

# ATDW: Optimising your Listing

For Tourism Businesses and Events in the ACT

## Drive more visitors to your website from your ATDW listing

Setting up an ATDW listing is one thing, optimising it for conversions (getting visitors to click from your listing to your website) is another!

Below are some tips on how to optimise your listing to get more referrals through to your website and increase your chances of conversion.

### Craft a compelling description

Your description should engage the visitor, captivate them and make them want to experience your product, and ultimately book. Use the description section in your listing to craft your ultimate elevator pitch!

### Focus on the benefits of your experience

With 200 words at your disposal, share a little bit about what you offer (the features of your experience), but consider focusing mainly on why visitors should book with you (benefits).



## Top Tip

Think of your Ideal Customer's key motivation for travel, or what their major challenges are when planning holidays, and share ways you can help achieve their motivation, or solve their challenges. You can profile your Ideal Customers using the [Understanding Your Customers Guide](#).

### Experience Example: Tidbinbilla Nature Reserve

Challenge/Motivation	Travelling with kids, ways to entertain kids and adults
Experience Features	Trails, wildlife
Visitor Benefits	See wildlife in a natural setting. Keep kids entertained with the playground and activities in school holidays
Copy Example	<p><i>See koalas, kangaroos, birds, reptiles and more in the natural setting of Tidbinbilla Nature Reserve, just 45 minutes drive from the Canberra CBD.</i></p> <p><i>Keep an eye open for wandering wallabies and emus, and you may even catch a glimpse of an elusive platypus!</i></p> <p><i>The kids will love the Nature Discovery Playground and you'll love the idyllic picnic spots, BBQ areas and fresh open air.</i></p> <p><i>There are 24 marked trails at Tidbinbilla – ranging from a 15 minute walk to full-day hikes. You can grab a map from the Visitors Centre. School holidays are also a great time to visit with regular kids activities to keep the little ones busy!</i></p>

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## Experience Example: Dave's Tours - Capital Triple Treat Tour

Challenge/Motivation	Want to explore the best of Canberra's locally made beverages
Experience Features	Tour of Canberra, available weekends only
Visitor Benefits	An easy, safe way to explore a range of venues and sample some awesome locally produced drinks
Copy Example	<p><i>Can't decide on your favourite beverage? Organising a corporate or team afternoon and need to satisfy a variety of tastes? A visitor to town looking for an easy, safe way to explore a range of venues and sample some awesome locally produced drinks?</i></p> <p><i>Then our Triple Treat tour is for you! Available Friday, Saturday and Sunday afternoons, you can get on board with us, get behind the scenes of some great venues and experience the best of our Capital's drinks scene.</i></p>

## Experience Example: Mulligans Flat Woodland Sanctuary - Twilight Tour

Challenge/Motivation	Want to show and teach kids more about native animals and the native environment
Experience Features	Twilight tour, animal spotting, 2-hour night walk
Visitor Benefits	A fun experience the kids won't forget, seeing native Australian animals in the wild, whilst also learning about the Australian bush
Copy Example	<p><i>A night tour at Mulligans Flat Woodland Sanctuary is a unique experience to step back in time and experience the Australian bush as it was 100 years ago. At night things really come to life in the Sanctuary. Nocturnal animals awaken hungry and looking for food.</i></p> <p><i>This tour will start 30 mins before sunset and take 2 hours to walk the woodland trail, past our woolshed learning area and into the night to spotlight for Eastern Bettongs, Bush Stone Curlews, Eastern Quolls and many other native animals.</i></p> <p><i>Our guide will take you deep into the Sanctuary, inside the predator-proof fence, where native animals are thriving in the absence of foxes and feral cats.</i></p>

## Connect with your potential customers

For editorial content that connects with readers, it is generally a good idea to write in second person. This means when you write, you are referring to the reader as 'you, your, you're'. It is a good idea to also try and write in the same way you talk about your business. Use your personal voice to express your business' personality.

### Example: National Zoo & Aquarium

"You can even pat a cheetah, feed a bear or become acquainted with a meerkat during some of the most amazing hands-on animal experiences in Australia."

## Share engaging images and videos

Sharing inspiring, high-quality videos and images on your ATDW listing will ensure you stand out, and make a lasting first impression with potential visitors.



### Upload images in their largest size and resolution

The minimum required size is 2048 x 1536 pixels. Most smartphones and digital cameras will take images large enough for the ATDW requirement.



### Landscape orientation only

Portrait images will be cropped, and important content may be cut off, so ensure all your images are landscape orientation. Where possible, use images that have space at the top (sky) and bottom (ground) to allow for cropping.



### Write captions for each image

Write a brief description of what is in each photo to increase the accessibility of your images (add copyright details and credit the photographer if required too).



### Update your YouTube video title and tile image

These features of your YouTube video will be displayed on your listing, so it is important they are optimised. This optimisation will need to be done in the YouTube platform, not in the ATDW-Online Portal. Ensure the title of your video is relevant to your business and provides context to the video.



### No text or logos on images, or collages of images

Each distributor website will use the selection of images slightly differently, so it is important that your images do not have any text overlay or watermarks. You should also use single images and avoid collage-style imagery.



### Highlight your hero image, and upload ten in total

Show off as many aspects of your experience as you can by uploading the maximum number of images. Use your best image as the first image, as this will be displayed as a hero image (where relevant) on distributor websites. You can upload up to ten images to your listing.

## Optimise your listing for visibility in search engine results

Did you know that your listing on distributor websites has the potential to rank well in search engine result pages?

Below are some tips on how you can optimise your ATDW listing to help increase visibility in search engine result pages when your potential customers are searching for experiences just like yours!



### Optimise your description

Search engines use the text on a webpage to determine the relevancy of that webpage in relation to a user's search query. Therefore, when writing your ATDW description, think about what your Ideal Customer might be typing into search engines.

**Use wording that describes your business type**

– e.g. Winery tour

**Use wording that reflects your location**

– e.g. Winery tour in Canberra

**Use a question-like sentence structure that reflects your business type** – e.g. Looking for a great winery tour in Canberra region?

**Use sentence structure that addresses your Ideal Customer's challenge or motivations** –

e.g. Family friendly activities for school holidays



### Optimise your image and video meta-data

**Save your image and video file names as your business name and image description**

- This is great Search Engine Optimisation (SEO) practice to increase the visibility of your images and public videos in Google's image and video search results.

**Update your ALT (Alternative Text) description for each Image** - Write a brief description of what is in the photo to increase the accessibility of your Image. This is another important SEO optimisation tactic (as above). If necessary, add copyright details and credit the photographer.

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## Super-charge your listing

### Link your Google Business Profile and ATDW listings

Google Business Profile is the management tool for a business profile on Google. Your business profile is the summary information that appears in Google Search and on Google Maps. Overall, it forms a valuable part of the consumer journey.

By linking your Google Business Profile to your ATDW listing, you can keep your details updated in one place, therefore saving time. For example, when you need to update a business phone number, instead of visiting your Google Business Profile account and your ATDW account to update the information, you can simply update your information from ATDW and the updates will automatically sync onto your Google Business Profile.

[Learn more about linking your Google Business Profile and ATDW listings here.](#)

On top of this, linking your Google Business Profile and ATDW listing also provides the opportunity to view valuable Google generated statistics on your business' search performance. These simple to view and understand statistics can be viewed in your ATDW account, and when compared against your ATDW insights, can form a great depth of information into your business' digital performance.

In addition to linking with Google Business Profile, ATDW offers a range of other personalisation options to enable you to share information about what makes your business unique. You can now optimise your listing to include details for the following categories:



**COVID safe certification**



**Direct booking links**



**Deals and special offers**



**Accessibility information**



**Tailored winery profiles**



**Indigenous business identification**



**Sustainability credentials**

It is worth completing all relevant categories, even if they are not displayed on VisitCanberra's website, as your listing may appear on other websites.

## Editing and styling

Here are some additional technical tips to consider when creating or updating your ATDW listing:



## Further information

[Operators - Australian Tourism Data Warehouse \(atdw.com.au\)](http://atdw.com.au)