

ATDW Fact Sheet

Tips to get the most from your ATDW listing

Name, address, phone number

- 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.
- Progress into further detail with information about **facilities** and **services** provided.
- 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 **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 websites – these have a home elsewhere in your listing.

Images & video

- High quality, clear, bright images go a long way to make your listing stand out from the competition.
- Load images in their **largest size** and resolution. The minimum required image size is **2048 x 1536 pixels**.
- Most **smartphones** and digital cameras will take images of great quality.
- Save time by uploading **up to 10** images at once – drag and drop images into the orange-dotted image upload window.
- **Landscape orientation** only – portrait images will be cropped to and important content may be cut off.
- **No text or logos** over images – these may be cropped or displayed inappropriately on some websites.
- **No banners**, posters, flyers, collages or white background.
- Include a **variety** of shots and keep images current. Put your best image first.
- Add YouTube or Vimeo **videos** to your listing – keep them short and feature people experiencing the product.

Top photo taking tips:

- **Great lighting** - brightness gives depth and variance to the scene. Pick a day that is bright to capture the scene.
- **Shoot from the corner** - this shows space and dimension. This is especially applicable to accommodation providers shooting rooms.
- **Take exterior photos** - this helps visitors to imagine what your business looks and feels like.
- **Clean the scene** - de-clutter the area you wish to photograph
- Highlight your **unique** points of difference

Social media

- Only include social media channels that you are active on and update regularly.
- Include business channels, not your personal ones.
- When posting content use **#visitvictoria** and **#visitmelbourne** (plus regional hashtags) and encourage your customers to do the same.

Accessibility

- ATDW-Online now captures more detailed information about a product's accessible facilities and services to share with the growing **Inclusive Tourism** market.
- Accessibility is now a **mandatory** field to address. Operators can then provide further optional detail about their accessible facilities and services.

Other tips

- Don't know your **password**? Click '[Forgot password?](#)' at the ATDW-Online login page to arrange a new password instantly (at least 8 characters in length).
- You can register **additional users** to help manage your listing via the '**Account**' tab.
- Your listing updates are saved as you go, but ensure you select **send for review** when you are finished so your updates can be reviewed and published. Updates will take 1-2 business days to be approved.
- Listing multiple events with similar details? Save time by **cloning** an existing listing from your dashboard – select the 'Clone' option via 'Add new listing'.
- Add no-reply@atdw-online.com.au to your address book to ensure you don't miss important communications regarding your ATDW listing.

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.