



HOW TO ADD QUALMARK AWARDS TO YOUR PRODUCT LISTING

A key role of your product listing on newzealand.com is to drive qualified traffic to your website so that potential customers can find out more information about your product and then make a booking.

All product listings on newzealand.com are displayed in tab-sets according to Qualmark awards by default. Qualmark awarded products display first in the order of Gold, Silver, then Bronze. All non-Qualmark awarded listings show after these with a randomised order. It is important for any business that has a Qualmark award to ensure that they have added it to their relevant product listings for those listings to display as highly as possible in the tab-set ranking.

Steps to adding your award:

Step 1: Log into your business account on the Operator Database - <https://register.newzealand.com/en/home/>



Step 2: Go to the product listing you want to add your award to. Select 'manage this business' then 'edit this listing'. The Qualmark section will show at the bottom of the first page of your listing (the 'type and description' tab)
Note: For transport listings the Qualmark section is located under the 'location details' tab and will need to be completed for each location.

Step 3: Enter your Qualmark Account ID number and click 'refresh'. This will refresh the page to show the available Qualmark awards.

Qualmark Ratings & Endorsements

Qualmark Account ID

Enter your Qualmark Account ID and click 'Refresh' to see your awards that you have achieved

Refresh

Please email enquiries@qualmark.co.nz or call 0800 782 862 to get your Qualmark Account ID sent to you.

No awards available.

[Need help? Find out about the Qualmark accreditation programme for your business.](#)

Step 4: Select 'add' next to the available award and save the page. This will ensure the award selected is linked to your listing and all changes are submitted.

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Selected Awards

Available Awards

Silver (Visitor Activity - Tourist Flights) **+ add**

Note: All changes to product listings must go through an approval process. This process can take up to seven working days. Once approved, please allow 24 hours for your listing to update on newzealand.com.

For more information on Qualmark, or for help with your ID number, please contact enquiries@qualmark.co.nz. For any questions regarding the Operator Database please contact register@tnz.govt.nz.