



Intell-a-Keeper™ Reporting System Technical Programming Guide

Tracking your Bookings without going Nuts!
<http://www.acorn-is.com> 877-ACORN-99

Step 1: Contact Marian Talbert at Acorn Internet Services at 877-226-7699 or marian@acorn-is.com. Once the account deposit has been received, Marian will provide you with your Username and Password to the Intell-a-Keeper Reporting System.

Step 2: Log into <http://www.intellakeeper.com>

Step 3: Click on the **Update Profile** under User Info

Step 4: Obtain the **Customer ID** and the **Access Code** to be used in the programming of the Intell-a-Keeper files needed to record the guest visitor and reservation information.

Step 5: Provide the **Visitor Passcode** to the innkeeper. This is the code the innkeeper asks the guest to key in, in addition to their name, when the guest presses the Intell-a-Keeper button. This only happens when the guest is making a Phone Reservation and is near a PC.

Step 6: Create a file called **ik_tracker.js** with the following content. You will need to incorporate the **customer_id** and **access_code** with the information provided in **Step 4** above where the **customer_id** is **XXXX** and the **access_code** is **YYYYYYYYYY**. Once completed load on the server in the Root Directory.

// Acorn Internet Services – Intell-a-Keeper tracker

```
var ik_tracker = new Image(1,1);
var ikr = escape(document.referrer);
var ikl = escape(document.location);
var ik_url = "http://www.intellakeeper.com/tracker/ik-tracker.php?referrer=" + ikr +
"&location=" + ikl + "&customer_id=XXXX&access_code=YYYYYYYYYY";
ik_tracker.src = ik_url;
```

Step 7: Place the following Javascript code on all HTML pages of the customer's web site EXCEPT those pages that start with **ik-** that you will be adding in the following steps to support the customer Intell-a-Keeper input.

```
<script src="/ik_tracker.js" type="text/javascript"></script>
```

Step 8: Create a file called **ik-button.htm** with a layout that is similar to the customer's current site. Include the following code inside this file. You will need to incorporate the **customer_id** and **access_code** with the information provided in **Step 4** above where the **customer_id** is **XXXX** and the **access_code** is **YYYYYYYYYY**. Once completed load on the server in the Root Directory.

<title>Intell-a-Keeper Web Site Button Tracking</title>

```
<script language="JavaScript"><!--
function FormVerify()
{
  if (document.ikform.name.value == "")
  {
    alert("Please enter a value for the \"Name\" field.");
    document.ikform.name.focus();
    return (false);
  }
  if (document.ikform.passcode.value == "")
  {
    alert("Please enter a value for the \"Pass Code\" field.");
    document.ikform.passcode.focus();
    return (false);
  }
  return (true);
}
//--></script>
```

```
<form method="post" name="ikform" onSubmit="return FormVerify()"
action="http://www.intellakeeper.com/tracker/ik-reservation-button.php" >
  <input type="hidden" name="customer_id" value="XXXX">
  <input type="hidden" name="access_code" value="YYYYYYYYYYY">
```

```
<table width="100%" border="0" cellspacing="0" cellpadding="0">
  <tr>
    <td width="94%">
      <table width="100%" border="0" cellspacing="0" cellpadding="5">
        <tr>
          <td width="38%">
            <div align="right">Your Name:</div>
          </td>
          <td width="62%">
            <div align="left">
              <input name="name" size="20">
              <b>* required field </b>
            </div>
          </td>
        </tr>
      </table>
    <tr>
      <td>
        <div align="right">Passcode from Innkeeper:</div>
      </td>
      <td>
        <div align="left">
          <input name="passcode" size="20">
          <b>* required field </b>
        </div>
      </td>
    </tr>
  </table>
  <tr>
    <td>&nbsp;</td>
```

```

        <td>
            <div align="left">
                <b><input type="SUBMIT" name="submit" value="Submit"></b>
            </div>
        </td>
    </tr>
    <tr>
        <td>&nbsp;&nbsp;&nbsp;</td>
        <td>
            <div align="left">
                <em>Form submission may take a moment.</em>
            </div>
        </td>
    </tr>
</table>
</td>
</tr>
</table>
</form>

```

Step 9: Create a file called **ik-pass-code-error.htm** with a layout that is similar to the customer's current site. Include the following code inside this file. You will need to incorporate the **customer_id** and **access_code** with the information provided in **Step 4** above where the **customer_id** is **XXXX** and the **access_code** is **YYYYYYYYYY**. Once completed load on the server in the Root Directory.

```
<title>Intell-a-Keeper Error Code – Incorrect Passcode Entered</title>
```

```

<script language="JavaScript"><!--
function FormVerify()
{
    if (document.ikform.name.value == "")
    {
        alert("Please enter a value for the \"Name\" field.");
        document.ikform.name.focus();
        return (false);
    }
    if (document.ikform.passcode.value == "")
    {
        alert("Please enter a value for the \"Pass Code\" field.");
        document.ikform.passcode.focus();
        return (false);
    }
    return (true);
}
//--></script>

```

```

<table width="100%" border="0" cellpadding="10" cellspacing="10">
<tr>
<td>
    <div align="center">
        <b>The pass code was not entered correctly. Please try again.</b>
    </div>

```

```
</td>
</tr>
</table>
```

```
<form method="post" name="ikform" onSubmit="return FormVerify()"
action="http://www.intellakeeper.com/tracker/ik-reservation-button.php" >
  <input type="hidden" name="customer_id" value="XXXX">
  <input type="hidden" name="access_code" value="YYYYYYYYYYY">
  <table width="100%" border="0" cellspacing="0" cellpadding="0">
    <tr>
      <td width="94%"><table width="100%" border="0" cellspacing="0"
cellpadding="5">
        <tr>
          <td width="41%">
            <div align="right">Your Name:</div>
          </td>
          <td width="59%">
            <div align="left">
              <input name="name" size="20">
              <b>* required field </b>
            </div>
          </td>
        </tr>
        <tr>
          <td>
            <div align="right">Passcode from Innkeeper:</div>
          </td>
          <td>
            <div align="left">
              <input name="passcode" size="20">
              <b>* required field </b>
            </div>
          </td>
        </tr>
        <tr>
          <td>&nbsp;</td>
          <td>
            <div align="left">
              <b><input type="SUBMIT" name="submit" value="Submit" ></b>
            </div>
          </td>
        </tr>
        <tr>
          <td>&nbsp;</td>
          <td>
            <div align="left">
              <em>Form submission may take a moment.</em>
            </div>
          </td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```



```

</td>
<td width="69%">
  <div align="left">
    <input name="name" size="20">
    <b>* required field </b>
  </div>
</td>
</tr>
<tr>
<td>&nbsp;</td>
<td>
  <div align="left">
    <b><input type="SUBMIT" name="submit" value="Submit" ></b>
  </div>
</td>
</tr>
<tr>
<td>&nbsp;</td>
<td>
  <div align="left">
    <em>Form submission may take a moment.</em>
  </div>
</td>
</tr>
</table>
</td>
</tr>
</table>
</form>

```

Step 11: Add the button code below to all HTML files except the new files that start with **ik-**. The library comments are optional. Use them if you use Macromedia's Dreamweaver tool. You can put the image anywhere on the customer's web site. It is recommended that the code is placed at the same location on all HTML files so that the innkeeper can easily tell the visitor where to find the image. The `intell-a-keeper-sm.gif` has been created using a transparent GIF image.

```

<!-- #BeginLibraryItem "/Library/intell-a-keeper.lbi" -->
<a href="ik-button.htm"></a><!-- #EndLibraryItem -->

```

Step 12: Create a file called **ik-thank-you.htm** and include the following code inside this file. In addition, if the customer has either Overture or Google PPC accounts, you will need to replace the comments below with the customer's Overture and Google conversion tracking code. To learn how to get the customer's conversion tracking codes, please refer "**PPC Conversion Tracking Setup Guide**" by going to <http://www.acorn-is.com> and clicking on **Training Guides** under the **Online Learning Section**. Once completed load on the server in the Root Directory.

```

<html>
<head>
<title>Intell-a-Keeper – Thank You Page</title>
<!--Add Overture Conversion Tracking code here -->

```


</table>

Step 14: If the customer has a third party online reservation system then create a file called **ik-resv-redirect.htm**. Include the following code inside this file. Replace **online reservation link** with the customer's actual reservation link. Once completed load on the server in the Root Directory.

```
<HTML>
<HEAD>
<title>Intell-a-Keeper – Reservation Redirect</title><br>
<script src="/ik_tracker.js" type="text/javascript"></script>
<meta http-equiv="refresh" content="1; url=online reservation link">
</HEAD>
<BODY>
<div align="center"><a href="online reservation link">Click Here </a> if you aren't
redirected to the Reservation Availability screen within 5 seconds.
</div>
</BODY>
</HTML>
```

Step 15: If the customer has their online reservation system link posted on any sites then change those to call the new file **ik-resv-redirect.htm** on the customer's site. Doing this will track the visitor that clicks on the online reservation link from other sites.

Step 16: If the customer has a third party online reservation system then install the code below to the customer's online reservation system confirmation page. Use the appropriate script code for the customer's reservation system. You will need to incorporate the **customer_id** and **access_code** with the information provided in **Step 4** above where the **customer_id** is **XXXX** and the **access_code** is **YYYYYYYYYYY**.

www.availabilityonline.com: Installation of Intell-a-Keeper

- 1 - Log into the Administration section of the Availability Online Account
- 2 - Click on Marketing Organizations under Settings
- 3 - Under Tracking Software click the check box to activate
- 4 - Enter the following information into the Tracking Code box where the **customer_id** is **XXXX** and the **access_code** is **YYYYYYYYYYY**.

```
<script language="JavaScript">
  var ik_reservation_system=new Image(1,1);
  var ik_url = "https://www.intellakeeper.com/secure/tracker/ik-reservation-
system.php?resv_system_id=" + document.form1.resid.value +
"&customer_id=XXXX&access_code=YYYYYYYYYYY";
  ik_reservation_system.src = ik_url;
</script>
```

- 5 - Click Update Marketing Organization

www.webervations.com: Installation of Intell-a-Keeper

- 1 - Log into the Webervations Account
- 2 - Click on Configuration
- 3 - Click on Custom Messages

4 - Enter the following information into the box labeled Reservation Request Sent Screen where the **customer_id** is **XXXX** and the **access_code** is **YYYYYYYYYY**.

To complete your reservation request please completely fill in the form below and click on the "Send Us the Reservation Request" button.

```
<script language="JavaScript"> var ik_reservation_system=new Image(1,1); var  
ik_url = "https://www.intellakeeper.com/secure/tracker/ik-reservation-  
system.php?resv_system_id=" + document.resdata.resid.value +  
"&customer_id=XXXX&access_code=YYYYYYYYYY"; ik_reservation_system.src =  
ik_url; </script>
```

5 - Click Save