

The SOUNDTRACK *of* AMERICA
• MADE IN •
TENNESSEE®



PARTNER PAGE GUIDE
SEPTEMBER 2022

GET STARTED

1. How TNVacation.com Can Market Your Business
2. Five Steps to Save You Time
3. Page Contents & Best Practices
4. Login & Build Your Free Partner Page
5. Page Scoring
6. Approval Process
7. Contact TDTD for Help

DON'T FORGET

Username or Email Address:

Password:

LOG IN

A vintage radio broadcast booth with a large microphone and a clock. The booth is filled with various pieces of equipment, including a large microphone, a clock, and several small signs. The overall tone is warm and nostalgic, with a yellowish-orange color palette.

1

HOW TNVACATION.COM CAN
MARKET YOUR BUSINESS

INSPIRING TRAVELERS TO VISIT YOU

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

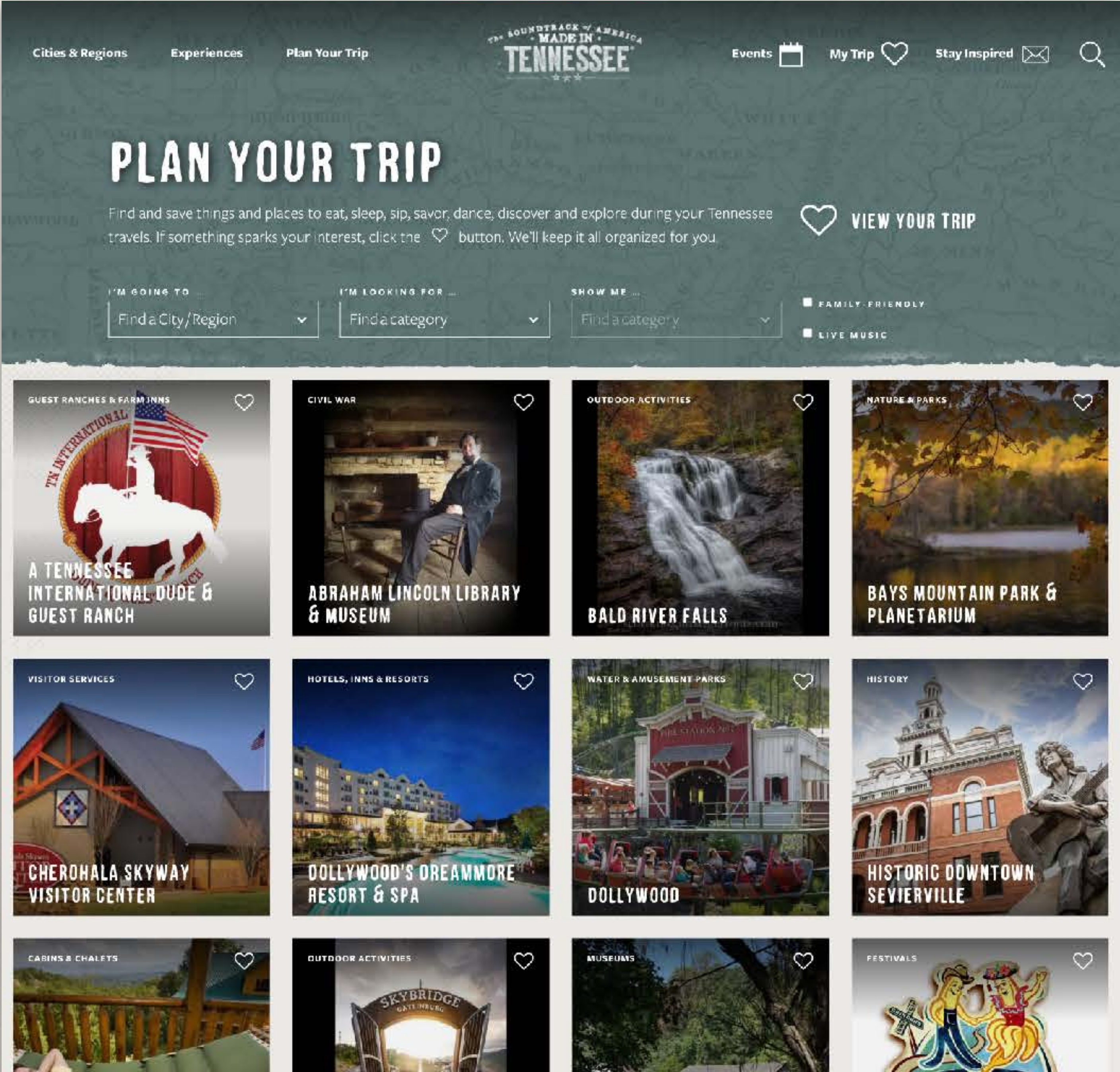
That's you — the places that make Tennessee like no other place on earth. That's why tnvacation.com highlights partners in nearly every corner of the site and gives visitors easier ways to discover you and add you to their itineraries.

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 EXAMPLE

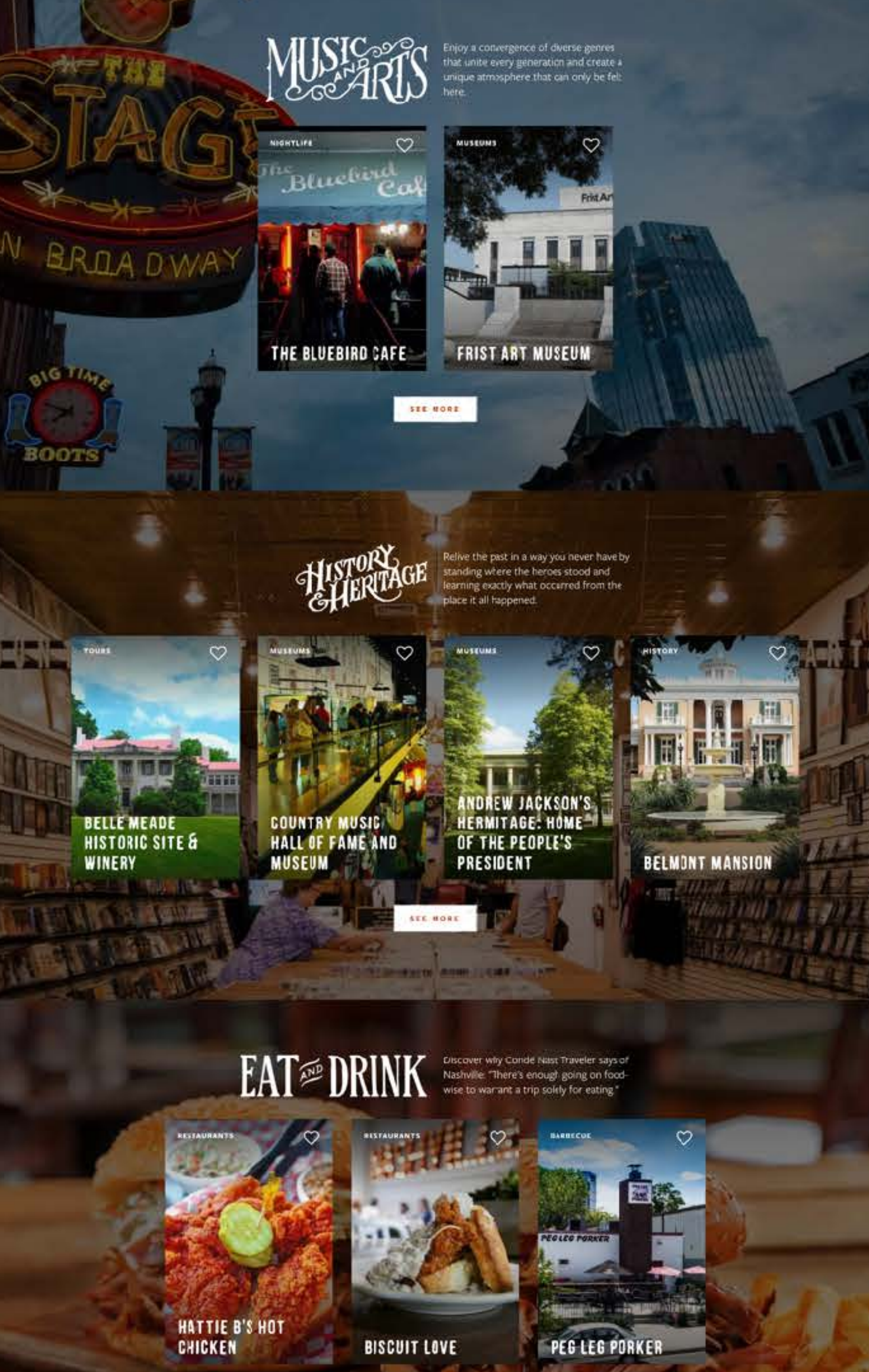


WHERE YOUR PARTNER PAGE MAY APPEAR

City Pages

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

SEE EXAMPLE

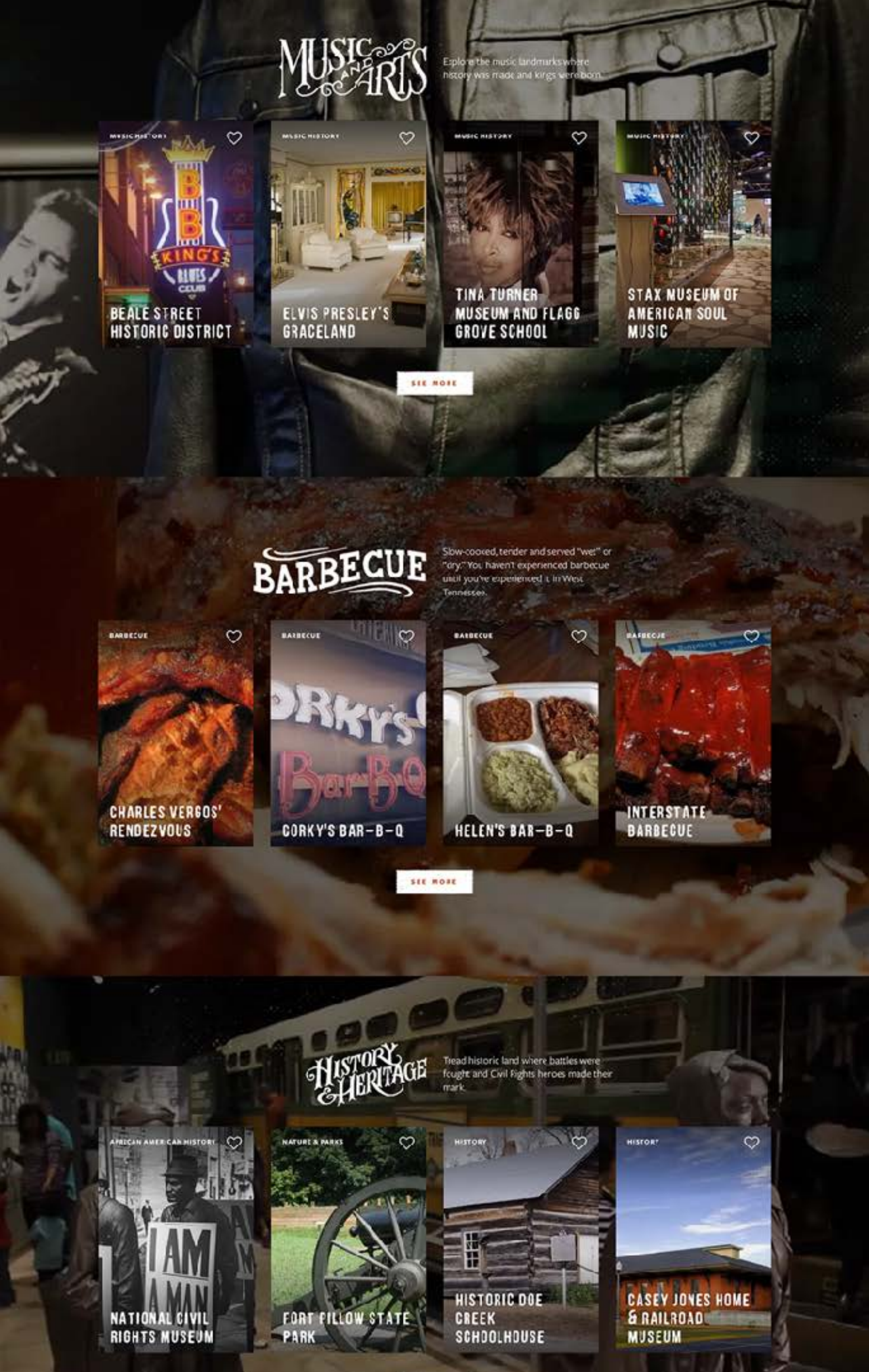


WHERE YOUR PARTNER PAGE MAY APPEAR

Division Pages

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

SEE EXAMPLE

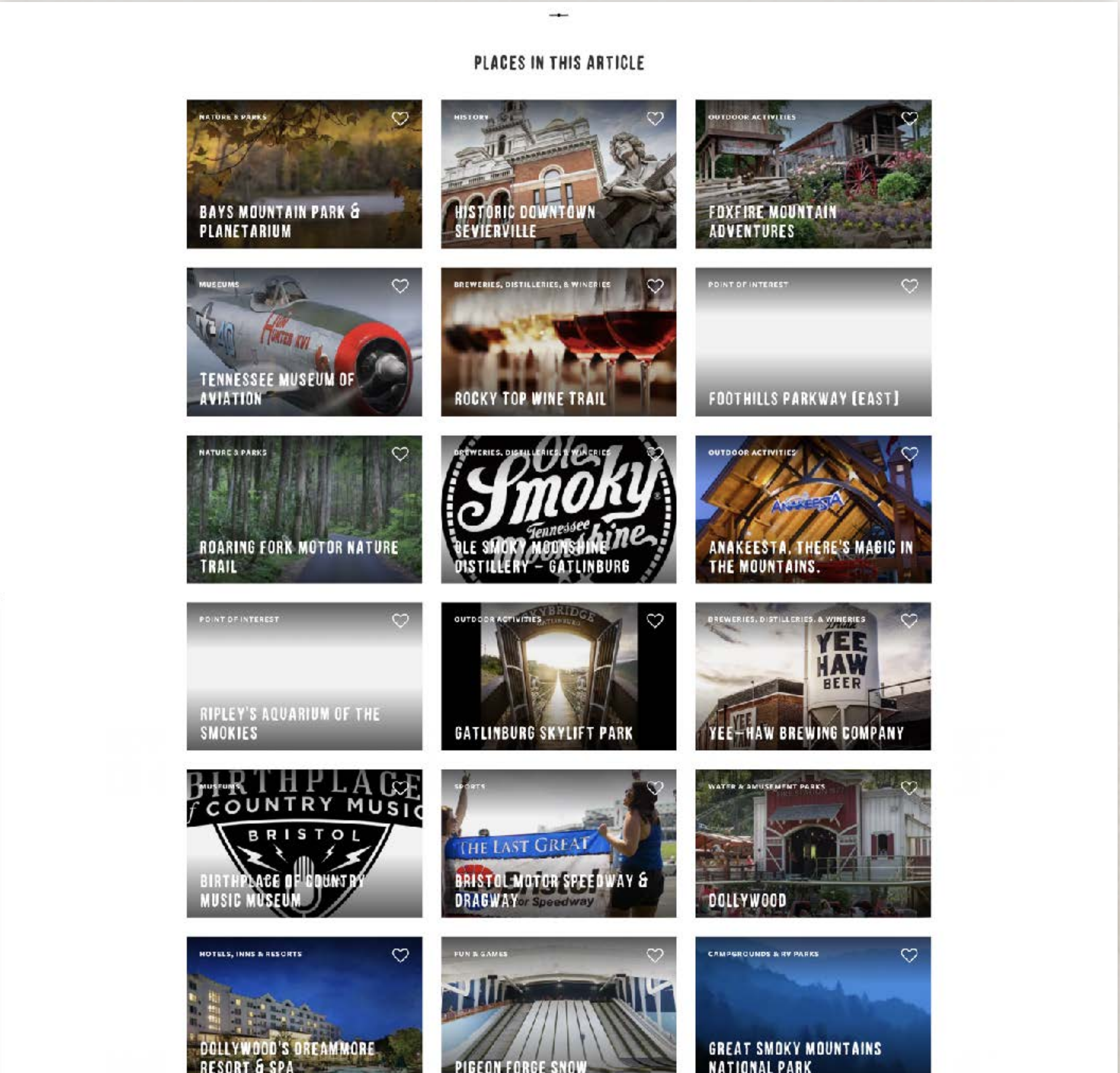


WHERE YOUR PARTNER PAGE MAY APPEAR

Articles

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

SEE EXAMPLE



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 EXAMPLE

RELATED PARTNERS


Check out these partners, hand-picked by Ryman Auditorium.

MUSIC




Ole Red Nashville

HISTORY



Johnny Cash Museum

MUSIC




Grand Ole Opry

NEARBY ATTRACTIONS

Still exploring? Try these popular ideas in and around Nashville.


EAT & DRINK

BREWERIES, DISTILLERIES, & WINERIES




GRINDER'S SWITCH WINERY AT MARATHON VILLAGE

BREWERIES, DISTILLERIES, & WINERIES



NELSON'S GREEN BRIER DISTILLERY


BARBECUE



CANEY FORK RIVER VALLEY GRILLE


PLACE TO STAY

CONDOS & VACATION RENTALS




CLUB WYNOHAM NASHVILLE

CABINS & CHALETs



STAY DOWN ON THE FARM


HOTELS, INNS & RESORTS



21C MUSEUM HOTEL


THINGS TO DO

FUN & GAMES




THE ESCAPE GAME NASHVILLE (DOWNTOWN)

TOURS



NASHVILLE GHOSTS

MUSEUMS



FRIST ART MUSEUM

10



2

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 Info Handy.

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

4

Select Two or More High-Resolution Images and Identify Each One.

The best pages feature a well-edited selection of high-quality photos with concise, compelling descriptions.

5

Prepare a Short Description for Your Attraction, Lodging or Destination.

Remember succinct, descriptive writing is more likely to be read by a visitor. The goal of our partner pages is to inspire viewers to visit your site, so think of this page as an introduction to what you have to offer.

3

Please Read and Understand Our Online Submission Criteria.

A person wearing a dark hoodie with a 'GIRL' logo on the back is sitting on a bench. The background is dark and out of focus.

3

PAGE CONTENTS AND BEST PRACTICES

PAGE CONTENTS

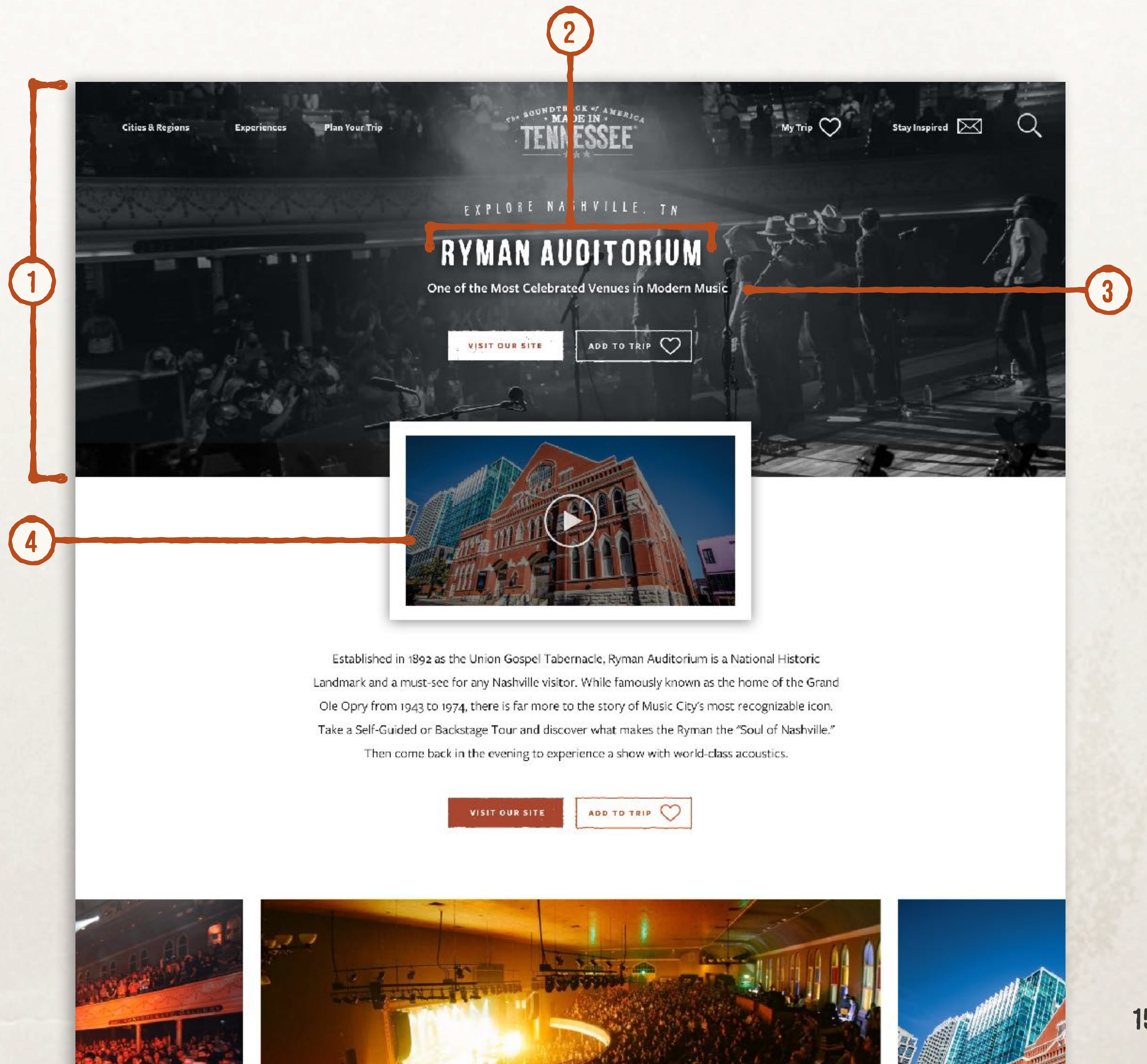
Sections in **orange** denote a new addition to the Partner Page or changes from previous usage.

- | | |
|--------------------------------|---------------------------|
| 1. Hero Image | 8. Location Info & Map |
| 2. Partner Name | 9. Featured Campaign Band |
| 3. Hero Subtext | 10. Related Partners* |
| 4. New Video Placement* | 11. Nearby Attractions |
| 5. Partner Description | 12. Related Articles |
| 6. Image Gallery Slider | 13. Listing Image |
| 7. Events* | 14. Listing Text |

*Is not required or may not be applicable

PAGE CONTENTS

- 1. Hero Image** (1440 x 818 px min)
Best Practices: This image serves as a visual introduction to your attraction. Please choose a high-quality image with as little text as possible, as there will be copy overlaid on top.
- 2. Partner Name**
- 3. Hero Subtext**
Best Practices: Short and sweet, this subhead is a teaser for your location. This text is no longer pulled in from Listing Text. Please limit this sentence to 80 characters.
- 4. New Video Placement**
This component is replacing videos playing in the hero image space. A thumbnail is required or the video will not show up on the partner page. If you currently have an image uploaded, this is where it will display.



PAGE CONTENTS

5. Partner Description

Best Practices: Calls to action for users to visit your site have been increased with the updated partner pages. A character count, with spaces, around 550 is encouraged in this section to promote traffic from these pages to your site. This helps ensure that information on these partner pages remains as accurate as possible without the need for your frequent updating.

6. Image Slider (1200 x 630 px)

Best Practices: Any images larger than 1200 x 630 px will be sized down and cropped to fit the space. Images smaller than this will be scaled up to fit and may display poorly. Captions will display in a bar at the bottom of images. Please aim to keep captions around 50 characters, with spaces.

7. Events

If events for your location have been created, they will display in this location. If no events are present, this band will not be included on your partner page.

5

Established in 1892 as the Union Gospel Tabernacle, Ryman Auditorium is a National Historic Landmark and a must-see for any Nashville visitor. While famously known as the home of the Grand Ole Opry from 1943 to 1974, there is far more to the story of Music City's most recognizable icon. Take a Self-Guided or Backstage Tour and discover what makes the Ryman the "Soul of Nashville." Then come back in the evening to experience a show with world-class acoustics.

VISIT OUR SITE

ADD TO TRIP



6



7

OUR EVENTS

Planning a visit? Check out these upcoming events.



PAGE CONTENTS

8. Location Info & Map

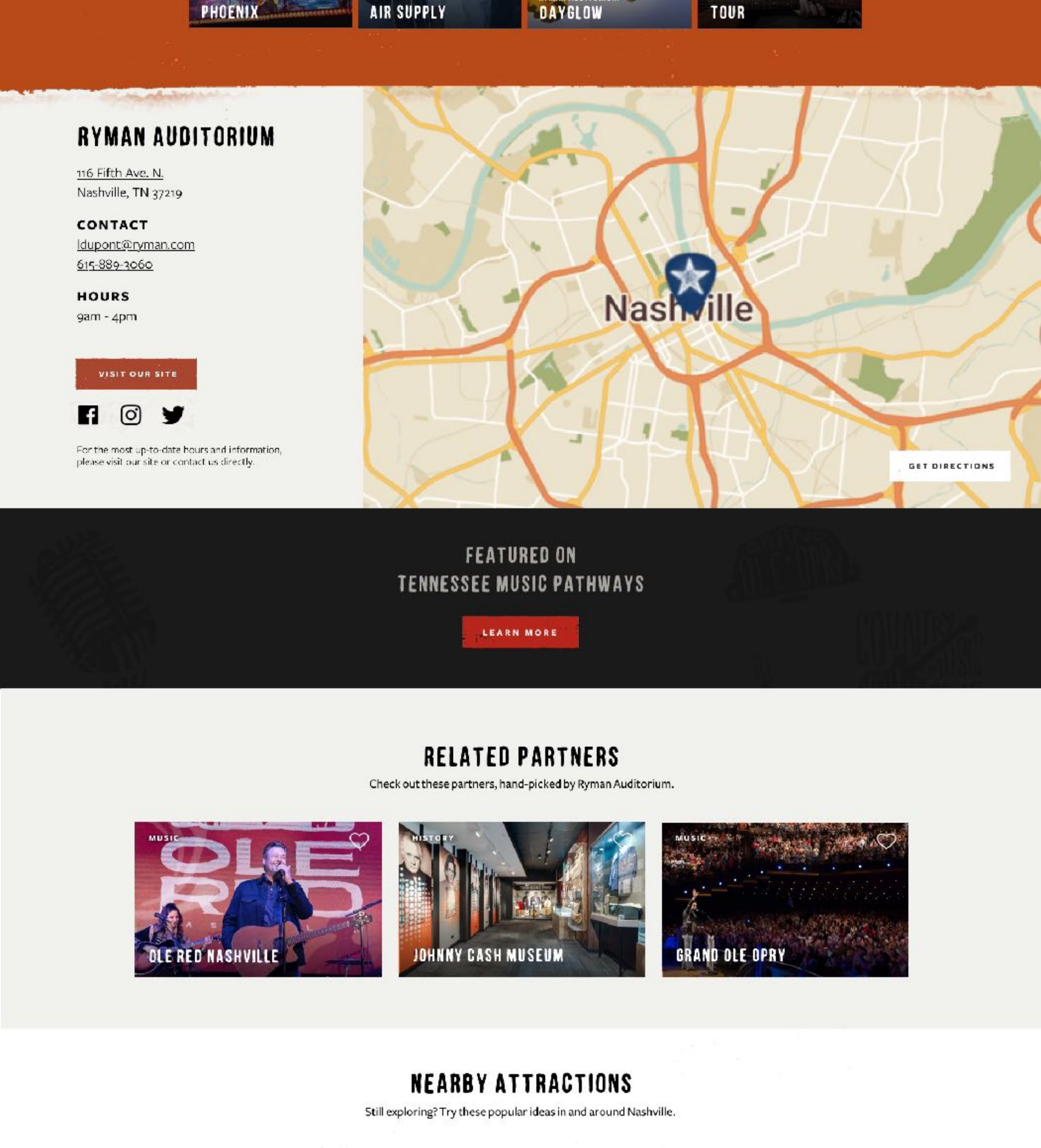
The information included in this section has been reduced to promote visitor travel to your pages for most up-to-date information.

9. Featured Campaign Band

If your location is featured in one or more ongoing campaigns, creative linking to those campaign pages will appear here.

10. Related Partners

This section features partners hand-picked by you—that could mean multiple locations of a franchise, parent companies, or nearby businesses—it's up to you.



PAGE CONTENTS

11. Nearby Attractions

Nearby places to stay, places to eat, and things to do will populate this section.

12. Listing Image (480 x 480 px min)

Best Practices: This image should be a minimum of W:480px H:480px. In some placements, it will be a square, in others it will be a rectangle. Please keep this in mind when selecting your image.

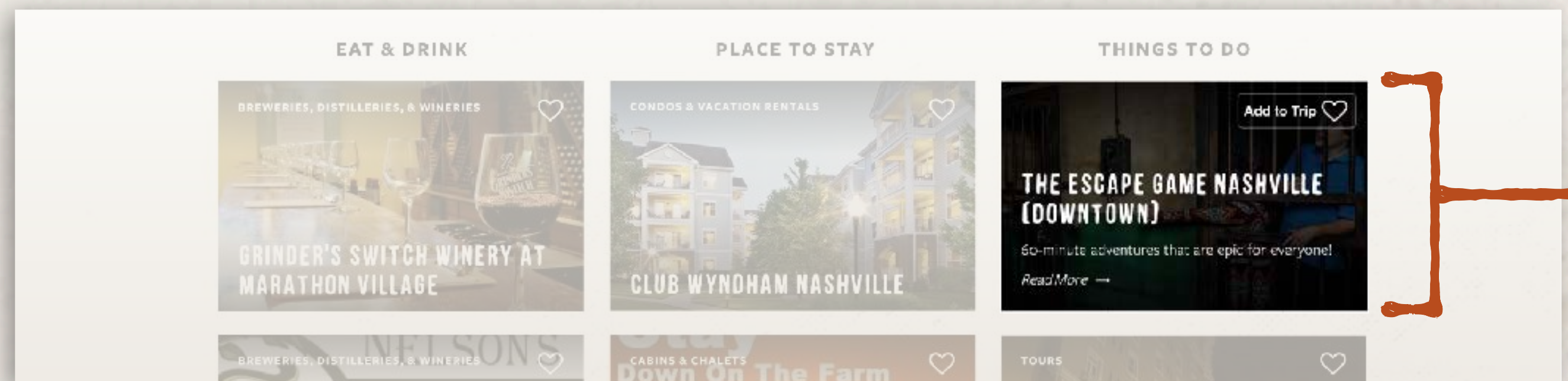
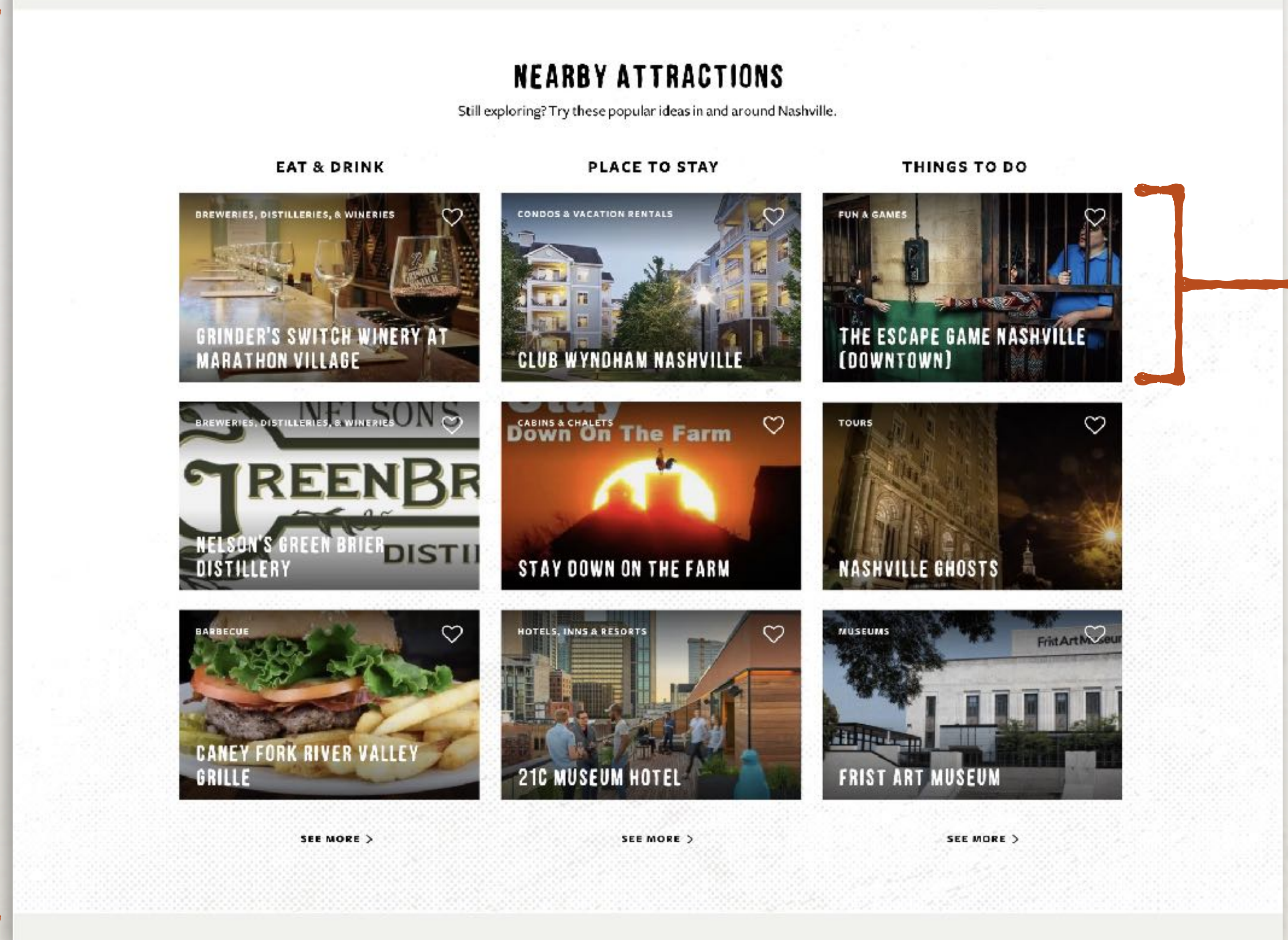
13. Listing Text

Best Practices: This copy is can be pulled directly from the beginning of your "about" section. Previously, the Listing Text would appear in the hero section as well, but with the **2022 updates** it is replaced by a new field called Hero Subtext (#3).

11

12

13



PAGE CONTENTS

14. Related Articles

This band has been relocated and revamped. Instead of only featuring articles you are mentioned in, it will also pull in articles relevant to your location. That could be articles featuring the city you're located in, articles pertaining to the type of attraction you are, and more.


15. Footer

This is the site-wide footer. May contain an ad.

14

RELATED ARTICLES


For more info on Ryman Auditorium or things to do in the area, check out these articles.



RYMAN AUDITORIUM & GRAND OLE OPRY: TWO MUSICAL MUST-SEES

Nashville's must-see destinations.

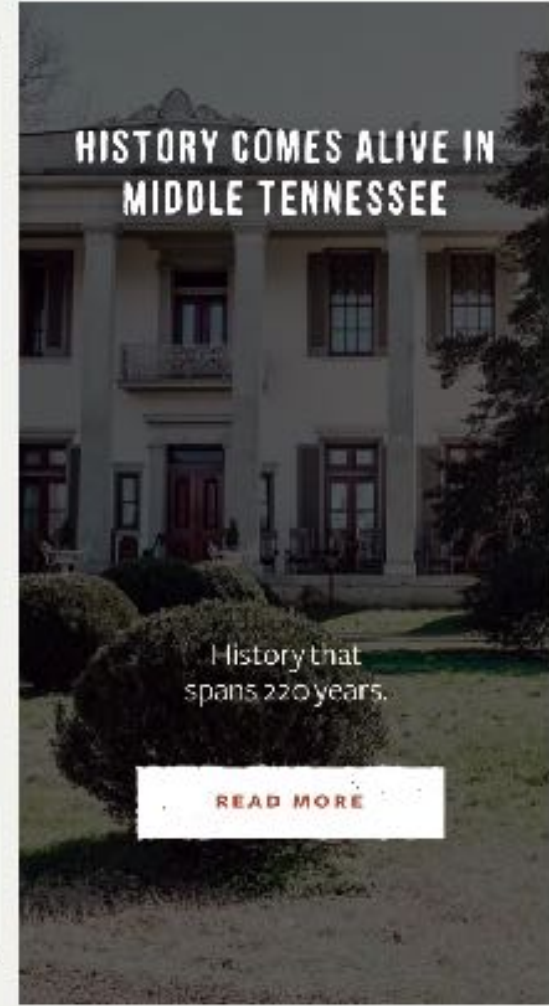
READ MORE



10 TENNESSEE MUSIC VENUES TO ADD TO YOUR CONCERT BUCKET LIST

For a music lover, there's no better place to be.


READ MORE



HISTORY COMES ALIVE IN MIDDLE TENNESSEE

History that spans 220 years.


READ MORE



TWO DAYS OF MUSIC IN NASHVILLE ITINERARY

Fall trip ideas for music lovers.

READ MORE



FROM LADY LEGENDS TO HEROES: THE SCREAMING EAGLE TRAIL

An eclectic 353-mile adventure.

READ MORE

← ————— →

15



JACK DANIEL DISTILLERY

JACK DANIEL DISTILLERY

FIND OUT MORE



GET YOUR FREE 2022 TENNESSEE VACATION GUIDE

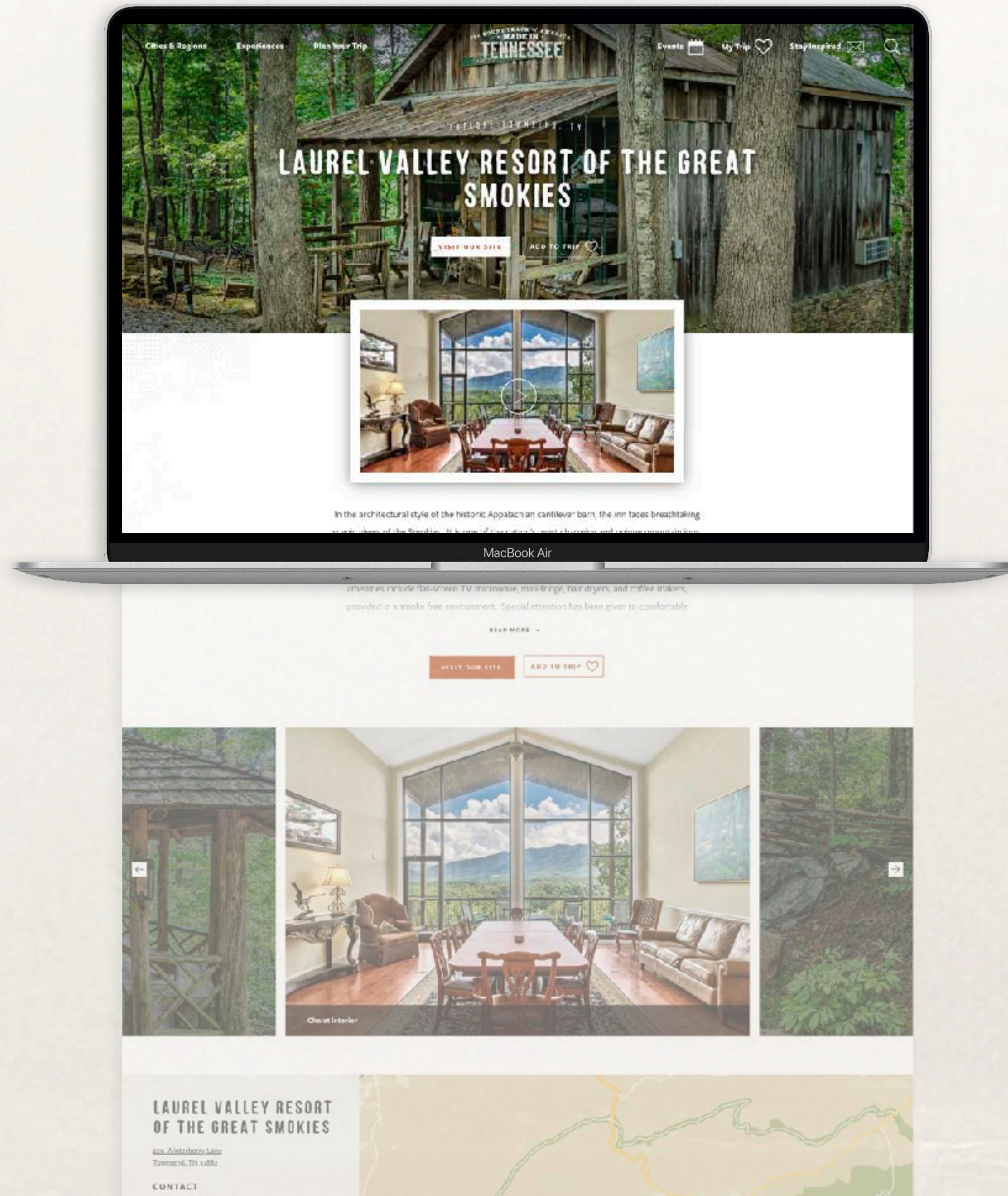
Includes attraction information,

GET TENNESSEE INSPIRATION SENT STRAIGHT TO YOUR INBOX

SIGN UP

BEST PRACTICES

- **The best partner pages** feature high quality images, concise and compelling descriptions, and all content fields providing information filled out.
- **Some character counts have changed** with the latest update, please double check your Hero Subtext and Partner Description section are compliant with the latest updates.
- **Dynamic, aspirational images** in your hero section and slider will improve your partner page's appeal (and score) dramatically. Horizontal images taken with a smartphone are a quick way to add content to your page—just be sure they are well-lit.





**LOGIN AND BUILD YOUR
FREE PARTNER PAGE**

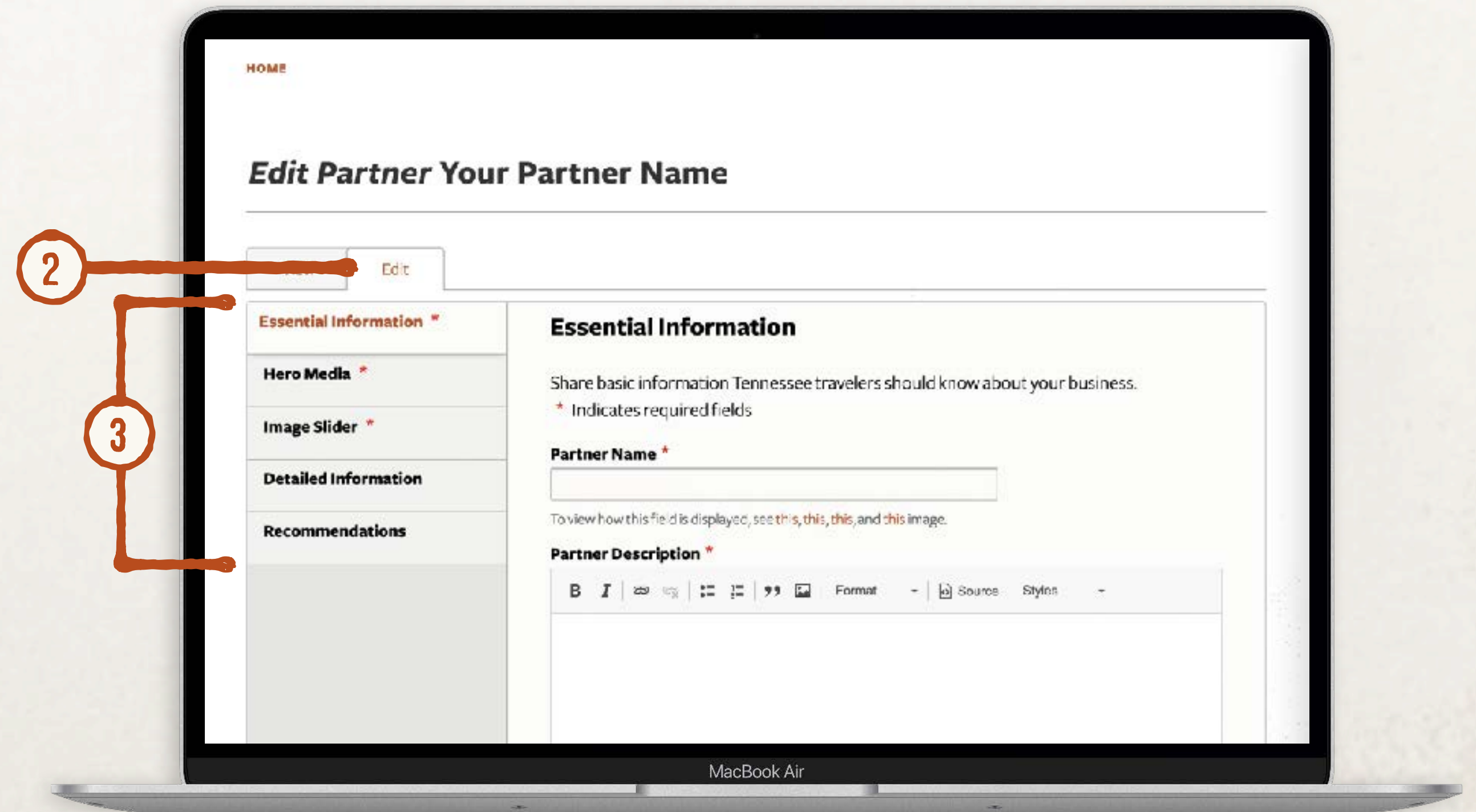
GETTING STARTED

1. Login at www.tnvacation.com/partner/login to create or edit a Partner Page.

- Forgot your password? Simply reset it at www.tnvacation.com/user/password
- Not registered? Sign up for an account: www.tnvacation.com/partner/register

2. 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.

3. Follow the **Tabs** to thoroughly complete the editing process. The next pages will cover the specific contents of each tab, and how to get more visitors on your Partner Page.



★ *Your Partner Page earns points with each section you add. The higher the score, the more visitors will be directed to your Partner Page. See pages 31-32 for more information.*

TAB 1: ESSENTIAL INFORMATION

- ① Enter the name of your attraction, lodging or destination as “Partner Name”.
- ② Include a short Hero Subtext Description.
limit 80 characters with spaces ★ 1 pt
- ③ Include a short Partner Description.
Best Practice: 550 characters with spaces
- ④ Include an email address, phone number and website URL for potential guests. ★ 1 pt
If you don’t have an official website, we recommend using a social media URL to your Facebook or Instagram page.
- ⑤ The Listing Image and Listing Text are what visitors click on to visit your page. ★ 3 pts*
- ⑥ Choose one Listing Category to best describe what your business provides.
- ⑦ Tagging sub-categories helps organize and accurately display your page.

For more information on these components, see pages 14-20 of this document.

*required**

[View](#)[Edit](#)

TAB 2: HERO IMAGE

- 1 Upload a Hero Image — this should be a high-resolution image that inspires travel to your destination. Dimensions must be at least 1440 x 818 px. ★ **2 pts***

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. ★ **1 pt***

*required**

Don't



Text or Logo, *busy & obstructs Partner Name*



Over-Exposed, *hinders Partner Name visibility*

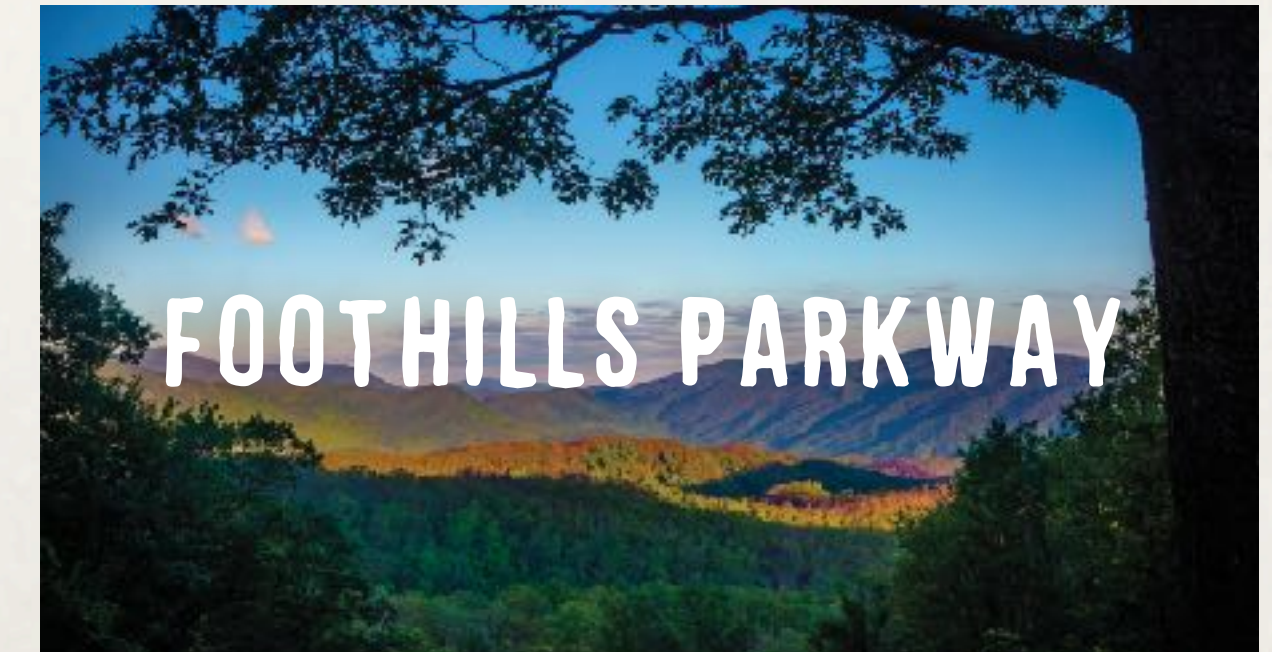


Low-Resolution, *looks bad*

Do



Clean, *clear Partner Name*



Balanced Contrast, *visible Partner Name*



High-Resolution, *looks good*

[View](#)[Edit](#)

TAB 3: IMAGE SLIDER

Upload high quality images to your Image Gallery Slider. ★ 1 pt*

Best Practices: Images cropped and sized to W:1200px H:630 will display the best. Any images larger than this will be sized down and cropped to fit the space. Images smaller than this will be scaled up to fit and may display poorly.

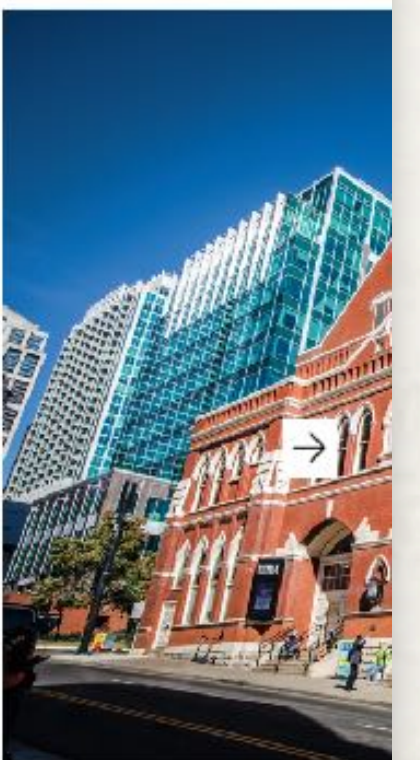
Captions will display in a bar at the bottom of images. Please aim to keep captions around 50 characters, with spaces.

Add Alt Text: Describe the image in the "alt text" field—this copy provides increased accessibility for non-text objects on the page.

*required**



Established in 1892 as the Union Gospel Tabernacle, Ryman Auditorium is a National Historic Landmark and a must-see for any Nashville visitor. While famously known as the home of the Grand Ole Opry from 1943 to 1974, there is far more to the story of Music City's most recognizable icon. Take a Self-Guided or Backstage Tour and discover what makes the Ryman the "Soul of Nashville." Then come back in the evening to experience a show with world-class acoustics.

[VISIT OUR SITE](#)[ADD TO TRIP](#)

OUR EVENTS

Planning a visit? Check out these upcoming events.



[View](#)[Edit](#)

TAB 4: DETAILED INFORMATION

Provide address, contact info (email and phone number) and social links.

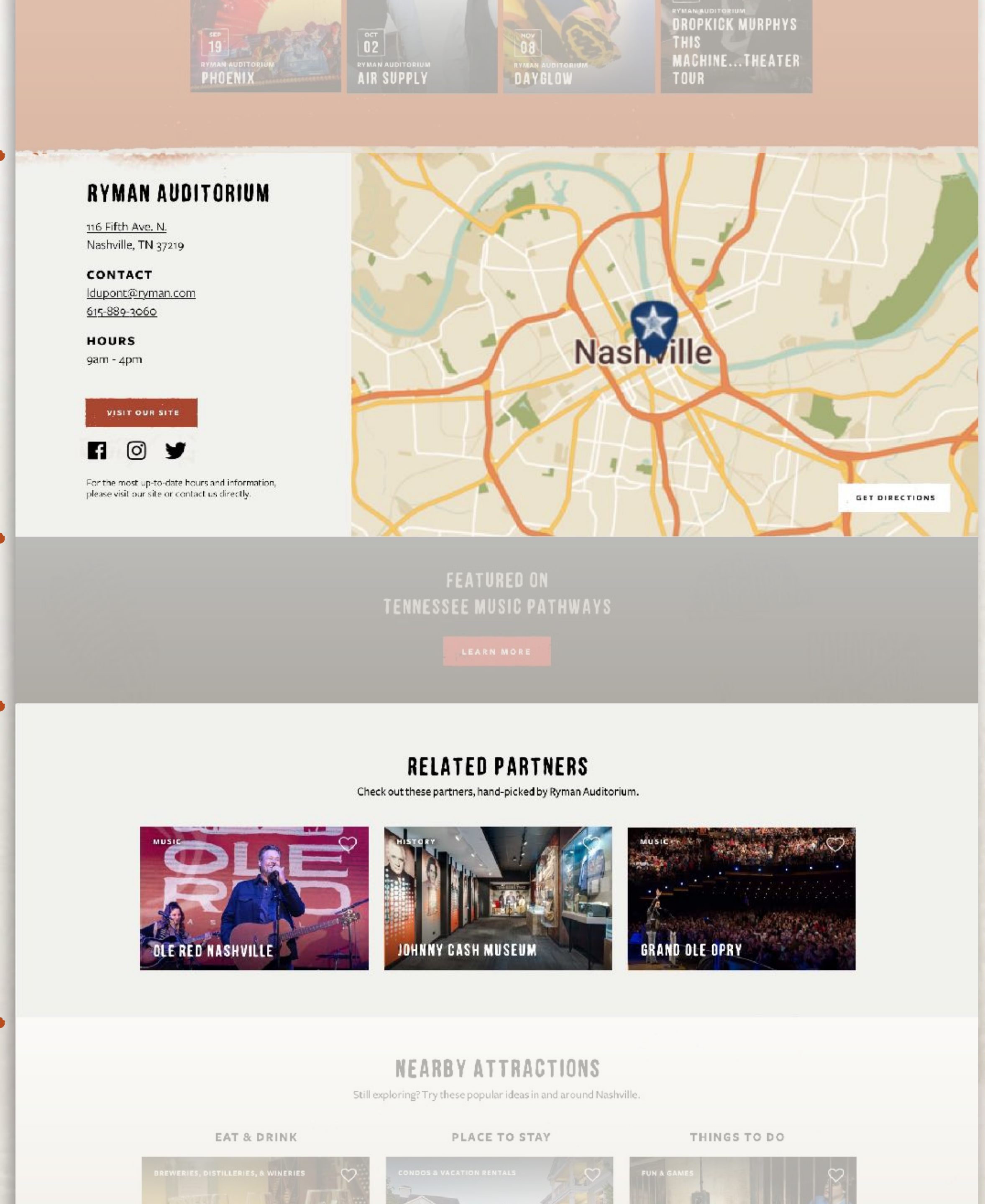
[View](#)[Edit](#)

TAB 5: RECOMMENDATIONS

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

The “related partners” are hand-picked by you and will display below your contact information. You may also be featured on other partner pages in this section.

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



PLEASE REMEMBER

Save Often

Be sure to save whenever new changes or edits are made.

Update Often

Schedule time to login and update your page regularly.

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

Score High

Partner pages serve up to guests depending on their score.

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

5 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.

Partner Pages

Listing Image + Text	★★★ 3 pts <i>required</i>
Website URL	★ 1 pt <i>required</i>
Hero Image	★★ 2 pts <i>required</i>
Featured Video	★ 1 pt <i>required</i>
Image Slider	★ 1 pt <i>required</i>
Related Partners	★ 1 pt
Hero Subtext	★ 1 pt

Partner Events

Listing Image + Text	★★★ 3 pts <i>required</i>
Website URL	★ 1 pt <i>required</i>
Hero Image	★★ 2 pts <i>required</i>
Image Slider	★ 1 pt <i>required</i>
Email Signup URL	★ 1 pt
Facebook URL	★ 1 pt
Youtube URL	★ 1 pt

PAGE SCORING

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

<div><div>SCORE:</div><div><div>★★★★</div><div>4 pts</div></div></div> <div><div>VISITORS:</div><div><div>839</div></div></div>	<div><div>• Listing Image + Text</div><div>• Website URL</div></div>
<div><div>SCORE:</div><div><div>★★★★★</div><div>7 pts</div></div></div> <div><div>VISITORS:</div><div><div>1,677</div></div></div>	<div><div>• Listing Image + Text</div><div>• Website URL</div><div>• Hero Image</div><div>• Featured Video</div></div>
<div><div>SCORE:</div><div><div>★★★★★★★★</div><div>9 pts</div></div></div> <div><div>VISITORS:</div><div><div>3,412</div></div></div>	<div><div>• Listing Image + Text</div><div>• Website URL</div><div>• Hero Image</div><div>• Featured Video</div><div>• Image Slider</div><div>• Related Partners</div></div>



6 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:

- Tags accurately describe your business' primary focus.
- Photos and video are appropriate and you have rights to use them.
- Description and listing text are short, accurate, and provide value.



7

CONTACT TOTO
FOR HELP

WE'RE HERE TO HELP

WEST

Marty Marbry

Division Manager

Marty.Marbry@tn.gov

MIDDLE

Ashley DeRossett

Division Manager

Ashley.DeRossett@tn.gov

EAST

Dave Jones

Division Manager

Dave.Jones@tn.gov



Rob Sherill

Technical Support

Rob.Sherill@tn.gov