Qualmark Approved Partner Website Logo Syndication

Overview

- Qualmark promotes the use of its quality assurance logos on a range of consumer and trade tourism websites.
- Instead of embedding a Qualmark logo into your website, we allow a web-service call to our site to ensure that the logo displayed is the correct one (as of the last upload to our site which occurs every night at 2am).
- This document is designed to be handed to your web designer for implementation.
- Each logo you are entitled to is supplied as one image. Therefore if the requested business is assessed on multiple segments there will need to be multiple web-service requests – one for each logo you wish to display. This also applies if they have been granted an Enviro-logo.

Pre-requisites:

- We will need to know the domain that the request is coming from so we can allow our website to acknowledge and respond to the request for the logo.
- The logos are in 3 sizes – small (39x46 pixels), medium (53x62 pixels), large (71x83 pixels).
- To see examples of the small sized logos, click here (http://www.qualmark.co.nz/search.php?category=Backpacker&segment_activity=&segment_service=&segment_transport=&region=&bussinessname=%5BBusiness+Name%5D&starrating=&envirorating=)
- Click here (http://www.qualmark.co.nz/backpackers.php) for the large logo – the changing logo at the top is the large logo size.
- They are .gif images with transparent background.
- If you request a logo that is not correct (i.e. the Qualmark business that you requesting logo/s for has a Guest & hosted Qualmark licence and you request a Backpacker logo) you will not receive any image back.
- If they have not yet been assessed on the segment criteria you will receive the 'Applied for' logo.

Process

- Every night we upload a complete set of all of our licence holders to an FTP folder on our website in the form of an XML file. This is available for you to pick up as frequently as you like, although to get maximum benefit from this we would recommend you do this at least weekly.
- The FTP username and password will be supplied after the approval of an application for the update file from you. We can send you a recent data file, data dictionary and explanation for you to look through.
- We suggest that you add 2 fields to a table linked to your accounts:
    - A string field of 12 characters
    - A Boolean field.
- The string field will contain our accountid which you can then use as the reference when importing the XML file. This should allow duplicates as you could have more than one entry with the same account number (i.e. if you have two accounts for a place that has a self contained & serviced section and a backpackers section – we store these as one account). This should be editable on your main accounts screen.
- The Boolean field is for 'is Qualmarked'. This is for your CSR's to query your clients when setting them up or verifying details.
- When importing the file you would update using the accountid as the reference between your database and the XML file.
- Before importing the file, you will need to delete the Qualmark data that is being imported and then insert it afresh from the file. The XML file does not contain Qualmark licence holders that have been withdrawn, so if no delete is carried out first, then a withdrawn account will not be updated against.
- If there are any accounts that have 'is_qualmark' as true and aren't in the XML file, it would be beneficial if the update program could send an automatic email to enquiries@qualmark.co.nz giving us the property name and accountid so we can verify if they in fact do have a Qualmark licence. We would then supply back to you an accountid in the case that they do. The next XML feed will update their details.
- This process allows for updates given there is an accountid. To assist with this Qualmark is able to do a manual data match between your accounts and ours.

- There is a potential that in the interim there may be Qualmark licence holders that you have not marked as 'is Qualmarked' which won't get updated. Ongoing we would be able to carry out this audit twice yearly.
- With this data you will be able to display your own star grading logo/copy on your search results page if you wish without having to retrieve the actual Qualmark logo. The logo can be retrieved when displaying the business details following a 'click-thru' to a more detailed listing.

Request a logo

- Instead of embedding an image, you reserve a placeholder of the required size and the web-service call for that placeholder is as follows:

```
<script type="text/javascript"
src="http://qualmark.co.nz/logoaccess/logo_accountid_segment_size.js"></script>
```

- Segments are as follows:
  - backpacker
  - exclusive
  - guesthosted
  - holidayhome
  - holidaypark
  - hotel
  - selfcontainedserviced
  - studentaccommodation
  - venue
  - visitoractivity
  - visitorservice
  - visitortransport
  - enviro - if applicable, to display the Enviro logo onto the website.

- Size is as follows:
  - sml - small
  - med - medium
  - lge - large

Examples of use

- A backpacker that wants to use the small logo:

```
<script type="text/javascript"
src="http://qualmark.co.nz/logoaccess/logo_AQF8AA0093WQ_backpacker_sml.js"></script>
```

- A hotel that has an Enviro logo and wants to use the medium size. This is done using two placeholders and the following code:

```
<script type="text/javascript" src="http://qualmark.co.nz/logoaccess/logo_
AQF8AA0086AB_hotel_med.js"></script>
```
(for the hotel logo placeholder)

```
<script type="text/javascript" src="http://qualmark.co.nz/logoaccess/logo_
AQF8AA0086AB_enviro_med.js"></script>
```
(for the enviro-logo placeholder)