visitwales.com
Top tips for an epic listing

1.1 — How do I update my information on visitwales.com?

You need to log into https://productlisting.wales
to update your business listing including description,
images and facility details.

You will need your Contact ID, username and password.
Complete each section of your entry with your secure login
without the support of Data Stewards, although they
are on hand to assist you when you need it.

1.2 — Support

For general queries contact Visit Wales Data Steward
vw-steward@nvg.net | 0330 808 9410 or using live chat on the product listing tool.

**If you spot an issue,
follow these steps:**

01
Business checks entry
in Product Listing

02
Business contacts
Data Steward using
above contact details

03
Data Steward investigates
and liaises with business

04
If unresolved issues,
Data Steward identifies
circumstances of issue

05
If a new issue Data Steward
forwards to Visit Wales
database executive to
be handled

01

When you have logged into your account, use the menu on the left-hand side to check and update your business details.

02

If you have multiple businesses for example accommodation and an attraction, you will see a drop-down option on the top left-hand side of your screen where you can select each business in turn. You will need to update details for all businesses on your account.

03

Make sure you complete all sections to ensure you're giving your business the best chance to engage your potential customers.

English

Business:

Home

Update Details

Analytics

My Logon

Contact ID:
User:

Logout

Email: vw-steward@nwg.net

Tel: 0330 808 9410

Privacy policy

Legal

Property

Please complete each section, these details may all be displayed on Visit Wales. It is your responsibility to ensure content is up to date, accurate and not misleading.

— Details

Name *

Property Type Bed & Breakfast

Address *

Postcode *

Do Not Show Address ☐ ❓

Location

Latitude * ❓

Longitude * ❓

Town *

— Facilities

Tick the options appropriate for your business. If necessary, you can explain any limitations (eg children need to be above a certain age) in the full description.

☐ Cater For Groups ☐ Health Fitness Beauty ☐ Business Facilities
☐ Disabled Facilities ☐ Pets Accepted ☐ Children Welcome

— Information

The full description should highlight the features of the business which will encourage visits from users of the Visit Wales website. Please write your description in short paragraphs, avoid block capitals and repeating information included in other fields. The short description should summarise the full description not merely repeat it.

Grading & Awards ❓

Full Description

01

Have up-to-date listing details and make sure everything's filled out.

02

Get a second pair of eyes to double check spelling and grammar.

03

Show the most important information at the top of your entry and remember to mention your nearest town/area/region.

04

Keep it concise to maintain the attention of the reader.

05

Some descriptions are probably best avoided, for example, rolling hills and hidden gems.

06

For help/guidance and useful hints/tips on how to make the best use the 'Wales Brand':

http://bit.ly/CWcpWB19

07

If a user is using Google or site search, keywords are essential for Search Engine Optimisation (SEO) purposes. Put the most important keywords in the short description as this has precedence in hierarchy on the page and follow with any additional use of keyword in the long description. However, try to avoid repeating words too often as Google is clever and will know what you're up to.

08

Think of words that potential customers would search for, better still, ask your previous customers how they would describe your property.

How to upload images and videos

01

As mentioned within in the product listing tool system choose a landscape photo that is at least 1920 pixels by 1440 pixels (photos taken on a mobile will normally be ok). The system will automatically resize your photo the right size. Check on the screen that it looks ok before saving.

02

Add a title that accurately describes the image as this may be used by Google.

03

Ensure the file size is no bigger than 4 megabytes. It's best practice to keep image size as low as possible.

04

Take the picture landscape, not portrait.

05

The first 10 large images will be used. Use the hand icon to drag and reorder the images shown on Visit Wales. Think about the order the images are displayed, the image you place at the top of your image list will display first in the header.

06

If all images aren't in the large format, the first image in your list will render in large format in the header section. The remaining images will all render in a small carousel format further down the page.

07

Utilise the 10 images you are able to publish as it provides your guests the most reference with which to make their decision, and allows them to spend more time on your listing. Try not to photograph the same thing but add a variety of subjects.

08

Find the video you want to use on YouTube and copy the reference code and add a title that accurately describes the video (it may be indexed by Google). Click on the play button to check the reference is correct. One video will display on your product listing page in a future update.

1.6 —Images and video
Image guide

You want your potential visitors to select your business and click through to view your details. Try to imagine your business listing from your potential visitor's perspective. Would you book accommodation based on text alone?

Therefore, think about which one you would chose:

a)   The one with poor quality/no images
b)   The one with a range of high-quality images

The decision is easy but you have to ensure your images are the very best you have available and true to reality. Consider a professional photographer if budgets allow as you will be able to use these on your own website, social media channels and other marketing activity you do.

If not and you have a smart phone, the easiest way is to take photographs on this and upload them directly.

01

Take pictures at different times of the year and change the order of the pictures regularly to keep the entry looking up-to-date. For example, a picture of a cosy lounge with a log fire is great for winter breaks.

02

Keep it bright by taking the photos during the day – let the natural light in and even turn on the lights.

03

Showcase elements that are unique to your business for example, a great view.

04

If you live close to a local attraction, post some photos of it ensuring you obtain permission so you have the copyright to do so.

1.7 —'External Links' section
Social media

External links are now available to add to your listing:

—Facebook

—Instagram

—Twitter

—Pinterest

—YouTube

All you need to do is add your social media address and it will link through to the account.

Therefore, keeping on top of your social media presence is also vital to market yourselves and your listing.

1.8 —Booking links

You will be able to add booking links to your entry by selecting your preferred booking channel. This could be your own booking system or a third party booking platform that you use. Using ecommerce techniques to include conversion to your website or booking platform.

Just select 'external links' section and add your booking URL. If you don't have a booking section or page, add your website address or contact page.

1.9 — What's to come?
Language options

Translations in **Welsh** and **German**, if you want translated versions of your business to appear in the relevant sections of the website.

— **Welsh descriptions** – we will shortly be launching the Welsh language search functionality. You can now include your Welsh language descriptions, images and titles. Scroll down the page to the 'Welsh description' section and add your Welsh language details.

— **German descriptions** – one of our key markets is Germany. To add your German description, log into your account and once you're happy with your description, scroll down the page to the 'German description' section and click the arrow to translate automatically into German.

If you need help translating, then talk to *Helo Blod* who can provide up to 500 words of free translation (each month) for each business. https://businesswales.gov.wales/heloblod/helo-blod

1.10 — Access to analytics/website stats

If you're a 'quality assured business' (Visit Wales or AA Schemes only) you will automatically receive an entry onto visitwales.com.

The Analytics menu will show monthly statistics about the views of your business on Visit Wales.