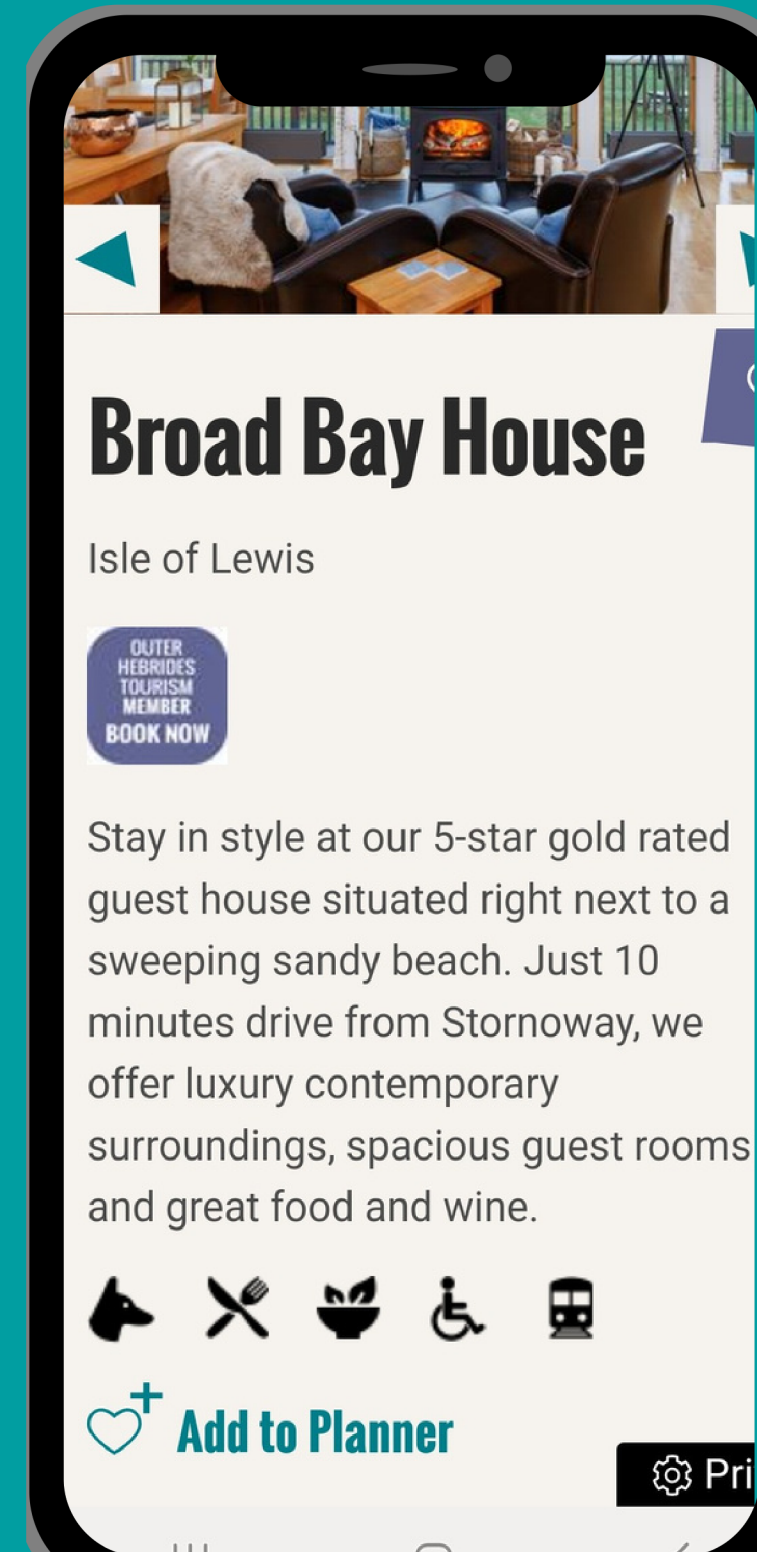


# How to maximise your Visit Outer Hebrides Listing



# VISIT OUTER HEBRIDES WEBSITE

**TOP RANKING**  
search terms on Google

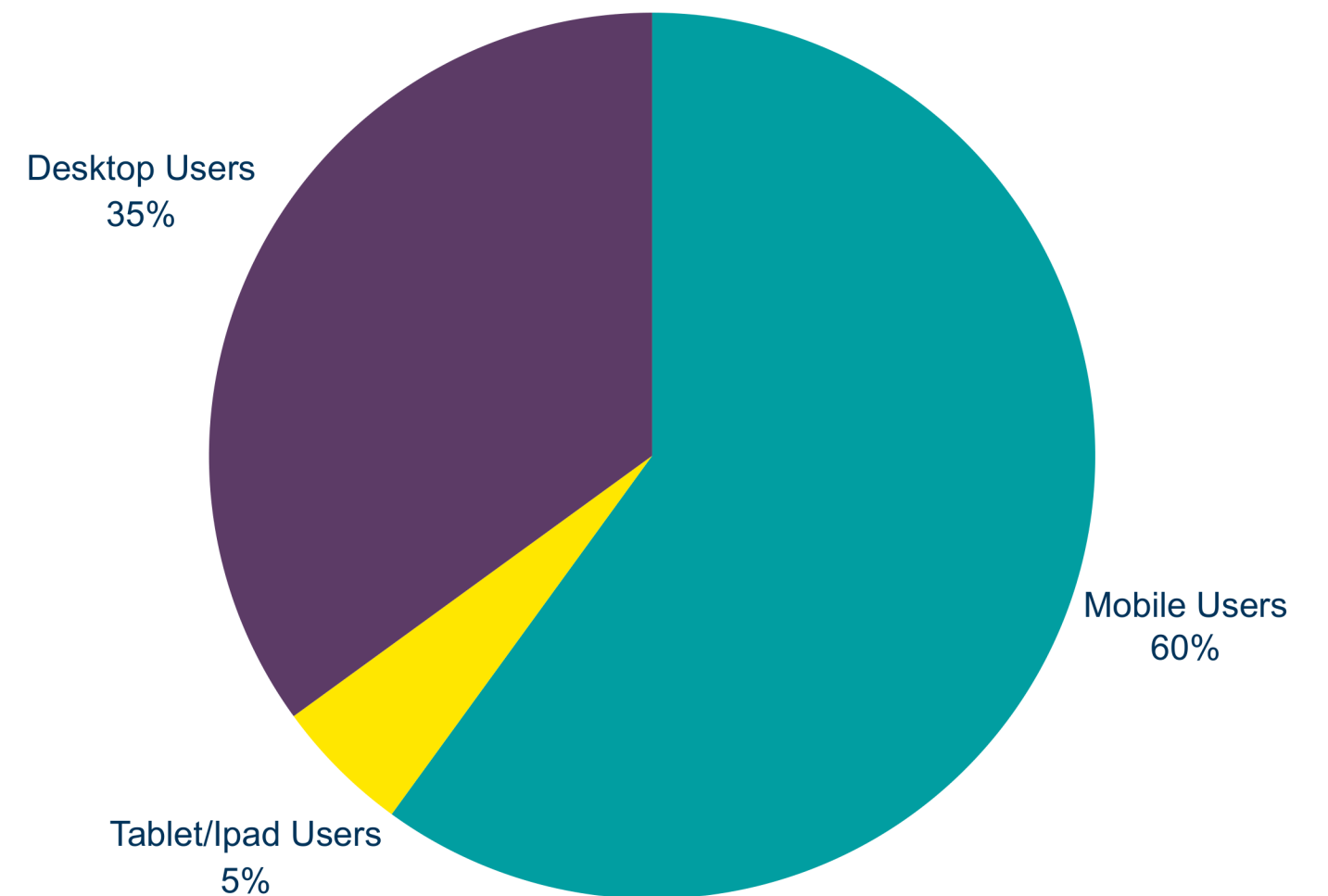
**540K**  
users on our website

**2 MILLION**  
views on our website

**40k**  
downloads

**60K**  
website referrals

**10k**  
email/telephone enquiries



## 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
- Plan your Trip - Accommodation, See and Do, Food and Drink
- Highlights bar on listings page - Gold and Platinum listings
- Featured Boxes in key locations - Platinum listings

## **LISTING RANKING**

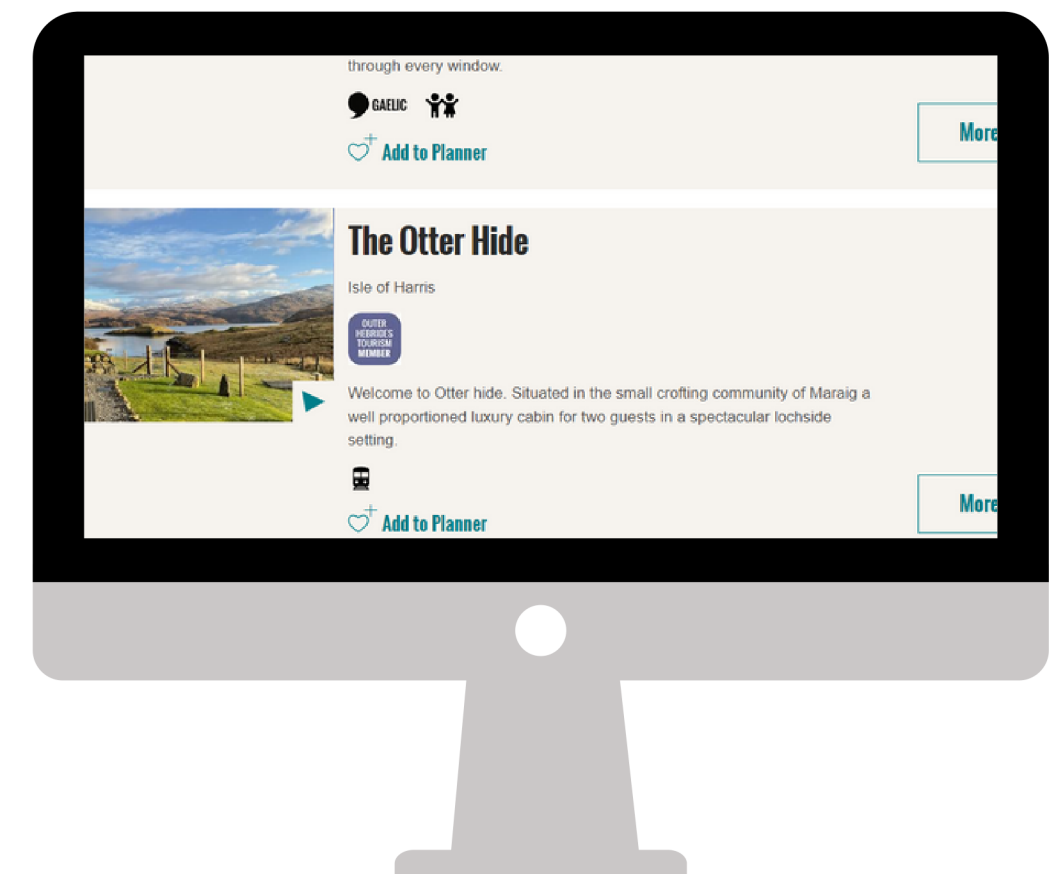
- Platinum and Gold listings will appear at the top of the list
- Silver listings will appear after Gold and Platinum listings, second on the list
- Bronze listings will appear after the Silver listings, third on the list

**NB - The lists are randomly changed every 24 hours**

# YOUR LISTING

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

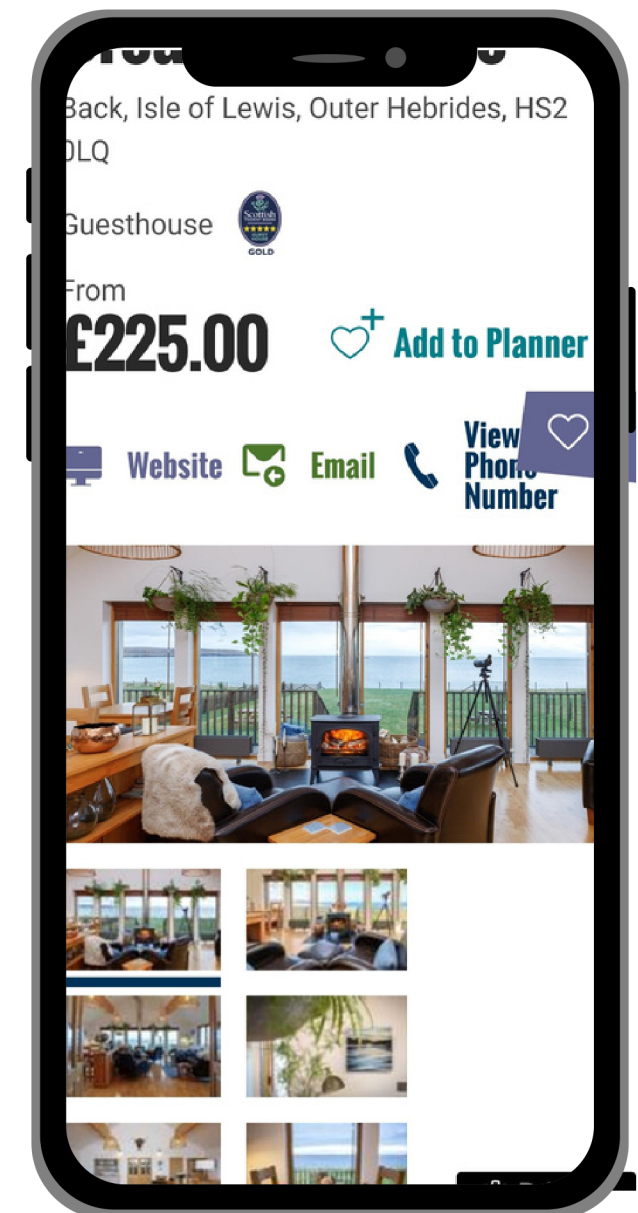
- Start thinking as a visitor and what listings you would click into
- Think about your main image and make sure it is an image that sells your business well
- The text should be enticing and make the scroller want to click



# 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



**GREAT IMAGES ARE YOUR SHOP WINDOW**



**Immerse Hebrides**

# IMAGERY

- **Enticing images** are vital if you are to catch the eye of potential customers, so make sure the images you choose show your business in the most flattering way. Research shows that decisions are made almost instantly based on the quality of images being displayed
- Why not invest in **professional images** or seek out a talented local amateur. Also, many mobile phones now provide high quality cameras that make it even easier to achieve good results
- **Utilise the full number of images** available for your membership level and update regularly. Why not update your images to match the time of year to provide a fresh look and feel to your product page
- **Image dimensions: 1220 pixels wide x 700 pixels high** - smaller images will not display properly (blurry) and different dimension images will be cropped by the system
- **Video** has become a more valued tool in promotion and marketing. You can display YouTube videos within the main gallery of your listing page. This provides a great opportunity to give a real look and feel of your business to potential visitors, so should certainly be something to consider including within your product page (Platinum members only).





**Loomshed Brewery**

**IASGAIR**  
CRAFT LAGER  
ALC 4.8%



**Lady Anne Wildlife Tours**



Otter Hide

# DESCRIPTION

- **Highlight your key features and selling points that will be of interest to visitors.** Information on what's nearby can also be of benefit to visitors when planning their visit so might be something to consider including
- **Tell the story of your business** in an authentic and engaging way to attract customers – use creative language in your description to emphasise the unique appeal of your offer
- **Small readable paragraphs** - space between paragraphs
- Provide as much content as possible; Google likes pages that have at least 300 words of content when ranking pages but **pay special attention to the first 15 words or so, as these appear within the search results.** The Visit Outer Hebrides website performs very well within a lot of key search terms, so it's important to get your message across effectively. If you are pet friendly, add it to the description, if you are close to a beach, add it to your description etc.
- This is your chance to promote your business to thousands of potential visitors. **If you'd like them to visit your own website mention this within your description, create your own 'call to action' e.g. visit our website, check out our social media or give us a call.** Use your description to highlight what makes you stand out from the rest!

# AND FINALLY...

- If you are on FB, a feed can be added and this gives your listing increased appeal. Gold and Platinum packages.
- Tag us in FB @theouterhebrides and we will share and in Instagram @visitouterhebrides we will share your post in stories - all members
- TripAdvisor reviews - visitors are keen to see reviews
- Address/telephone, website and email – test to see that all information is correct
- Facilities (accommodation) – 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
- Eileen 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. We will shortly be sending out a survey to collect the information and we will add for you.

## **GREAT EXAMPLES**

[Broad Bay House](#)

[Long Island Retreats](#)

[Igot2travel](#)

## **WEBINARS**

- **Understanding VOH insights - 7pm 27 Feb 2024**
- **Accommodation Booking Integration - 7pm 12 March 2024**