



Words Make the Web Work

Make the most of your Discover Ireland listing

Being Approved to Fáilte Ireland Standards offers many valuable promotional opportunities where it really counts; like your listing on our Tourism Content System (TCS). This database feeds official visitor websites such as discoverireland.ie and discoverireland.com. These websites aim to profile Ireland as a world-class holiday destination; supported by a wide array of online and offline promotional programmes. In many ways, these sites are your gateway to millions of potential consumers. To make the most of this exposure, it's important to keep your listing up-to-date and appealing.

Where is my information listed?

www.discoverireland.ie

- Target market: **Ireland**
- Attracts around **2 million Irish visitors** every year

The Discoverireland.ie website, Fáilte Ireland's home-holiday site, has been redesigned to significantly enhance the navigation, ease of use, and general experience on the website. Navigation for the user has also been greatly enhanced with a new search facility.

Rick Monro, Head of Design at Tibus, recently revamped discoverireland.ie and believes that your listing is key in delivering a good customer journey.

'For the average consumer, the Discover Ireland site will only be as good as its weakest individual listing. We talk in web design of "customer journeys". This simply means the path an average user takes from the front of the site, through to a logical endpoint - which is likely to be your listing. The stronger each individual listing is, the more credible and authoritative the site becomes as a whole.'

www.discoverireland.com

- Target market: **International**
- **47 countries**
- Attracts around **12 million visitors** every year

Tourism Ireland is at the cutting edge of e-Marketing and now invests almost 25% of its marketing budget online. It maintains 41 websites in 19 languages covering every continent. The websites are designed to ensure that potential and repeat customers receive world-class information and can be easily directed to online and other purchasing opportunities for holidays, packages and access transport.

Brian Harte, Head of Customer Engagement & E-Marketing at Tourism Ireland, thinks Content is King.

'Being listed on the TCS can open up the world to even the smallest tourism business... the thinking being "why stay local, when you can go global?" Make the most out of your listing and ensure that your content draws people in and inspires them; remember that your listing is your shop window.'

Tips

1 Quality Assurance: When you join one of Fáilte Ireland's Quality Assurance schemes, you are showing your commitment to Quality. Your approval is testimonial to the rigorously assessed service that you provide. Mention your approval in your description.

2 Keep it up-to-date: Review at least twice a year and don't include information that will go out of date quickly (such as offers or events).

3 Give the basics up front: Your brief description should always include the name of your business, your location and how close you are to the nearest town so your reader can see this important information at a glance.

4 Offer a tourism experience: Use your main description to paint a picture of what your visitors can expect when they stay in your premises - include information on the services you offer and things to do and see in the local area.

Continued overleaf



Follow the Shamrock for a
Quality Assured
experience

5 Explain how to get there: Always include directions to your premises from your nearest town rather than a city or airport. Visitors can find the town using a map or satellite navigation but they may need your help to make it right to your front door. Include GPS coordinates of your property for satellite navigation users.

6 Make it easy to read: Sentences should be simple and short and you should use paragraphs to break up the text. Read your text out loud to make sure it flows.

7 Write in the third person: It gives the reader the impression that the text is presenting facts about the premises rather than personal opinions.

8 Get it right: Make sure that your contact details are correct and the links to your website and your booking provider website are working. Don't forget to check your spelling, grammar and punctuation - mistakes can damage the impression you want to create.

Update your listing now

The Fáilte Ireland Online Listing Tool not only enables you to renew, it also allows you to log in at any time to update your Discover Ireland Listing.

An example of how to put these tips into action to improve your Discover Ireland listing

Brief description

Experience true relaxation at the Sanctuary, a luxurious spa offering a comprehensive range of treatments just a few minutes drive from Leenane in County Galway.

Essential information

1. Name of business: The Sanctuary
2. Profile: A luxurious spa offering a comprehensive range of treatments
3. Location: Leenane, County Galway
4. Distance from nearest town: A few minutes drive from Leenane

Directions

From Leenane, take the R336 towards Maam Cross. Drive for approximately one kilometre until you come to a road sign for the Sanctuary. Turn right and drive for approximately 500 metres. The gates of the Sanctuary are on the lefthand side of the road.

Essential information:

1. Starting point: Leenane – the nearest town
2. Directions given in kilometres and metres
3. End point: directions lead visitor right to the gates of the property

Description

Set in private woodlands, just a short walk from the pretty Galway village of Leenane, the award-winning Sanctuary is the perfect place to escape the bustle of the modern world. Guests can choose from over 130 treatments in one of the 15 themed treatment rooms. Sanctuary therapists will tailor treatments to each guest after a personal consultation. Between treatments, guests can avail of Jacuzzis, steam rooms and beautiful relaxation areas overlooking the gardens. Those who prefer a more invigorating experience can take a swim in the exercise pool and work up an appetite before choosing their dining experience. The White Flower restaurant offers a sophisticated menu featuring local produce and healthy options. Lighter snacks are available in the Garden Café and guests can also enjoy refreshments in the relaxation lounges.

Essential information:

1. Name and location of business: The Sanctuary, Leenane, County Galway
2. Services: Tailored treatments by Sanctuary's therapists, over 130 treatments available, food available
3. Facilities: Treatment rooms, Jacuzzis, relaxation areas, garden, pool, restaurant, café.





Images

High quality digital photographs showing your property at its best will really engage potential visitors and create a great first impression. Here is some basic advice about using photographs on your listing:

1 At a minimum, include a wide photograph of the property itself.

2 Photos should be landscape orientation (wider than tall), minimum size 250k - maximum size 3MB, with a resolution of 72 dpi.

3 Photographs should be original photo files with no borders, markings, image credits or image editing.

4 You must have taken the photograph yourself or have received written permission from the copyright owner to allow the image to be used by Fáilte Ireland.

5 You must have received express permission from any person who appears in the photos. In the case of a photo featuring a child this will require a document of permission from the child's parents.

