How to maximise your Visit Outer Hebrides Listing

VISIT OUTER HEBRIDES: A TRUSTED DIGITAL AUTHORITY FOR THE DESTINATION

OUR DIGITAL REACH

AI & Digital Discoverability

20 million

Google search impressions, including it's AI Overviews

200k

our website being referenced in AI-generated answers, (Microsoft Clarity)

The destination is being discovered by people actively searching for the Outer Hebrides, places to stay and things to do and places to eat.

Website Performance

50K

Referrals to businesses

500k

Website users

1.5 million

Website page views

20K

downloads

Social Media Reach

165K+

Combined social followers

12 million

Annual social media views

A GLOBAL AUDIENCE

65% UK | 35% INTERNATIONAL

Our digital channels reach audiences both at home and around the world.

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WHAT THIS MEANS FOR YOUR BUSINESS

Being part of Visit Outer Hebrides means being part of a collective platform that helps visitors discover the islands and the businesses that make them special.

1. GET FOUND
Your business benefits from the reach of our website, social media and growing visibility in AI-powered search tools, helping visitors discover what the Outer Hebrides has to offer.

2. BE PART OF THE JOURNEY
Visitors use our website to research, plan and find inspiration. Your listing puts your business in front of people while they are deciding where to go, what to do, where to eat and where to stay.

3. TURN VISIBILITY INTO ENQUIRIES
Our website helps connect visitors with local businesses, generating referrals to member websites and booking channels.

4. STRENGTHEN THE DESTINATION
Every member contributes to a richer, more trusted picture of the Outer Hebrides. Together, we build the content, visibility and authority that help the whole destination stand out.

THE VALUE IS BIGGER THAN YOUR LISTING.
By being a member, you are helping us promote the Outer Hebrides as a destination, while benefiting from the collective reach and visibility that no single business can achieve alone.

HOW DO VISITORS FIND YOUR LISTING ON VOH?

- Listing pages - e.g. boat trip page, B&B page, cafe page
- Search bar - e.g. self catering South Uist, boat trips Lewis, pet friendly Barra
- Plan your Trip - Accommodation, See and Do, Food and Drink
- Highlights bar on listings page - Premium visibility listngs
- Featured Boxes in key locations - Premium visibility listings

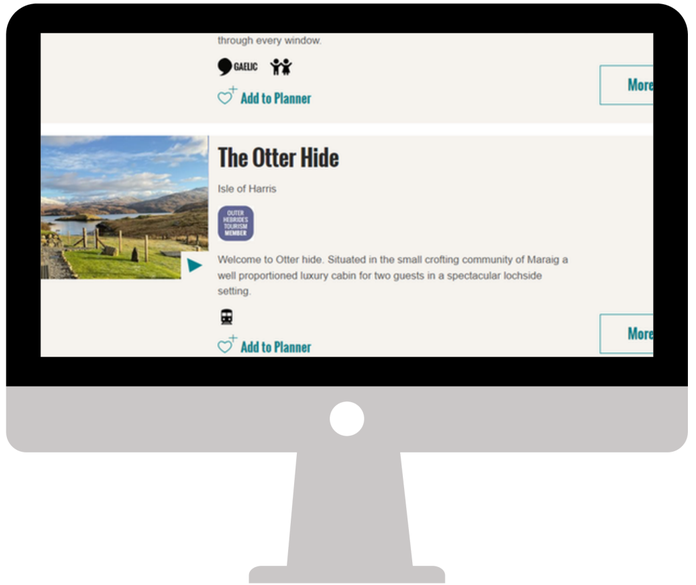
LISTING RANKING

All listings appear randomly on listing pages and are refreshed every 24 hours.

Your business could be on page 1 one day and page 5 the next.

YOUR LISTING

Your LISTING needs to jump out to get visitorsI to click on your listing as they scroll down the list



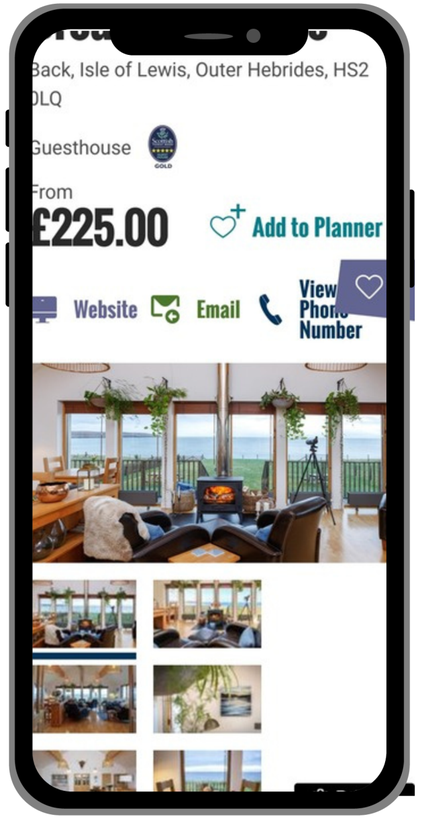
- **Choose a strong main image.** Your first image is your shop window. Make sure it is high quality, eye catching and showcases your business at its best.
- **Make your opening description count.** Write engaging, enticing text that highlights what makes your business special and gives visitors a reason to click. Remember the first 15 - 20 words are vital for search especially AI
- **Think like a visitor.** What information would you look for? What would make your business stand out from similar listings?
- **Include relevant keywords.** Think about the words and phrases visitors might use when searching for your type of business, experience or accommodation.

Don't forget **AI**! Your listing is not just for people browsing our website. Search engines and AI tools use website content to answer questions and recommend businesses. Clear, descriptive and relevant information helps AI understand what you offer, where you are and who you are best suited to.

THE SCROLLER HAS CLICKED INTO YOUR LISTING!

You now get the opportunity to sell your business through:

- Great images
- Descriptive, enticing text with keywords
- Facilities
- Prices
- Website/Availablity/Booking
- Reviews/social media feeds



MAKE YOUR IMAGES WORK HARDER

Great images can make all the difference between someone scrolling past your listing and clicking to find out more. Your images are often the first impression a potential customer has of your business, so make sure they show what you offer in the best possible light. A strong image can capture attention in seconds. Think about what would make you stop scrolling and want to explore a business further.

Our top tips for getting the most from your images:

1. **Invest in good photography.** Consider using a professional photographer or finding a talented local amateur. Modern mobile phones also have excellent cameras, so you don't necessarily need expensive equipment to get great results.
2. **Showcase what makes you special.** Choose images that tell a story about your business, whether that's your accommodation, facilities, products, experiences, location or the people behind it.
3. **Use all your available image slots.** Make the most of the number of images included in your membership level. Give visitors a good feel for what they can expect.
4. **Keep things fresh.** Update your images regularly. Why not reflect the seasons with different photographs throughout the year? A fresh gallery gives visitors a reason to look again.

MAKE YOUR IMAGES WORK HARDER

Image specifications

Important

- Recommended image dimensions: 1220 pixels wide x 700 pixels high. Smaller images may appear blurry or pixelated. Images with different dimensions will be automatically cropped by the system, so check that the main subject remains visible.

Alt text - it makes your listing more AI friendly

When adding images, use clear, descriptive alt text rather than generic descriptions in Alt Text such as 'image 1' or 'bedroom'.
For example:

- Instead of: Beach photograph
- Try: Sea view from the living room at a self catering cottage in Harris.

Think about including relevant details such as your business name, location, facilities or experience where appropriate. Keep descriptions natural and accurate rather than simply repeating keywords.

Why does this matter? Your images help sell your business visually, while alt text helps search engines and AI understand what those images represent. Both contribute to making your listing more accessible and discoverable.

Our advice: Don't just fill your gallery with pictures. Use it to tell a story, showcase your personality and help visitors imagine themselves experiencing what you offer.

VIDEO

Make video part of your story.

Video is an increasingly valuable promotional tool, giving potential visitors a more immersive feel for your business before they arrive.

You can display YouTube videos within the main gallery of your listing page. This is a fantastic opportunity to showcase your accommodation, products, experiences or the atmosphere of your business.

A short video can bring your offering to life in a way that photographs alone sometimes cannot.

Premium Visibility members only

Writing a Description That Gets Results

Your business description is your opportunity to turn a website visitor into a potential customer. Make it engaging, informative and give people a reason to choose you.

- **Make your opening words count.** Pay particular attention to your first 15 to 20 words, as these may appear in search results - particularly AI citations. Lead with your strongest selling points.
- **Highlight your key selling points.** What makes your business special? Mention important features and facilities such as pet friendly accommodation, family friendly facilities, beach access or a great location.
- **Tell your story**. Use natural, engaging language to bring your business to life. Don't just list what you offer, help visitors imagine the experience.
- **Include what's nearby**. Mention local beaches, walking routes, attractions, heritage sites and places to eat. Visitors are often planning their whole trip, so this information can help influence their choices.
- **Make it easy to read.** Use short, readable paragraphs, clear sentences and plenty of spacing.
- **Think about Google and AI**. Aim for around 300 words. Include clear details about what you offer, where you are and who your business is suited to. This helps search engines and AI tools understand your business and recommend it to potential visitors. Aree you suited to families, cater for dogs, luxury, budget etc
- **Include a call to action** - If you want people to find out more, visit your own website, follow your social media or contact you directly, tell them!
  For example:

    1. Visit our website to find out more.
    2. Follow us on Facebook and Instagram.
    3. Get in touch to discuss your stay or experience.

Remember: Your listing is your online shop window. Use it to showcase what makes you special, attract the right visitors and encourage them to take the next step.

AND FINALLY...

- If you are on FB, a feed can be added and this gives your listing increased appeal.
- Tag us in FB and in Instagram @visitouterhebrides we will share your posts or reels
- Address/telephone, website and email – test to see that all information is correct
- Facilities – don’t over promise. There is functionality on our website to search for facilities such as pet friendly, on bus route etc
- Prices – make sure they are up to date
- Whats nearby map – will show visitors where your business is located and other businesses nearby

AND FINALLY FINALLY

- You can edit your listing yourself
- We can send out login details if you don’t have them with instructions/tips etc
- Let us know if you are having problems or you don’t feel your listing is performing well and we can chat to you

Short Term Lets - Accommodation providers who must have a STL licence must display on all listings, including the VOH listing.

GREAT EXAMPLES

Broad Bay House

Long Island Retreats

Igot2travel