

Requiriements and next steps

What else Upload should capture

Area	Why it matters	Current status / To-do
Complete locations & opening hours	Needed for GMB optimisation & local SEO.	Gather latest from ops team; set up location schema.
Pricing matrix & promotions calendar	Feeds ad copy, blog CTAs, and ensures price parity across OTA sites.	Request monthly promo sheet from sales manager (since the sales is happening on a 3P platform)
Tech stack & access	Website CMS creds, booking engine API, GA4, GSC, call-tracking, Meta pixels Cria will need UTMs.	Coordinate single password vault + KPI dashboard.
Creative & brand-voice guidelines	Ensures SEO blogs, Reddit answers and P-Max assets sound on-brand.	Ask design lead; store in shared Notion.

What all do we need from team Airmaniax

Tool / Platform	Level of Access	Emails to Receive Access
Google Ads	Admin access	sunith@uploaddigital.co , surabhi@uploaddigital.co , perfcrew@criaa.in noreply@uploaddigital radhika@uploadigital
Google Analytics (GA4)	Admin access	sunith@uploaddigital.co , surabhi@uploaddigital.co , perfcrew@criaa.in

		noreply@uploadigital radhika@uploadigital
Google Tag Manager	Admin access to container	sunith@uploadigital.co , surabhi@uploadigital.co , perfcrew@criaa.in noreply@uploadigital radhika@uploadigital
Google Business Profile	Manager access (for all locations)	sunith@uploadigital.co , surabhi@uploadigital.co , perfcrew@criaa.in noreply@uploadigital radhika@uploadigital
Booking-engine / POS API (in case it's not built into the website)	Test keys + webhooks	sunith@uploadigital.co , surabhi@uploadigital.co , perfcrew@criaa.in noreply@uploadigital radhika@uploadigital
CMS (WordPress / custom)	Admin access	hariharan@uploadigital.co , surabhi@uploadigital.co , perfcrew@criaa.in noreply@uploadigital radhika@uploadigital
Hosting + SFTP / Git	Access for theme & security patches	hariharan@uploadigital.co , noreply@uploadigital
DNS / Domain Registrar	Access for GSC & email verification	hariharan@uploadigital.co , noreply@uploadigital
Live Pricing / Promo Calendar	View / edit access	sunith@uploadigital.co , surabhi@uploadigital.co , perfcrew@criaa.in noreply@uploadigital radhika@uploadigital
Opening Hours & Holiday Schedule	View / edit access	sunith@uploadigital.co , surabhi@uploadigital.co , perfcrew@criaa.in noreply@uploadigital radhika@uploadigital

Upcoming Attraction / Event Timeline	View / edit access	sunith@uploaddigital.co , surabhi@uploaddigital.co , perfcrew@criaa.in noreply@uploaddigital radhika@uploaddigital
Looker Studio	Editor access via Client Google Workspace login	surabhi@uploaddigital.co , noreply@uploaddigital radhika@uploaddigital naveen@uploaddigital