

MAKING THE MOST OF YOUR WEB ENTRY

If you are a member of VisitCornwall you are entitled to a detailed entry on our main website, www.visitcornwall.com. This consists of:

- Up to 5 pictures (good quality, up to date, at least 400 pixels wide and .jpg format)
- One paragraph short description for listing entry
- 500 word description for full page entry
- Road directions to your establishment, one paragraph approx
- Public transport directions to your establishment, one paragraph approx
- Web link
- Email link, via enquiry form
- Availability calendar
- Log in details to access availability calendar, statistics and, coming soon, access to change and update some of your information yourself.

Optional extras:

Special Offers	- £50 + vat per annum
Banner Adverts	- £150 + vat for 3 months per section
Featured Products	- £90 + vat for 3 months per page

To discuss these please call **Nicky Miller on 01872 322909**

2nd entries on www.getmarriedincornwall.co.uk and www.gardensofcornwall.com are also available, please call **Theresa Thompson on 01872 322910** to discuss.

As the VisitCornwall database is part of a national network, your entry will also appear on:

www.visitsouthwest.co.uk
www.visitbritain.com and
www.enjoyengland.com

The listing entry for these websites are taken from the short description tab of your entry on our database and your default image.

Getting The Description Right

In order for your entry to appear well in listing results, you must ensure that your best picture is set as your main/default image and that the first paragraph of your description sums up your property as much detail as possible so that visitors scanning listings get a good idea of what you are about very quickly. This will hopefully lead to them clicking through for more information and making that all important booking.

The first paragraph of your main description is usually what is used as your short description, and is what appears first on VisitCornwall.com and the South West Tourism, VisitBritain and Enjoy England websites.

Example: *4 star guest house within 10 minute walk of beautiful sandy beach in the harbour town of Looe. Some rooms with harbour views. Parking. Close to restaurants and train station, family friendly.*

Main image shows view of harbour from one bedroom, subsequent pictures show exterior of property, beach and bedroom.

Or:

Traditional cottage set in rolling countryside with fantastic rural views, graded 4 star, with log fire, enclosed garden, family friendly with toys and games, good circular walks nearby, 10 minute drive to the north coast.

Main image shows some countryside with view to cottage, view from the cottage inc garden, lounge picture, bedroom picture, kitchen picture.

The rest of your long description should include details of the property such as:

- How many people the property sleeps, in what type of rooms (double, bunk beds, twin, single etc), facilities such as dishwasher, washing machine, tumble dryer, digital tv, dvd player, mobile phone reception and which networks, what facilities you have for children such as games, dvds, swings, trampoline etc.
- How far you are from good restaurants, main town, beach, tourist attractions, activity providers such as horse riding, surf schools, whichever things you feel might appeal best to your visitors.
- Give road and public transport details to go in that part of our database.
- Make sure any pictures you send us have captions such as view from master bedroom, or Sandy Bay Beach, 3 miles from our cottage.

Interior Decoration

Make sure you keep up to date on your interior decoration. The last 10 to 15 years saw an explosion of home make over shows, and more recently the 'Hotel Inspector' highlighted issues like this.

Visitors have a much higher expectation of what they want in the way of style and comfort, so make sure you don't fall into the trap of looking too 'old fashioned'. If you do re-decorate, please make sure you take some new pictures and send to membership@visitcornwall.com to keep your web entry up to date.

Availability Calendar

You can download instructions applicable to your type of business from: www.visitcornwall.com/site/members

In order for the search by date facility to work and for your entry to be found you must keep your availability calendar up to date and include prices. If, after reading the instructions, you would like us to help you update your vacancies, please give us a call and we would be more than happy to set it up for you and talk you through the process. We are currently working with our web developers on changes to the calendar to make it more flexible for those offering self catering and short breaks.

Please contact the Membership Team on 01872 322905 to discuss changes to your entry or **email text changes and pictures** to membership@visitcornwall.com clearly stating the name of your establishment and location.