

Welcome to Your New Website

A Guide for Your Website Program Version 5.0



The Objective for This Guide

This guide will introduce you to your new website, along with its many features. You will find helpful tips and strategies for your overall online business presence and how it relates to each page.

Table of Contents

- Startup Section
- Your Default Web Pages and What They Do
- The "Home" Page
- The "Find a Travel Agent" Page
- The "Agent Details" Page
- The "Agent Details w/ AP 2.0 Enhancements" Page
- The "Additional Bio" Page
- The "Experiential Post" Page
- The "About Us" Page
- The "Travel Insurance" Page
- The "Travel Specials" Page
- The "Promotion Details" Page
- The " Destination Inspiration (PPO Search Results) Page"
- The "Affiliate Programs" Page
- The "Added" Page
- The "Business Travel Management" Navigation Tab
- The "Contact Us" Page
- The "Travel Resources" Page
- The "FAQs" Page
- The "Terms of Use" Page
- The "Privacy Policy" Page
- The "Careers" Page

Startup Section

Welcome to a guide for your Website Program Version 5.0. We are excited to help you get started with building your online presence.

Your Website Program is a publishing tool and a relationship building tool. And just like the business presence and relationships you develop in your local community “offline” with audiences in your churches, schools, health clubs, favorite restaurants, little league sports, physicians, grocery stores and shop keepers, this program will help you to develop your business presence and relationships in your “online” community.

The publishing tool is not difficult to use, however, it does require a minimum set of skills. You must have a working knowledge of how to use a software word processor such as Microsoft Word.

Key Indicators

There are “key indicators” that you can monitor to determine if your Website Program is being successful in building an online presence in your community.

- New traffic each month to your website
- The number of leads being generated by your website
- The number of new subscribers to your email list
- A search at Google on the keywords “travel agent (plus your city name)” results in your business being listed on the first page of search results.

A Word about S.E.O. (Search Engine Optimization)

Remember how plumbers would change the name of their business to AA or AAA Plumbing so they would appear first in the Yellow Pages? Showing up first in any search is great whether it’s a search of the Yellow Pages or the Internet. However, if no one is searching for you, being first in the search results has no value.

Consumers must be inspired to look for the services and products you offer. So even on the Internet, old fashion marketing strategies that inspire people to search for you and your services and products are important to the success of your online presence.

There is no reason to have a website, if no one shows up to interact with it. So to make the most of your Website Program, a good marketing strategy is highly recommended.

Your Default Web Pages and What They Do

Each page in your new website has been populated with “default content” that we control here at headquarters in Plymouth, MN. However, on many of these pages there will be "editable regions" that you can insert your own custom content or tweak what is already there.

There is one important procedural point to remember when inserting custom (new) content. **Do not cut and paste directly from Microsoft Word** (or other word processors) **into the content management system editor**. Always cut and paste into **Notepad** first. Then, cut and paste from **Notepad** into the content management system editor.

This is because Microsoft Word brings its own proprietary formatting along with it in a cut and paste function, which does not store correctly in the CMS.

And now it's time for our parade of default pages . . .

The "Home" Page (example one)

The screenshot shows the Sterling Travel website home page. At the top left is the Sterling Travel logo with a globe icon. To its right is the text "Sterling Travel.com". Below the logo is a "TRAVEL LEADERS NETWORK" logo. In the top right corner, there is a call to action: "Need expert advice? Give us a call. (256) 533-1301". A navigation menu below the header includes links for "Home", "Find a Travel Agent", "Travel Specials", "Football Travel", "Specialty Travel", "Business Travel Management", and "Contact Us". The main banner features the Princess Cruises logo with the tagline "come back new" and a large graphic that says "THREE FREE OFFERS Unlimited Discoveries" over a photo of a man and a woman on a boat. Below the banner are two columns of content. The left column is titled "Meet Our Travel Agents" and features a profile for Leslie Gesele, a Senior Travel Consultant in Huntsville, AL. It lists her destinations (Caribbean) and specialties (River Cruising, Coach Tours, Beach Vacations). There are buttons for "Call", "Email", and "More About Me". The right column is titled "Travel Showcase" and "Featured Video", featuring two promotional cards for "Enhance your experience with Funjet Vacations" and "Share Inspiring Moments". Below this is a "Destination Inspiration" section with a search form for "Choose a Destination", "Choose a Date", and "Search". To the right of this is a "Search by travel interest" section with buttons for "Adventure", "Romance", "Beach", and "Culture". At the bottom left is the "TRAVEL LEADERS NETWORK" logo and address: "Travel Leaders, 720 Madison St SE, Huntsville, AL 35801, (256) 533-1301". At the bottom right is a call to action: "Call to book and get expert advice. (256) 533-1301". There are also "Share Us" and "Sign Up For Travel Specials" buttons. A footer at the very bottom contains links for "Careers", "Contact Us", "Terms of Use", and "Privacy Policy", along with the copyright notice "©2010 Travel Leaders Franchise Group LLC" and a "Login" link.

The "Home" Page (example two)


Need expert advice? Give us a call.
800-335-TRIP

Plymouth

Home
Travel Specials
Find a Travel Agent
Business Travel Management
Specialty Travel
Contact Us

Luxurious Romantic Retreats

Meet Our Travel Agents [See All Our Travel Agents](#)



Jeremy Van Kuyk - stma, MN
IT Guy


Destinations:

- Circle Volcano, Hawaii
- Africa
- Costa Rica
- Hawaii, The Big Island
- Ascension


Specialties:

- Casinos & Gambling
- Golf
- Safari
- Outdoor Activities & Sports
- Spa & Fitness

An Independent Contractor with Travel Leaders Plymouth, MN.



Call
Click Here



Email
Ask a Question

More About Me

Travel Showcase
Featured Video

Connect With An Agent

Learn about each of our travel agent's specialties and backgrounds and discover the agent that's the best fit for you.

Travel Specials

Looking to SAVE BIG on your next cruise, hotel stay or vacation package? We bring you the very best deals.

More Offers

Dream
Cruise
Packages, Tours, Lodging
Have a question? Call us: **(817) 332-6811**

Destination Inspiration

Find your dream vacation. You can share your trip with your friends or contact an agent to make it happen!

Choose a Destination ▾

Choose a Date ▾

Search

Search by travel interest

Adventure

Romance

Beach

Culture

Each location independently owned and operated
Travel Leaders
3033 Campus Dr Ste W320
Plymouth, MN 55441
800-335-TRIP

Call to book and get expert advice.
800-335-TRIP

Share Us:

+ Share

Sign Up For Travel Specials:

Sign Up

Careers | Contact Us | Terms of Use | Privacy Policy

©2015 Travel Leaders Franchise Group LLC

Login

The "Home" Page

To begin our parade of pages, we have the "Home" page. Keep in mind that when consumers arrive at your website via an organic search, they may or may not be directed to the "Home" page. Many times they are deep linked to a page inside of your website. This takes the pressure off you to try and mentioned everything you do on your "Home" page.

Also please keep in mind that "ad campaigns" generally drive consumer traffic to "landing pages" within your website as well. The idea here is to match relevant content with a search term or current special based on what the consumer is looking for.

A website is less like a printed brochure, catalog, newspaper or magazine and more like a commercial building (a public space) that consumers enter, move about in and interact with. This is why we refer to these visiting consumers as "traffic" and why we study their traffic patterns and online user behaviors. We look for and manage relevant "paths" that consumers follow to carry out certain interactive tasks. And, we try and minimize the "noise" (distractions) along paths, which might interfere with them completing these interactive tasks. And Google refers to websites in their Analytics program as "web properties."

Your "Home" page is optimized to minimize "noise" along paths and designed to group "like" activities together. The goal of a well-designed website is to create public spaces that consumers can easily learn the navigation, explore, interact with and enjoy with confidence. Building consumer confidence through a well-designed web interface (your public space) is an important step in building relationships online.

In other words, if your website is easy to work with, chances are that you and your employees are as well. Make sense?

The interactive paths on your "Home" page include:

- The top navigation bar.
- The bottom navigation footer.
- A masthead image rotator with links to their respective landing pages.
- A Passport Online (PPO) search widget to give consumers vacation and travel ideas (talking points to begin the relationship building process).
- A featured agent region with multiple ways to interactive with them or the ability to select your office agency roster.
- Two "Showcase" items linked to multi-purpose landing pages, which will be explained on the "Travel Specials" page.
- A place to post a video with a description and link if needed. This could be a travel video, a client testimonial or a supplier TV advertisement. Maybe you just want to play some mood music using a video slide show of your recent travel photos with a background music track. Salsa anyone?
- The prominent display of your contact phone number.
- A "Page Sharing" tool for consumers to share the page they are on with their favorite social network.

- A button for quick email list signup.

The showcase items mentioned above, which will be discussed in more detail in the "Current Specials" page information, can be changed on the "Current Specials" page as an editable region. The change will then be propagated to this page as well as to the "Connect with an Agent" page.

(NOTE: The two Showcase items will always be populated with default content along with their respective landing pages, unless you choose to change that content. If you do decide to change the default content on any page, and then decide you would like that default content restored, this is always an option available to you.)

Page Highlight(s)

- A masthead image rotator with links to their respective landing pages
- A featured agent region with contact information
- Two "Showcase" items linked to multi-purpose landing pages
- A place to post a video with a description and link if so desired
- A PPO search widget, called "Destination Inspiration," to inspire consumers with vacation and travel ideas (talking points to begin a relationship)
- A "Page Sharing" tool for consumers to share the page they are on with their friends and family
- A text field and button for quick email list signup

Minimum Requirement(s)

1- There must be at least one featured agent in Agent Profiler. And, this one record must have the following fields completed:

- The profile image
- The website display title
- The full biography
- At least one featured destination
- At least one featured specialty
- At least one feature supplier

The "Find a Travel Agent" Page

TRAVEL LEADERS[®]


Plymouth

Need expert advice? Give us a call. (734) 455-5810

Home **Find a Travel Agent** Travel Specials Business Travel Management Specialty Travel Contact Us

Meet Our Travel Agents

Introducing our travel team members. Learn about each travel agent's specialties and backgrounds and discover the agent that's the best fit for you.



Jeremy Van Kuyk - stma, MN
IT Guy

Destinations:

- Circle Volcano, Hawaii
- Africa
- Costa Rica
- Hawaii, The Big Island
- Ascension

Specialties:

- Casinos & Gambling
- Golf
- Safari
- Outdoor Activities & Sports
- Spa & Fitness

An Independent Contractor with Travel Leaders Plymouth, MN.

Call Click Here **Email** Ask a Question **More About Me**

Specialist Search

Filter your Travel Specialists by destination or specialty.

Choose a Destination

Choose a Travel Interest


See All Travel Agents

Search

The Travel Leaders Agent Difference

- Personalized Service
- Professionally Trained
- Experience
- Save Time and Money

Connect with a Travel Leaders Agent now!



Jeremy Van Kuyk - stma, MN
IT Guy

Destinations:


- Circle Volcano, Hawaii
- Africa
- Costa Rica
- Hawaii, The Big Island
- Ascension

Specialties:

- Casinos & Gambling
- Golf
- Safari
- Outdoor Activities & Sports
- Spa & Fitness

An Independent Contractor with Travel Leaders Plymouth, MN.

Call Click Here **Email** Ask a Question **More About Me**



Jeremy Van Kuyk - stma, MN
IT Guy

Destinations:

- Circle Volcano, Hawaii
- Africa
- Costa Rica
- Hawaii, The Big Island
- Ascension

Specialties:

- Casinos & Gambling
- Golf
- Safari
- Outdoor Activities & Sports
- Spa & Fitness

An Independent Contractor with Travel Leaders Plymouth, MN.

Call Click Here **Email** Ask a Question **More About Me**

The "Find a Travel Agent" Page

The "Find a Travel Agent" page is a dynamically generated page from agent profile records stored in a database.

This is basically an agent search results page that is generated when a consumer clicks on either the "Find a Travel Agent" link or the "See All Our Travel Agents" on the "Home" page.

You can change any agent record information by editing that information in Agent Profiler.

Page Highlight(s)

- An editable region to briefly introduce your agent roster.
- An agent roster (maximum 10 per page) with links to individual profiles ("Agent Details" Page).


Minimum Requirement(s)

1- None. You can use the default content if you want.

The "Agent Details" Page

TRAVEL LEADERS® Need expert advice? Give us a call.

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Specialty Travel](#) | [Contact Us](#)



Luke Oldenburg - Plymouth, MN

[Call](#) Click Here | [Email](#) Ask a Question

Scandinavian Travel Specialist

Let me help you plan the trip of a lifetime! Amazing culture and spectacular views await you!


My love for the Scandinavian countries began during my first trip to Norway. My interest was initially in the beautiful landscapes of the country. Since then, I have lived and worked in Norway and traveled numerous times to Sweden and Denmark. I've traveled by car, boat and train across the lands of Scandinavia. My experiences have given me the knowledge to recommend only the best for my clients.

Immerse yourself in the rich culture and history of the Scandinavian countries. Learn about the Vikings that used to rule the seas or celebrate Norwegian Independence day at the King's castle! There are great opportunities to enjoy what you love from hiking in the Fjords of Norway to having dinner on the ocean in Copenhagen.

I specialize in outdoor adventure, because I think that Scandinavia has some of the most amazing locations. Whether you want to cruise around the fjords of these beautiful countries or want to learn and explore with your family, I can help you plan the perfect getaway.

What some of my clients have to say...

Luke is great at finding the best value. I have worked with him for years and he is the only person I trust to handle my travels.



[Contact Me](#) | [See More Travel Agents](#)

TRAVEL LEADERS® Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us: [+ Share](#) | **Sign Up For Travel Specials:** [Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2016 Travel Leaders Franchise Group LLC

Login

The "Agent Details" Page

The "Agent Details" page is a dynamically generated page for an individual agent record (an Agent Profile) stored in a database.

As the "About Us" page is a great place to make a first impression for the agency as a whole, this is the place for each individual agent to make a great first impression.

There are no editable regions on this page; however, you can change agent record information by editing that information in Agent Profiler. This includes the agent profile photo and the article image you see on this page. Try and use words in the main body of your profile that you think will help consumers find you and your expertise when they search for you using Internet search engines; such as Google.

Page Highlight(s)

- A landing page for each agent that consumers can be driven to from multiple sources, including blogs, news articles, Facebook, Twitter, YouTube, Pinterest, Linked In and Email campaigns.
- Since consumers will be looking for a good fit for them, a link to a page to search or display more agents.

Minimum Requirement(s)

1- There must be at least one featured agent in Agent Profiler. And, this one record must have the following fields completed:

- The profile image
- The website display title
- The full biography
- At least one featured destination
- At least one featured specialty

The "Agent Details w/ AP 2.0 enhancements" Page

Need expert advice? Give us a call.

Home

Find a Travel Agent

Travel Specials

Specialty Travel

Contact Us

Cory Voss - Plymouth, MN

Call
Click Here

Email
Ask a Question

Alaska, Luxury, River & Ocean Cruise Expert

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. My concerns about it are if you are typing straight into one of the text boxes and not copying in a non formatted bio, it has problems.

My Travel Specialties

Warm Weather Vacation Expert

I have been dedicated to providing comprehensive travel services to corporate and leisure customers for over 15 years. I can try and assist with anything that you may need help with. Please take a assist with international or domestic flights, car, accommodations and passport documentation. I have traveled...
[Read more from my Warm Weather Vacation Expert bio.](#)

Amazing Caribbean beach

Italian Adventure Specialist

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia...
[Read more from my Italian Adventure Specialist bio.](#)

Italian Sunrise

My Travel Albums

Grape Harvest Season

View Album

Amazing Vacation Photos

View Album

Customer Testimonials

Another Amazing Testimonial

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus!!!
Mary A. Miami, FL

Amazing Testimonial Heading

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. **Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.** Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat."
John P. Minneapolis, MN

[Contact Me](#)

[See More Travel Agents](#)

Each location independently owned and operated
Travel Leaders

Call to book and get expert advice.

Share Us:
[+ Share](#)

Sign Up For Travel Specials:
[Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

[Login](#)

The "Agent Details w/ AP 2.0 enhancements" Page

The "Agent Details w/ AP 2.0 enhancements" page is a different version of the "Agent Details" page with the enhancements to Agent Profiler that allow for richer, more in-depth content. This page loads additional content from Agent Profiler that is not on the most basic Agent Details page.

The AP 2.0 enhancements include the ability to create: Additional bios, Experiential Posts, Customer Testimonials and Photo Albums. Participation in all of these features is optional and is not required to display online. Additional bios allow you to create destination or specialty specific profiles that highlight your expertise. The use of Experiential Posts allows you to show the consumer your firsthand experience and provide some insight into your personality and the type of travel that you do. It can also serve as destination inspiration for consumers if it is a unique trip. Customer Testimonials provide the consumer with the positive experiences of others to assure them that the booking experience will be great. Photo Albums are what brings a vacation to life. Adding photo albums to your profile will show what you cannot say. Through photos the consumer will develop an idea of what a destination has to offer and be inspired to reach out to you to get them there.

There are no editable regions on this page; however, you can change any agent record information by editing that information in Agent Profiler. This includes all of the Agent Profiler 2.0 enhancements.

Page Highlight(s)

- Preview and a link to the Additional Bios where consumers can view more about your expertise.
- Experiential Posts that give the consumer insight into your personality and the type of travel that you do.
- Customer Testimonials that show the consumers what others that have booked with you have to say.
- Photo Albums that bring the far away destinations to life for a consumer viewing your profile.


Minimum Requirement(s)

1- Must have completed an "Agent Details" page bio and be displaying online.

The "Additional Bio" Page

TRAVEL LEADERS® Need expert advice? Give us a call.

[Home](#) [Find a Travel Agent](#) [Travel Specials](#) [Specialty Travel](#) [Contact Us](#)




Cory Voss - Plymouth, MN

[Call](#)
Click Here [Email](#)
Ask a Question

Warm Weather Vacation Expert

I have been dedicated to providing comprehensive travel services to corporate and leisure customers for over 15 years. I can try and assist with anything that you may need help with. Please take a assist with international or domestic flights, car, accommodations and passport documentation. I have traveled extensively throughout the world - focusing on Europe, Australia, Mexico and the Caribbean. I have completed certification programs with the major cruise lines and am also a Funjet Vacations, Hyatt and Marriott Certified Specialist. My specialties and passions include, but are not limited to, destination weddings and group golf getaways.



Amazing Caribbean beach

I love getting to know my customers travel desires, investigating the options and delivering dream vacations. You can count on me to provide insider information, exclusive deals and help you out if you're ever in a bind. I look forward to helping you discover the vacation of your dreams.


Testimonials I've Received

"He's the best travel agent for us because he really knows the travel industry. Working with Robert is always a great experience!" - Shelly U.

"We use Robert for all our travel needs. Our family vacations, annual excursions, and even our small road trips. He's a gem!" - Peter R.

My Travel Albums

Grape Harvest Season



[View Album](#)

My Travel Stories

Grape Harvest in Tuscany

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias exceptum sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum - [Read more](#)

[Go to my main profile](#)

[Contact Me](#)

Destination Expert:

- Cancun
- Caribbean
- Gulf of Mexico
- Mexico
- Spain

Travel Specialist:


- Beach Vacations
- Photography
- Scuba
- Accessible Travel
- Luxury

Top Travel Partners:

- Enterprise

Certifications/Awards:


- Travel Agent OTY 2010
- World Travel Agent Award



Connect with Me:

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

Industry Affiliations:



TRAVEL LEADERS® Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us:
[+ Share](#)

Sign Up For Travel Specials:
[Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)
©2015 Travel Leaders Franchise Group LLC

The "Additional Bio" Page

The "Additional Bio" page gives the consumer an in-depth look at the agent's personality and expertise. This is where the agent can share their unique experiences and insights into traveling to a specific destination or interest. An additional bio should be focused on a particular type of travel to appeal to the travelers that want an expert.

There are no editable regions on this page; however, you can change any agent record information by editing it in Agent Profiler. This includes the additional bio text, article image, testimonials and photo albums. Try and use the additional bio text to show the consumer the breadth of knowledge that you have in the destination or interest this bio is focused on. Use the testimonials to share some of the great experiences that consumers have had booking with you. Take advantage of the photo albums that can be used to show consumers that you are authentic through photos of your travels to that destination. The more that you can show your expertise in this area the more likely the consumer will contact you about a trip.

The more content that you add regarding a specific destination or interest the higher you will appear in search engine results. This is done by using keywords about the location as well as caption on photo and customer testimonials referencing the trip. All of these work to display you as an expert in that area and draw more traffic to the page.

Page Highlight(s)

- A landing page for consumers looking for an agent with a specific specialization.
- Ability to add customer testimonials and photo albums to provide rich content displaying the extensiveness of expertise.

Minimum Requirement(s)

1- The agent must already be displaying online before they can build additional bio pages. When that requirement is met the agent must also have the following fields completed:

- Expertise Overview

The "Experiential Post" Page

Grape Harvest in Tuscany

Cory Voss - Plymouth, MN

Warm Weather Vacation Expert

 **Call**
Click Here

 **Email**
Ask a Question

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.



Amazing countryside...

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat."

"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat."

My Travel Albums

Grape Harvest Season



[View Album](#)

[See more travel stories](#)

[Return to my Warm Weather Vacation Expert page](#)

Share Us:

[+ Share](#)

Sign Up For Travel Specials:

[Sign Up](#)

The "Experiential Post" Page

The "Experiential Post" page is your opportunity to share unique experiences that you have had while traveling to a destination in your bio. This page allows you to show the consumer that you are authentic and provide some insight into your personality and the type of travel that you do.

This is your chance to talk about your trips and your adventures, so use rich detail and add photos to capture the consumers' attention. Displaying interesting and unique travels you have had can be the differentiating factor that separates you from other agents. Everyone wants the most experienced and well qualified agent and this is where you can show that you are just that agent.

There are no editable regions on this page; however, you can change any agent record information by editing that information in Agent Profiler. This includes the agent profile photo and the article image you see on this page.

Page Highlight(s)

- Since consumers will be looking for a good fit for them, a link to any additional Experiential Posts that you have.

Minimum Requirement(s)

1- The agent must already be displaying online before they can build Experiential Post pages.

The "About Us" Page

TRAVEL LEADERS® Each location independently owned and operated

Need expert advice? Give us a call.

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Specialty Travel](#) | [Contact Us](#)

About Us

U.S. Top Ten Ranked Travel Company


Travel Leaders has been assisting travelers for nearly 30 years through our nationwide independently owned and operated franchise locations affiliated with Travel Leaders Group – a leader in both leisure and business travel. Travel Leaders Group was recently again named among the Top 10 on the Travel Weekly Power List.

As professional travel agents, travel is our passion and our life work. It's what we do all day every day. We have personally been to destinations worldwide, stayed at the resorts, sailed aboard the cruise ships and taken the off-the-beaten path tours, so we know what to recommend and what not to recommend to our clients. We have established relationships in the travel industry that enable us to offer you special offers and amenities you won't find anywhere else—even online. We will be there for you if anything unexpected occurs on your trip. We have the education and the experience to ensure you enjoy exceptional travel experiences throughout your lifetime. Our promise to you...
"When travel with us, you travel better."

Meet Our Travel Agents

[See All Our Travel Agents](#)

[Call](#) Click Here | [Email](#) Ask a Question | [More About Me](#)



Fawn Johnson - Plymouth, MI

Corporate Travel Specialist

Destinations:

- China
- Mexico
- Caribbean
- Europe

Specialties:

- Business Travel Specialist
- Cruises
- Beach Vacations
- Family Vacations
- River Cruising

Our Customers

Hear What Our Customers are Saying

It was an absolutely MAGICAL trip. Thank you so much for everything you did to make our trip wonderful. We have been telling everyone how easy you made our trip and that we definitely recommend booking travel plans through you. We could not be more pleased! Thanks again for everything!

-- Tishara and Arnold B.

My agent, Amy did a wonderful job on helping us to decide the right tours, then handling all of the reservations, connections and hotels in London, Scotland and Rome. She made our trip worry free. The bottle of wine waiting for us was a pleasant surprise! We will utilize Amy for our next vacation to either Wales or New Zealand.

-- Mary S.

TRAVEL LEADERS® Each location independently owned and operated

Travel Leaders

Call to book and get expert advice.

Share Us: [+ Share](#) | **Sign Up For Travel Specials:** [Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

[Login](#)

The "About Us" Page

Make a great first impression with the "About Us" page. Here is where you will want to introduce yourself to your consumer audience. There are two editable regions on this page. One can be used to introduce your business, its history in the community, awards, achievements, special recognitions, local activities you support, maybe something unique about your product offerings or any other first impression content you feel is appropriate.

The other editable region on this page can be used to post customer feedback or online testimonials. You could even video tape a testimonial from one of your clients, post it to your YouTube account, then link to it from a link you place in this editable region. Remember to always use the "open new" browser window option when linking to pages that send consumers and potential clients offsite.

Page Highlight(s)

- An editable region to introduce yourself.
- An editable region to post testimonials and customer feedback.
- A featured agent region linked to a page to search or display more.

Minimum Requirement(s)

1- You will want to write and publish at least one paragraph that introduces your business and replaces the default content for that editable region.

The "Travel Insurance" Page

TRAVEL LEADERS® Need expert advice? Give us a call.

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Specialty Travel](#) | [Contact Us](#)

Our Customers

Hear What Our Customers are Saying

We are your personal travel advocates to help you with everything from getting you on the next flight, if your flight is canceled; to discovering just the right vacation package, travel deals and specials, restaurants or shore excursions. We will provide you with tips, advice and insights that only trained and experienced travel professionals can offer. We live and love travel and we would love the opportunity to lead you down the path to your next great travel memory.

"It was an absolutely MAGICAL trip. Thank you so much for everything you did! We have been telling everyone how easy you made it and that we definitely recommend booking travel plans through you. We could not have been more pleased! Thanks again for everything!"

-- Tishara

"Michelle did a wonderful job on reservations, connections and hotels to London, Scotland and Rome. Made our trip worry free. Our next vacation will be to Whales or New Zealand."

-- Mary from Omaha, NE

Travel Insurance

Why Buy Travel Insurance?

When you consider how hard you have worked to earn your vacation, purchasing Travel Insurance is a small price to pay to protect its value. In fact, travel insurance typically averages just nine percent of the cost of your trip and can more than pay for itself when it comes to salvaging a vacation where canceled flights, missed cruise ships or other unexpected events occur. Travel insurance is essential for smart travelers who want the peace-of-mind knowing their financial investment is protected.

There is coverage and protection for many things that occur before and during your trip, including:

- Cancel Before a Departure - or you need to cancel for any reason
- Trip Delay - if you miss your air, tour or cruise departure-- or even a connecting flight
- Trip Interruption - if you have to leave your vacation unexpectedly
- Flight Cancellation - if the airline cancels your flight
- Baggage Protection - for delayed, damaged or lost luggage
- Emergency Medical - accidents or an unexpected illness

Your travel agent can explain the types of coverage and help you choose the insurance package that will compensate you if your vacation happens to be not quite a dream come true.

TRAVEL LEADERS® Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us: [+ Share](#) **Sign Up For Travel Specials:** [Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

Log

The "Travel Insurance" Page

The "Travel Insurance" page is your dedicated landing page to talk about the benefits of having travel insurance as part of any comprehensive travel arrangements. There are two editable regions on this page. One could be used to introduce various types of insurance and how to use these effectively in any travel plans.

The other editable region on this page can be used to post customer feedback or online testimonials related to having had travel insurance and how well that worked out. You could even video tape a testimonial from one of your clients, post it to your YouTube account, then link to it from a link you place in this editable region. Remember to always use the "open new" browser window option when linking to pages that send consumers and potential clients offsite.

Page Highlight(s)







- An editable region to introduce travel insurance products.
- An editable region to post testimonials and customer feedback.
- A featured agent region linked to a page to search or display more.

Minimum Requirement(s)

1- None. You can use the default content if you want.

The "Travel Specials" Page

Travel Specials

 <p>Save at Sandals® Resorts with Funjet Vacations Experience adults-only luxury when you book at Sandals® Resort with Funjet Vacations! See Details</p>	 <p>Save up to 40% with Hurtigruten Discover the wild beauty of Antarctica and Chile on your epic Hurtigruten voyage. See Details</p>
 <p>Seek Adventure Onboard Royal Caribbean From the shores of Europe to the Caribbean islands, every Royal Caribbean Cruise is a thrill seeking adventure! See Details</p>	 <p>Sea, Sun and Fun with Funjet Vacations Looking for the perfect escape? Funjet Vacations offers fun and sun on family and couple getaways. See Details</p>
 <p>Make your Dream Winter Vacation Real Fill your winter with aqua blue waters, cascading waterfalls and white sandy beaches! See Details</p>	 <p>Come Back Fascinated with Australia Discover the unspoiled beaches, oceans and islands of magnificent Australia from \$290. See Details</p>

Cruise Specials

[Vacations Like Never Before with Royal Caribbean](#)
Travel Dates: Sailings After January 4, 2016

[Embark on a Journey of Discovery](#)
Travel Dates: 1/1/2016 - 12/31/2016

[Discover the Caribbean's Best with Royal Caribbean](#)
Travel Dates: All Sailings After December 10, 2015

[See all cruise specials](#)

Hotel & Resort Specials

[Make your Dream Winter Vacation Real](#)
Travel Dates: 10/1/2015 - 4/30/2016

[Enjoy Exotic Luxury Vacations](#)
Travel Dates: 10/1/2015 - 12/31/2016

[Feel like a Star at IBEROSTAR](#)
Travel Dates: 9/18/2015 - 12/31/2016

[See all hotel specials](#)

Vacation Specials

[Save at Sandals® Resorts with Funjet Vacations](#)
Travel Dates: 12/07/2015 - 12/27/2016

[Discover the Unknown in 4 Luxury Ways](#)
Travel Dates: 01/01/2016 - 12/31/2016

[Sea, Sun and Fun with Funjet Vacations](#)
Travel Dates: 1/1/2016 - 3/31/2016

[See all vacation specials](#)

Rail Specials

[Discover the Unknown in 4 Luxury Ways](#)
Travel Dates: 01/01/2016 - 12/31/2016

[Grand eScapes: Escape to Amazing Destinations!](#)
Travel Dates: 7/16/2015 - 12/31/2016

[See all rail specials](#)

Featured Programs



- [Disney Vacations](#)
- [River Cruises](#)
- [All-Inclusive Vacations](#)
- [Camps & Lodges](#)

Featured Destinations



- [Hawaii Vacations](#)
- [New Zealand Vacations](#)
- [Great Britain Vacations](#)
- [Australia Vacations](#)
- [Fiji Vacations](#)

Still Looking? Find an Agent.

Our travel agents have access to exclusive offers and special amenities which allow you to travel better to any destination you choose.

The "Travel Specials" Page

The "Travel Specials" page is where the majority of your inventory is displayed for consumers to view. This is the wall-to-wall store shelving on which your travel products sit. Keeping it organized and neatly displayed is important.

The page is divided into two main regions. From top to bottom they are (1) **The Showcase Region** and (2) **The Travel Specials Region**.

The Showcase Region has six placeholders for travel products or promotions that you can feature on a seasonal or last minute basis. Think of this region as being similar to the big glass display window at a large department store that changes month to month.

Since the region below the Showcase Region contains dynamically generated content that is managed by headquarters (network-wide distributed content), the Showcase Region is your customizable place to add your own current specials or travel packages that are specific to your local market and unique marketing strategy.

Feel free to promote whatever you would like to promote in these six placeholders as long as it is travel related.

You will also want to link each customized Showcase item to a custom landing page that you will want to add as well; preferably with an Agent to greet them on that page.

The region below The Showcase Region is **The Travel Specials Region**. The default content displayed in this region is dynamically generated out of the Promotions Records database and displayed across all of our associate's websites. You might call it the Travel Leaders Cable Network channel. And on the Internet, as in Cable Television, content is expensive to generate. A content provider plays an important role in continuously populating your website with content that helps to engage consumers each time they visit and generate leads.

This content will change often. When consumers click on any listing shown in these promotions, they will be taken to a Promotion landing page called a "Promotion Details" page. These landing pages are also a place to send consumers from links in marketing emails. If you want, you can also link Showcase items to any "Promotions Detail" landing page if that helps feature a promotion you really want to give more exposure to.

Page Highlight(s)

- Six editable regions to showcase travel product
- Consistent content supplied by headquarters
- An index for all the current promotions running
- A drill-down page to promotions

Minimum Requirement(s)

1- None. You can use the default content if you want.

(NOTE: Two showcase items will always be populated with default content along with their respective landing pages, unless you choose to change that content. If you do decide to change the default content on any page, and then decide you would like that default content restored, this is always an option available to you.)

The "Promotion Details" Page

Need expert advice? Give us a call.

Home

Find a Travel Agent

Travel Specials

Specialty Travel

Contact Us

TAKE THE JOURNEY OF A LIFETIME TO ANTARCTICA

Hi, I'm Kory Vosseke.
I can help personalize your travel plans. [Learn more about me.](#)

Call [Click Here](#)
Email [Ask a Question](#)

Booking Period: 11/27/2015 - 1/29/2016	Travel Period: 09/16/2016 - 12/31/2016	Vacation Code: 408
--	--	--------------------

DISCOVERY AND ADVENTURE FOR ALL

Hurtigruten's MS Midnatsol is designed to bring Antarctica polar exploration to all ages and learning levels. You will not just 'cruise' like many ocean liners, nor will you be asked to 'conquer' extreme elements in order to have a truly special and adventurous experience.

Discovery Style Voyages are affordable, multigenerational-friendly, with a diversity of activity levels, and full of fun and adventure. You will have small group landings ashore, surround yourself with penguins and massive icebergs, and explore pristine ports of call in sturdy, small crafts. Back on board, you'll have fun opportunities to learn and share discoveries in casual and modern comfort - aboard a vessel specifically designed with over 125 years of Norwegian maritime expertise in polar operations.

Antarctica and South America

All 2016 Antarctica Voyages On Board MS Midnatsol
15 Days 9/1/2016 - 12/31/2016

Patagonia - Falkland Islands - Magellan Strait - Antarctica - Cape Horn and Chilean fjords

Unlike so many Antarctica itineraries, MS Midnatsol shares time with the fascinating land of Chile, starting and ending in Punta Arenas, the thriving capitol city of Chile's southernmost region. On your epic voyage, you'll explore the deep fjords of Chile. Take a front-row seat for the spectacular landscapes and stark natural beauty of Patagonia. Enjoy the vibrant cultures of South America and check Cape Horn off your bucket list. All before experiencing the wild beauty of Antarctica!

Inside Stateroom from \$6,499

Contact us to discover the wild beauty of Antarctica and Chile on your own epic Hurtigruten voyage today.

HURTIGRUTEN

Hi, I'm Kory Vosseke.
I have lived in the orient for two years and Germany for three years. I have taken 115 cruises since my first cruise in 1974 on the Sltmar Faisea. I was one of 230 agents invited on the 2012 Oceania Riviera Christening Cruise where I took the p... [Learn more about me.](#)

Call [Click Here](#)
Email [Ask a Question](#)

[See More Travel Agents](#)

Terms and Conditions

Save up to 30% on MS Midnatsol 2016 Antarctica departures between Sept - Dec 2016. Price listed reflects the 30% savings. Available for new bookings only made from Nov. 27, 2015 - Jan 29, 2016. As cabin availability decreases, fares will increase. Offer is combinable with 5% Ambassador Discount. Other restrictions may apply. Offer savings amounts are based on two people traveling together and sharing a twin cabin on select dates. Offer is valid for North American residents only, capacity controlled and subject to change without notice.

*Not valid for existing reservations, or hold options, port to port, group travel, or packages sold by a tour operator. Not valid on MS Fram, MS Nordstjemen, MS Spitsbergen Norwegian Fjords Explorer Voyages, or Norway Voyage Packages. Ship's registry: Norway

Call to book and get expert advice.

Share Us:

[+ Share](#)

Sign Up For Travel Specials:

[Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

The "Promotion Details" Page

From the "Travel Specials" page, when consumers click on any listing shown in The Travel Specials Region, they will be taken to a page like this. These landing pages are also a place to send consumers to from links in marketing emails and online advertisements (such as Google AdWords). If you want, you can also link Showcase items to any "Promotions Detail" landing page if that helps feature a promotion you really want to give more exposure to.

This page will also do its best to match one of your agents with the promotion product shown on the page and then display that agent next to it. This is why it is important that each agent provide an accurate description of their specialties. A special search algorithm uses this data, along with other important factors, to match one of your agents (using their Agent Profile) with each of the many "Promotion Details" pages on your site.

Various ways to connect with the agent will be presented to the consumer. Keep in mind that consumers deciding to connect with your agent via the Internet have already made an investment in time to begin a dialogue (a relationship) with an agent. They are using the Internet to save time and money. And, they are expecting to interact with someone quickly. To a consumer, in their mind they have just virtually walked into your office, sat down in front of you and are raring to go. They want to interact with you now.

In this new world of quick and convenient communication styles, such as email, cell phones, texting, picture mail, iPads, instant messaging, video-on-demand, chat and Skype, consumers have the same expectation as if they just connected with you via the telephone. They want to start a conversation now. If you treat all these quick and convenient communication styles as if you've just received a phone call, you will become increasingly effective in building relationships that begin online.


Page Highlight(s)

- Agent and promotion product matching
- Multiple channels to connect with the agent
- A drill-down page to attached offer(s) details
- Since consumers will be looking for a good fit for them, a link to a page to search or display more agents.

Minimum Requirement(s)

1- None. All the content is dynamically generated.

The "Destination Inspiration (PPO Search Results) Page"


Need expert advice? Give us a call.


[Home](#)
[Find a Travel Agent](#)
[Travel Specials](#)
[Specialty Travel](#)
[Contact Us](#)

Dream | Cruise | Packages, Tours, Lodging
Have a question? Call us

Destination Inspiration

Find your dream vacation. You can share your tip with your friends or contact an agent to make it happen!


Search by travel interest



4 Day Essential Rotorua

4 Day Essential Rotorua package includes hotel, sightseeing, and transfers.


[See Details](#)



4 Day Essential Papeete

4 Day Essential Papeete package includes hotel, sightseeing & transfers.


[See Details](#)



4 Day Essential Melbourne

Melbourne, on the banks of the Yarra River, boasts a lively cosmopolitan pulse. The city is famed for its world-class sporting events, a passion for food and wine and a fabulous arts scene. Be sure to see bustling Queen Victoria Market, or alternatively check out the designer shops and galleries.


[See Details](#)



4 Day Essential Darwin

Darwin, gateway to the Top End, is a tropical frontier town with access to some of Australia's most scenic national parks, including the wildlife rich wetlands, waterfalls, rock formations, and Aboriginal rock art of Kakadu.


[See Details](#)



4 Day Essential Christchurch

4 Day Essential Christchurch package includes hotel, touring and transfers.


[See Details](#)



4 Day Essential Brisbane

Brisbane, the 'City of Sun Days', is a clean, fresh and vibrant city and Australia's third largest city. As Australia's only sub-tropical capital city, Brisbane offers all the excitement of a big city, but with a relaxing pace. Brisbane's Central Business District is packed with fine eateries, al fresco cafes, fashion, entertainment and gardens and the majestic Brisbane River meanders its way through the city area.


[See Details](#)



4 Day Essential Cairns from \$539

4 Day Essential Cairns from \$539 includes hotel, sightseeing & transfers.


[See Details](#)



4 Day Essential Queenstown

4 Day Essential Queenstown includes hotel, sightseeing and transfers.


[See Details](#)



4 Day Essential Perth

4 Day Essential Perth package includes hotel, touring, and transfers.


[See Details](#)



4 Day Ayers Rock Experience

World Heritage-listed Uluru, also referred to as Ayers Rock, is a large sandstone rock formation, which lies 209 miles south west of the nearest large town. Uluru is sacred to the Pitjantjatjara and Yankunytjatjara Aboriginal people of the area. As the light hits the sacred rock at different times of the day it appears that the rock is changing colors. Around the Uluru are many springs, waterholes, rock caves and ancient aboriginal paintings.

[See Details](#)


Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us:

Sign Up For Travel Specials:

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

Logout

The "Destination Inspiration (PPO Search Results) Page"

The "Destination Inspiration" results page is another important traffic pathway to connect you with a consumer. It has two major paths. One route is through a search result, then to an "Offer Details" landing page along with an agent match. The other is through a link on the "Meet Our Travel Agents" region, which will display your office roster (maximum 10 per page) with links to individual profiles.

Clicking on one of the Destination Inspiration results will bring the consumer to an "Offer Details" landing page that is also populated from the PPO Records database. This "Offer Details" landing page will do its best to match one of your agents with the offer product shown on the page and then display that agent next to it.

It's important to understand that the "Destination Inspiration" search widget on the "Home" page is designed to generate vacation ideas as talking points for a consumer to begin a relationship with an agent. Since there are no booking engines attached to this search feature, the consumer cannot complete their travel plans or research on their own without your help. This is why consumers are encouraged in a number of ways along the path to contact an agent. Be mindful of this possible frustration when a consumer contacts you. You are holding the keys to the completion of their travel plans or vacation research; the perfect "Wow" opportunity.

Page Highlight(s)

- Search results (destination inspiration) from a PPO database search with a link to an "Offer Details" landing page showing more details, along with an agent match
- Talking points for a consumer to begin a relationship with an agent
- A search again feature
- A link to display your office agency roster (maximum 10 per page) with links to individual profiles

Minimum Requirement(s)

1- None. All the content is dynamically generated.

The "Affiliate Programs" Page

TRAVEL LEADERS® Need expert advice? Give us a call.

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Specialty Travel](#) | [Contact Us](#)

Affiliate Programs

Travel Companies That We Have Partnered With

Below, you will find links to travel companies that we have partnered with to offer you best-in-class vacation ideas and packages. Some of our travel partner's sites allow you to book your own vacation, but remember we are always here to help you before and throughout your next vacation. It's always our goal to help you "travel better."

Insert Affiliate Here

Insert Affiliate Here

Insert Affiliate Here

Insert Affiliate Here

TRAVEL LEADERS® Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us: + Share Sign Up For Travel Specials: Sign Up

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

Login

The "Affiliate Programs" Page

Travel suppliers offer a number of "Affiliate Programs" in the market place today and this is your page to take advantage of those programs. There are ten editable regions on this page that you can use to insert affiliate coding that will link to a supplier's online program. Some of these online programs may be search tools and others might include a booking engine tool.

If you are not signed up for any affiliate programs, there is an option to turn this page off (not display) in your website's top navigation bar.

Page Highlight(s)

- Up to ten editable regions to ad affiliate program coding to
- An option to not display in the site navigation, if you are not signed up for any affiliate programs

Minimum Requirement(s)

1- None.

The "Added" Page

Need expert advice? Give us a call.

TRAVEL LEADERS®

Options Manager

Home | Find a Travel Agent | Travel Specials | Specialty Travel | Contact Us

TRAVEL LEADERS®

Each location independently owned and operated
Travel Leaders

Call to book and get expert advice.

Share Us: [+ Share](#)

Sign Up For Travel Specials: [Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

The "Added" Page

Whenever you need a new landing page to tell consumers more about something shown on another page, this is your page! You can always “add” a new page to your website and customize it as needed. An “added page” can be “free standing” or can be added under a tab in in the top navigation menu.

An added page is your website’s workhorse for:

- Landing pages for the masthead image rotator shown on the "Home" page
- Landing pages for two Travel Showcase items shown on the "Home" page and the "Find a Travel Agent" page
- A landing page for the "Featured Video" region shown on the "Home" page, if needed
- Additional information for the "About Us" page, if needed
- Additional information for the "Travel Insurance" page, if needed
- Additional information for an Affiliate entry on the "Affiliate Programs" page, if needed
- The "Extra Copy" editable region(s) under your office photo(s) on the "Contact Us" page; maybe to further explain a holiday or special office-hours situation
- Additional information for the "Travel Resources" page, if needed
- Additional pages that you can add under the "Specialty Travel" tab on the navigation bar, detailing a special travel interest, niche market or preferred supplier, that is not already featured in one of the six Travel Showcase items on the “Current Specials” page

While on the topic of adding pages to your site, we should mention an important feature about Search Engines and their relationship to your website.

You want Search Engines to be able to accurately interpret what expertise your business brings to the consumer; what topic you are an Authority on. Therefore, it is important to not be a "Jack of All Trades" on the Internet. Telling one story per domain and telling it very well will get you found much more often than if you publish a flood of varied information on your website.

It's all about numbers. Search Engines index and count every word you use on your website, both in the copy and for image labels and then store this information. For example, if you used the words "travel agent," "travel agency" and "Bozeman," twelve times on your website and your competitor in the same town used these words twenty-seven times, your competitor is going to proceed you in the search results list because the search engine believed them to be more of an "Authority" on the topic of "travel agent," "travel agency," and "Bozeman."

Consistency and repetition are your allies on the Internet. Consumers generally come to "See and Do" something on your website; and not to read a bunch of copy. Their time is precious so they want to accomplish something during their visit with you. As we mentioned in the "Home" page information:

"A website is less like a printed brochure, catalog, newspaper or magazine and more like a commercial building (a public space) that consumers enter, move about in and interact with." If you create a bunch of extra rooms that are for show and not for allowing the consumer to "get something done" they will become bored and leave.

Page Highlight(s)

- Customized Landing pages that can be used as a stand-a-lone or as a page linked to from other pages or images in your website

Minimum Requirement(s)

1- None

The "Business Travel Management" Navigation Tab



The "Business Travel Management" Navigation Tab

If you are an Associate Member of Travel Leaders Network, there is an option for you to have a second website called a Business Travel Management website that is focused on servicing corporate clients needing ways to manage their company's business travel and related expenses.

If you have elected to have a Business Travel Management website, in addition to your Leisure website, this tab will appear in your top navigation bar and be linked to your Business Travel Management website.

As we mentioned earlier, "If you want search engines to be able to accurately interpret what expertise your business brings to the consumer (what topic you are an Authority on), it is important to not be a "Jack of All Trades" on the Internet. Telling one story per domain and telling it very well will get you found much more often than if you publish a flood of varied information on your website."

The consumer audiences for your Leisure website and your Business Travel Management website are very different. One audience is looking to you as an expert to help them research and, more often than not, arrange their vacation needs. The other audience is looking to you as an expert in business travel purchasing and tracking to provide them with a plan for managing their employee business travel expenses. Each story is very different, including the language used to talk about and promote each topic.

In order to effectively market and deploy Search Engine Optimization (SEO) strategies, having two websites to tell each of these unique stories was the best-practices way to achieve both goals by attracting the relevant audience to the relevant site.

Feature Highlight(s)

- A top-of-page navigational bridge from your Leisure site to your Business Travel Management site and vice versa.
- Can be set to display or to not display.

Minimum Requirement(s)

1- Choose to participate in this program option.

The "Contact Us" Page


TRAVEL LEADERS®

Memphis Nashville

Need expert advice? Give us a call.
(123) 456-7890

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Business Travel Management](#) | [Specialty Travel](#) | [Contact Us](#)

Travel Leaders



123 Main Street
City, State, Zip Code
(123) 456-7890


Mon - Fri 7:30 AM - 5:30 PM
24/7 emergency services available to corporate customers

[Questions? Contact Us](#)


Travel Leaders

123 Main Street
City, State, Zip Code
(123) 456-7890

[Questions? Contact Us](#)



[View Larger Map](#)



[View Larger Map](#)

TRAVEL LEADERS®

Each location independently owned and operated

Travel Leaders

123 Main Street City, State, Zip Code (123) 456-7890	123 Main Street City, State, Zip Code (123) 456-7890
--	--

Share Us: [+ Share](#)

Sign Up For Travel Specials: [Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

[Login](#)

The "Contact Us" Page

The "Contact Us" page is designed to accommodate an office and multiple branch locations. Each can display an exterior photo of the office/branch, along with a flexible quick note underneath that can be used to address things like seasonal changes in hours of operation.

Feature Highlight(s)

- Contact information for each location
- A contact us form button to pop-up a Contact Us form
- The Contact Us form will validate the information before it can be sent to help control spammers and consumer errors
- An exterior photo for each location
- A small editable region to notify consumers of temporary changes or conditions.
- A pop-up Google Map for each location for consumers to use to get and print travel directions to your office

Minimum Requirement(s)

1- Keep your location addresses and hours of operation current. Contact Support Services when anything changes.

The "Travel Resources" Page

TRAVEL LEADERS® Need expert advice? Give us a call.

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Specialty Travel](#) | [Contact Us](#)

Travel Resources

Helpful Travel Links

Here are some useful travel links to help you with everything from Passports and packing to dining at your destination and travel safety information.

Air Transportation

- Nationwide Airport/Flight Delays
- Find the Best Airline Seats
- Park 'N Fly: Airport Parking at Competitive Rates
- Carry-on Luggage Restrictions

Travel Security and Safety

- Travel Warnings & Advisories
- Find a U.S. Embassy
- Tips for Traveling Abroad
- Department of Homeland Security/Center for Disease Control and Prevention - Travelers' Health Information
- World Health Organization: International Travel and Health
- Safe Travel: US Department of Transportation
- Transportation Security Administration
- Register Foreign Travel Plans with the State Department

Travel Documents & Currency

- Passport Information
- Passport Applications and Forms
- Passport Expedited Service
- Lost or Stolen Passports
- Visa and Passports: Request Visa or Passports for International Travel
- Currency Exchange Rate
- Purchase Foreign Currency

Other Helpful Travel Links

- PlanetFone - International Cell Phone Rentals
- Embassy Information
- Track Flights, Airport Delays and Information: Flight Stats (mobile)
- Gas Buddy.com - Find Low Gas Prices in U.S. and Canada (mobile)
- Urban Spoon: Local Restaurant Information, Menus and Reviews
- Yelp: User Reviews and Recommendations of Local Restaurants, Shopping, Nightlife, Entertainment, Services and More

TRAVEL LEADERS® Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us: [+ Share](#) **Sign Up For Travel Specials:** [Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC Login

The "Travel Resources" Page

The "Travel Resources" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing popular and useful links for consumers to use as needed.

Feature Highlight(s)

- Travel resource links for consumers to use as needed.

Minimum Requirement(s)

1- None. The content is supplied to you.

The "FAQs" Page

TRAVEL LEADERS® Need expert advice? Give us a call.

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Specialty Travel](#) | [Contact Us](#)

Frequently Asked Questions

If you have any questions that you do not see here, please contact us. We are happy to help you. You can find our phone number at the lower left or top right of this and every page, or click on the [Contact Us](#) page. You can also find and contact the travel agent that's the best fit for you through the [Connect With An Agent](#) page under Why Use a Travel agent.

How do I find the lowest vacation price?

Many people think that they'll only find the best flights or vacation packages on their own. Not true! As a Travel Leaders agency, our travel agents have access to more air and tour packages, hotels, all-inclusive resorts, car rentals, flights and special pricing you will not find elsewhere, such as charter flights. Because of our partnerships with travel companies, we can offer you added amenities, such as free breakfasts, shipboard credits and more. We also offer you travel support before, during and after your trips. You can plan your vacation at this website, call us or come in and see us. However you want to book your vacation, we are available to you.

Here are some tips to follow when searching for your vacation:

- Plan your vacation as far in advance as possible. Look for early booking discounts.
- Compare midweek (Sunday - Wednesday) and weekend (Thursday - Saturday) departure prices.
- Price morning departures and late departures.
- Price a vacation with and without a weekend stay over.
- If you are flexible, take your vacation during non-peak times.

Should I purchase travel insurance?

Do I have to pick from the vacations I see on your website?

Will my pop-up blocker affect how I use this web site?

What methods of payment do you accept?

How early should I arrive to the airport?

TRAVEL LEADERS® Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us: [+ Share](#) Sign Up For Travel Specials: [Sign Up](#)

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC

[Login](#)

The "FAQs" Page

The top half of the "FAQ's" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing popular and useful Frequently Asked Questions for consumers and clients to use as needed.

The bottom half of the "FAQ's" page contains an "editable region" that can be used to add your additional FAQs.

Feature Highlight(s)

- Frequently Asked Questions for visiting consumers and current clients.

Minimum Requirement(s)

1- None. You can use the default content if you want.

The "Terms of Use" Page

Home	Find a Travel Agent	Travel Specials	Specialty Travel	Contact Us
----------------------	-------------------------------------	---------------------------------	----------------------------------	----------------------------

Terms of Use

(Last Updated: 1/1/2013)

THIS WEB SITE IS INTENDED FOR VIEWING WITHIN THE UNITED STATES ONLY AND WILL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW.

The Travelers.com website ("Site") is operated by The Travel Leaders Franchise Group for Travel Leaders Associates (together, "Travel Leaders", "us," "our", or "we"). Your use of this Site signifies your assent to these terms and conditions ("Terms"). If you do not agree to these Terms, please do not use this Site. We reserve the right to make changes and corrections at any time, without notice, to this Site. You agree to check these terms and conditions periodically for changes. Your continued use of the Site following the posting of changes to these terms and conditions will mean that you accept those changes. This Site is not intended for use by persons outside the United States.

If you use this Site, you are responsible for maintaining the confidentiality of your account and password and for restricting access to your computer, and you agree to accept responsibility for all activities that occur under your account or password.

Limitation on Use

The content and information on this Site, such as prices, and the infrastructure used to provide such content and information, is proprietary to Travel Leaders or its suppliers and providers. You agree not to use this Site or its contents or information for any commercial or non-personal purpose. In addition, whether or not you have a commercial purpose, you agree not to:

- i) access, monitor or copy any content from this Site using a robot, spider, scraper or other automated means or any manual process for any purpose;
- ii) violate the restrictions in robot exclusion headers on this Site or bypass or circumvent other measures employed to prevent or limit access to this Site;
- iii) take any action that, in Travel Leaders' sole discretion, imposes an unreasonable or disproportionately large burden on the Site; or
- iv) deep-link to any portion of this Site (including, without limitation, the purchase path for any travel services).

This Site provides you with the opportunity to create a profile. You represent and warrant that all information you supply to us during that process, or otherwise, is true and accurate. Travel Leaders may terminate your profile log-in rights or otherwise restrict your access to the Site or portions thereof, at any time, without advanced notice, and at its sole discretion. Travel Leaders shall not be responsible to you in the event of such a suspension or termination. If you access the Site after termination or suspension, such access shall constitute an act of trespass.

Limitation of Liability, No Representations

We expressly disclaim all liability for the use, reliability, or specific features of this Site, or the content or interpretation of content contained in this Site. A visitor who uses or makes decisions based on information contained on this Site does so at the visitor's own risk. In exchange for using this Site, the visitor agrees to hold us and our affiliates harmless against any claims for damages arising from any decisions that the visitor makes based on such information or any use that the visitor makes on such information or of this Site. While we have tried to provide accurate and timely information, this Site may contain inadvertent technical or factual inaccuracies and typographical errors. We do not represent or warrant that the information accessible via this site is accurate, complete or current.

INFORMATION ON THIS WEB SITE IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. UNDER NO CIRCUMSTANCES, INCLUDING NEGLIGENCE, SHALL WE BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE USE OF OR INABILITY TO USE THIS SITE, NOR SHALL WE BE RESPONSIBLE FOR ANY DAMAGES WHATSOEVER THAT RESULT FROM MISTAKES, OMISSIONS, INTERRUPTIONS, DELETION OF FILES, ERRORS, DEFECTS, DELAYS IN OPERATION OR TRANSMISSION, OR ANY FAILURE OF PERFORMANCE WHETHER OR NOT CAUSED BY EVENTS BEYOND OUR REASONABLE CONTROL, INCLUDING BUT NOT LIMITED TO ACTS OF GOD, COMMUNICATIONS LINE FAILURE, THEFT, DESTRUCTION, OR UNAUTHORIZED ACCESS TO THIS SITE'S RECORDS, PROGRAMS, OR SERVICES. IN NO EVENT SHALL OUR TOTAL LIABILITY FOR ALL DAMAGES, LOSSES, AND CAUSES OF ACTION EXCEED

The "Terms of Use" Page

The "Terms of Use" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing information regarding the use of your website by any and all visitors to your website.


Feature Highlight(s)

- Website Terms of Use

Minimum Requirement(s)

1- None. The content is supplied to you.

The "Privacy Policy" Page

TRAVEL  LEADERS®

Need expert advice? Give us a call.

Home Find a Travel Agent Travel Specials Specialty Travel Contact Us

Privacy Policy

(Last Updated: 1/11/2013)

Travel Leaders believes in protecting your privacy.

These are our ten promises to you:

1. Notice. When we collect your personal information, we'll give you timely and appropriate notice describing what personal information we're collecting, how we'll use it, and the types of third parties with whom we may share it.
2. Choice. We'll give you choices about the ways we use and share your personal information, and we'll respect the choices you make.
3. Relevance. We'll collect only as much personal information as we need for specific, identified purposes, and we won't use it for other purposes without obtaining your consent.
4. Retention. We'll keep your personal information only as long as we need it for the purposes for which we collected it, or as permitted by law.
5. Accuracy. We'll take appropriate steps to make sure the personal information in our records is accurate.
6. Access. We'll provide ways for you to access your personal information, as required by law, so you can correct inaccuracies.
7. Security. We'll take appropriate physical, technical, and organizational measures to protect your personal information from loss, misuse, unauthorized access or disclosure, alteration, and destruction.
8. Sharing. Except as described in this Policy, we won't share your personal information with third parties without your consent.
9. International Transfer. If we transfer your personal information to another country, we'll take appropriate measures to protect your privacy and the personal information we transfer.
10. Enforcement. We'll regularly review how we're meeting these privacy promises, and we'll provide an independent way to resolve complaints about our privacy practices.

Scope of this Policy

This Privacy Policy ("Policy") describes how we protect your privacy when you use our Web site ("Site(s)") or use our services. This Policy includes our ten Privacy Promises and the answers to Frequently Asked Questions About Our Privacy Practices provided below. This Policy may be supplemented or amended from time to time by privacy notices ("Privacy Notice(s)") provided at the time we collect your personal information. For example, certain pages of our Sites may contain Privacy Notices providing details about the personal information we collect on those pages, why we need that information, and choices you may have about the ways we use that information. In other cases, specific Privacy Notices may be required to comply with the privacy laws of some countries. Our Privacy Notices are part of this Policy.

Your Consent to This Policy

This Policy is part of the Terms and Conditions of Travel Leaders Franchise Group. By using our Sites or services, you are expressly agreeing to our Terms and Conditions, including the terms of this Policy.

Frequently Asked Questions About Our Privacy Practices

Who are we?

Travel Leaders is the full-service flagship travel franchise brand from Travel Leaders Group. The Travel Leaders brand familiar to our customers is a brand operating under Travel Leaders Franchise Group. Other brands from Travel Leaders Franchise Group include Results! Travel. Other related travel companies or divisions of Travel Leaders Group include Custom Destination Marketing Solutions, Travel Leaders Leisure Group, SinglesCruise.com, All Aboard Travel, Partners In Travel, Cruise Specialists, Travel Leaders Corporate and Connexions Loyalty Travel Solutions. Many of the travel agencies within Travel Leaders are owned and operated independently of Travel Leaders Franchise Group.

The "Privacy Policy" Page

The "Privacy Policy" page contains content that will be updated by headquarters in Plymouth, MN. We will be publishing information regarding the use of your website by any and all visitors to your website, including any information we gather about their online behavior (such as server logs and web analytics) or that they might submit to us; such as an email address to sign up for an email list.

Feature Highlight(s)

- Website Privacy Policy

Minimum Requirement(s)

1- None. The content is supplied to you.

The "Careers" Page

TRAVEL LEADERS® Need expert advice? Give us a call.

[Home](#) | [Find a Travel Agent](#) | [Travel Specials](#) | [Specialty Travel](#) | [Contact Us](#)

Careers

Help Us Transform the Way

If you're interested in helping transform the way vacation and business travelers experience travel, then a career with us may be right for you.

Our agency is passionate about travel and our people are dedicated to helping our clients travel better. We recognize that the best way to fulfill our mission to help more travelers is by helping each of our employees succeed through supporting them in their careers. We know that we can't succeed if each of our employees is not recognized and valued for the individual contributions they make.

If this sounds like a fit with your career goals, please take a look at our current opportunities:

TRAVEL LEADERS® Call to book and get expert advice.

Each location independently owned and operated
Travel Leaders

Share Us: **Sign Up For Travel Specials:**

[Careers](#) | [Contact Us](#) | [Terms of Use](#) | [Privacy Policy](#)

©2015 Travel Leaders Franchise Group LLC Login

The "Careers" Page

The "Careers" page is actually another opportunity for you to talk about your business, similar to the "About Us" page. Even if you don't have any positions open, this is part of an SEO strategy for you to be able to use the words "travel agent" and "travel agency" along with the name of your city once again within the content of your website.

Once you have talked about your business again, you can either post a position if you have one or just say, "At this time we do not have any openings. Please check back with us. Thank you."

Having a "Careers" page on your website also helps to extend your online presence by adding even more legitimacy to your online business presence.

Feel free to duplicate any customer testimonials on this page as well.

Feature Highlight(s)

- An SEO opportunity to mention the strengths and successes of your business once again.
- A place to post employment openings in your business as needed.
- This page can be set to display or not to display.

Minimum Requirement(s)

1- You will want to write and publish at least one paragraph that introduces your business and replaces the default content displayed.