

## Making the most of your Discover Ireland listing

Writing your Discover Ireland listing is an important part of your online marketing strategy. A lively, engaging and informative listing with good-quality digital photographs can really help your business stand out from the crowd. Here are some tips on how you can make the most of your listing.

1. How to write your listing
2. How to use photographs to enhance your listing
3. View a sample Discover Ireland listing

## WORDS MAKE THE WEB WORK

Remember these seven simple rules when you are writing your Discover Ireland listing:

1. **Make it easy to read:** Keep your sentences simple and short and use paragraphs to break up the text. Read your text out loud to make sure it flows.
2. **Give the basics up front:** Always include the name of your business/event, your location and how close you are to the nearest town or landmark in your brief description so your reader sees this important information immediately.
3. **Offer a tourism experience:** Paint a picture in your listing of what your customers will get when they visit your business/event – the atmosphere, the facilities you offer, the scenery and anything that you think sets you apart from the competition.
4. **Write in the third person:** It gives the reader the impression that the text is presenting impartial facts about your business/event rather than personal opinions.
5. **Keep it up-to-date:** Review your listing regularly and make sure that information such as services and opening times are up to date.
6. **Get it right:** Make sure that your contact details are correct and the links to your website and your booking provider website (if you have one) are working. Don't forget to check your spelling, grammar and punctuation - mistakes can damage the impression you want to create.
7. **Explain how to get there:** Always include directions to your business/event from your nearest town or landmark rather than a city or airport. Visitors can find the town using a map or satellite navigation but they may need your help to make it right to your front door. Include GPS co-ordinates for satellite navigation users.

**View a sample listing to see these tips in action at the end of this document.**

## IMAGE IS EVERYTHING

High quality digital photographs showing your business/event at its best will really engage potential visitors and create a great first impression. Use these tips when you are taking photographs for your listing:

1. **Frame your photograph well:** Make sure your photos are in focus and well-framed; crop out large expanses of sky, garden or background detail so your subject shows large in the frame.
2. **Get rid of distractions:** Avoid anything that will take attention away from the subject of your photo; remove vehicles, bins, and clutter from the shot before taking your photo.
3. **Make the weather work for you:** Take your photos when the sun is shining – it makes everything look more appealing.
4. **Keep up-to-date:** Update your photos – an old, dated photo will not inspire potential visitors and creates a poor impression of your business/event.
5. **Technical specifications:** Photos should be landscape orientation, minimum size 250k - maximum size 3mb, with a resolution of 72dpi. They should be in .jpg, .eps or .tiff format and should be original photo files with no borders, markings, image credits or image editing.
6. **Legal:** You must have taken the photograph yourself or have received written permission from the copyright owner to allow the image to be used by Fáilte Ireland. And please make sure you have received permission from any person who appears in the photos to use their image to promote your business.

## **SAMPLE BUSINESS ENTRY**

### **Brief description**

Experience true relaxation at the Sanctuary, a luxurious spa offering a comprehensive range of treatments just a few minutes drive from Leenane in County Galway.

#### **Essential information:**

1. Name of business: The Sanctuary (reinforce your brand)
2. Profile: A luxurious spa offering a comprehensive range of treatments (hook readers with your main selling points)
3. Location: Leenane, County Galway (set your location for an international audience)
4. Distance from nearest town: A few minutes drive from Leenane (vital information for visitors)

### **Description**

Set in private woodlands, just a short walk away from the pretty Galway village of Leenane, the award-winning Sanctuary is the perfect place to escape the bustle of the modern world. Guests can choose from over 130 treatments in one of the 15 themed treatment rooms. Sanctuary therapists will tailor treatments to each guest after a personal consultation. Between treatments, guests can avail of the Jacuzzis, steam rooms and beautiful relaxation areas, which overlook the gardens.

Those who prefer a more invigorating experience can take a swim in the Exercise Pool and work up an appetite before choosing their dining experience. The White Flower restaurant offers a sophisticated menu featuring locally sourced produce and healthy options. Lighter snacks are available in the Garden Café and guests can also enjoy refreshments in the relaxation lounges.

#### **Essential information:**

1. Name and location of business: The Sanctuary, Leenane, County Galway
2. Services: Tailored treatments by Sanctuary's therapists, over 130 treatments offered, a range of dining options available
3. Facilities: Treatment rooms, Jacuzzis, relaxation areas, garden, pool, restaurant, café.

Recently named 'Destination Spa of the Year' by the Irish Spa Industry, the Sanctuary is located in a beautiful, 18<sup>th</sup> century Georgian house, which, for over two hundred years, was the home of the Fitzgerald family. The building has been restored to the highest standards and now offers a satisfying blend of traditional elegance and modern comfort.

The Sanctuary offers a range of day breaks, spa breaks with accommodation and individual treatments. Gift vouchers are available and all major credit cards are accepted.

#### **Essential information:**

1. Award: Destination Spa of the Year (if mentioning awards, always be specific)
2. History: 18<sup>th</sup> century Georgian house – home of Fitzgerald family
3. Additional information: Range of services offered, gift vouchers available, credit cards accepted

Situated at the head of Killary Harbour, Ireland's only fjord, the village of Leenane is nestled among some of the most stunning scenery in Ireland and Sanctuary visitors looking for activity are spoiled for choice, with walking tours, horseback riding, angling, and cruising all available within walking distance of the village.

Leenane is also a perfect base to explore Connemara. The Connemara National Park, the stunning Kylemore Abbey and Gardens, and the bustling town of Clifden, the unofficial capital of Connemara, are all within easy driving distance. Visitors travelling by air are only an hour's drive from Knock Airport and Galway city is just a bus ride away.

**Essential information:**

1. Details of amenities: walking tours, horseback riding, angling, cruising, nearest airport, bus service
2. Details of local attractions: Killary Harbour, Connemara National Park, Kylemore Abbey and Gardens, Clifden
3. Distance of above from Leenane: both walking distance and driving distance are given

**Directions**

From Leenane, take the R336 towards Maam Cross. Drive for approximately one kilometre until you come to a road sign for the Sanctuary. Turn right and drive for approximately 500 metres. The gates of the Sanctuary are on the lefthand side of the road.

**Essential information**

1. Starting point: Leenane – the nearest town
2. Directions given in kilometres and metres
3. End point: directions lead visitor right to the gates of the property