:00 am–4:00 pm. (Maximum 100 characters)

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Add Comment

Chicago Premium Outlets, Aurora

Listing

1. Basic Info2. Contact Details3. Images & Video4. Opening Hours5. Prices & Booking6. Additional Info

Opening Hours

☐ Open 24/7

For each day of the week, opening and closing must be both filled or both blank (if closed all day)

If opening time > closing time, then closing time will be assumed to be a midnight closing time.

Monday

10:00:00 am

-

09:00:00 pm

Tuesday

10:00:00 am

-

09:00:00 pm

Copy day before

Wednesday

10:00:00 am

-

09:00:00 pm

Copy day before

Thursday

10:00:00 am

-

09:00:00 pm

Copy day before

Friday

10:00:00 am

-

09:00:00 pm

Copy day before

Saturday

10:00:00 am

-

09:00:00 pm

Copy day before

Sunday

10:00:00 am

-

07:00:00 pm

Copy day before

Holiday Hours

Use this field to advise users of any exceptions to your regular hours, maximum 100 characters

✓ Saved

✈ Submit for Approval

\*\*\*

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illinois

# Step 5: Prices & Booking

## Price Range (\$)

Enter a minimum and maximum price if applicable.

## Additional Pricing Information

Any additional details about pricing, limited to 150 characters.

## Booking URL

URL for the booking page for this specific product on the owner's website.

1. Basic Info

2. Contact Details

3. Images & Video

4. Opening Hours

5. Prices & Booking

6. Additional Info

Prices & Booking

Price range (\$)

From

60

To

180

Additional Pricing Information

Maximum 150 characters.

Booking URL

Point users directly to where they can make a booking / enquiry

»

Save draft

Submit for Approval

\*\*\*



## Step 6: Occurrence Dates [Only for Events]

Add the dates and times for the event.

Every event should have a start and end date. If it is a 1-day event, start and end will be the same day. Time is optional.

For multi-day events that occur on consecutive days, please use only one occurrence and include the date range on one line, start and end times are optional.

For events that reoccur weekly, monthly etc. utilize multiple occurrence dates/times.

You can add more occurrences by clicking the following buttons:

- Add another date: Choose date and time, the following day will be pre-selected
- Next day: The following day will be pre-selected
- Next week: The following week will be pre-selected
- Next month: The following month will be pre-selected, based on the day of the month

Allow at least a week between submitting the event and the date of the event (longer lead times are preferred).

The screenshot displays the 'A Midsummer Night's Dream' event page in the 'Occurrence Dates' step. The top navigation bar includes 'User guide' and 'Need Help?' links. The main header shows the event title and a 'Listing' link. The left sidebar has an 'Add Comment' button. The main content area shows a table with columns for 'Start Date', 'Start Time', 'End Date', and 'End Time'. The first row contains the date '04/04/2024', start time '07:00 pm', end date '04/04/2024', and end time '10:00 pm'. Below the table are buttons for 'Add another date' (green), 'Remove' (red), 'Next Day' (green), 'Next Week' (green), and 'Next Month' (green). The bottom bar contains 'Save draft' (green), 'Submit for Approval' (green), and a three-dot menu.

# Step 7: Additional Info

## Group Travel Information

If a product is available for group bookings check this box and add optional details.

- Is suitable for groups.
- Group info (maximum length 300 characters).
- Group reservation email.

## Transport Information

If the business offers transport to and from a location, e.g., an airport, check this box and add optional details.

- Is transport available.
- Transport info (limited to 150 characters).

## Accommodation Amenities [Only for accommodation listings]

Amenities are specific to the listing type and will vary, they may not be available to all listing types. Tick the appropriate ones.

Country Hearth Inn

User guideNeed Help?

1. Basic Info2. Contact Details3. Images & Video4. Opening Hours5. Prices & Booking6. Additional InfoAdditional Info

Group Travel Information

Transport Information

Accommodation Amenities

Amenities

☐ 24-Hour Front Desk

☐ Air Conditioning

☐ ATM On Site

☒ Baggage Storage

☒ Business Center

☐ Daily Housekeeping

☐ Fitness Center

☐ Heating

☐ Laundry Service

☐ Mini Bar

☐ Parking Available

☐ Pool - Indoor

☐ Premium TV channels

☐ Accepts Credit Cards

☐ Airport Transfers

☐ Babysitting

☐ Bar/Lounge

☐ Concierge Service

☐ Elevator

☐ Free In-Room Wi-Fi

☐ Ironing Service

☐ Meeting/Banquet Facilities

☐ Multi-Lingual Staff

☐ Pets Allowed

☐ Pool - Outdoor

☐ Restaurant

Save draftSubmit for Approval

Preview Draft

# Preview & Submit for Approval

Preview your Draft (link in bottom right corner) to show how the listing looks. The preview will open in a new tab.

If it's not right, then you can close the preview and continue editing.

If your listing is correct, close the preview, then click "Submit for Approval" to send your listing to IOT for approval.

If IOT accepts the listing, it is published, and you will receive an email to confirm publication.

If a listing is declined, you will also be notified by email. In the Dottie Portal, the listing status will change to "Declined", with a reason outlining why. Go back and edit your listing to resolve the issue, and resubmit.

Congratulations, you're done!

## The Rules

We try to keep these simple, but there are a few rules for product listings:

- A product listing can belong to up to five categories.
- If a product has more than one physical address, create separate listings for each location.
- Your product description is very important.
- Listings without images will not be published.
- Only include destinations and events that will likely attract visitors to travel over 50 miles. (Not every area business should be submitted, or events geared toward locals.)
- Where possible update listings, both for businesses and events, instead of creating new ones. E.g. if you have an event that recurs annually use the same listing each year and update the information rather than creating a new one.

## FAQS

### How can I tell if a listing has been published?

You will receive an email notification for all listings that are "Published" and also for those that have been "Declined". In the Dottie Portal, each listing will also show a published status.

### Can I search for a listing?

Yes. Once you select the listings or events tab you can click on the magnifying glass in the top right corner and search by listing name or category.

### Can I make a past Event active again?

Yes. Find the Event Listing in the Dottie Portal and change the dates. Submit the event again for publishing.

### How do we remove or add users?

Individual offices cannot add or remove users from the system. Contact Brad Strauss (contact details below) if you need to add or remove a user.

## Questions?

**Brad Strauss** is the Content Manager for IOT Dottie:

Phone: **312-814-3155**

Email: [brad.strauss@illinois.gov](mailto:brad.strauss@illinois.gov)