

## Making the Most of Your Website Listing

Your website listing on visitnorthumberland.com and/or our partner sites (visitberwick & visitkielder) once set up will be promoted to hundreds of thousands of unique visitors throughout the year. To make the most of your listing, and increase its exposure for no extra cost, consider the following options:

- **Keep your listing up to date!** – This may sound simple, however we get numerous comments from businesses saying ‘your information is wrong’ – it is your responsibility to keep your listing up to date with prices, opening times & dates etc.
- **Images & description** – With enhanced listings we don’t have a limit, however consider how long you would carry on reading or flicking through images before you get distracted! We recommend 5-10 high quality images showing off the best of your business, and approx 150-300 words. Remember – the whole website sells Northumberland, you simply need to sell your business. You could also update these seasonally e.g. putting festive images on in the run up to Christmas. For basic listings, you only get 1 image and approx 20 words of text, so make them count!
- **Content** – Ensure your description is easy to read and is informative. Split it into paragraphs rather than one long chunk and use key words & phrases in each paragraph to help search engines find your listing. For example, if I wanted accommodation on a farm I might search for ‘farmhouse accommodation in Northumberland’ so ensure those key words are regularly used in your description, but fit them into the flow of the text.
- **Gradings, Awards & Reviews** – Please get in touch if your quality assessment grading or awards need added or updated. We can now link with Trip Advisor to pull through your ratings – if you have Trip Advisor and want to link please get in touch.
- **Facilities** – You have the option to add facilities to your listing. Visitors can search by ‘Dog Friendly’, ‘Ground Floor Bedrooms’ and ‘Indoors’ – if you have those facilities (Indoors is solely for attractions) please ensure they are added to your listing. We also have pages that pull through ‘Cycle Friendly’ and ‘Walker Friendly’ facilities.
- **Availability/Book Online** – If you use a booking system we can link to it. We currently have API links with LateRooms, Eviivo, Supercontrol and Free to Book, so please contact us to make those links live. If you use another booking system just send us the page you want to link to and we will add it for you. Coming soon – you will be able to enter your availability manually into our site for those without a booking system.
- **Social Media** – We can link to your Facebook and Twitter accounts if you send us the links, this enhances your ability to stay in touch with potential visitors.
- **Special Offers** – You can add special offers via your NTAds log in. This allows you to promote a special offer valid all year, or specific dates and will give your listing extra exposure.
- **Late Availability Board** – You can post your availability for up to a month in advance on the board via NTAds. We regularly promote this page on social media so it is worth advertising your available space and updating it regularly. Out of date posts or generic non date specific posts will be removed.
- **Events** – If you run events that visitors to the county may want to attend you can advertise them for free. They can link to your listing, and help raise the profile of not just your event but your business as a whole. We use event listings regularly on

social media, so if you don't put them on the site, we won't know about them. You can add them here: [www.visitnorthumberland.com/addevent](http://www.visitnorthumberland.com/addevent) or click the Add Event button when you are logged in to NTAds.

- **Occupancy/visitor numbers** – You can enter your occupancy data or visitor numbers once a month and access cumulative data for Northumberland as a whole to compare against your business' performance and use to support funding applications.

You can edit or add most of the above by logging into [www.ntads.co.uk](http://www.ntads.co.uk) and editing your listing. If you need a reminder of your log in details, or need advice, please get in touch.

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