

The SOUNDTRACK of AMERICA  
• MADE IN •

**TENNESSEE**<sup>®</sup>



TNVACATION.COM

**PARTNER PAGE GUIDE**

JANUARY 2018

# DON'T FORGET

Username: \_\_\_\_\_

Password: \_\_\_\_\_

[CLICK TO LOGIN HERE](#)

# GETTING STARTED

1. How tnvacation.com can market your business
2. Five steps to save you time
3. Minimum requirements and best practices
4. Login and build your free partner page
5. Page scoring
6. Approval process
7. Contact TDTD for help

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# HOW TNVACATION.COM CAN MARKET YOUR BUSINESS

# INSPIRING TRAVELERS TO VISIT YOU

We want to inspire travelers to experience the best of Tennessee.

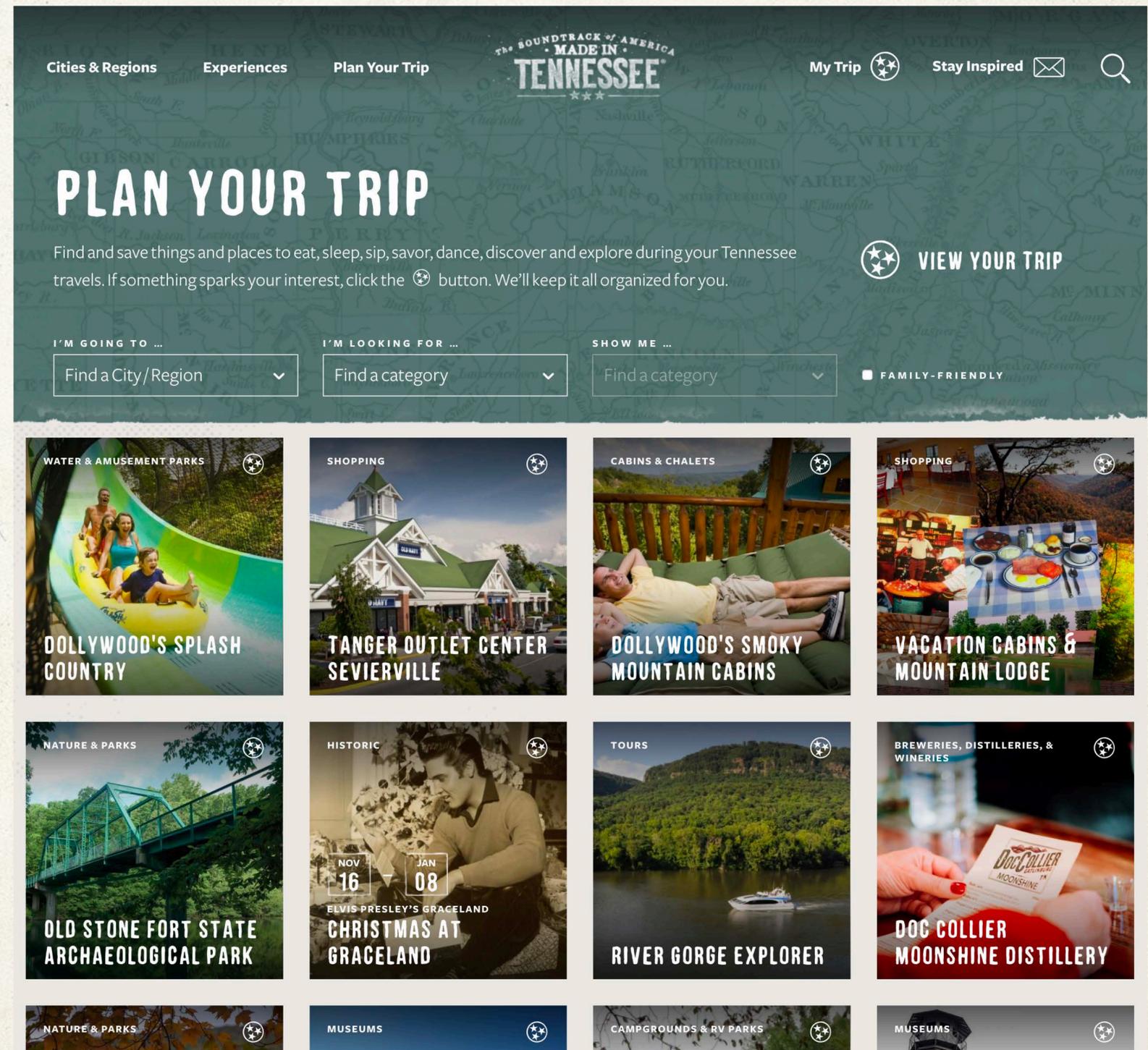
**That's you** — the places that make Tennessee like no other place on earth. That's why tnvacation.com highlights partners in nearly every corner of the site and gives visitors easier ways to discover you and add you to their itineraries.

# WHERE YOUR PARTNER PAGE MAY APPEAR

## Trip Planner

An interactive search that helps travelers find and save things to do, as well as places to stay, eat and drink during their trip.

SEE AN EXAMPLE

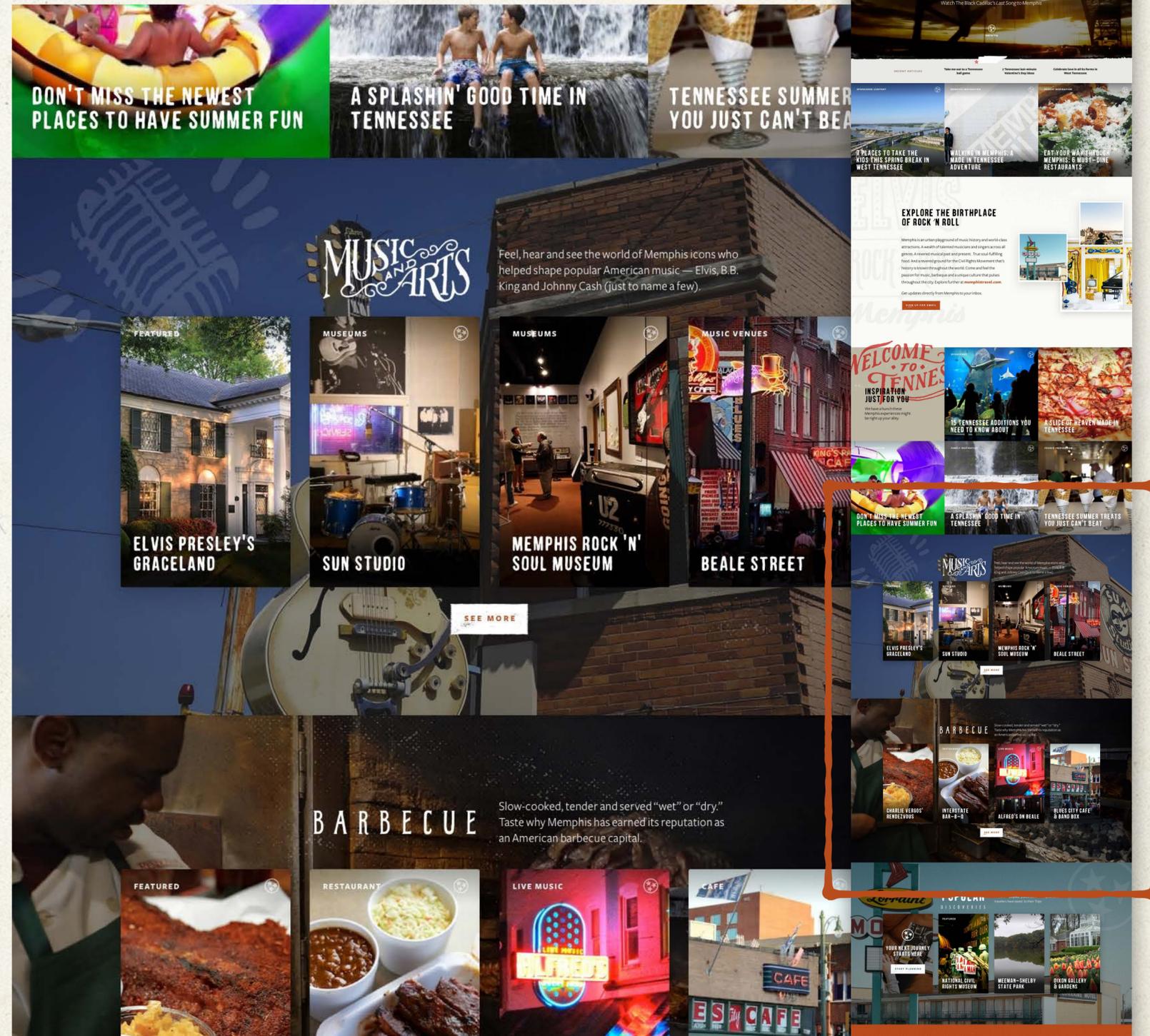


# WHERE YOUR PARTNER PAGE MAY APPEAR

## City Pages

An overview city page that highlights key attractions in each city, including curated lists of local partners.

SEE AN EXAMPLE

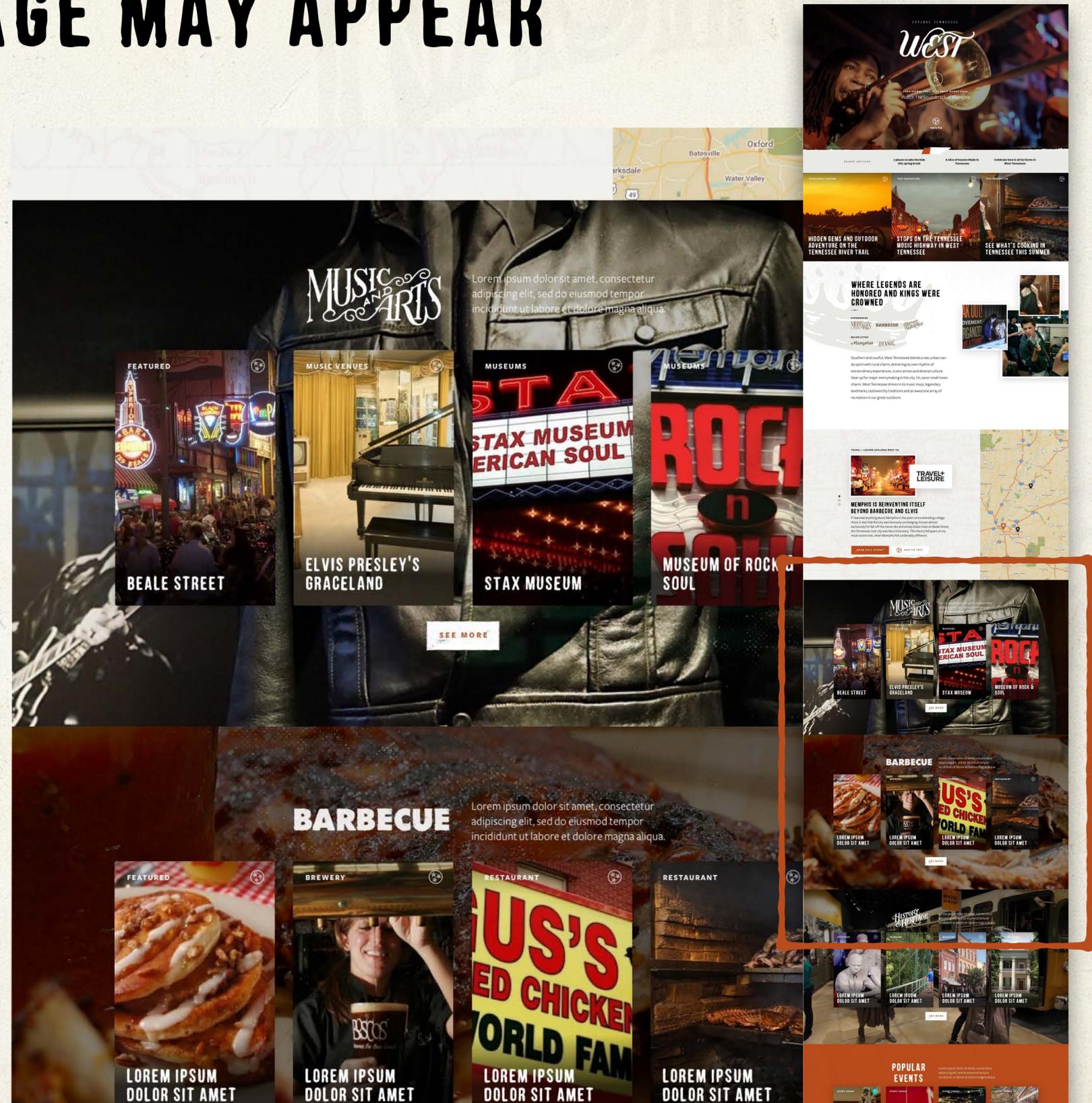


# WHERE YOUR PARTNER PAGE MAY APPEAR

## Division Pages

An overview of the division that highlights key attractions in the East, Middle, and West Tennessee and Smokies.

SEE AN EXAMPLE



# WHERE YOUR PARTNER PAGE MAY APPEAR

## Articles

Articles highlight partner pages mentioned in that article so readers can quickly learn more or add you to their Trip Planner.

SEE AN EXAMPLE

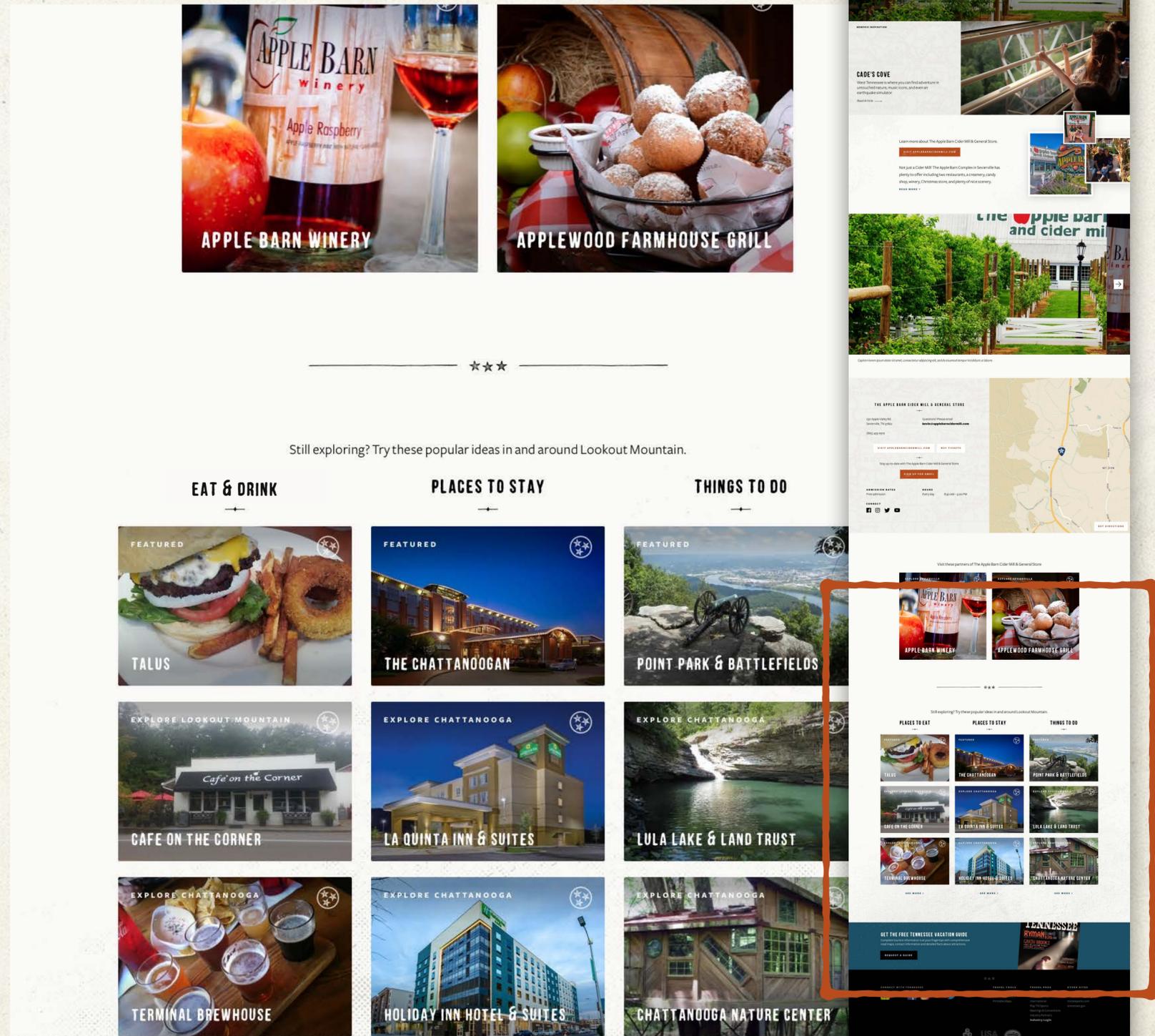
The screenshot shows a travel article titled "NASCAR SPEEDPARK" with a sub-header "STOP 9 OF 9". The main text describes a family vacation with thrilling rides. Below the text is a "READ MORE" button and an "Add to Trip" button. A section titled "PLACES IN THIS ARTICLE" features a grid of nine thumbnail images, each with a title and an "EXPLORE" button. The thumbnails are: "WILDERNESS AT THE SMOKIES", "DOLLYWOOD", "DIXIE STAMPEDE", "RIPLEY'S AQUARIUM", "OBER GATLINBURG", "SMOKY MOUNTAIN ZIPLINE", "SMOKY MOUNTAIN NATIONAL PARK", "TITANIC MUSEUM", and "NASCAR SPEEDPARK". At the bottom of the grid is an "ADD ALL TO TRIP" button. The article also includes a "MEET THE BLOGGER" section and a "WILDERNESS AT THE SMOKIES" section. A map on the right side of the article shows the location of the park. A "SEE AN EXAMPLE" button is overlaid on the left side of the image.

# WHERE YOUR PARTNER PAGE MAY APPEAR

## Other Partner Pages

Your partner page also appears on partner pages you have tagged as related to you, or partners located nearby.

SEE AN EXAMPLE



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# FIVE STEPS TO SAVE YOU TIME

# BE PREPARED

1. Search to determine if your partner page already exists

Click the magnifying glass located at the top, right side of tnvacation.com. Enter your business name on the line provided to see if pages with the mention of your business appear. If they do, please reach out to your Division Manager to grant you access to update this page.

2. Have your username, password and contact information handy

Including your business address, email address, phone number, social media and website URL is required.

3. Please read and understand our online submission criteria

4. Select two or more high-resolution images and identify each one

Best images feature a well-edited selection of high-quality photos with concise, compelling descriptions.

5. Prepare a short page description for your attraction, lodging or destination

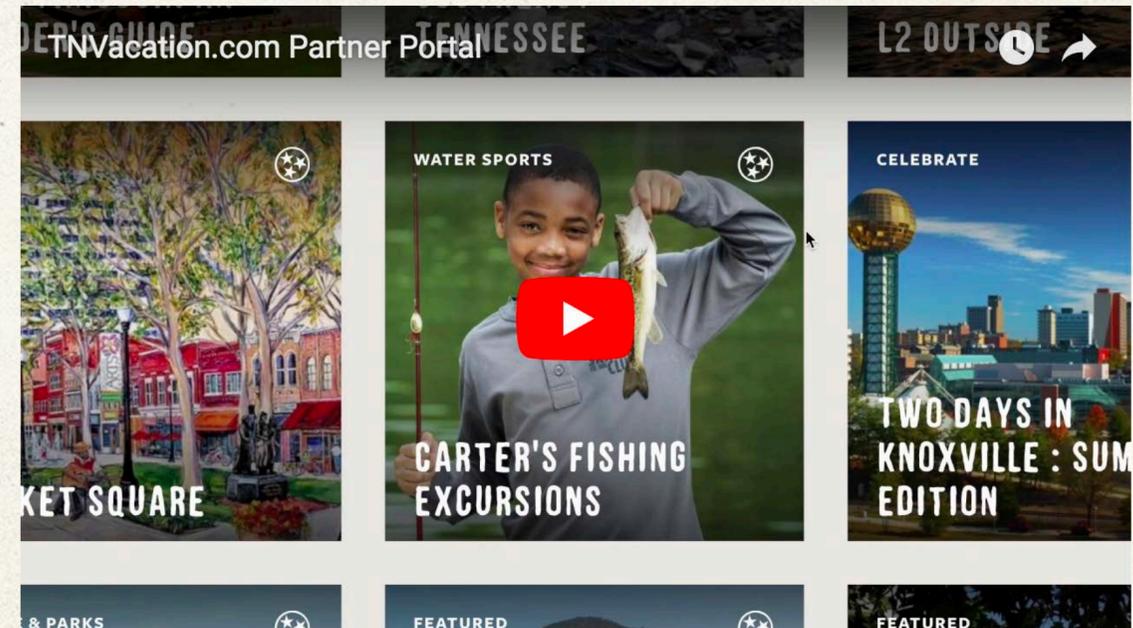
Remember short, concise and compelling descriptions are most likely to be read by the visitor.

# WANT MORE?

Take advantage of these two short videos to learn more and see how it all works:



**WATCH: TNVACATION.COM**



**WATCH: PARTNER PORTAL**

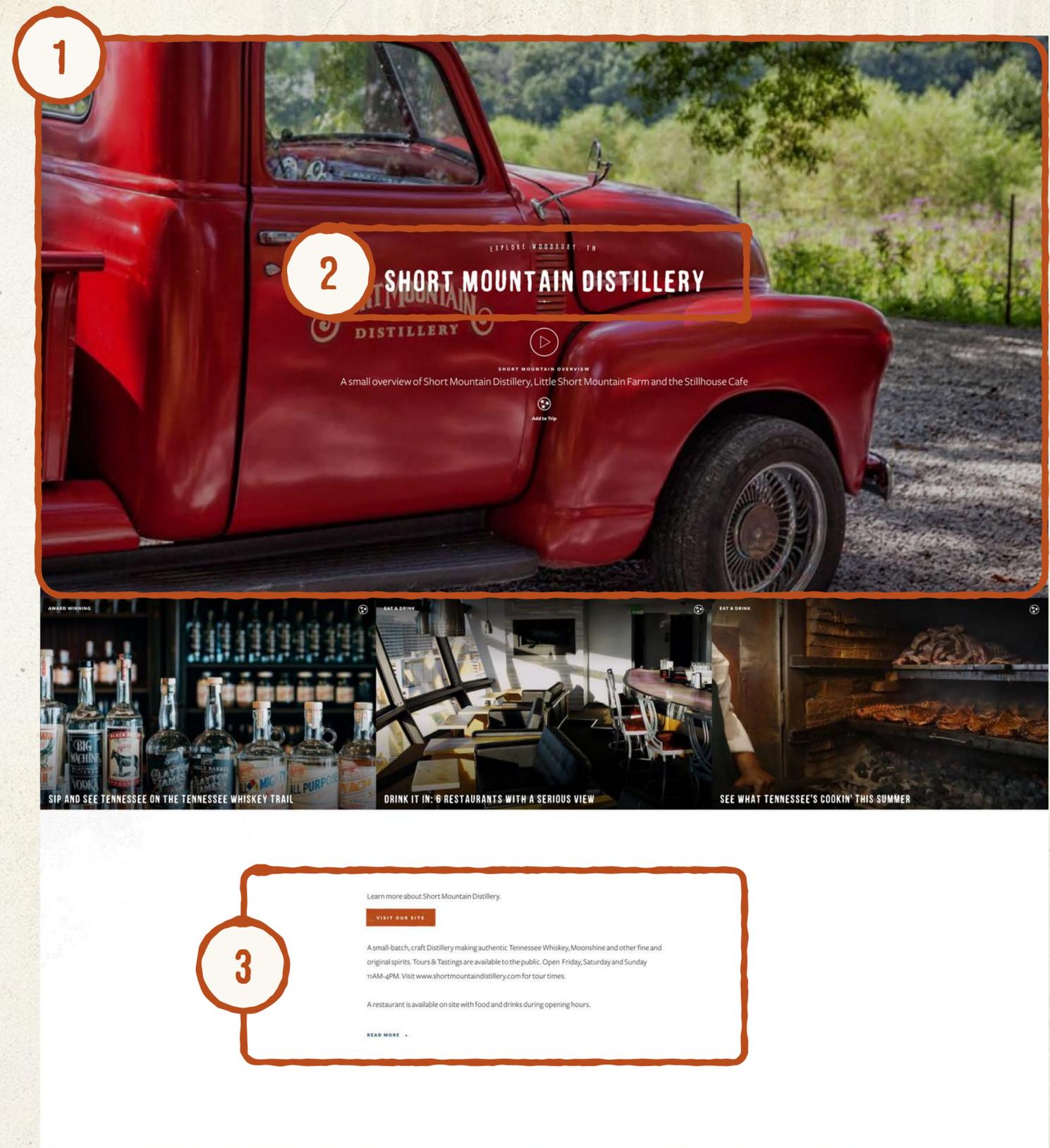
3

# MINIMUM REQUIREMENTS AND BEST PRACTICES

# MINIMUM REQUIREMENTS

All partner pages must contain:

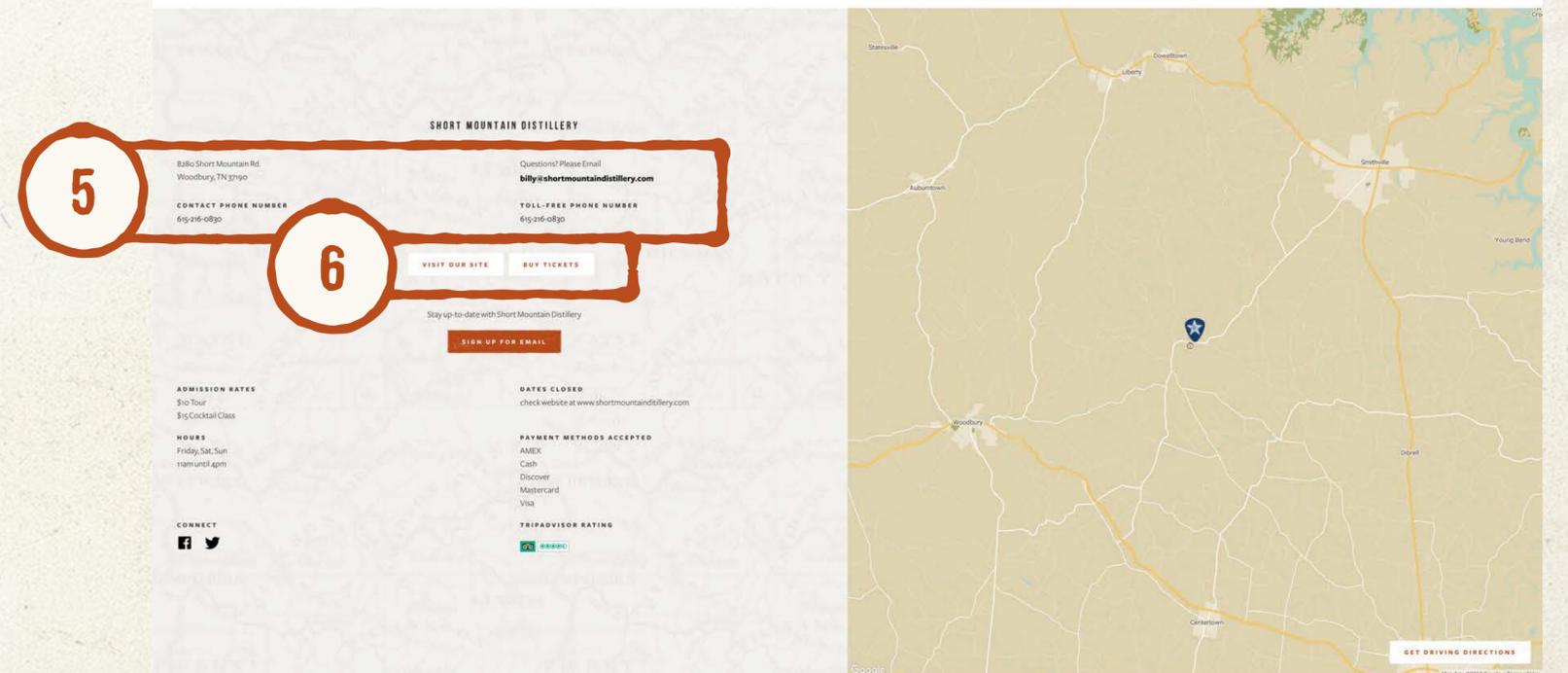
1. Hero Image (1440 x 818 px min.)
2. Partner name
3. Partner description
4. Image Slider
5. Contact information
6. URL (website, social media)
7. Category tagging
8. Listing image
9. Listing text



# MINIMUM REQUIREMENTS

All partner pages must contain:

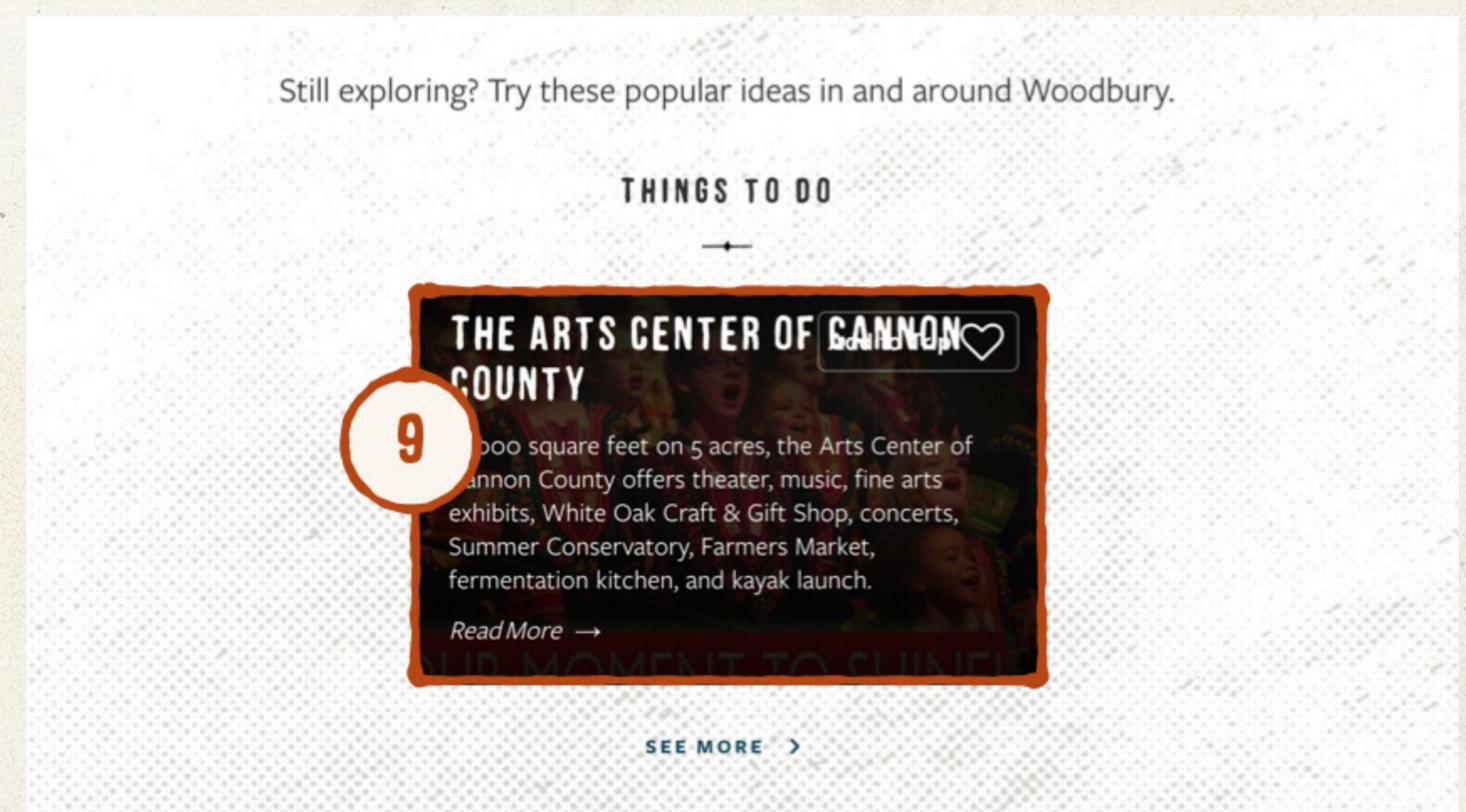
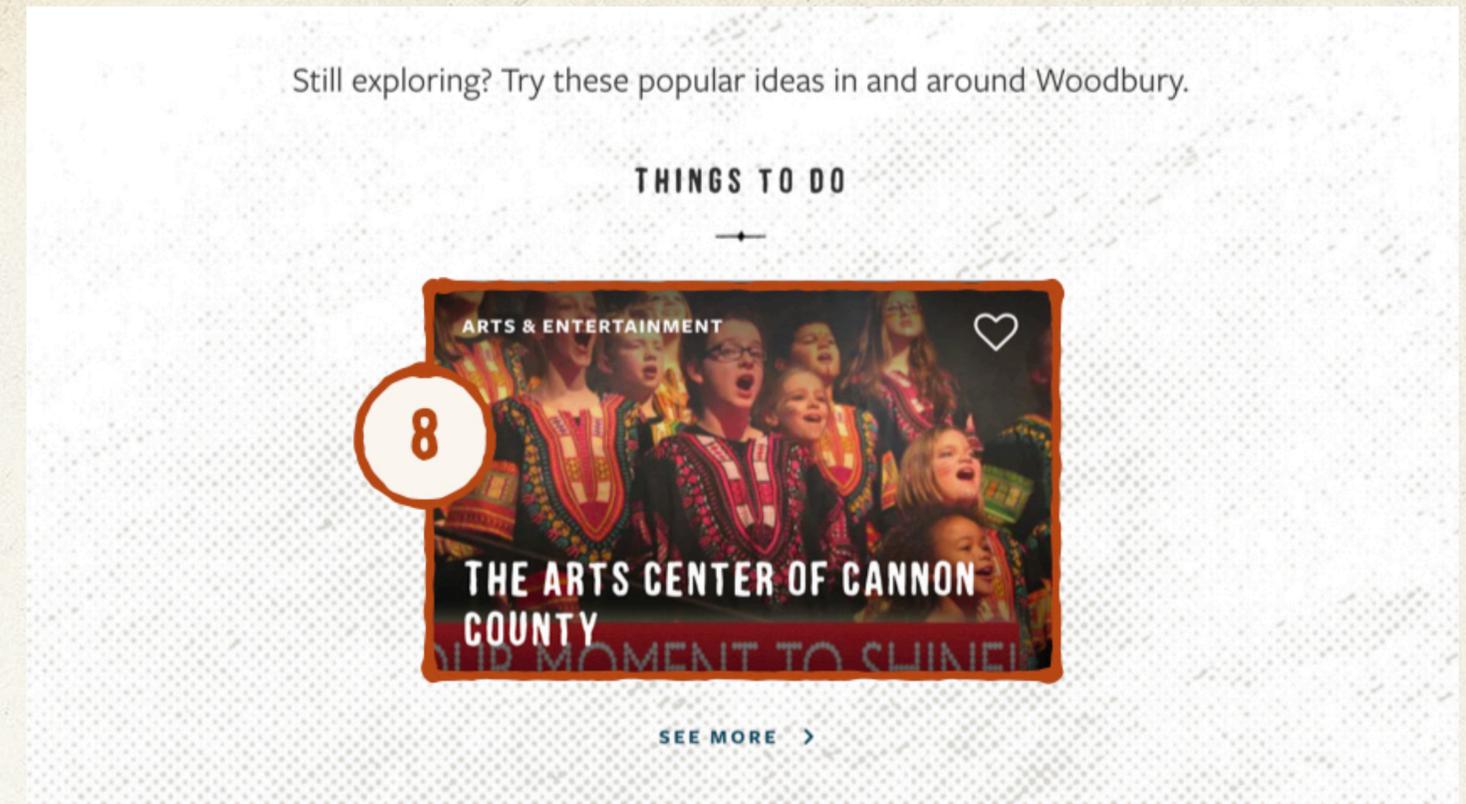
1. Hero Image
2. Partner name
3. Partner description
4. Image Slider (1070 x 720 px min.)
5. Contact information
6. URL (website, social media)
7. Category tagging
8. Listing image
9. Listing text



# MINIMUM REQUIREMENTS

All partner pages must contain:

1. Hero Image
2. Partner name
3. Partner description
4. Image Slider
5. Contact information
6. URL (website, social media)
7. Category tagging
8. Listing image (370 x 370 px min.)
9. Listing text (displays on roll-over, 255 characters max.)



# BEST PRACTICES

- The best partner pages feature high quality images, short and compelling descriptions, and all content fields providing information are filled out.
- Use your smartphone for high quality photos! Taking steady, horizontal photos in daylight will improve your partner page's appeal (and page score) dramatically.



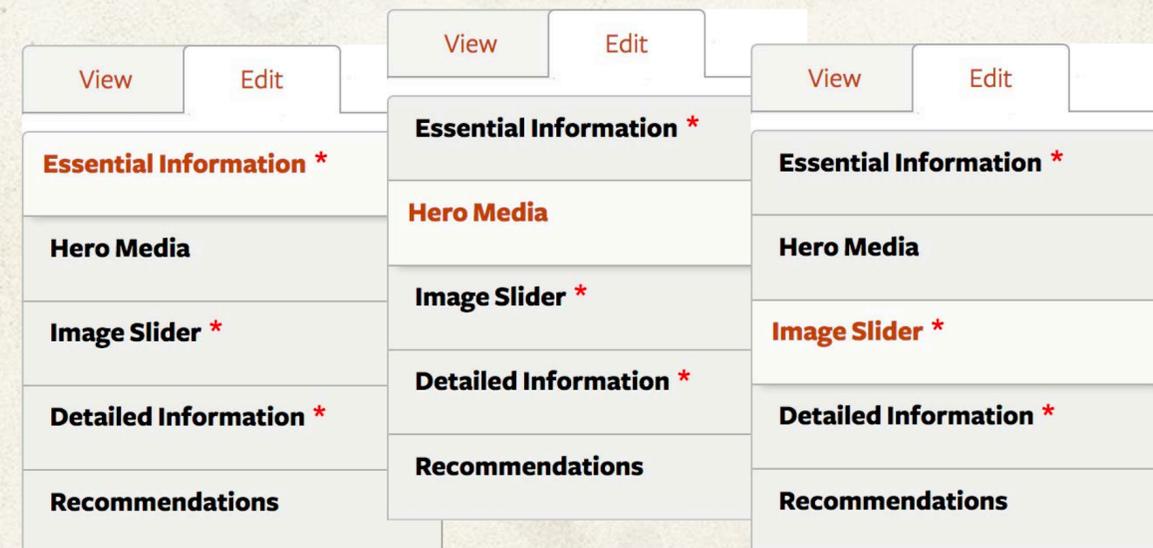
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**LOGIN AND BUILD YOUR FREE PARTNER PAGE**

# LET'S DO THIS!

- Login at [www.tnvacation.com/partner/login](http://www.tnvacation.com/partner/login) to create or edit a partner page
- Forgot your password? Simply reset it at [www.tnvacation.com/user/password](http://www.tnvacation.com/user/password)
- Not registered? Sign up for an account: [www.tnvacation.com/partner/register](http://www.tnvacation.com/partner/register)
- Once logged in, click the “Edit” button next to your partner page listing
- Or create a new page by clicking the “Submit New Partner Page” button

**Tip: When editing, follow these tabs to thoroughly complete the editing process**



# TAB 1: ESSENTIAL INFORMATION

1. Enter the name of your attraction, lodging or destination as “Partner Name”
2. Include a short description in “Partner Description” the shorter, the better
3. The physical address of your attraction must be included to display accurately
4. Include an email address, phone number and website URL for potential guests  
If you don't have an official website, we recommend using a social media URL, for example, your Facebook page or TripAdvisor page
5. The listing image and listing text are what visitors click on to visit your page
6. Listing category best describes what your business provides, choose one
7. Tagging sub-categories helps organize and accurately display your page

# TAB 2: HERO MEDIA

1. Upload a hero image — this should be a clean, high-quality photo  
The “hero image” is a full-screen background image that displays behind your business name to inspire planners to visit.
2. Upload a featured YouTube video to draw even more attention to your page



**HERO IMAGE: BAD EXAMPLE**



**HERO IMAGE: GOOD EXAMPLE**

# TAB 3: IMAGE SLIDER

1. Upload high quality images with “alt text” to your Image Slider

The suggested minimum resolution is 1152 wide x 720 high. These additional photos allow you to show off your attraction, lodging or destination. The “alt” text field describes the image in a few words to provide a textual alternative to non-text content on web pages.

**Did you know?** When your business has been mentioned in article, those “Featured Articles” display on your partner page for added exposure.



## TAB 4: DETAILED INFORMATION

1. Provide as much additional contact information as possible
2. Include operational information when necessary and update it often
3. Don't forget — always include social links to keep your guests inspired

## TAB 5: RECOMMENDATIONS

1. Link your partner page to other **associated** or nearby attractions

These “related partners” will display towards the bottom of your partner page. Other partners can do the same for you!

Note: These partners must already have a partner page set up to choose from, begin by typing their name, then select.

# PLEASE REMEMBER

1. **Save often** — whenever new changes or edits are made
2. **Update often** — schedule time to login and update your page regularly
3. **Score high** — partner pages serve up to guests depending on their score

Providing fresh, relevant content is key for satisfying your customers. Be sure to login and update your partner page!

Keep adding content to build a complete partner page that scores high and showcases what makes your business a must-visit stop.

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# PAGE SCORING

# PAGE SCORING

Our website uses algorithms to serve relevant content to visitors based on their interests. However, it prioritizes higher quality, higher scoring content.

*The higher your page scores, the more visitors will see your page.*



# PAGE SCORING

## Partner Pages

- Listing Image + Text 3 pts **REQUIRED**
- Website URL 1 pt **REQUIRED**
- Hero Image 2 pts **REQUIRED**
- Featured Video 1 pt **REQUIRED**
- Image Slider 1 pt **REQUIRED**
- Email Signup URL 1 pt
- TripAdvisor URL 1 pt

## Partner Events

- Listing Image + Text 3 pts **REQUIRED**
- Website URL 1 pt **REQUIRED**
- Hero Image 2 pts **REQUIRED**
- Image Slider 1 pt **REQUIRED**
- Email Signup URL 1 pt
- Facebook URL 1 pt
- YouTube URL 1 pt

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# APPROVAL PROCESS

# APPROVAL PROCESS

Once you create your page, it will be submitted for approval by TDTD's team.

To ensure your page is approved and published, double check that your:

- Tagging accurately describe your business' **primary focus**
- Photos and video are appropriate and you have rights to use them
- Your description and listing text are short, provide value and accurate

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**CONTACT TOTO FOR HELP**

# WE'RE HERE TO HELP

**Marty Marbry**

West Tennessee

Division Manager

[Marty.Marbry@tn.gov](mailto:Marty.Marbry@tn.gov)

**Sara Beth Urban**

Middle Tennessee

Division Manager

[SaraBeth.Urban@tn.gov](mailto:SaraBeth.Urban@tn.gov)

**Dave Jones**

East Tennessee

Division Manager

[Dave.Jones@tn.gov](mailto:Dave.Jones@tn.gov)