

Tips

Getting the most out of your listing

Whether your content is on visityarravalley.com.au or visitdandenongranges.com.au, creating great content and sharing interesting information is key to getting your business in front of visitors. Below are some tips to help you get the most out of your listing.

Images

- Use high quality, clear images. Take pictures in sunlight to best capture your business.
- Name images descriptively and in plain English.
- Upload landscape images (ie. wider than it is high). Maximum size is 2000px wide by 1500px high.
- Use kraken.io to web optimise your image.

Teaser

- Your teaser is the invitation to visitors to click through to your individual page. Make it clear this one can't be missed. Tantalise the visitor; tease them to find out more about your business.
- Keep the teaser short; no more than 50 words.
- Use a teaser image that showcases your business and/or point of difference.

Description

- Specific and relevant detail - mention your business name in the first sentence. This is great for your SEO (Search Engine Optimisation).
- Make it your customer base or someone you find it easy speaking to and start typing the way you would talk.
- Use plain English and little words, eg. help instead of assist, now instead of immediately.
- To showcase the best of your business, provide the visitor with information of what they can do while visiting your venue and what they will see.
- Break up long content into short paragraphs, use subheadings.
- Mention proximity to your local township, village or nearby hero attraction, eg. Puffing Billy, Healesville Sanctuary, etc.

Contact Details

- Use the same business name, address, phone and social media links on all marketing materials.

Checklist

ITEM	YES
Business name, address & phone details available and correct	
Social media links available and correct	
TEASER	
- One (1) thumbnail image, web optimised (max 400px wide by 200px high)	
- Teaser text, max 50 words	
MAIN CONTENT	
- Five (5) hero images, web optimised (max 2000px wide by 1500px high)	
- Description text	
- Any other images, web optimised (max 2000px wide by 1500px high)	