# Table of Contents

1. **Introduction** .................................................................................................................................................................................. 4
2. **Terminology** ........................................................................................................................................................................................................................................................................ 5
3. **Choosing a Content Management Process** ........................................................................................................................................................................................................................................ 6
    3.1 **Manual data entry** ........................................................................................................................................................................................................................................ 6
    3.2 **File import** ................................................................................................................................................................................................................................................................................. 6
    3.3 **Remote import** ........................................................................................................................................................................................................................................................................... 7
    3.4 **Live Data** ........................................................................................................................................................................................................................................................................... 8
4. **File Import vs. Remote Import** ........................................................................................................................................................................................................................................................................ 8
    4.1 **Using file import** ........................................................................................................................................................................................................................................................................... 8
    4.2 **Using remote import** ........................................................................................................................................................................................................................................................................ 8
    4.3 **One-way data flow** ..................................................................................................................................................................................................................................................................... 9
5. **Data Formats** ........................................................................................................................................................................................................................................................................ 10
    5.1 **Choosing an import format** ................................................................................................................................................................................................................................................................ 10
    5.2 **Spreadsheet formats** .................................................................................................................................................................................................................................................................... 11
    5.3 **Tour XML** ................................................................................................................................................................................................................................................................................. 11
6. **Hotspot Properties** ......................................................................................................................................................................................................................................................................... 12
    6.1 **Compatibility with previous versions of MapsAlive** .................................................................................................................................................................................................................................. 16
7. **Importing Content into a Gallery** .................................................................................................................................................................................................................................................................. 17
8. **Importing Content into a Data Sheet** ................................................................................................................................................................................................................................................................... 17
9. **How import works** ........................................................................................................................................................................................................................................................................... 18
    9.1 **Creating, updating, and deleting hotspots** ................................................................................................................................................................................................................................................................... 18
    9.2 **Safety first** ................................................................................................................................................................................................................................................................................. 18
    9.3 **One map at a time** ....................................................................................................................................................................................................................................................................... 19
10. **Examples** ........................................................................................................................................................................................................................................................................... 20
    10.1 **Excel** .................................................................................................................................................................................................................................................................................... 20
    10.2 **CSV** .................................................................................................................................................................................................................................................................................. 20
    10.3 **Tour XML** ............................................................................................................................................................................................................................................................................. 20
11. **Import Macros** ......................................................................................................................................................................................................................................................................... 23
MapsAlive Content Management

1 Introduction

What is Content Management?
Content management is a process used to keep information up to date. In MapsAlive, content usually refers to the images and text that appear when a person moves their mouse over a marker on an interactive map. However, content can also include behavior and appearance; for example, which marker displays what content and what action occurs when a user clicks a marker. You put content into MapsAlive and keep it current by following a content management process.

Who is this guide for?
Everyone needs to follow a content management process to one degree or another, but this guide is aimed at people who have a lot of data or have data that changes frequently. It will explain your options for importing and maintaining that data and help you choose the best content management process. This guide also includes information about exporting your content and archiving tours.

User Guides, sample tours and files

You can find other MapsAlive User Guides at www.mapsalive.com/LearningCenter.

How to get more information or assistance
If you need more details, a better explanation, or just a little bit of hand-holding, we are here to help. Please email questions to support@mapsalive.com.

You can find other MapsAlive User Guides at http://www.mapsalive.com/LearningCenter.
2 Terminology

MapsAlive
MapsAlive is a web application that runs in your PC or Mac browser with a high-speed internet connection. There is no software to install and you are always using the latest version.

Tour Builder
The MapsAlive Tour Builder is where you create, edit, and publish interactive maps. When you login to your MapsAlive account you can use the Tour Builder to upload map images and photos, enter text, create hotspots, choose layouts, and set the appearance and behavior of your interactive maps.

Tour
A tour is one or more interactive maps and data sheets that are usually related to each other. Many tours might only have one map. Other tours, like a house tour, might have several floor plans together in one tour to let a prospective buyer explore the house. You publish your tour when you are ready for other people to use them.

Map
A map is a component of your tour that serves as a container for a single map image, the map’s hotspots and hotspot content. You upload a map image and add hotspots to the map using the Tour Builder.

Data sheet
A data sheet contains photos, text and other information related to your tour, but it has no map. A data sheet might be used to display introductory text, contact information, specifications, or similar non-interactive content.

Map Image
A map image can be any image such as a diagram, floor plan, geographic map, or even a photograph. You can think of it as a background layer beneath a layer of hotspots. You upload one map image for each map in your tour.

Hotspot
A hotspot is a location on an interactive map that shows content associated with that location when the mouse moves over it, off of it, or clicks it. The size, shape, and appearance of a hotspot are indicated by a marker.

Hotspot Content
Hotspot content is the information associated with a specific hotspot such as photos, text, and videos. When the mouse moves onto or clicks a hotspot, the content displays. A hotspot can also have an action associated with it.

Marker
A marker can be an image (like an arrow), a visible shape (like a rectangle or polygon), or an invisible shape, that marks the presence of a hotspot on a map. Each hotspot on a map has a marker associated with it. The marker can be unique to one hotspot or the marker can be used by several hotspots.

Tiled versus Popup Content
Tiled content means that your hotspot content displays alongside the map – both the content and the map display within the rectangular canvas area. Popup content is hotspot content that displays in a rectangular area that pops up on top of your map when you mouse over a hotspot on the map.

Canvas
Every tour has a canvas area that displays one map or data sheet. For maps with tiled content, the canvas area contains the map image and the hotspot content. For maps with popup content, the canvas area contains only the map image. For data sheets, the canvas area contains the photo and text for the data sheet.
3. Choosing a Content Management Process

MapsAlive allows you to input and update your content in three different ways:

- Manual Data Entry
- File Import
- Remote Import

You can also export your tour’s content to a file. You can make changes to the exported content and then re-import your content to easily update your tours as described in the following sections. Export options are described in section 14.

3.1 Manual data entry

You can add, remove, and update content using the Edit Hotspot Content screen of the MapsAlive Tour Builder. The user interface lets you enter and format text, upload images, and set options like what should happen when someone clicks a hotspot’s marker on your interactive map.

**Pros**
- Simple and easy. You just type (or copy/paste) text, upload photos, and choose options.
- The data does not have to already be stored somewhere else like in a file or database.
- There is no process per se – you simply use MapsAlive as your content management system.

**Cons**
- May take a long time to enter and update if your tour has a lot of hotspots.
- If the same data is also stored in a file or database, you’ll have two copies of the data (one in MapsAlive and one somewhere else). Any changes will have to be made in both places.

3.2 File import

You can store and manage your content in a file that can be imported into MapsAlive. Using a file allows you to create, update, and delete content for multiple hotspots in a single import operation. You can use an Excel, CSV, or XML file that is structured in a way that MapsAlive recognizes. You can also import a zip file of photos as explained in section 13.
**Pros**
- Fast. You can import a file containing content for dozens or hundreds of hotspots in a few minutes.
- You can manage your data in the file using a program like Excel and re-import the file into MapsAlive whenever you want your web site to display the latest changes.
- The file can serve as your master data source. The data imported into MapsAlive becomes a “shadow” copy. A shadow copy is a snapshot of your data at the time it is imported.
- If you need to quickly update your web site, you can still perform manual data entry to update content for a hotspot and quickly republish your tour as long as you update the master file later on.

**Cons**
- If your data does not already exist in a file in a format that MapsAlive can recognize, you’ll need a way to create the file from the actual data source such as a database.
- Photos cannot be imported in the same file as non-image data. You import them separately from a zip file.
- Updating a tour’s data becomes a two-step process: You need to first update your data file and then re-import the file into MapsAlive.
- If you ever make changes to your content using manual data entry, you’ll need to make corresponding changes to your data file. If you don’t, your file will contain stale data and the next time you re-import it, the stale file data will clobber any changes that you made using manual data entry.
- Import from a file is fast, but uploading the file to be imported is a manual process.

### 3.3 Remote import

You can store and manage your content on your server in a database, files, or other data store and import it directly from your server into MapsAlive. This approach is essentially the same as importing a file as described in the previous section except that no file is involved – MapsAlive communicates directly with your server to obtain the data from your server.

**Pros**
- The same as for importing a file.
- There are no files to manage.

**Cons**
- The same as for importing a file.
- Unless the data on your server is in files, you’ll need to provide a script (also known as a web service) that MapsAlive can call to get the data from your server.
3.4 Live Data

Live Data is not a content management option per se, but it is a fourth way to acquire data. Unlike manual data entry, file upload, or remote import, the MapsAlive Live Data feature does not bring content into MapsAlive, but instead gets data from your server in real-time while someone is using your tour. It is best suited for tours that display data that changes frequently. To learn more, read the *MapsAlive User Guide for Live Data*.

4 File Import vs. Remote Import

File import and remote import accomplish the same thing in two different ways. File import is exactly that: you upload a file that is located on your computer to MapsAlive. With remote import, you tell MapsAlive the URL for a data source on your server, and MapsAlive retrieves the data from your server. The URL can be for a file or it can be for a script that returns data.

There are no hard and fast rules for using one method over another, but as a general rule, if your data is maintained on your server in a database, use remote import. If you don't have a server or your data is not in a database, use file import.

4.1 Using file import

File import is a good choice when you have too much data to manually enter into MapsAlive, but not so much that you are keeping it in a database. For many people and small businesses, an Excel spreadsheet is a suitable place to keep and manage data. MapsAlive supports both .xls and .xlsx files as well as spreadsheet data in CSV (comma separated values) format. You can also import XML files.

To import files go to *Tour > Import > Content from CSV/Excel/XML*, browse for the file you want to import, and then click the Import button.

4.2 Using remote import

Remote import is a great option when your data resides on your server either in file format (Excel, CSV, or XML) or in a database. To import data from your database into MapsAlive via report import, you need to write a server script that MapsAlive can call. The script must respond with the data.
To use remote import, go to Tour > Import > Content from CSV/Excel/XML, choose ‘At a URL on the web’, and type the URL for a file or script on your server, and then click the Import button.

One of the best features of remote import is that MapsAlive remembers the URL you type and fills it in for you automatically the next time you go to the Import Content screen. This means that you can re-import data with just one click of the Import button.

4.3 One-way data flow
Whether you use file import or remote import, the flow of data should always be one-way from your data source to MapsAlive. In other words, the data source you import from – either a file or a database – should generally be the only place where you make changes to the data. The situation you want to avoid, or at least be aware of, is making changes in MapsAlive via manual data entry and then importing data again. Unless you first mirror your manual changes in your main data source, a subsequent import will clobber the changes you made manually.

Sometimes it may be necessary to do manual data entry to change data that was imported. For example, if you need to quickly update and republish a MapsAlive tour so that changes are immediately reflected on your web site. You can do that, but just be sure that you make those same changes to your original data source before you import that source into MapsAlive again. If you don’t, the changes you made manually will be lost.

Note that you can also export data from MapsAlive as a CSV or XML file. Any changes you make using manual data entry will be reflected in this file. Some companies use the exported file as the master file. They make changes to it and then re-import it again. This is a viable technique, but it won’t let you take advantage of the powerful Import Template features described later in section 12. Exporting data is covered in section 14.
5 Data Formats

The content that you import into MapsAlive, whether imported from a file or remote server must be in a format that MapsAlive understands. MapsAlive understands two formats:

- Spreadsheet (Excel or CSV)
- Tour XML

The spreadsheet formats store data in rows and columns. The first row contains header names to describe the kind of data that is in the columns. Excel and CSV are record oriented spreadsheet formats. Tour XML is a MapsAlive-defined format that represents the hierarchical structure of a tour as shown in Figure 3.

![Figure 3 – Tour Hierarchy](image)

5.1 Choosing an import format

The format you choose depends on how you will create and manage your data. If you will be managing your data by hand, an Excel spreadsheet may be the best choice. You can use Excel to work with both Excel files (.xls and .xlsx) and CSV files.

Because of the verbose nature of XML, you should only use it if the XML will be generated from your data automatically by another program. Internally, the MapsAlive importer logic works with Tour XML so when you import spreadsheet data it will be converted to Tour XML as shown in Figure 4 below.

![Figure 4 – MapsAlive import processing](image)
Each of these formats has distinct advantages. Excel spreadsheets are easy for humans to work with. CSV is a format that thousands of programs can export. XML is a more flexible and structured format to use when data is being generated from a database by a computer program.

5.2 Spreadsheet formats
The two spreadsheet formats (Excel and CSV) have one thing in common: they are row and column oriented. The first row contains headings to indicate what kind of data is in each column and the remaining rows contain data. You only need to provide columns for hotspot content properties that you want to import. Any properties that don't have columns will not be affected by the import.

5.3 Tour XML
The Tour XML format contains an element for each hotspot or each map that you want to import. Each hotspot element contains property elements for the properties that you want to import. If a property element is not present, its corresponding hotspot content property is not affected by the import.

The Tour XML is processed only once regardless of how many maps are in the tour that the data is being imported into. Which data is imported into which map is controlled by an element’s position in the XML hierarchy. For example, a hotspot whose parent element is map 1 is imported into map 1.
6 Hotspot Properties

Hotspot properties are the attributes of a hotspot that you can set by importing data. The table on the next page describes each property and specifies its allowed values.

Important notes:

- The following properties are required: `TourId`, `MapId`, `HotspotId`, and `Title`.
- Property names cannot contain spaces.
- The property names in the table show the letter casing that is required only if you are importing Tour XML. The first letter is always lower case and the other letters are as shown.
- If you are not importing Tour XML, casing does not matter. For example you could use “categories” or “Categories” or “CATEGORIES”.
- The casing of property value keywords does not matter. For example, you can use “true” or “True” or “TRUE”.
- To prevent MapsAlive from changing a hotspot’s existing property value, leave the cell empty. If you are importing Tour XML, do not include that property’s element in the XML.
- If the hotspot has a value and you want to erase it, use “[blank]" as the value. If using templates, you can prevent a template value from setting a property by using “[protect]” as the value.
- When the allowed value is HTML, you can specify text which includes HTML characters for example “This is <b>bold</b> text”. When it says plain text, no HTML is allowed.

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
<th>Allowed Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>categories</td>
<td>Sets the categories for the hotspot. If the hotspot already has categories set, they will be reset using the values provided. To remove all categories for a hotspot, specify [blank].</td>
<td>Comma-separated list of Category Codes</td>
</tr>
<tr>
<td>clickAction</td>
<td>Sets the click action for the hotspot’s marker. If you specify a value other than None, you must also provide a value for clickActionTarget. Also see the openUrlInNewWindow property.</td>
<td>URL, JavaScript, GoToPage, None</td>
</tr>
<tr>
<td>clickActionTarget</td>
<td>Required when clickAction is set to URL, JavaScript, or GoToPage. Sets the value to be used as the target of the click action. For GoToPage, the target is the Map Id.</td>
<td>Plain text</td>
</tr>
<tr>
<td>delete</td>
<td>Permanently deletes the hotspot when the value is True. Be very careful when using Delete.</td>
<td>True, False</td>
</tr>
<tr>
<td>Property</td>
<td>Description</td>
<td>Type</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>dirPreviewImageUrl</td>
<td>Sets the URL for the image to be displayed for the hotspot when its entry is moused over in the directory.</td>
<td>A URL</td>
</tr>
<tr>
<td>dirPreviewText</td>
<td>Sets the text to be displayed for the hotspot when its entry is moused over in the directory.</td>
<td>Plain text or HTML</td>
</tr>
<tr>
<td>excludeFromDirectory</td>
<td>Controls whether the hotspot appears in the directory.</td>
<td>True, False</td>
</tr>
<tr>
<td>firstHotspot</td>
<td>Makes this hotspot's content display first when the map loads. You cannot unset this. If more than one hotspot has the firstHotspot property set to true in the import file, the last one found in the file will become the first hotspot.</td>
<td>True</td>
</tr>
<tr>
<td>firstSlide</td>
<td>Reserved for compatibility with MapsAlive version 2. Changed to firstHotspot in version 3.</td>
<td></td>
</tr>
<tr>
<td>hotspotId</td>
<td>Specifies the HotspotId for the hotspot. If the Id matches the HotspotId of an existing hotspot, the hotspot will be updated. If there is no existing hotspot with that Id, MapsAlive will create a new hotspot with that Id. The Id must not contain: &amp; \ / : * ? “ , &lt; &gt;</td>
<td>A HotspotId</td>
</tr>
<tr>
<td>hotspotOrder</td>
<td>Sets the order in which the hotspot will display when a slide show is running.</td>
<td>An integer</td>
</tr>
<tr>
<td>instructions</td>
<td>Specifies a template instruction. See section 12 for information about using Import Templates.</td>
<td>Define Template Use Template End #</td>
</tr>
<tr>
<td>isDisabled</td>
<td>When True, the hotspot's marker will not respond to mouseover, mouseout, or click events, and it will not change appearance when the mouse is over it.</td>
<td>True, False</td>
</tr>
<tr>
<td>isHidden</td>
<td>When True, the hotspot's marker will be hidden and will not respond to mouseover, mouseout, or click events.</td>
<td>True, False</td>
</tr>
<tr>
<td>isLocked</td>
<td>When True, the hotspot's marker will be locked on the Map screen in the Tour Builder. It has no effect on the published tour.</td>
<td>True, False</td>
</tr>
<tr>
<td>isNotAnchored</td>
<td>When True, the hotspot's marker will not be anchored to a fixed location on the map. Instead it will always appear in the same place when you pan or zoom the map. This feature is useful when you want to provide a hotspot that is always visible.</td>
<td>True, False</td>
</tr>
<tr>
<td>isRoute</td>
<td>When True, the hotspot's is used as a route container. For more information see the MapsAlive User Guide for Drawing Routes.</td>
<td>True, False</td>
</tr>
<tr>
<td>isStatic</td>
<td>When True, the hotspot's marker will not change appearance when the mouse is over it. It will however still respond to mouseover, mouseout, and click events by performing the action associated with those events.</td>
<td>True, False</td>
</tr>
<tr>
<td><strong>mapId</strong></td>
<td>Specifies which map the hotspot can be imported into. Use * to mean the current map (the map that is selected in the Tour Navigator). Use ** to mean any map. The Id must not contain: &amp; \ / : * ? “ , &lt; &gt;</td>
<td>Note: For galleries use the Gallery Id as the MapId and for data sheets use the Data Sheet Id as the MapId.</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>markerName</strong></td>
<td>Specifies the name of the marker to be used for the hotspot.</td>
<td></td>
</tr>
<tr>
<td><strong>markerStyle</strong></td>
<td>Specifies the name of the marker style to be used for a marker that is bound to the hotspot. Has no effect for markers that are not bound. See the MapsAlive user guide for Hotspots and Markers to learn about bound markers. The markerStyle name is not case-sensitive, but its spelling and punctuation must be exactly as it appears in the Tour Builder.</td>
<td></td>
</tr>
<tr>
<td><strong>markerZooms</strong></td>
<td>When True, this marker will change size when the map zooms in or out. When False it will always be the same size. To clear this setting and use the default setting for the map, specify [blank].</td>
<td></td>
</tr>
<tr>
<td><strong>media</strong></td>
<td>Required when mediaType is set to Multimedia. Sets the embedded HTML for the multimedia.</td>
<td></td>
</tr>
<tr>
<td><strong>mediaType</strong></td>
<td>Sets the type of media for the hotspots’s content. If you specify Multimedia, you must provide a value for the media property.</td>
<td></td>
</tr>
<tr>
<td><strong>messengerFunction</strong></td>
<td>Required when the usesLiveData property is set to True. Sets the messenger function that the hotspot will call.</td>
<td></td>
</tr>
<tr>
<td><strong>mouseoutAction</strong></td>
<td>Sets the action that occurs when a user moves their mouse off the hotspot’s marker. If you specify JavaScript as the value, you must also provide mouseoutActionTarget.</td>
<td></td>
</tr>
<tr>
<td><strong>mouseoutActionTarget</strong></td>
<td>Required when mouseoutAction is set to JavaScript. Sets the JavaScript to be executed on mouse out.</td>
<td></td>
</tr>
<tr>
<td><strong>mouseoverAction</strong></td>
<td>Sets the action that occurs when a user moves their mouse over the hotspot’s marker. If you specify JavaScript as the value, you must also provide mouseoverActionTarget.</td>
<td></td>
</tr>
<tr>
<td><strong>mouseoverActionTarget</strong></td>
<td>Required when mouseoverAction is set to JavaScript. Sets the JavaScript to be executed on mouse over.</td>
<td></td>
</tr>
<tr>
<td><strong>newHotspotId</strong></td>
<td>Sets a new HotspotId for an existing hotspot. If the new Id is already in use by another hotspot, the property is ignored.</td>
<td></td>
</tr>
<tr>
<td><strong>newSlideId</strong></td>
<td>Reserved for compatibility with MapsAlive version 2. Changed to newHotspotId in version 3.</td>
<td></td>
</tr>
<tr>
<td>Property</td>
<td>Description</td>
<td>Type</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>notes</td>
<td>Sets text that you want to attach to the hotspot as notes. MapsAlive does not use this property and you can use it for any purpose, for example recording a geocode (latitude and longitude).</td>
<td>Plain text</td>
</tr>
<tr>
<td>openUrlInNewWindow</td>
<td>Used when the clickAction property is set to URL. True indicates that the web page identified in the ClickActionTarget field should open in a new window. False means the web page replaces the current window.</td>
<td>True, False</td>
</tr>
<tr>
<td>pageld</td>
<td>Reserved for compatibility with MapsAlive version 2. Changed to mapId in version 3.</td>
<td></td>
</tr>
<tr>
<td>popupOverrideHeight</td>
<td>Sets the height of this hotspot’s content, allowing you to override the min and max popup height specified for hotspots on this map. If you specify a height but no width, the size of the popup will correspond to the height specified and the width will automatically adjust to preserve the aspect ratio. This property has no effect if mediaType is set to Multimedia.</td>
<td>An integer</td>
</tr>
<tr>
<td>popupOverrideWidth</td>
<td>Sets the width of this hotspot’s content, allowing you to override the min and max popup width specified for hotspots on this map. If you specify a width but no height, the size of the popup will correspond to the width specified and the height will automatically adjust to preserve the aspect ratio. This property has no effect if mediaType is set to Multimedia.</td>
<td>An integer</td>
</tr>
<tr>
<td>showContentWhen</td>
<td>Specifies when a hotspot’s content will be displayed. Use Mouseover to show the hotspot’s content as soon as the mouse moves over the marker. Use Click if you want to show the hotspot’s content when the user clicks the marker. Use Never if you don’t want the content to display when the mouse moves over or clicks the marker.</td>
<td>Mouseover, Click, Never</td>
</tr>
<tr>
<td>slideld</td>
<td>Reserved for compatibility with MapsAlive version 2. Changed to hotspotId in version 3.</td>
<td></td>
</tr>
<tr>
<td>text</td>
<td>Sets the text that appears in the text area of the hotspot’s content.</td>
<td>Plain text or HTML</td>
</tr>
<tr>
<td>title</td>
<td>Sets the hotspot’s title.</td>
<td>Plain text</td>
</tr>
<tr>
<td>tourId</td>
<td>Specifies which tour the hotspot can be imported into. Use * to mean any tour.</td>
<td>A tour number, *</td>
</tr>
<tr>
<td>toolTip</td>
<td>Set the text for the tooltip that displays when you mouse over the hotspot’s marker.</td>
<td>Plain text</td>
</tr>
<tr>
<td>usesLiveData</td>
<td>Controls whether the hotspot uses Live Data. When set to True, you must also provide a value for the messengerFunction property.</td>
<td>True, False</td>
</tr>
</tbody>
</table>
whenTouchExecuteClick | Specifies what will happen when a hotspot is touched on a mobile device. When set to True, the hotspot’s click action will be executed if a click action is specified. When set to False, the hotspot’s mouseover action will be executed if a mouseover action is specified. | True, False
---|---|---
zoomVisibility | A value of zero means the marker is always visible. A negative value means the marker is visible when the zoom level is less than or equal to the value. A positive value means the marker is visible when the zoom level is greater than the value. | A number between -100 and 100

### 6.1 Compatibility with previous versions of MapsAlive

Some of the hotspot property names have changed from previous versions of MapsAlive, but you can still import successfully using the old names. If you are importing content and have existing spreadsheets or XML, MapsAlive will still recognize the following properties:

- **firstSlide** – new property name is **firstHotspot**
- **newSlideId** – new property name is **newHotspotId**
- **pageId** – new property name is **mapId**
- **slideId** – new property name is **hotspotId**

**IMPORTANT:** You can use either the old property names or the new names, but you must not mix them. If you change from the old names to the new names, be sure to change all of them or your import will not work correctly.

The **mouseoverAction** value of **ShowSlide** is no longer supported. If your import file specifies this action, MapsAlive will treat it as if you had specified:

- **showContentWhen** = Mouseover
- **mouseoverAction** = None
7 Importing Content into a Gallery
You can import content into a gallery the same way that you import hotspot content into a map. Galleries let you display your hotspot photos as thumbnails in a grid layout.

All of the properties in the Hotspot Property Table can be specified for the hotspots in a gallery except the following:

- isRoute
- markerZooms
- media
- mediaType
- messengerFunction
- usesLiveData
- zoomVisibility

To indicate that you are importing into a gallery you must:

- Use the Gallery Id or the '*' or '**' notation for the mapId property value.

8 Importing Content into a Data Sheet
You can import content into a data sheet the same way that you import hotspot content into a map. You can think of data sheet content like hotspot content, except that a data sheet has no marker and therefore has no marker-related properties.

The following properties can be imported into a data sheet. All others are ignored.

- excludeFromDirectory
- media
- mediaType
- newHotspotId (changes the data sheet’s Data Sheet Id)
- notes
- text
- title (changes the data sheet’s Name, not its Title)

To indicate that you are importing into a data sheet you must:

- Use the Data Sheet Id as the value for the hotspotId property value.
- Use the Data Sheet Id or the '*' or '**' notation for the mapId property value.
9 How import works
When you import content from a file or from a remote server, MapsAlive examines the data being imported and determines what existing hotspots should be updated or deleted and what new hotspots should be created.

9.1 Creating, updating, and deleting hotspots
When the hotspot Id in the data you are importing matches the hotspot Id of an existing hotspot in the tour, MapsAlive updates the existing hotspot from the data. If there is no matching hotspot Id in the tour, MapsAlive creates a new hotspot from the data. As such, you can use import to initially populate a tour with hotspots and then use it again whenever you want to update those hotspots.

You can also use import to delete hotspots from a tour by including the Delete property in your data and setting its value to True (“delete” is not actually a property of a hotspot, but we call it that anyway for import purposes).

9.2 Safety first
When you import data, you are importing it for the entire tour. You control which hotspots on which maps are affected by the import by setting the required MapId value for each hotspot. You can also restrict which tour the data can be imported into by specifying the required TourId value for each hotspot.

The TourId and MapId properties are required to ensure that you don’t accidentally import data into the wrong tour or map. For example, if you make tourist maps for different cities, you don’t want to accidentally import the San Francisco data into the San Diego tour. And if the San Diego tour has two maps, one for Downtown and one for North County, you don’t want to import the North County map data into the Downtown map.

Conversely, you might have hotspot data that you want to be able to import into more than one map in the same tour or into different tours. In that case, you can use wildcards for both the TourId and MapId values. A single asterisk “*” as the TourId value means any tour. A single asterisk “*” as the MapId value means the current map, that is, the map that’s selected in the Tour Navigator.

A double asterisk “**” for the MapId means any map, so if you specify “**” for a tour with three maps, the hotspot will get imported into all three maps. This is handy when you have a hotspot that has a marker that you want to appear on every map such as an Order Now marker that goes to your shopping cart.
9.3 One map at a time

When you import data into a tour, MapsAlive selectively applies the data to each map of the tour. Using the MapId value as guide, it decides which hotspots to import into which maps. You’ll learn later how you can use Import Templates to import the same hotspot data into different maps of different tours and even format the data differently depending on how it is being used.

If you only want to import data into one map, select that map in the Tour Navigator and make sure that the MapId in your import data is set to either “*” or to the map Id of the desired map.
10 Examples
This section provides examples of import data in the various formats supported by MapsAlive. The same data is shown as Excel, CSV, and Tour XML. The data imports two city hotspots and sets their title and text.

In the examples, the TourId value for each hotspot is set to “*” to mean that the data can be imported into any tour. If you want to ensure that the data can only be imported into a specific tour, you must provide a tour Id instead of using “*”. A tour’s Id is its tour number. You can find the tour number on the Tour Manager screen or at the bottom of the Tour Navigator.

The MapId value for each hotspot is set to “*” to mean that the data is only for the current map of the tour that the data is being imported into. The current map is the one that is selected in the Tour Navigator. To ensure that the data can only be used for a specific map, you must specify a map Id instead of using “*”. You can find and edit a map’s Id on the Advanced Map Options screen. By default, maps have Ids like “map1”, “map2” and so on.

10.1 Excel
When using Excel, row 1 must be used as a header to specify which columns are used for which hotspot properties. If you import this spreadsheet, MapsAlive will create two hotspots and import the Title and Text content for each.

![Excel spreadsheet with a header row and two hotspot rows](image)

10.2 CSV
The CSV data below is equivalent to the Excel spreadsheet shown in Figure 5. CSV files look very similar to Excel rows, but become difficult to read when there is a lot of data. If you create CSV data by hand, be sure to properly escape embedded commas and quotes. We don’t recommend creating CSV by hand, but thousands of programs will generate it for you automatically from other data.

```
TourId,MapId,HotspotId,Title,Text
*,*,s1,"Chicago, IL","Chicago is known as the "windy city"
*,*,s2,"New York, NY","New York is called the "big apple"
```

10.3 Tour XML
The Tour XML below shows the basic structure required for importing XML. The following elements are required: <tour>, <maps>, <map>, <mapId>, <hotspots>, <hotspot>, <hotspotId>, and <title>. The

```
<tour><maps><map><hotspots><hotspot><hotspotId>s1</hotspotId><Title>Chicago, IL</Title><Text>Chicago is known as the "windy city"</Text></hotspot><hotspot><hotspotId>s2</hotspotId><Title>New York, NY</Title><Text>New York is called the "big apple"</Text></hotspot></hotspots></map></maps></tour>
```
structure below would be used for a tour with two maps, each having two hotspots. But, keep in mind that every hotspot property shown in section 6 can be included in the Tour XML. The additional properties would be added to the <hotspot> elements to which they apply.

```xml
<tour>
  <maps>
    <map>
      <mapId></mapId>
      <hotspots>
        <hotspot>
          <hotspotId></hotspotId>
          <title></title>
          <text></text>
        </hotspot>
        <hotspot>
          <hotspotId></hotspotId>
          <title></title>
          <text></text>
        </hotspot>
        <hotspot>
          <hotspotId></hotspotId>
          <title></title>
          <text></text>
        </hotspot>
        <hotspot>
          <hotspotId></hotspotId>
          <title></title>
          <text></text>
        </hotspot>
      </hotspots>
    </map>
    <mapId></mapId>
    <hotspots>
      <hotspot>
        <hotspotId></hotspotId>
        <title></title>
        <text></text>
      </hotspot>
      <hotspot>
        <hotspotId></hotspotId>
        <title></title>
        <text></text>
      </hotspot>
      <hotspot>
        <hotspotId></hotspotId>
        <title></title>
        <text></text>
      </hotspot>
      <hotspot>
        <hotspotId></hotspotId>
        <title></title>
        <text></text>
      </hotspot>
    </hotspots>
  </map>
</maps>
</tour>
```

The Tour XML below represents the same tour content as the Excel spreadsheet shown in Figure 5. Use Tour XML when you will be generating your data from a program and you don’t need to use Import Templates.

```xml
<tour>
  <maps>
    <map>
      <mapId>*</mapId>
      <hotspots>
        <hotspot>
          <hotspotId>s1</hotspotId>
          <title>Chicago, IL</title>
          <text>Chicago is known as the “windy city”</text>
        </hotspot>
        <hotspot>
          <hotspotId>s2</hotspotId>
          <title>New York, NY</title>
          <text>New York is called the “big apple”</text>
        </hotspot>
      </hotspots>
    </map>
  </maps>
</tour>
```
To see what the Tour XML looks like for your tour, export it as described in section 14.1.
11 Import Macros

You can reference the content of one spreadsheet column in another column using Import Macros.

![Excel spreadsheet using Import Macros](image)

**Figure 6 – Excel spreadsheet using Import Macros**

Notice that column **F** in Figure 6 above has “[Nickname]” as its header. That’s not a hotspot property, but rather, a user-defined data column. MapsAlive knows it’s a data column because it is enclosed in square brackets. The text within the Text column uses macro syntax to reference the nickname data column and it also references data from the Title column which is a hotspot property.

**Tip:** If you have a user-defined data column that contains currency or formatted numbers, such as ‘$63.98’ or ‘1,000,000’, these values are imported from Excel as straight numbers without any formatting characters like the ‘,’ or ‘$’. So you would see ‘6398’ or ‘1000000’. To include the formatting characters when importing, set the cell format in Excel to Text and type the formatting characters explicitly in the text data.

**Important:** You must enclose the name of a user-defined data column in square brackets both in the column header and when you reference it. If you do not use the square brackets, MapsAlive does not know it is a user-defined data column and will ignore it.

You can insert the cell value from any column in the same row by simply enclosing it in square brackets. MapsAlive detects the macro and replaces it with the data referenced column.

Sometimes you'll see use of the [blank] macro. It does not refer to data in a column named [blank]. It is special syntax that means *put nothing in this cell*. Use it when you want to erase a hotspot's property, for example to set its Text property to blank. If you simply leave a cell empty, Maps Alive will interpret that to mean that you don't want to change that property.

You can see the effect of the macros in Figure 6 by looking at the Tour XML that MapsAlive creates internally from the imported Excel data:

```xml
<hotspots>
  <hotspot>
    <hotspotId>s1</hotspotId>
    <title>Chicago</title>
    <text>Chicago is known as the "Windy City."</text>
  </hotspot>
</hotspots>
```
Notice the typo in the second hotspot text element. It says “known at” instead of “known as”. This kind of human error often occurs when the same information is entered repeatedly. Duplicated information is referred to as redundant or denormalized data and should be avoided whenever possible. You can avoid redundant data (normalize your data) using Import Templates as explained in the next section.

Macros cannot be used to provide values for the TourId or MapId columns.
12 Import Templates

Import Templates are a very powerful feature of MapsAlive that allow you to pre-process data before it is imported. Preprocessing means that the data you enter is interpreted and processed into the actual data to be imported. Preprocessing allows you to separate data from formatting and to minimize how much data you have to specify.

Import templates are an advanced feature of MapsAlive, but they are worth making the effort to understand because they can save you a lot of time and they let you create formatted hotspot content that would otherwise be very difficult to make.

12.1 A simple example

Let’s start explaining Import Templates by continuing with the Import Macros example from section 11. In that example, a typo was introduced in the second hotspot because the same text was typed twice. You can avoid that problem by moving shared information such as data and formatting into a template row.

In Figure 7 below, a template on row 2 tells MapsAlive to use “*” for the TourId and MapId and “[Title] is known as the "[Nickname]."” as the Text property. The hotspots that follow on rows 3 and 4 will inherit their TourId, MapId, and Text column values from the template. The effect is the same as if you had used the Excel from Figure 6, but without the typo.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Instructions</td>
<td>TourId</td>
<td>MapId</td>
<td>HotspotId</td>
<td>Title</td>
<td>Text</td>
</tr>
<tr>
<td>2</td>
<td>Use Template</td>
<td>*</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>s1</td>
<td>Chicago</td>
<td></td>
<td>Windy City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>s2</td>
<td>New York</td>
<td></td>
<td>Big Apple</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Figure 7 – Excel spreadsheet using Import Template**

**Tip:** To make it easier to work with your data in Excel you can put a line break in an Excel cell by pressing alt-Enter. That’s how we broke the text on Row 2 into two separate rows. You can also use word wrap on cells, but a line break allows you to force a break anywhere you want one, often making your import file more readable. Note that this does not affect the formatting of your hotspot data in your tour.

Macros cannot be used in the TourId, MapId, or HotspotId columns of a template.
12.2 Template definitions

Figure 7 uses an unnamed template to provide values for the hotspot rows that immediately follow it. You can also define templates and refer to them by name. Defining templates allows you to use the same template in more than one place as shown on row 3 and row 6 in Figure 8 below.

The example above defines a template named City on row 2. The template provides values for the TourId and Text columns. We want to use the template to import hotspots into two different maps in the tour, map “East” and map “West.”

You define a template with the keyword “Define” and use it with the keyword “Use”. Notice that when you use a template, you can override any of its columns to tailor its use. In Figure 8, the two uses of the City template on rows 3 and 6 override the template’s MapId column instead of inheriting its empty MapId cell.

The effect of the example is that the hotspots on rows 4 and 5 will be imported into the map whose MapId is “East” and the hotspots on rows 7 and 8 will be imported into the map whose MapId “West”. All four hotspots will inherit the Text property value from the template definition’s in row 2 column F.

When you provide a MapId value other than “*” or “**” your tour must contain a map with that MapId, otherwise the hotspots with that Id will be ignored.
You can see the effect of the Excel in Figure 8 by looking at the Tour XML below that MapsAlive creates internally from the spreadsheet data:

```
<tour>
  <maps>
    <map>
      <mapId>East</mapId>
      <hotspots>
        <hotspot>
          <hotspotId>s1</hotspotId>
          <title>Chicago</title>
          <text>Chicago is known as the "Windy City."</text>
        </hotspot>
        <hotspot>
          <hotspotId>s2</hotspotId>
          <title>New York</title>
          <text>New York is known as the "Big Apple."</text>
        </hotspot>
      </hotspots>
    </map>
    <map>
      <mapId>West</mapId>
      <hotspots>
        <hotspot>
          <hotspotId>s1</hotspotId>
          <title>Denver</title>
          <text>Denver is known as the "Mile High City."</text>
        </hotspot>
        <hotspot>
          <hotspotId>s2</hotspotId>
          <title>Los Angeles</title>
          <text>Los Angeles is known as the "City of Angels."</text>
        </hotspot>
      </hotspots>
    </map>
  </maps>
</tour>
```

### 12.3 Data groups

When you use a template, whether named or unnamed, the template and the hotspots that it applies to form a data group. The spreadsheet in Figure 8 has two data groups, one for the eastern cities and one for the western cities. Each of the two groups starts with a single Use Template row. You can however create a multi-use data group by placing two or more Use Template rows above the hotspot rows. This causes MapsAlive to import the hotspot data differently depending on which tour and map you are importing into. An example of a multi-use data group is shown below in Figure 9.

The template definition on row 2 has a Tooltip column that sets the tooltip value to be the same as the hotspot’s title. The use of this template on row 3 is only for the map having MapId “Plain” and the use of the template on row 4 is only for the map having MapId “Fancy.”

On the Plain map, the hotspot text is simply copied from the nickname column, but on the Fancy map, the title and nickname are combined along with HTML tags to make the title bold and the nickname italic to produce an effect like “Chicago is the Windy City”.

27
Figure 9 – Excel spreadsheet using a multi-use data group

You can see the effect of the Excel in Figure 9 by looking at the Tour XML below that MapsAlive creates internally from the spreadsheet data. Note that the HTML characters like `'<` have automatically been converted to entities like `'&lt;'` so that the XML parser won’t attempt to interpret them as XML. Note also that the two hotspots s₁ and s₂ appear in each of the two maps “Plain” and “Fancy”.

```
<map>
  <mapId>Plain</mapId>
  <hotspots>
    <hotspot>
      <hotspotId>s₁</hotspotId>
      <title>Chicago</title>
      <text>Windy City</text>
      <tooltip>Chicago</tooltip>
    </hotspot>
    <hotspot>
      <hotspotId>s₂</hotspotId>
      <title>New York</title>
      <text>Big Apple</text>
      <tooltip>New York</tooltip>
    </hotspot>
  </hotspots>
</map>

<map>
  <mapId>Fancy</mapId>
  <hotspots>
    <hotspot>
      <hotspotId>s₁</hotspotId>
      <title>Chicago</title>
      <text>&lt;b&gt;Chicago&lt;/b&gt; is the &lt;i&gt;Windy City&lt;/i&gt;</text>
      <tooltip>Chicago</tooltip>
    </hotspot>
    <hotspot>
      <hotspotId>s₂</hotspotId>
      <title>New York</title>
      <text>&lt;b&gt;New York&lt;/b&gt; is the &lt;i&gt;Big Apple&lt;/i&gt;</text>
      <tooltip>New York</tooltip>
    </hotspot>
  </hotspots>
</map>
```
12.4 Import Template rules
The examples above have shown how you can use Import Templates. Here are a few rules to help you understand them better.

- Template definitions can appear anywhere in the spreadsheet, but they must appear before they are used.
- The Instructions column can be used to specify a template definition or use. It can also be used to indicate a comment by typing ‘#’ as the first character. Any row that starts with ‘#’ in the Instructions column is ignored by MapsAlive, but it is useful for adding explanatory information within your spreadsheet.
- A data group is typically one or more template uses followed by one or more hotspots. The data group ends when the next data group starts, but you can explicitly end a data group with a row that contains “End” in the Instructions column.
- A data group does not have to begin with a template use. You can have a data group that just contains hotspot rows.
- As MapsAlive does import processing for each map in the tour, it examines each data group once for each map. If no template use can be applied for a map, the hotspot rows in that group will be ignored.

12.5 For more information
We realize that Import Templates can be a little confusing at first. If you have questions about how you can utilize them in your tours, feel free to contact support@mapsalive.com and we’ll be glad to help you.
13 Importing Photos

The photo import feature saves you from having to add hotspots and upload photos one at a time. To use this feature choose Tour > Import > Photos from Zip from the menu.

**Important:** When you import photos from a file they are imported into the current map, so be sure to select the map from the Tour Navigator before importing.

Creating a zip file of images

To use this feature you first create a zip file containing your photos and then import your zip file. Before zipping your photos, make sure you have sized them appropriately for the web. High quality web images are typically 100 KB or less. *Do not zip photos downloaded directly from your camera* without resizing them first.

**Uploading the zip file**

Use the Browse button to locate the zip file on your computer. Then click the Import button to upload the file. MapsAlive automatically creates a new hotspot for each photo it finds in the zip file. MapsAlive uses the image file's name (without the extension) as the hotspot's title. For example, if your zip file contains a file named "Living Room.jpg", MapsAlive creates a new hotspot with "Living Room" as its title. You can change the title later from the Edit Hotspot Content screen.

Each new hotspot created during a photo import gets the same marker. Existing hotspots keep their current marker.

**Before importing photos, choose a marker that you want to be used for each imported photo. You can change a hotspot's marker later on the Edit Hotspot Content screen, but choosing an appropriate marker when you import will save you time.**

Updating existing hotspots

You can use the Import Photos feature to quickly update photos for hotspots that already exist. If an imported file has the same file name as the photo for an existing hotspot and the imported photo is identical to the hotspot's existing photo, MapsAlive will not create a new hotspot. If an imported photo has the same file name, but its size or content has changed, MapsAlive will replace the hotspot's existing photo with the imported photo. MapsAlive matches a photo file with a hotspot using the hotspot photo's original file name. Thus, you can update photos even if you give your hotspots new titles.

**Restrictions**

Only zip files can be imported. Password protected and encrypted files are not supported. If your zip file is too large, it may fail to upload (keep the size manageable by resizing your photos before you zip them). If you attempt to import more photos than you have hotspots available in your account, the import will be terminated. In this case, you will need to purchase additional hotspots or reduce the number of photos in your zip file.
14 Export
The export options let you download the content and resources for a tour. You can modify the exported content and re-import to update your tour, or you can use the exported content to duplicate a tour or update another tour.

The different kinds of data that you can export are illustrated in the diagram in Figure 10.

![Diagram of export options](image)

**Figure 10 - Export Options**

The following sections describe the different export methods. To export, choose Tour > Export in the menu and then click the link for the method you are interested in.

14.1 Exporting Tour Content to a File
You can export the content and hotspot actions for a tour to a file. This lets you make changes to your content and then re-import the file to update your tour automatically. One reason you might want to export your tour content is if you decide you want to manage your tour's content using a spreadsheet or XML, but you originally created the tour manually. A tour that started out with a few hotspots may have evolved into a tour with a lot of content and now it would make more sense to maintain the content externally. Another reason might be if you plan to create a tour with similar content and you want to import the content to the new tour rather than creating the tour manually.

**Exporting to a CSV file**
When you export to a CSV file, MapsAlive prompts you to save the file on your computer. You can then open the CSV file in Excel or in a plain text editor and make changes to it. The exported CSV file for the example in section 10 would like this:
Notice that this file looks very similar to Figure 5 and Figure 7. The content is the same, but MapsAlive has added an unnamed template row and also exported additional columns to capture the data used by the tour, such as the marker name and hotspot order. If this tour used additional properties like categories, actions, and tooltips, those columns would also be exported. When exporting tour content to a CSV file, MapsAlive exports any data that is not a default value. For example, if you set the click action for one of your hotspots to something other than the default value of None, MapsAlive will export a clickAction column and a clickActionTarget column in the CSV file and set the values for all the hotspots in the tour.

You can add columns for additional hotspot properties (see section 6), add more rows for additional hotspots or modify the existing content and actions. You could also take advantage of the import templates described in section 12. When you re-import your CSV file, MapsAlive updates your tour content.

The TourId and MapId values shown in Figure 11 are specific to the exported tour. If you plan to import this file into another tour, you would need to edit those values. Remember you can specify a Tour Id or use ‘*’ to mean any tour. For the MapId, ‘*’ means the current map and ‘**’ means any map.

**Exporting to an XML file**

When you export to an XML file, MapsAlive prompts you to save the file on your computer. You can then open the XML file in a plain text or XML editor and make changes to it. You can import the XML file back into MapsAlive to update your tour’s content. The exported XML will look very similar to the XML shown in section 10.3, but again may have additional entries depending on your tour data.
15 Archiving Resources

When you archive resources you can export all the resources used by a specific tour or you can export all the resources in your account. Resources include categories, markers, symbols, marker styles, tooltip styles, font styles, and color schemes. Archiving resources is an easy way to share resources between accounts.

When you archive resources for a specific tour, only those resources that are being used by that tour are exported. For example, if all your hotspots use the same marker called Arrow, then only the Arrow marker is exported. Any resources used by the Arrow marker, such as a marker style or font style will also be exported. If your tour does not use any of a certain resource, like categories, those resources are not exported.

When you archive all your resources, MapsAlive exports all the resources currently in your account regardless of whether they are used by any tours.

MapsAlive creates a zip file containing all the data for the exported resources. You do not need to extract the files from the zip and you must not modify the zip or its files. If you do make changes to it, you will not be able to import the resource archive.

To import a resource archive, choose Tour > Import > Tour from Archive in the menu. If you import resources into a different account than the one from which the archive was created, MapsAlive adds all the resources found in the archive to the account. If the account already has a resource with the same name and the resource in the archive and the resource attributes are identical it will not be imported. Resources with the same name, but with different attributes are appended with a suffix to differentiate them from the original.

If you import resources into the same account from which the archive was created, MapsAlive only imports those resources that are not already part of the account. You could archive resources, delete them from your account and later restore those resources by importing them from the archive.
16 Archiving Tours

When you archive a tour you are saving your tour's maps, images, text content, layout, markers, and behavior in a format that lets you restore the tour to your account at a later date. You can think of an archived tour as a backup.

![Image of archiving process]

**Figure 12 - Archiving a tour**

**The benefits of archiving tours**

Users that have a lot of tours and hotspots may be able to save money by archiving tours that are not actively being updated. You can then delete the archived tours from your account and free up those hotspots to use for other tours. Thus you can purchase fewer hotspots overall and simply archive and restore tours as you need to work with them.

You can also archive a tour and give the archive file to another MapsAlive user so they can import it into their account. This is an easy way to share examples or create tours that others can use as a template.

You might also want to archive tours that are no longer being used in case you want to use them later. For example, you may have created an interactive floor plan for a house that has been sold, but you want to keep a backup of the tour in case you need to use it again in the future.

**Requirements for archiving tours**

To take advantage of archiving you must:

- Have a MapsAlive Pro plan
- Be able to host your active published tours on your own server
- Be willing to restore a tour when you need to update it
- Be able to save and manage the archived zip files on your computer
Figure 13 - Determining if Archive is right for you

If you plan to archive tours and delete them from your account you must be able to download and host the published tours on your own server.

Once you delete a tour from your MapsAlive account, the published tour is no longer hosted on the MapsAlive server and people will not be able to run it unless it is hosted on your server.

While the process of archiving and restoring tours is not difficult and generally takes only a few minutes, archiving does introduce extra steps for maintaining your tours. When deciding whether to archive you should consider the time and effort required to archive and restore versus the convenience of having all your tours available to update at any time. Determining how many tours you want to be able to update at any one time will help you decide how many hotspots you need in your plan.

Archiving a Tour
To archive a tour, choose Tour > Export in the menu. Then click the Archive Tour link. You will be prompted to download a zip file containing the archive and for the location on your computer to save the file. Be sure you choose a location that you will remember so you can find your archived tours when you need to restore them.

An archived tour is a zip file containing all the files needed to restore the tour to your account. You save the zip file to a location on your computer. You do not need to extract the files from the zip and you must not modify the zip or its files or you will not be able to restore the tour to your account.

Important: Do not add, remove, or edit any of the files in the archive zip. Doing so can prevent the archive from being imported or cause the archived tour to be restored improperly.
Once you have archived a tour, you can delete it from your MapsAlive account to free up those hotspots. If you are hosting the published tour on your server be sure to download it before delete it from your account. Once it is deleted you can no longer download it.

**Restoring a Tour**

When you need to restore your tour to your account, you import the zip file that you saved on your computer when you archived the tour. If you import an archived tour with the same name as a tour that is currently in your account, MapsAlive will append a suffix to the tour name to differentiate it from the in the account. In other words, the restore will not overwrite an existing tour with the same name.

To restore a tour, choose **Tour > Import > Tour From Archive** in the menu. You can restore an archive from a zip file and browse for the file on your computer, or you can restore an archive from a remote location by specifying a URL. Restoring from a remote location lets you save your archived zip files anywhere on your server.

Once you have restored your tour it is ready to use in your account.

If you do not have enough hotspots available in your account to restore a tour, you can still restore it, but you will not be able publish, download, or archive the tour until you either delete some hotspots or purchase more.

**Tour images**

When you archive a tour, the images are saved at the sizes currently used in the tour. The archive does not preserve the original sizes that you uploaded when creating this tour. This means that when you restore the tour, you can make changes to it, but you won’t be able to make the images larger unless you upload the larger original images again.

**Archive vs. download**

An archived tour is a single zip file containing all the content and data needed to restore it to your account. The zip file is strictly a backup archive file. A downloaded tour is also a zip file, but it contains a folder of files that you can upload to your server in order to host the tour there. When you download a tour you extract the files from the zip before copying them to your server. In both cases, you cannot modify the files that make up the archive or the downloaded tour.
17 Downloading Tours
You can download the published version of a tour if you want to host it yourself. You can upload the tour files to your own server or run it locally on a laptop or other computer. To learn more about downloading see the MapsAlive User Guide for Integrating Interactive Maps.