

## PARTNER PAGE GUIDE

Login: [tnvacation.com/partner/login](http://tnvacation.com/partner/login)

USERNAME 

PASSWORD 

### 1: MARKETING YOUR BUSINESS

To help travelers experience the best of Tennessee, we want [tnvacation.com](http://tnvacation.com) to highlight partners from across the state. Adding your partner page and keeping it up-to-date makes it easier for visitors to discover you and add you to their itinerary.

#### Where Your Page May Appear

- City Pages
- Division Pages
- Music Pathways
- Related Partner Pages
- Sub-Category Pages
- TDTD Articles
- Trip Planner

Please visit [industry.tnvacation.com/industry/resources/partner-pages](http://industry.tnvacation.com/industry/resources/partner-pages) for complete details.

### 2: STEPS TO SAVE YOU TIME

**Search to determine if your partner page already exists**, if it does, contact your Division Manager for access to update the existing page.

**Have your username, password and contact information ready.** Business address, contact information, social media links and website URL.

**Select two or more high-resolution images and describe each one.** Best images feature a well-edited selection of high-quality photos with concise, compelling descriptions for each.

**Write a short page description for your attraction, lodging or destination.** A short, concise and compelling page description is best. Visitors are most likely to read shorter descriptions.

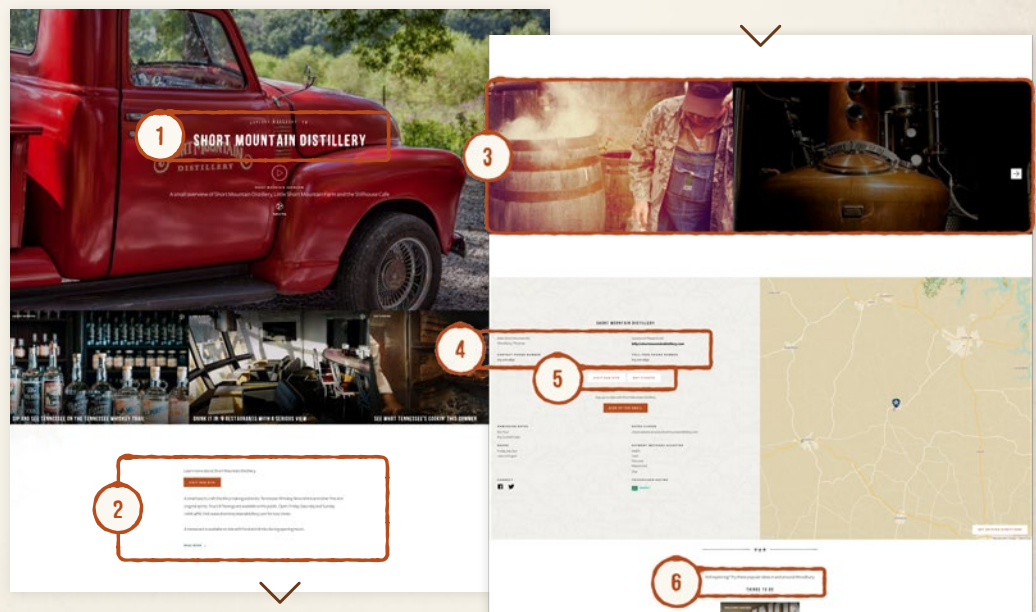
### 3: MINIMUM REQUIREMENTS

#### Minimum Requirements

1. Partner name
2. Description
3. Image slider
4. Contact information
5. Website URL's
6. Category tagging

Not pictured:

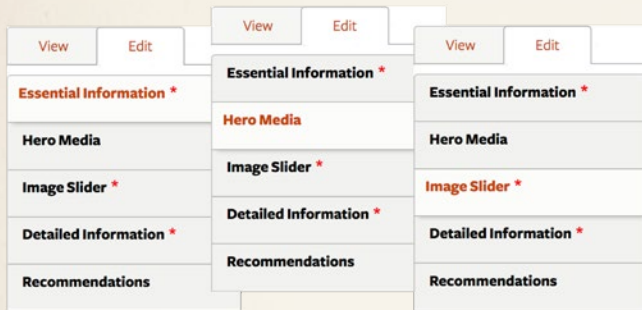
- Listing image
- Listing text



## 4: LOG IN AND BUILD YOUR FREE PARTNER PAGE

Log in to create or edit your partner page, access the [Industry Partner Login](#) link from [tnvacation.com](#).

Once logged in, click the “Edit” button next to your listing. Or you can create a brand new partner page by clicking the “Submit New Partner Page” button.



**Tip:** Follow these visual tabs to complete the process.

### Information Tabs to Complete

- **Essential Information** includes your description, address, contact information and page tagging
- **Hero Media** includes your hero image and/or video
- **Image Slider** allows you to feature high-res photos
- **Detailed Information** shares important operational information with your guests, like hours of operation
- **Recommendations** are “related partners” that you have the choice to feature on your own partner page

Follow step-by-step instructions online at [industry.tnvacation.com/industry/resources/partner-pages](http://industry.tnvacation.com/industry/resources/partner-pages) and remember to always save and update often!

## 5: PARTNER PAGE SCORING

Our website uses algorithms to serve relevant content to visitors based on their interests. The higher your page score is, the more traffic you get.

### Partner Pages

- Listing Image 3 points
- Website URL 1 point
- Hero Image 2 points
- Featured Video 1 point
- Image Slider 1 point
- Email Signup URL 1 point
- TripAdvisor URL 1 point

Visit [industry.tnvacation.com/industry/resources/partner-pages](http://industry.tnvacation.com/industry/resources/partner-pages) for complete page scoring.

## 6: APPROVAL PROCESS

Once you create your partner page or event, it will be submitted for online approval by TDTD’s team.

### Double Check

- That tagging and category listing accurately describe your business’ primary focus, offering or feature
- Photos and videos are appropriate and you have the rights to use them
- Your description and listing text are short, accurate and provide value
- Populate as many fields as possible

**Did you know?** You can use a smartphone to create high quality photos — just keep it steady!

## NEED HELP? WE'RE HERE FOR YOU.

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