

ALL COME  
TO  
TNVACATION.COM  
EVERYONE

TNVACATION.COM

PARTNER GUIDE

APRIL 13, 2017

THE SOUNDTRACK OF AMERICA  
- MADE IN -  
**TENNESSEE**  
☆☆☆



# **WHAT'S IN HERE**

- 1. How TNVacation.com can help market your business**
- 2. How to add & edit partner pages**
- 3. Minimum requirements & best practices**
- 4. Page scoring**
- 5. Approval process**
- 6. Contact information**



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# HOW TNVACATION.COM CAN HELP MARKET YOUR BUSINESS



# INSPIRING TRAVELERS TO VISIT YOU

We want to inspire travelers to experience the best of Tennessee. That's you — the places and spaces that make Tennessee like no other place on earth. That's why the new TNvacation.com highlights partners in nearly every corner of the state, and gives visitors easier ways to find you and add you to their itineraries.

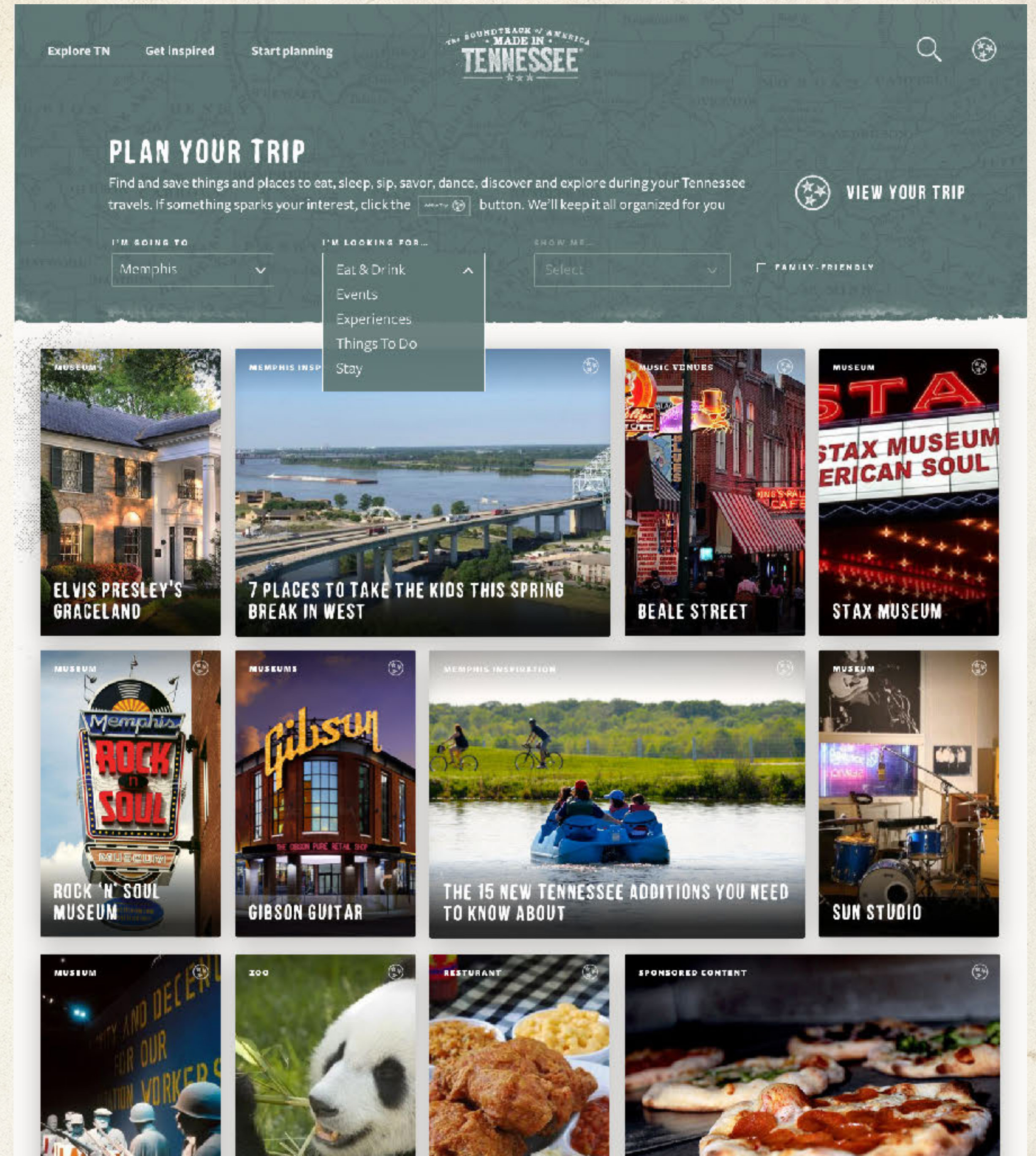


# WHERE YOUR PARTNER PAGE MAY APPEAR

## Trip Planner

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

SEE AN EXAMPLE



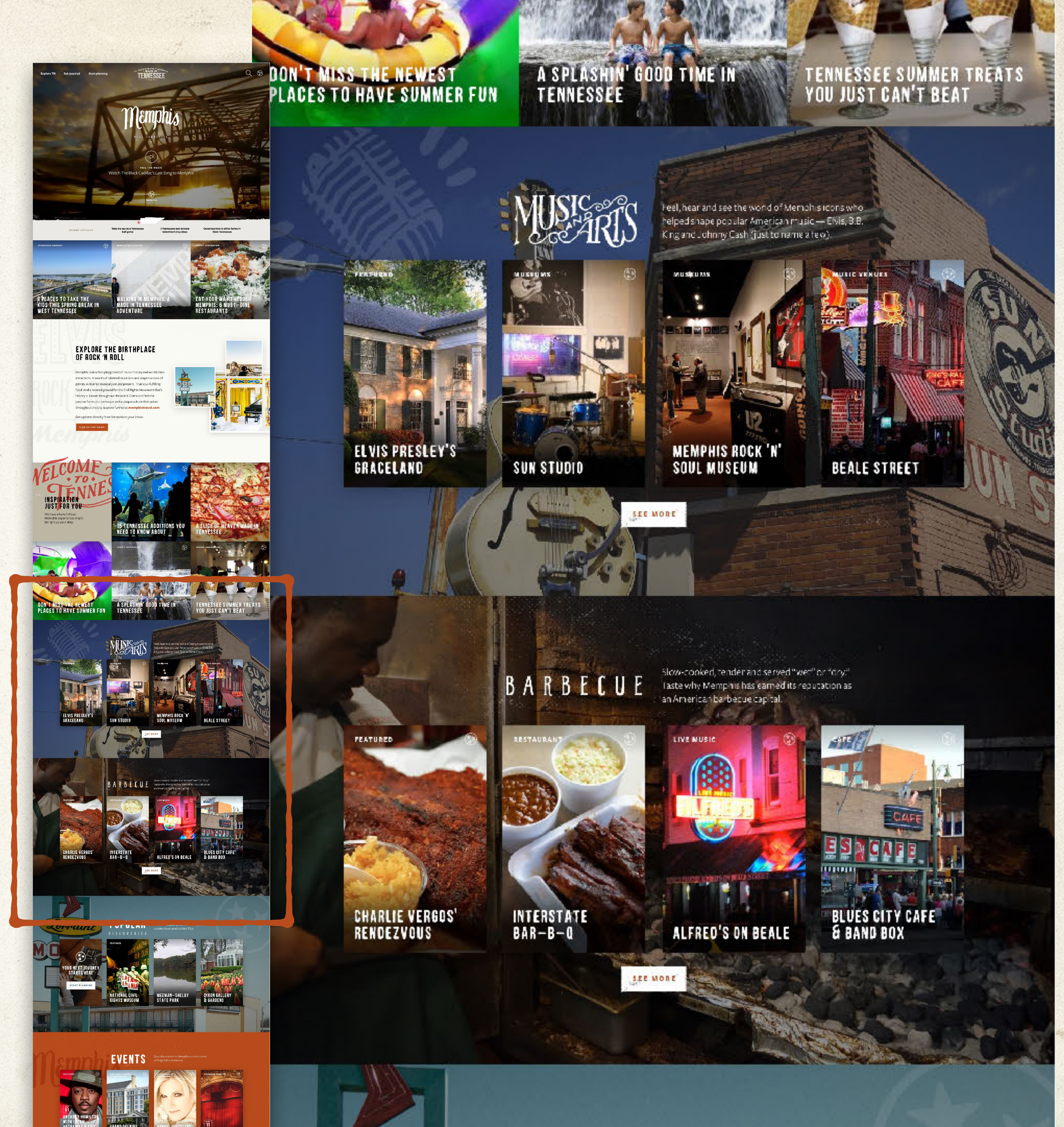


# WHERE YOUR PARTNER PAGE MAY APPEAR

## City pages

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

SEE AN EXAMPLE





# WHERE YOUR PARTNER PAGE MAY APPEAR

## Region pages

An overview page that highlights key attractions in the East, Middle, West and Smokies regions.

SEE AN EXAMPLE



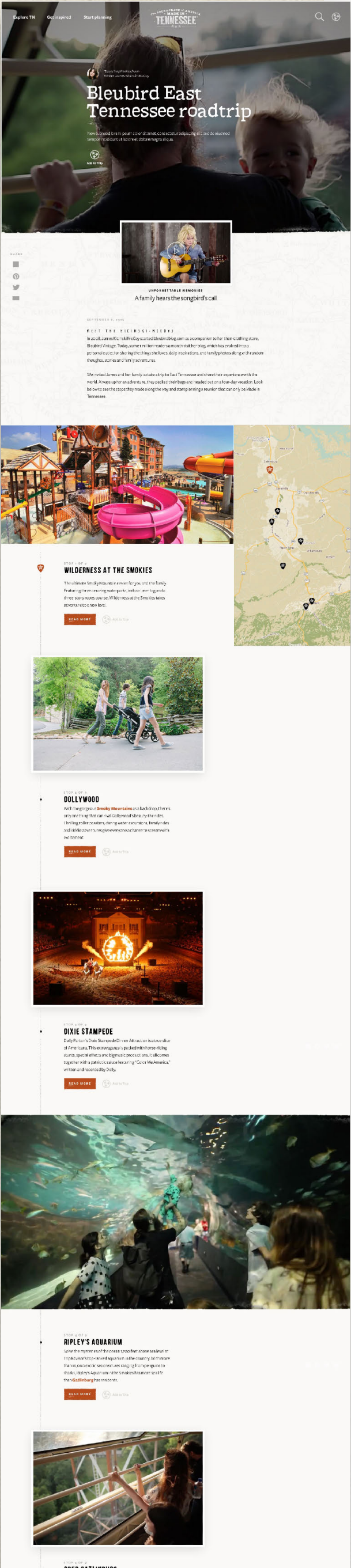


# WHERE YOUR PARTNER PAGE MAY APPEAR

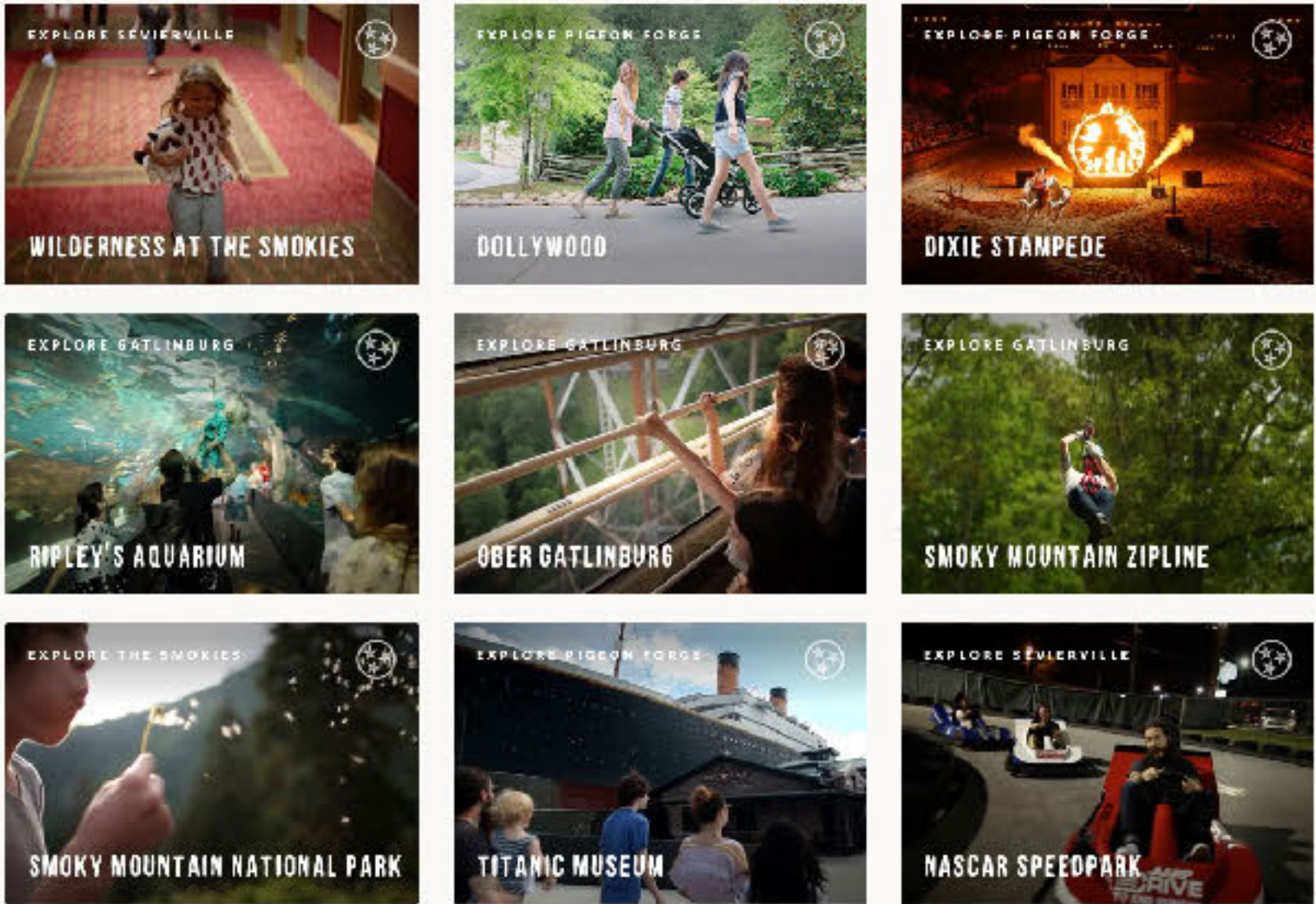
## Articles

Articles now highlight partner pages for partners mentioned in the article so readers can quickly learn more about you or quickly add you to their trip in the Trip Planner.

SEE AN EXAMPLE



### PLACES IN THIS ARTICLE



ADD ALL TO TRIP

☆☆☆



MORE FROM JOSH NESS

### How to Spend A Weekend in Tennessee's Upper Cumberland Region

Being based out of Nashville, we're always looking for that adventure that is close to home, but gets us out of the city, so when we stumbled upon a trail that led us from Nashville to Cookeville, we knew we had to give it a shot.

READ MORE

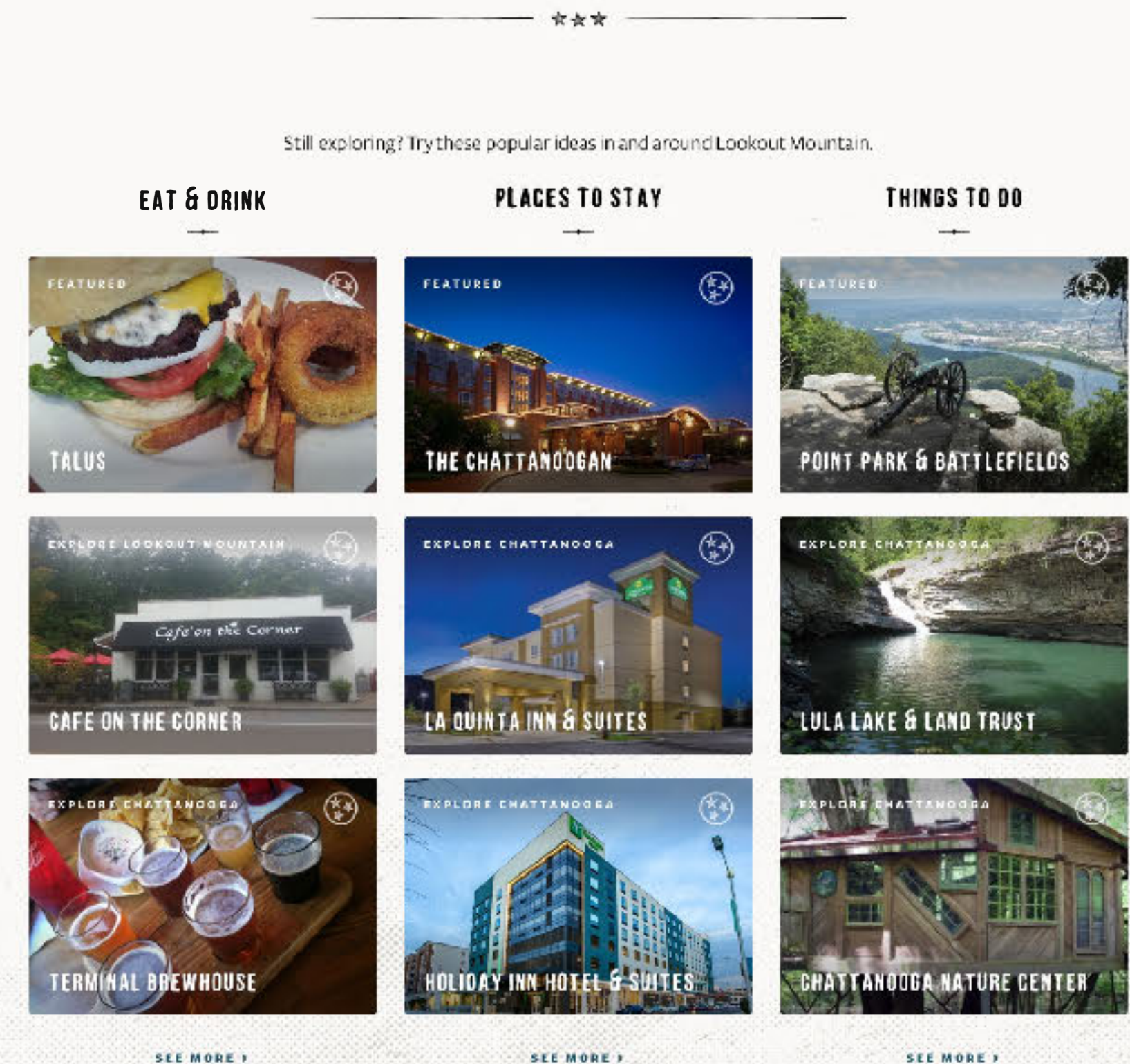
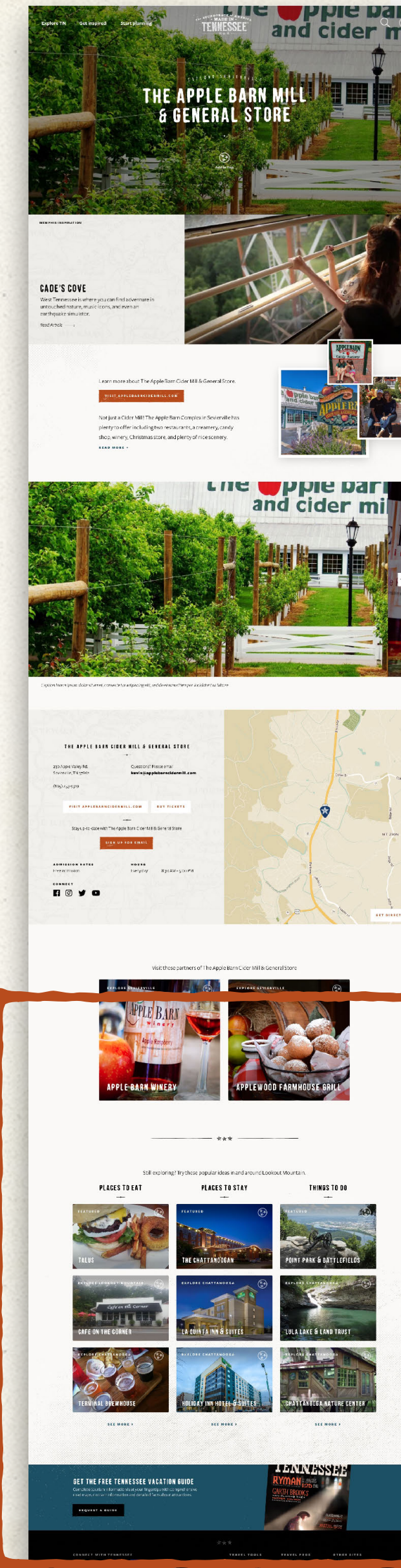


# WHERE YOUR PARTNER PAGE MAY APPEAR

## Other partner pages

Your partner page will also appear on partners you have tagged as related to you, or partners that are located nearby.

## SEE AN EXAMPLE





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# HOW TO ADD & EDIT PARTNER PAGES



View

Edit

Delete

## Essential Information

### Hero Media

### Image Slider

## Detailed Information

## Recommendations

## Hero Media

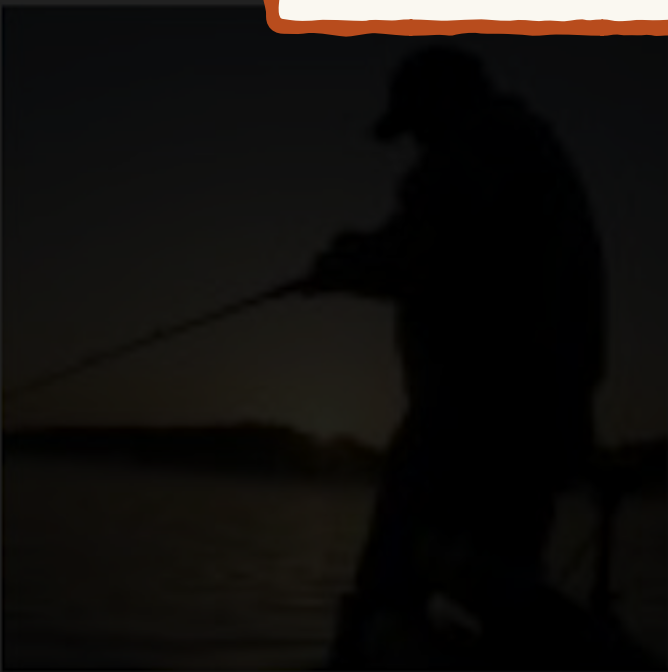
The hero of your page is where you have an opportunity to make a big visu

SEE WHAT'S NEW

**Hero Image**  Improves page score 2 points.

This label is used to describe the image on your partner page.

WATCH THE DEMO VIDEO



### Alternative text

Man fishing

This text will be used by screen readers, search engines, or when the im

 TouristTownFishing-hero.jpg (1.45 MB)

Remove



# ACCESSING THE PARTNER PORTAL

Go TNVacation.com and click the *Industry Login* link in at the bottom of the page to access the Partner Portal. Log in using the email and password you used to create your account.

**If you forgot your password**, click the link at the bottom of the login screen. Then click “Submit” to receive an email with instructions to reset your password.

**If you need to create a new account**, follow the link at the bottom of the login screen and complete the form to create a new account.

## TNVACATION.COM PARTNER PORTAL LOGIN

Welcome to the TNVacation.com partner portal. If you have not set up an account yet, please **register a new account** to add your business or events to the TNVacation.com website. If you have an account but you're having trouble logging in, try **resetting your password**. After submitting your account's email address on the reset form we will email you a temporary link to access your account again, where you can set a new password.

Thank you for your patience, and please contact us at **vendor@tnvacation.com** if you are having difficulties logging in.

Before creating a partner page please **read our submissions criteria**.

Username or email address. \*

Enter your username or email address

Password \*

Enter the password that accompanies your username.

▼ CAPTCHA

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

☐

I'm not a robot



reCAPTCHA  
Privacy - Terms

LOG IN

Need to **register** for an account? [Click here](#)

**Forgot** your password? [Click here](#) to reset



# ADDING A PARTNER PAGE

To begin creating your partner page, login to the Partner Portal. Then click the ***Submit New Partner Page*** button from your home screen.

---

**Submit New Partner Page**

COMPLETION

**90%**

**Edit**





# EDITING A PARTNER PAGE

You can edit and add to your partner page clicking through the categorized tabs on the Partner Portal and completing the form fields they contain.

Click **Preview** to check out your page's progress. Any time you make changes to your page, be sure to click **Save**.

Keep adding content to build a complete partner page that will showcase what makes your business a must-visit stop on Tennessee travelers' itineraries.

## Essential Information

Hero Media

Image Slider

Detailed Information

Recommendations

Save

Preview

[Delete](#)

## Essent

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\* Indicat

Partner N

Carter's F

Partner D

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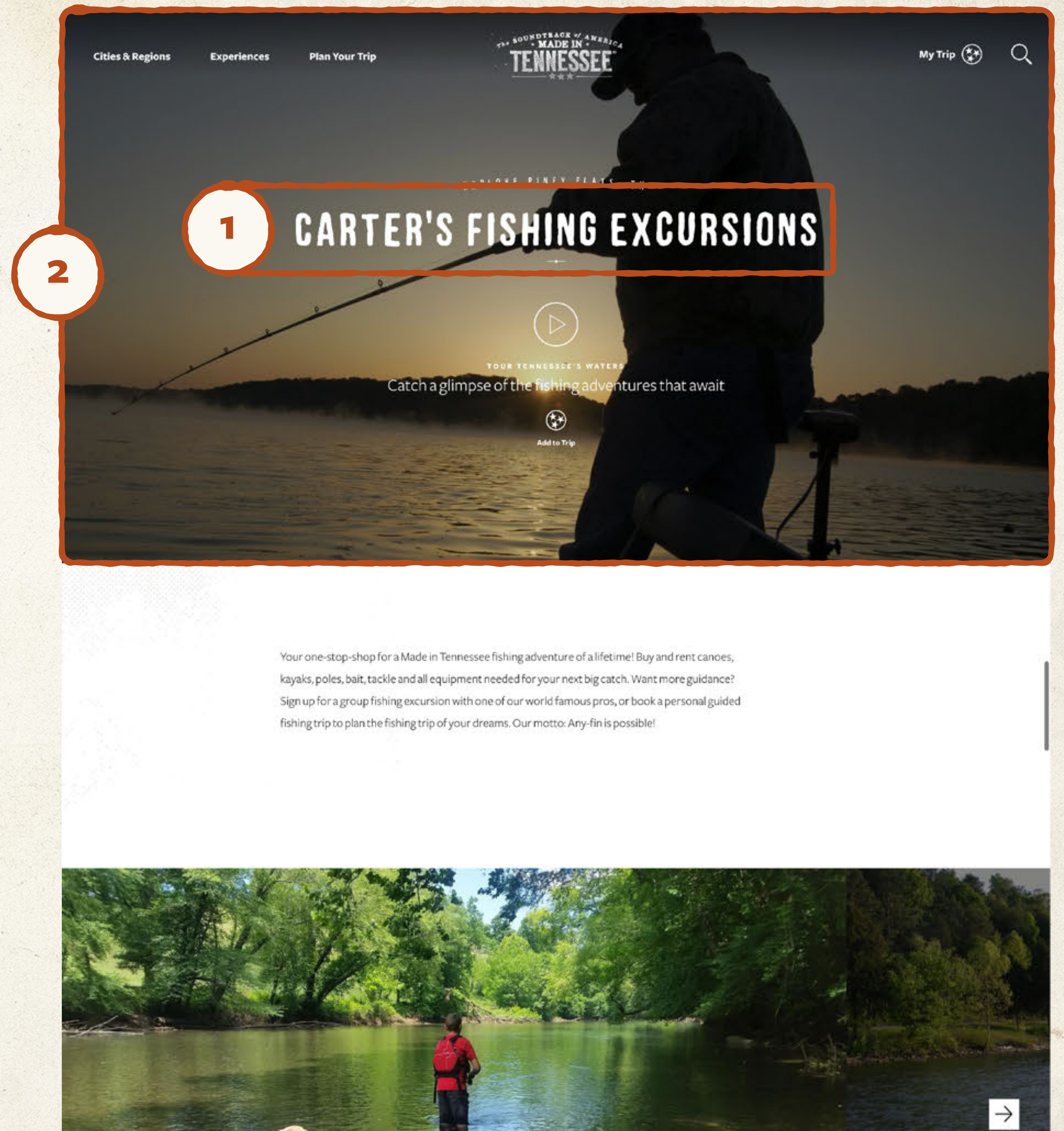
# MINIMUM REQUIREMENTS & BEST PRACTICES



# MINIMUM REQUIREMENTS

## All partner pages must contain

1. Partner name
2. Hero image and alt text
3. Address
4. URL (website, Facebook, Twitter, etc.)
5. Listing image and alt text
6. Listing text
7. Partner description
8. At least 1 business category  
(but no more than 3 per sub-category)





# MINIMUM REQUIREMENTS

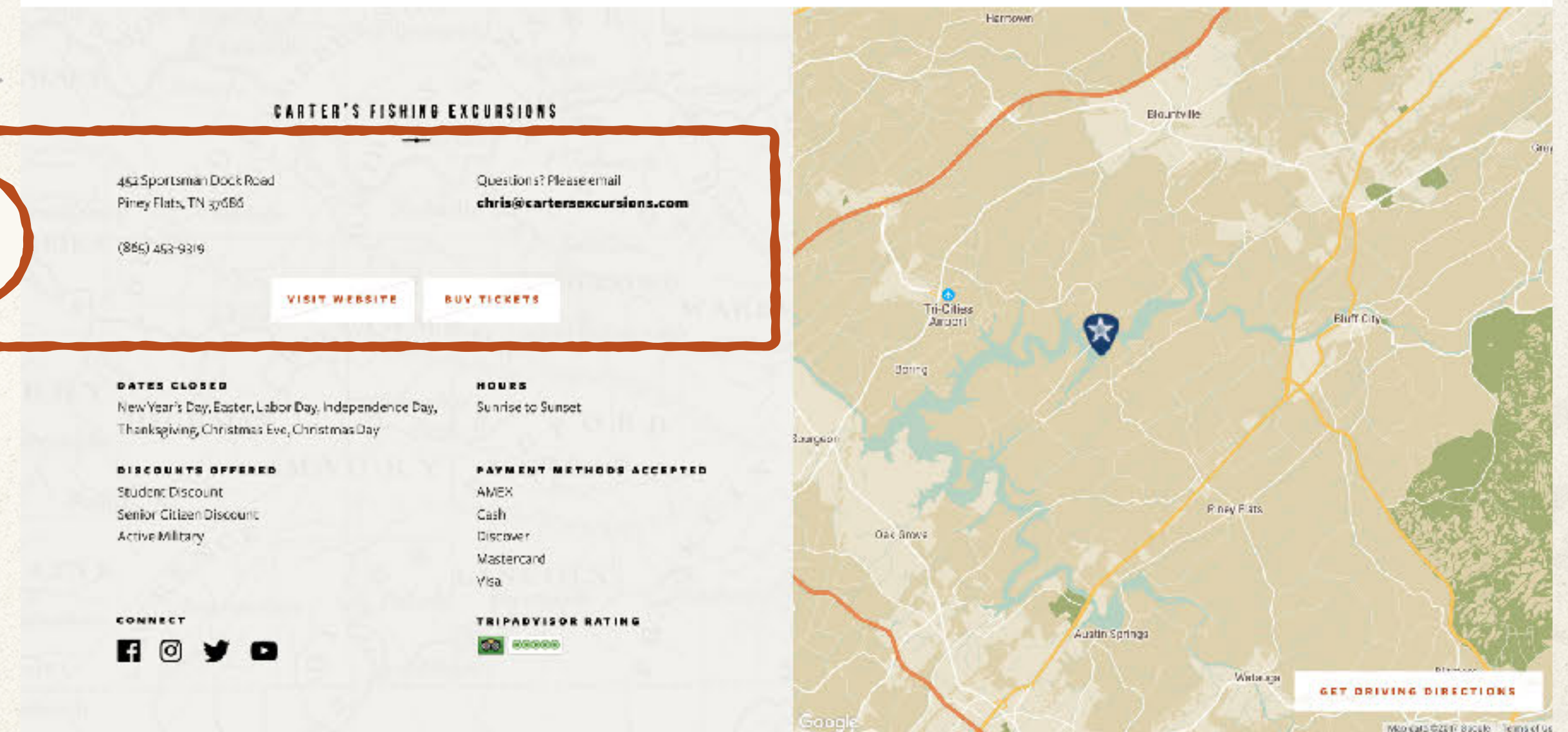
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3



Beat one of our beautiful kayaks



Visit these partners of Carter's Fishing Excursions.

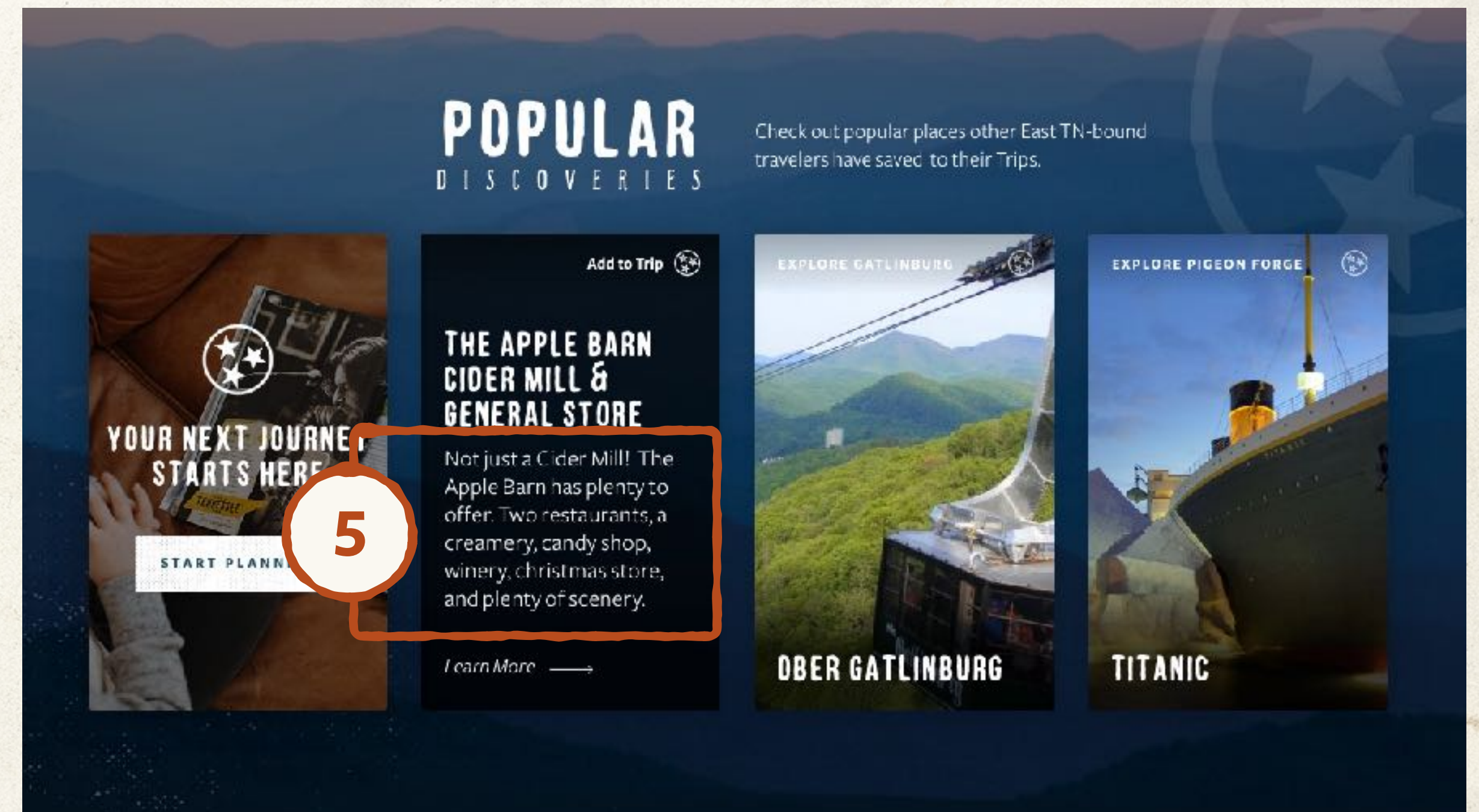
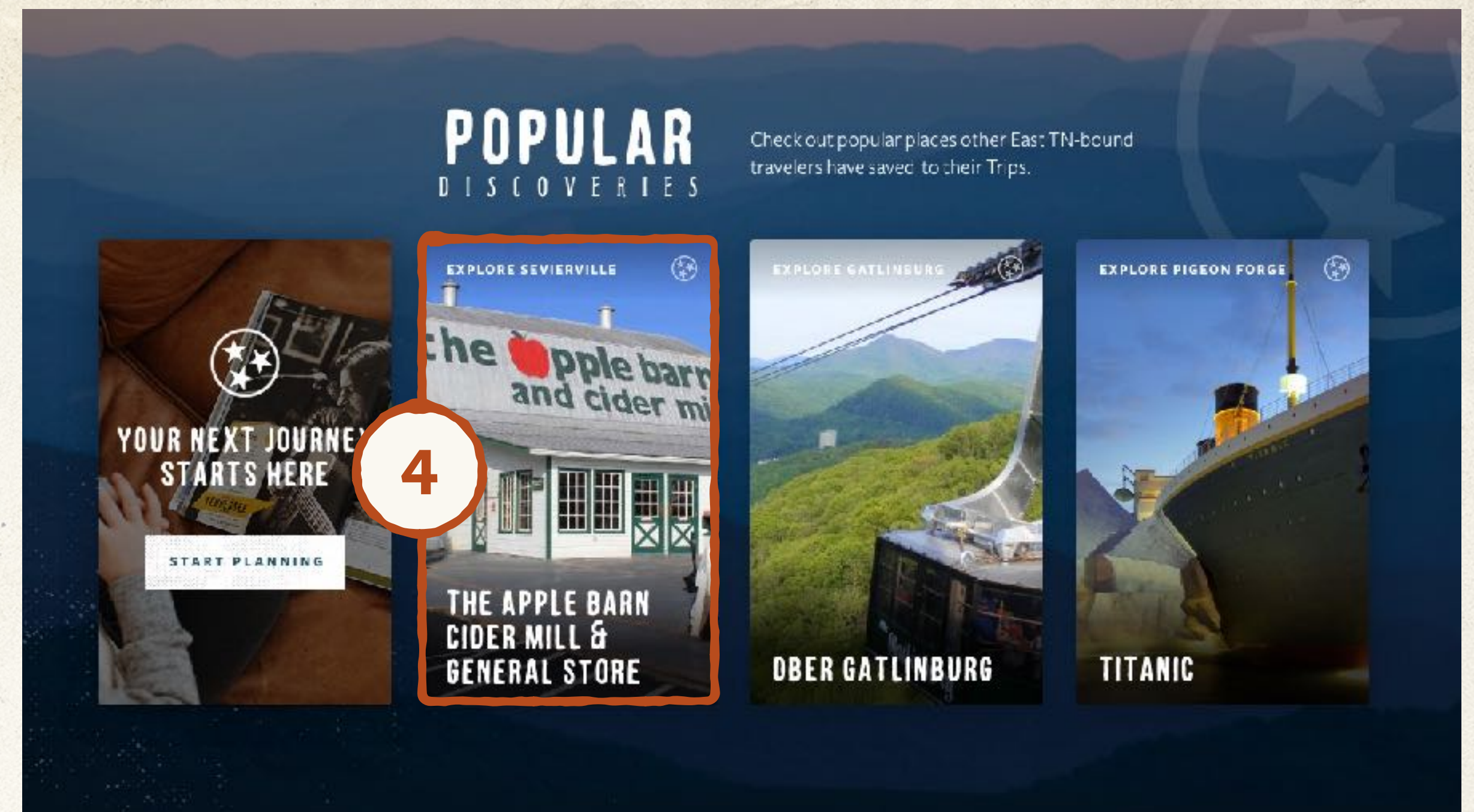




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8. At least 1 business category (but no more than 3 per sub-category)

**Essential Information**

Share basic information Tennessee travelers should know about your business.

\* Indicates required fields

**Partner Name \***

Carter's Fishing Excursions

**Partner Description \***

Your one-stop-shop for a Made in Tennessee fishing adventure of a lifetime! Buy and rent canoes, kayaks, poles, bait, tackle and all equipment needed for your next big catch. Want more guidance? Sign up for a group fishing excursion with one of our world famous pros, or book a personal guided fishing trip to plan the fishing trip of your dreams. Our motto: Any-fin is possible!

A brief description of your business. Anything longer than 550 characters will expand into a "Read More" section. Keep in mind contact information and hours of operation will be listed in another section, so you don't need to include that information here.

This is how your listing will be categorized on TNVacation.com, so be sure you choose only the most relevant selections. To select more than one, hold down on the CONTROL key in Windows or COMMAND on a Mac as you click your categories.

**Things to Do**

Arts  
Civil War  
Farms & Orchards  
Festivals  
Fun & Games  
History  
Live Music  
Museums  
Music History

**Eat & Drink**

Award Winning  
Bars & Pubs  
Barbecue  
Breweries, Distilleries, & Wineries  
Brunch  
Coffee & Tea  
Desserts & Bakeries  
Restaurants

**Events**

Comedy  
Concerts & Live Music  
Eat & Drink  
Family  
Festival  
Nightlife  
Performing Arts  
Sports

**Places to Stay**

Bed & Breakfast  
Cabins & Chalets  
Campgrounds & RV Parks  
Condos & Vacation Rentals  
Guest Ranches & Farm Inns  
Hotels, Inns & Resorts  
Marina & Park Lodging

☒ Good for Kids

Check this box if your business is a popular place for kids

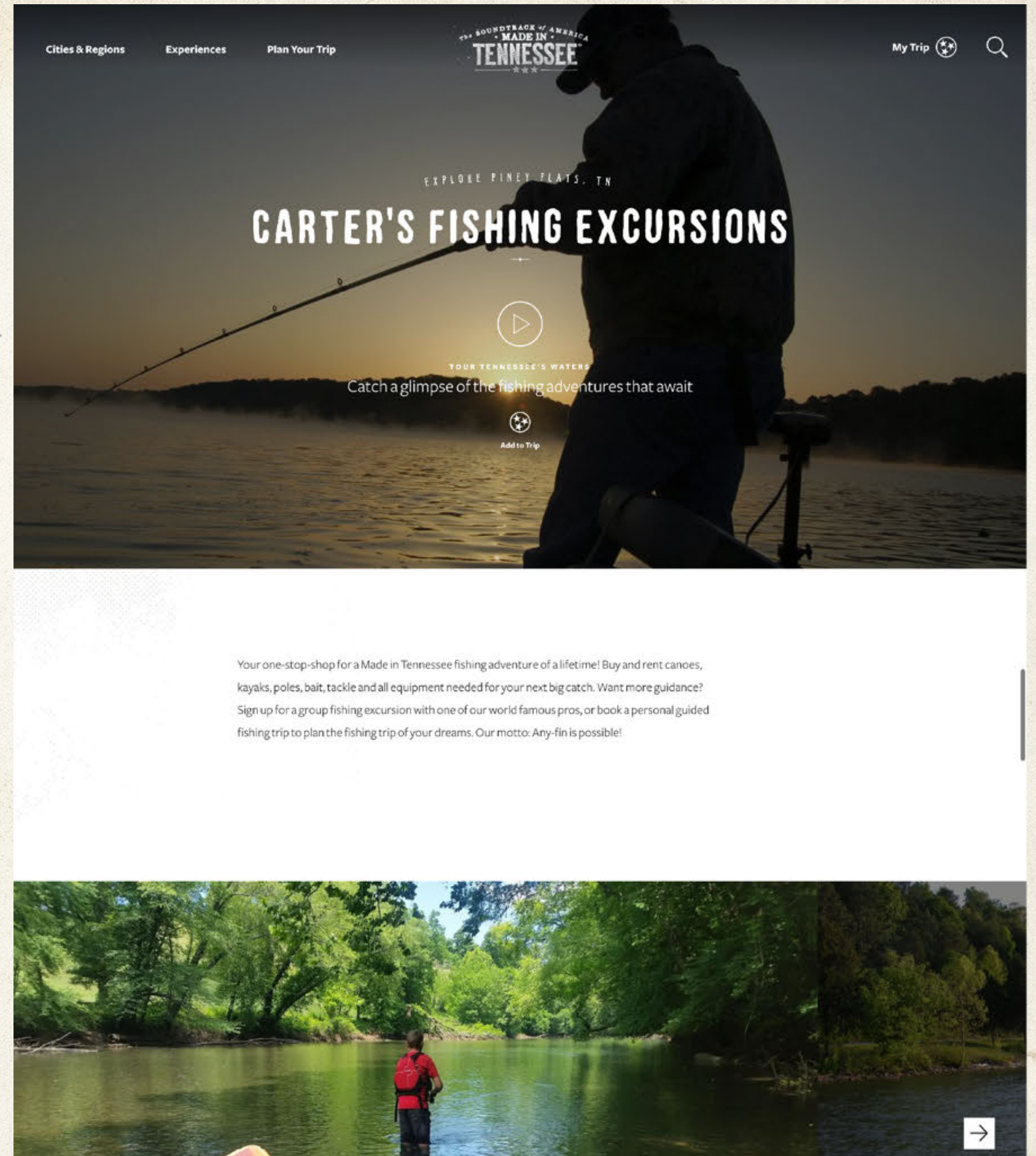
**Save** **Preview** **Delete**



# BEST PRACTICES

The best partner pages feature a well-edited selection of high-quality images — stunning views, active visitors, unique atmosphere — along with concise, compelling descriptions.

Be sure to include the URLs of your social media pages (including a new TripAdvisor integration!), your website, direct links to purchasing tickets, daily hours and contact information.





# TAKING PHOTOS

You don't have to hire a photographer to get great photos. Just use your smartphone! Going outside during the daylight and snapping a photo of your storefront can improve your page's appeal (and page score!) dramatically.

Tip: Make sure you take photos at a horizontal orientation to be more website-friendly.





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WHAT'S NEW

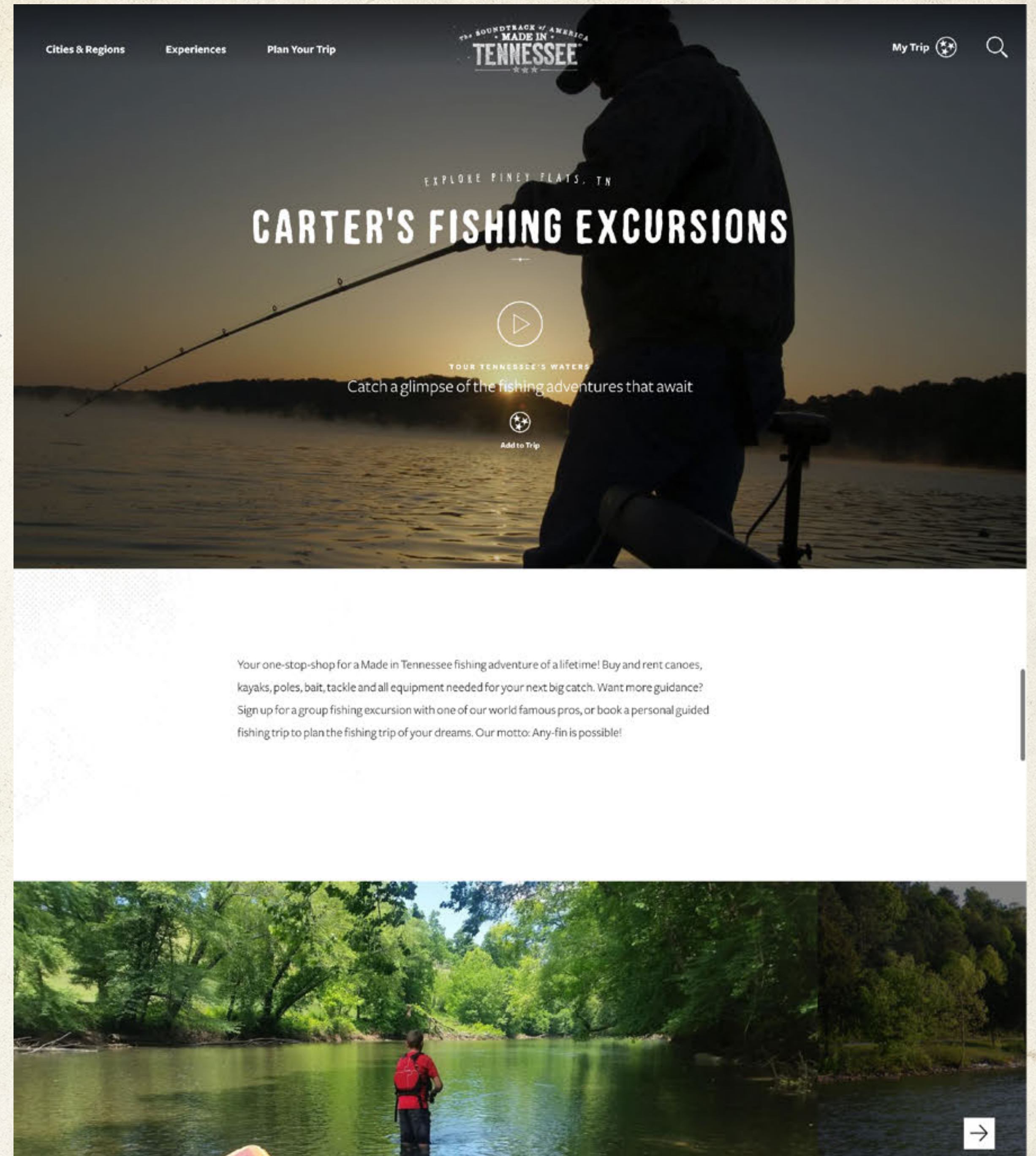


# HERO VIDEO

Now, you can make a strong impression by featuring a YouTube video\* on your partner page. A play button will be displayed on top of your hero image with a short video title and description to entice visitors to click play.

To add a video to your page, go to the *Hero Media* tab in the Partner Portal.

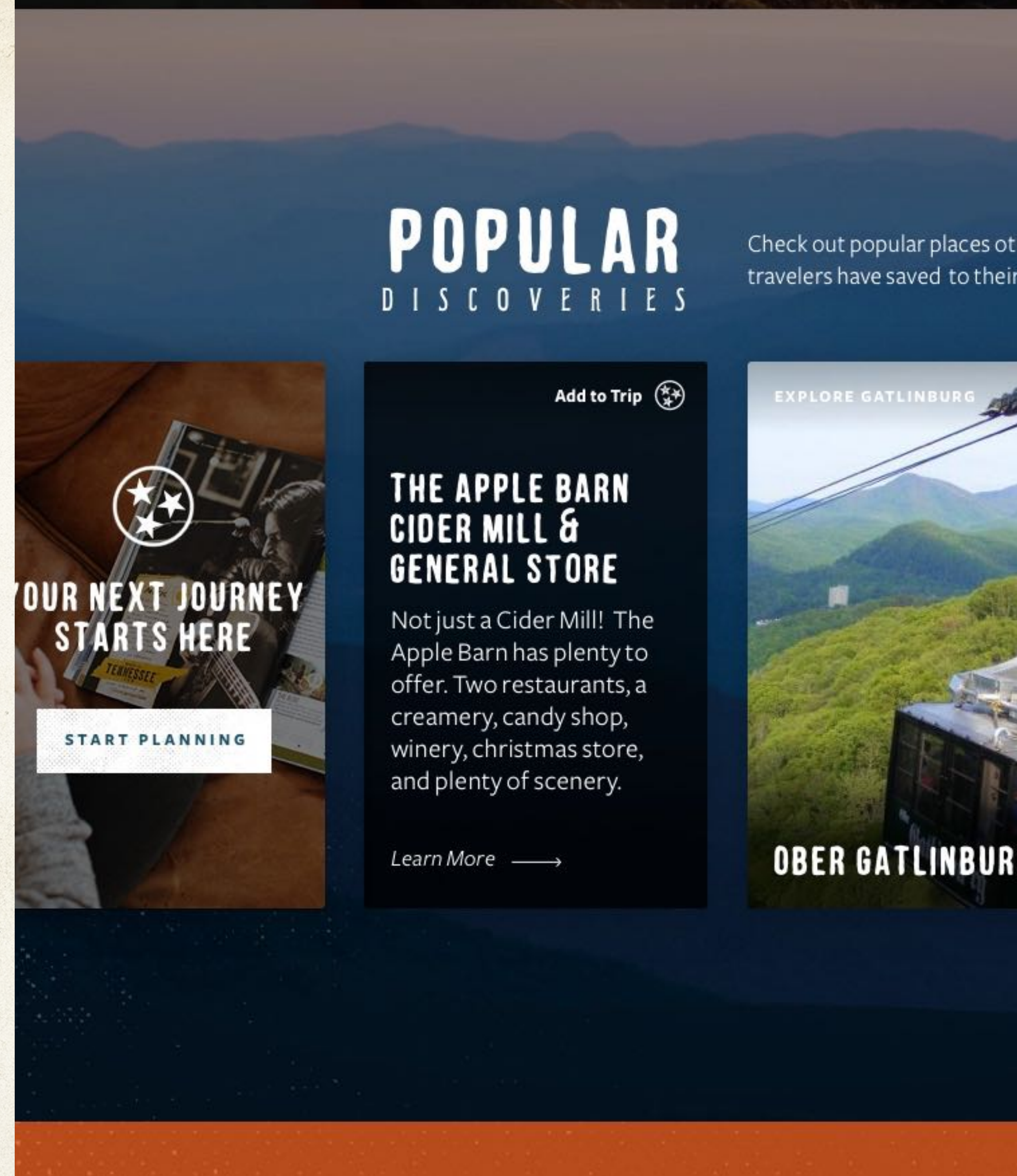
\* Videos must be uploaded to YouTube to be embedded in the site.





# LISTING INFORMATION

Your listing is comprised of a background image, your business name, listing category and listing text — one or two sentences about your business that appear when a user rolls over your listing. This listing appears throughout the site, and is the first impression you'll make on Tennessee travelers.





# FEWER CATEGORIES

Proper category tagging is key in the new site. We stripped 260 categories down to 40 meaningful, helpful categories. *You must choose at least 1 category, but are limited to a maximum of 3 per sub-category.* Make sure you choose only the categories that are most relevant to your business, as pages that select frivolous categories will not be approved.

We also added a “Good for Kids” checkbox. Check this box only if your business is a big attraction for kids, such as a zoo.

This is how your listing will be categorized on TNvacation.com, so be sure you choose selections. To select more than one, hold down on the CONTROL key in Windows or Command in Mac and click your categories.

## Things to Do

Arts  
Civil War  
Farms & Orchards  
Festivals  
Fun & Games  
History  
Live Music  
Museums  
Music History

## Eat & Drink

Award Winning  
Bars & Pubs  
Barbecue  
Breweries, Distilleries, & Wineries  
Brunch  
Coffee & Tea  
Desserts & Bakeries  
Restaurants

## Events

Comedy  
Concerts & Live Music  
Eat & Drink  
Family  
Festival  
Nightlife  
Performing Arts  
Sports

## Places to Stay

Bed & Breakfast  
Cabins & Chalets  
Campgrounds & RV Parks  
Condos & Vacation Rentals  
Guest Ranches & Farm Inns  
Hotels, Inns & Resorts  
Marina & Park Lodging

☒ Good for Kids

Check this box if your business is a popular place for kids



# TRIPADVISOR

We're now also offering a new feature: a TripAdvisor URL. By including a link to your TripAdvisor listing, the official TripAdvisor rating badge will be added to your page.

## Social Links

Help Tennessee travelers find you on social media by including links to your social channels.

**TripAdvisor URL**  Improves page score 1 point

Adding a valid Trip Advisor URL will allow us to add the official TripAdvisor rating badge to your page, helping to boost your credibility.

[https://www.tripadvisor.com/Attraction\\_Review-g60842-d6](https://www.tripadvisor.com/Attraction_Review-g60842-d6)

Include full TripAdvisor URL, ex: [https://www.tripadvisor.com/Attraction\\_Review-g55229-d139340-Reviews-Tennessee\\_State\\_Capitol-Nashville\\_Tennessee.html](https://www.tripadvisor.com/Attraction_Review-g55229-d139340-Reviews-Tennessee_State_Capitol-Nashville_Tennessee.html)

## Facebook URL

<http://facebook.com/touristtownfishing>

Include full Facebook URL, ex:  
<https://www.facebook.com/tnvacation>

## Instagram URL

<http://instagram.com/touristtownfishing>

Include full Instagram URL, not just your handle, ex:  
<https://www.instagram.com/tnvacation/>

## HOURS

Sunrise to Sunset

## PAYMENT METHODS ACCEPTED

AMEX  
Cash  
Discover  
Mastercard  
Visa

## TRIPADVISOR RATING



## DISCOUNTS OFFERED

Student Discount  
Senior Citizen Discount  
Active Military

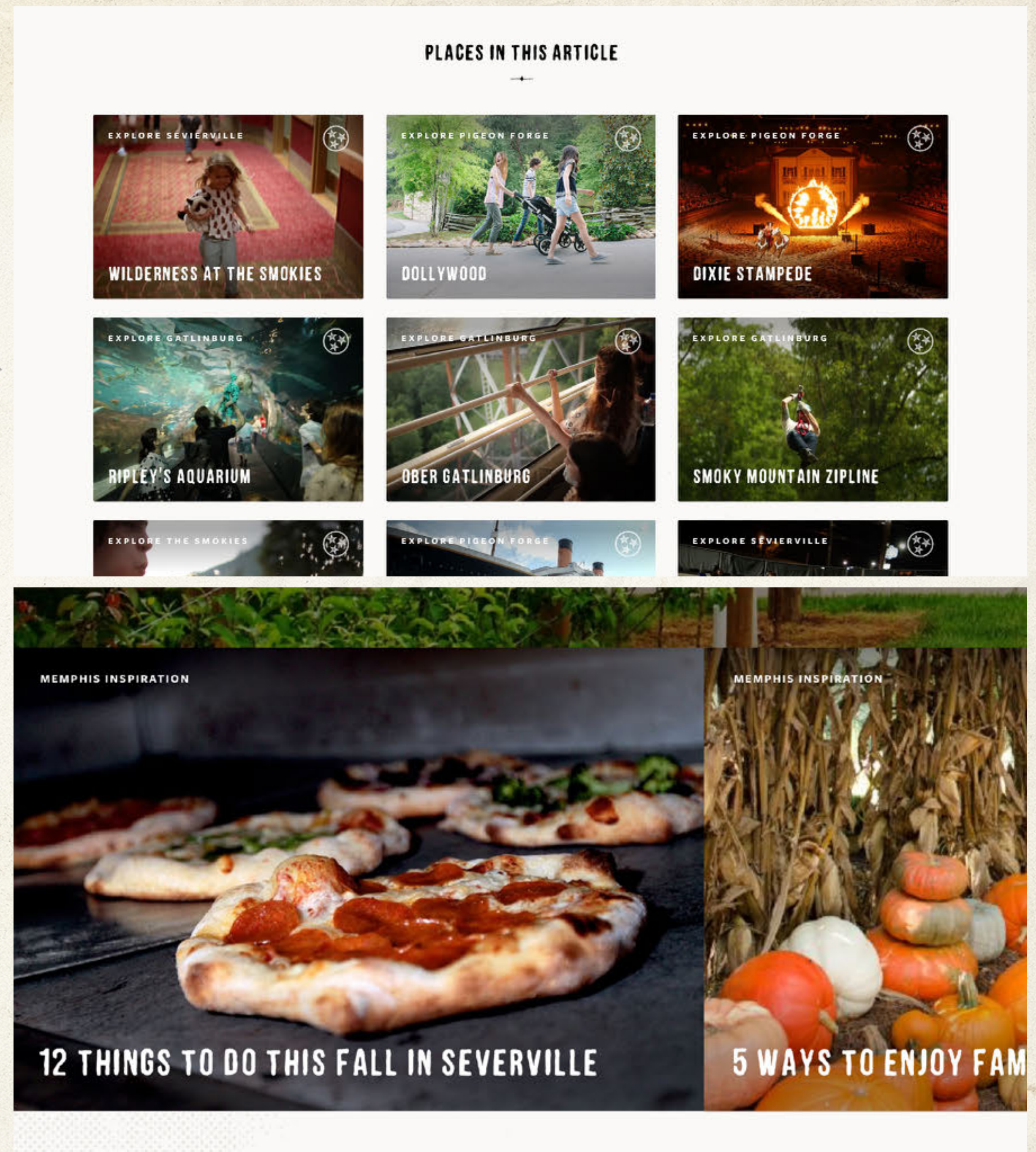
## CONNECT





# ARTICLES

If your partner page is featured in an article, your Listing will appear at the bottom of the article and the article will also appear on your partner page.





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# PAGE SCORING



# PAGE SCORING



## WHAT IS PAGE SCORING?

Pages will be automatically scored. The more complete and high-quality your page is, the higher its score will be. (Specific scoring system on next page.)

## WHY DOES MY PAGE SCORE MATTER?

The new site uses algorithms to serve relevant content to visitors based on what we know about them. However, it also prioritizes higher quality, higher scoring content. *The higher your page scores, the more chances visitors have see your page.*





# PAGE SCORING



## Partner Pages

- Listing Image 3 pts
- Listing Text 1 pt *required*
- Hero Image 1 pt
- Slider Images 1 pt
- YouTube Video 1 pt
- Website URL 1 pt *required*
- TripAdvisor URL 1 pt
- Email Signup URL 1 pt

## Events

- Listing Image 3 pts
- Listing Text 1 pt *required*
- Hero Image 1 pt
- Slider Images 1 pt
- YouTube Video 1 pt
- Website URL 1 pt *required*
- Facebook URL 1 pt
- Email Signup URL 1 pt

## Articles

- Default 6 pts
- Featured Video 1 pt
- Featured Content 1 pt
- Featured Author 1 pt
- Subtitle 1 pt



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# PAGE APPROVAL



# APPROVAL PROCESS

Once you create your page, it will be submitted for approval by the TN Vacation team.

To ensure your page gets approved, double check to see that your:

**Address is correct**

**Content categories accurately describe your business' primary focus**

**Photos/video are appropriate and you have rights to use them**

**Your short description and listing text provide value and accurately describe your business**



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# CONTACT INFORMATION



# QUESTIONS?



*If you have any questions about your assignment or need help along the way, please contact a division manager.*

## **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)