

YOUR TOURISM PROFILE



Welcome to Team Tourism. One of the main benefits of membership is your online profile. It tells visitors where you are, what you do and where to find you.

By completing this one profile you will be seen on www.australia.com, www.visitvictoria.com and of course www.visitgeelongbellarine.com.au.

Follow our step by step guide to publish your profile.

WHAT YOU WILL NEED

- > A 200 word description of your business
- > At least 1 photo, you can upload up to 10 images, the more the better! (Images need to be at least 1600 x 1200 pixels).
- > A coupon code provided to you by Tourism Greater Geelong and The Bellarine

HOW TO DO IT

- 1 Go to www.atdw-online.com.au and click on the 'Register Now' button.
- 2 Click 'Tourism Operator'.
- 3 Fill in the template with your business details and click 'Register Now' at the bottom of the page. Use a generic email address so your login doesn't disappear when staff changes.
- 4 Check your inbox for an email from ATDW-Online and click on the link to verify your account. Didn't get an email? Check your junk.
- 5 Go to www.atdw-online.com.au and login with your username and password.
- 6 On the 'Create your first listing' page, click 'Let's Go!'
- 7 Work your way through the steps making sure you populate as many fields as possible, but especially the 'required' fields'. You never know what information different websites will pick up so put as much in as possible. Once completed click on 'Send for Review'.
- 8 When prompted to pay enter the 'Coupon Code' we have provided you and click verify.
- 9 The system will adjust the listing fee to \$0, then click finish.

Note: Once submitted your listing will be reviewed for quality assurance and will be published within 3 working days.

Technical problems? Contact ATDW Support at Visit Victoria.

Monday to Friday 9am–5pm T 1300 306 366 E atdwsupport@visitvictoria.com.au

TIPS TO GET THE MOST FROM YOUR ATDW PROFILE

MAKE YOUR PROFILE STAND OUT!

- > Always use the same name, address and phone number for your business or event across all marketing material – your website, ATDW listing, booking system and social media – to ensure search engines like Google correctly index your product.

DESCRIPTION

- > Include your product name in the first sentence – this helps with search engine optimisation (SEO) and brand recognition.
- > Begin your description with your product name, key points and highlights.
- > Provide a hook that will grab the reader's attention and entice them to read more.
- > Conclude with supporting details and 'how to get there' information. Use time rather than distances e.g. 'Located just 30 minutes from the airport'.
- > Include keywords that your target audience may use in search engines.
- > Keep it clear and concise and use short paragraphs – readers are time poor and skim websites. They are more likely to be reading on a mobile device.
- > Refer to your product in the third person (not 'we' or 'our') and avoid using abbreviations (BYO, TV) and symbols (@, &, !, ").
- > Don't include phone numbers, email addresses, pricing or links to website in your description – these have a home elsewhere in your listing.

IMAGES & VIDEO

- > Clear, bright images that sell your business
- > Load images in their largest size and resolution. The minimum required image size is 1600 x 1200 pixels. Maximum of 10 images allowed.
- > Landscape orientation only
- > No text or logos
- > No banners
- > Add YouTube or Vimeo videos to your listing – keep them short and feature people experiencing the product.

Top photo taking tips

- > Great lighting
- > Shoot from the corner – this shows space and dimension. This is especially applicable to accommodation providers shooting rooms.
- > Take exterior photos.
- > Clean the scene.



OTHER TIPS

- > Don't know your password? Click 'Forgot password?'
- > We have created a [Canva template](#) to help make sure your images are perfect.
- > Check out Visit Victoria's resource page for some more handy tips and tricks [here](#).

Need support?

The ATDW Support Team at Visit Victoria provides comprehensive guidance to ATDW users via telephone and email Monday to Friday 9:00am to 5:00pm.

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