



Implementing Autopilot On Your Website

Highlight Your Location

The purpose of the Autopilot dynamic map is to show potential guests exactly where your premises are and the locations of all the activities and attractions around you.

By doing so you highlight your place as a destination which makes it easier for guests to choose you.

Once guests have all the information they need about your premises and what you offer, they will want to know where you are. So be proud of your location and let every visitor to your website know as quickly and as easily as possible where you are and why they should stay with you.

Consider having a link (either via a button or text link) at the top of every page of your website to the Autopilot map.

Use Autopilot As Your Primary Source Of Local Attractions And Activities

When potential guests visit your website you want to keep them on it. The longer they stay the more likely they will convert to a booking. You do not want to give them the opportunity to leave your website so we recommend that you keep external links to a minimum, especially those that highlight alternative accommodation providers!

For example, links to local county tourism bodies can be very good sources of information on attractions and activities in your area, however these bodies promote everything including your competitors.

Remember also that once a site visitor leaves your website they may not find it again simply because they forget where they were. How often have you done this yourself?

With the Autopilot map, all information on local attractions and activities appears to come from your own website and external links are kept to a minimum to improve conversion rates.

Furthermore the content on the Autopilot map is fully customisable. You can choose what you want to display from the many, many different categories available.

Future versions Autopilot will include local events and festivals so the mapping is constantly being updated which keeps your website fresh, relevant and current.



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Look To Replace Existing Lists Of Things To See And Do With Autopilot.

If your website currently lists things to do and see in your area consider replacing it with the Autopilot map. The reasons are as follows:

1. Autopilot contains maps, distances and locations of activities and attractions around your premises. Guests have a much clearer picture of your locality than can be achieved by a listing.
2. Autopilot minimises external links to keep visitors on your site.
3. Autopilot may contain additional content on activities and attractions.
4. Autopilot may contain additional activities and attractions.
5. Autopilot will contain details of events and festivals so is current and up to date.
6. Autopilot is managed remotely and doesn't require monitoring or updating by you.
7. Autopilot fully integrates with our mobile apps (iPhone and Smartphone).

Implement Autopilot As A Pop-up ShadowBox

A little technical but important! Autopilot has been specifically designed to appear in a shadow box when activated.

In simple terms this means that whenever you click the Autopilot map link on any page on your website, the map pops up in front of the current webpage which becomes darkened in the background. The Autopilot map can be easily closed by clicking anywhere on the current webpage but what is important is that the Autopilot map looks as if it is part of your website (when in fact it is coming from the Autopilot website).

This is best explained by an example. Go to <http://www.gregans.ie> and click on the 'Click here to find us' button. See how the map 'pops' in-front of Gregans' homepage. Now click anywhere outside the Autopilot map and see how the map disappears. Can you tell that this map actually came from www.autopilot.ie?



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Look To Replace Existing Google Maps With Autopilot

If you already use a Google or Yahoo map to show where you are located, consider using the Autopilot map.

Firstly, the location that we use to show where you are is often more accurate as we collect information for use on GPS satellite navigation systems.

Secondly, we show what's around your location. Let your guests know why they should stay with you.

Your location is as important to your guests as is the quality of the services and the facilities that you provide at your premises.

In 2008, Tourism Ireland recommended that destinations can gain competitive advantage by providing better and more itinerary-focused on and offline information highlighting the advantages of their place as a base for touring, with lists of things to see, do and discover within easy driving distance.

The Autopilot map goes one step further by providing location maps and presenting all this information in a more complete, robust and useful way for your guests.