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Visit Clare Website

Top Tips for Preparing **YOUR** Business Listing on the new www.VisitClare.ie Website

The primary way Clare County Council will provide information on Clare to domestic and international visitors



A presence on VisitClare. i.e. can help win you business by connecting you with people considering a visit to Clare. A key role of the website will be to push traffic to the websites of businesses that could be of interest to consumers considering or planning a visit to Clare.



There is no charge for having a listing on VisitClare.ie.

However, your business must meet certain qualifying criteria, and submitting a form is no guarantee of inclusion. The information provided should be comprehensive, well-written and include good quality photographs that present your business at its very best.





GENERAL TIPS FOR SUBMITTING A LISTING FOR THE NEW VISIT CLARE WEBSITE (LAUNCHING LATER IN 2022)

- The **only way** a tourism business can submit a listing to VisitClare.ie is via the special online form provided by Clare County Council. See: www.VisitClare.ie/web
- Tourism businesses typically submit one product for listing.
- However, if your business offers multiple unique, differentiated products, you can submit a listing for more than one product. For example, if you offer sailings to the Aran Islands and also offer Cliffs of Moher boat trips, then you can submit these as two unique products – on two separate forms.
 - The **correct form must be used**, appropriate to the category of your business or businesses. There are **separate forms** for each of the following categories: Accommodation, Visitor Attractions; Leisure Activities; Dining Establishments; Festivals and Special Events, and Venues.

CRAFT YOUR COPY | USE PERFECT PHOTOS

- A well-crafted Visit Clare listing, with a well-written description and great photos, allows you to stand out from your competitors and attract more customers for your business. The opposite is also the case; poor descriptions and photos will give a negative impression of your business and may lose you business.

- Your description should engage the consumer, and make them want to experience your product or service.
- Think about what a visitor would expect your product(s) to be called and title your listing accordingly.
- The summary is the first thing a consumer may read about the product. You have 24 words (140 characters including spaces) to grab their attention by succinctly outlining your product or service.
- The main description you'll use for your Visit Clare listing has a maximum word limit of 400 words. Use them well. Keep your sentences short and make sure to highlight what makes your product special or different from others of its kind.
- In today's busy world, people want to see the most important information right 'now!' So your first sentences should summarise your offer and highlight key benefits - so they don't get missed by someone too busy to read your entire profile.
- Each listing must have at least one relevant and excellent photo. You may submit up to 5 photos. **However, remember, poor photos are not neutral - they will 'unsell' you. Therefore only submit what is excellent.**

WE CANNOT EMPHASISE THIS ENOUGH

- The new Visit Clare website will give visitors lots of choices. They will view their options and compare your business with others in Clare and perhaps elsewhere in Ireland.



CRAFT YOUR COPY | USE PERFECT PHOTOS (CONTINUED)

Remember that your listing is appearing on the Visit Clare website. **Therefore, write in the third person. So, for example, instead of using phrases like "our" and "we will" as you might do on your own website, you'll need to write "their" and "they will", etc.**

- Write as you would talk. Imagine you are talking to your potential customers face-to-face. Give them the information they need to decide to visit, buy, or stay with you.
- Don't use over-exaggerated superlatives. Also, check for repeated superlatives like "wonderful experience" and "wonderful scenery".

PREPARE YOUR INFORMATION OFFLINE FIRST - BEFORE COMPLETING THE ONLINE FORM

- Read the online form carefully, and make notes of all the information you need.
- Prepare all the information offline first, in a word document. This will help you pick up any misspellings or grammar mistakes. In addition, you can 'cut and paste' information from a word document into the online form - saving you time.
- The online form needs to be completed and submitted in one go; otherwise you risk losing the content.
- Have your photo or photos ready to upload. The photos should be unaltered, well-composed, high-resolution images, free of any markings e.g. no logos or credits and no photo collages. They should be uploaded

as JPEGs or PNG files. Ideally, your **main image** should be horizontal (landscape) in shape.

- Note the need to comply with the photo and general terms and conditions associated with providing a listing.
- Consider having someone outside of your business look over the description. Sometimes you can be too close to the product to view and critique your description objectively.



Important: In addition to the other criteria, in order to be listed, tourism businesses must comply with all applicable planning, tax, insurance (including public liability insurance), transportation (including licensing), safety, consumer protection and other legal and regulatory requirements that are appropriate to their business category.