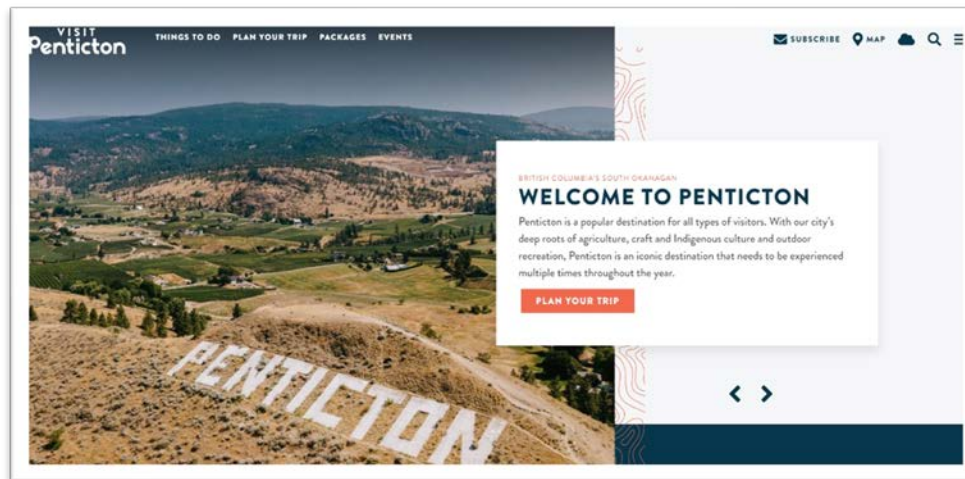


Optimizing Your Digital Listing www.visitpenticton.com

Travel Penticton Members

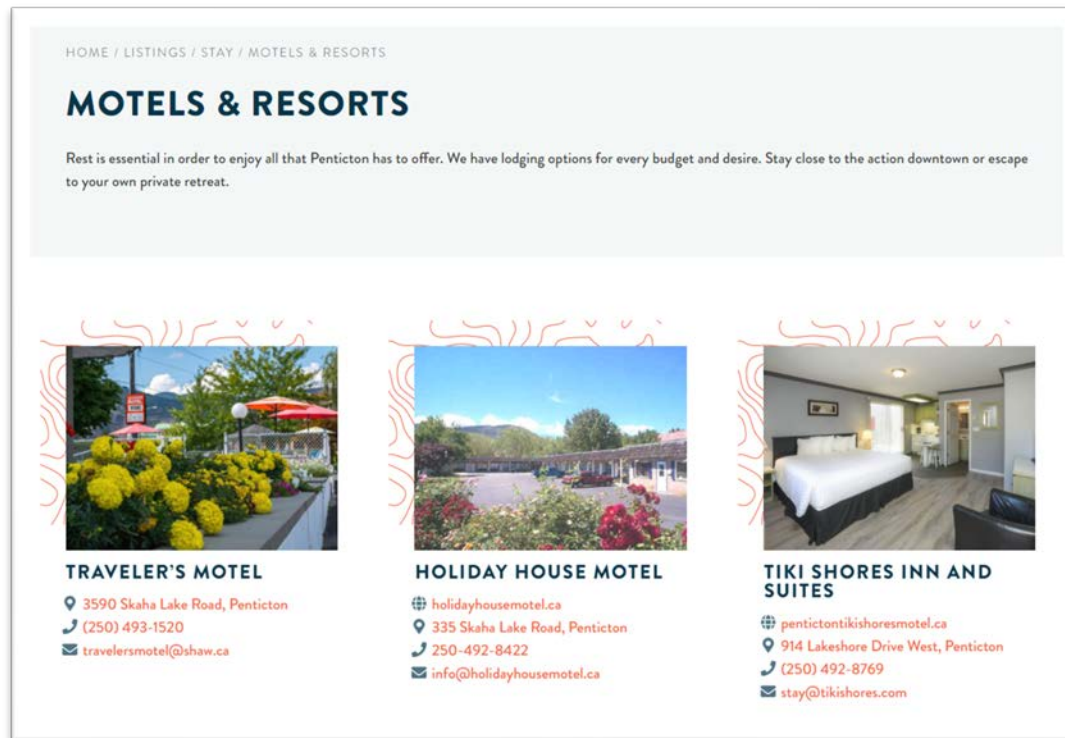
2022 Website Analytics

- Average 19,000+ visitors per month
- Average 47,000+ page views per month
- Average 108,000+ listing impressions per month
- Average 7,000+ package impressions per month



What Your Listing Will Look Like

Below is an example of a listing directory view



Listings are randomized on our website instead of being alphabetical, so every member gets the same exposure.


What Your Listing Will Look Like

Below is an example of a listing directory view with a sponsored listing
(paid member benefit)

[HOME](#) / [LISTINGS](#) / [STAY](#) / [MOTELS & RESORTS](#)

MOTELS & RESORTS

Rest is essential in order to enjoy all that Penticton has to offer. We have lodging options for every budget and desire. Stay close to the action downtown or escape to your own private retreat.




BOWMONT MOTEL

bowmontmotel.com

80 Riverside Drive, Penticton

250-490-0231

info@bowmontmotel.com




SIMILKAMEEN WILD RETREAT & VINEYARD

similkameenwild.com

306 Sumac Road, Cawston

1-833-GO2WILD (1-833-462-9453)

similkameenwild@icloud.com



SPANISH VILLA RESORT

spanishvillamotel.com

890 Lakeshore Drive, Penticton

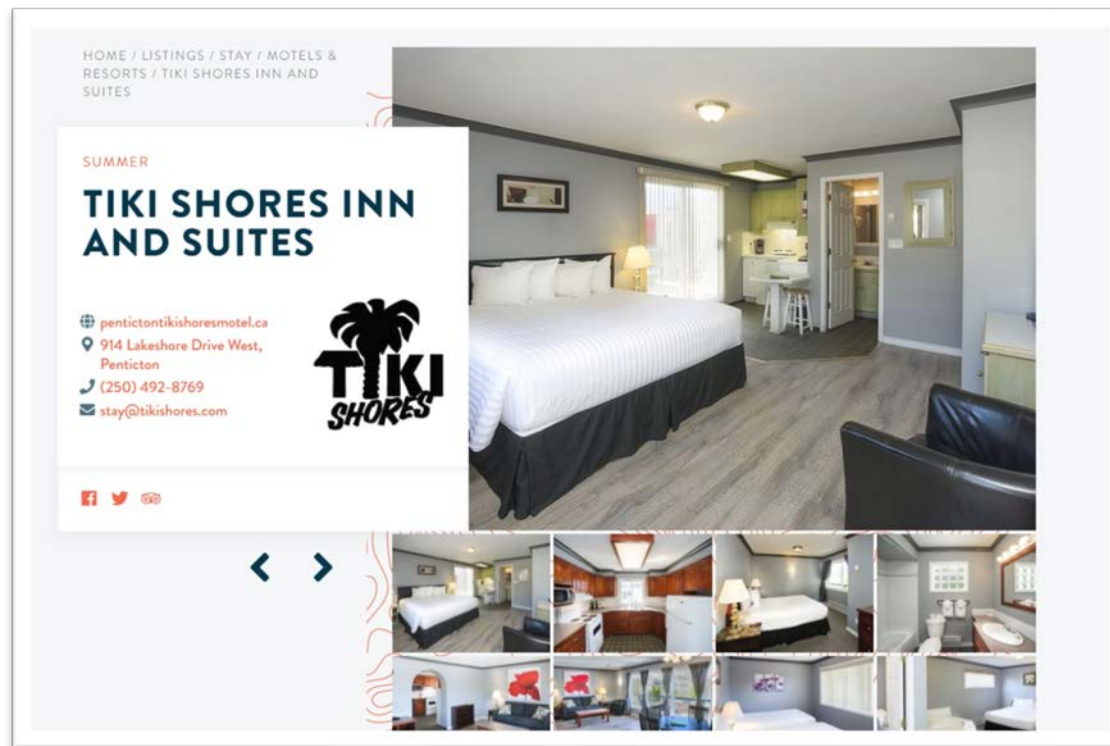
250-492-2922

reservations@spanishvillamotel.com

Sponsored listings show up first on the page,
the remaining listings are still randomized.

What Your Listing Will Look Like

Below is an example of an individual website listing



How to Access Your Listing

Click the link below

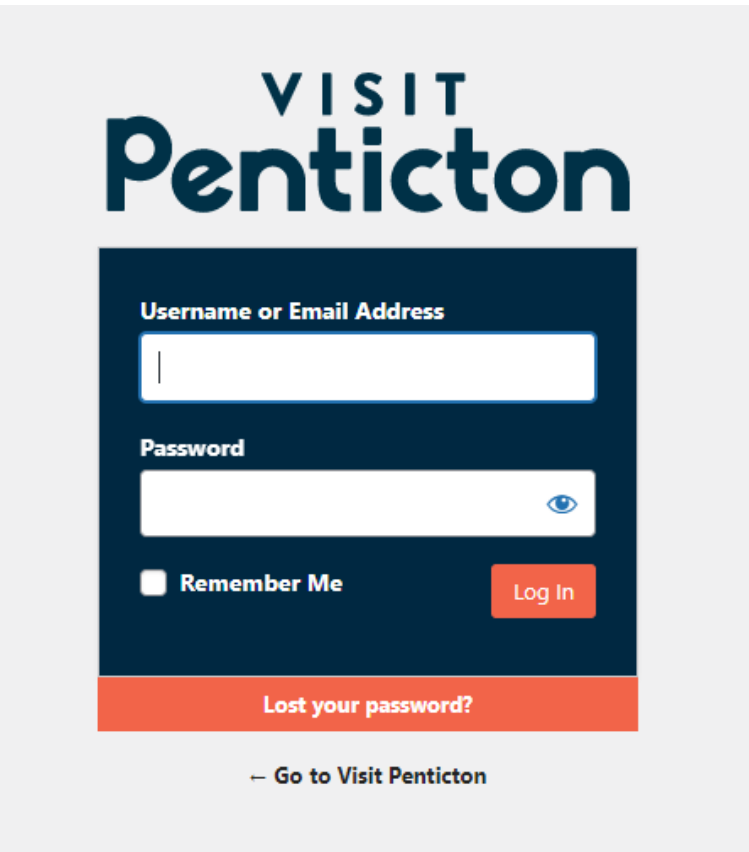
www.visitpenticton.com/admin

Enter Username

Typical format is your business name including spaces in lower case e.g. **travel penticton**

Enter Password

The default password is **TravelP123!@#** you will be able to change this once you log in



The image shows a screenshot of the 'VISIT Penticton' login interface. At the top, the logo 'VISIT Penticton' is displayed in a dark blue font. Below the logo is a dark blue rectangular box containing the login form. Inside this box, there are two input fields: 'Username or Email Address' and 'Password'. The 'Username or Email Address' field is a white rectangle with a blue border. The 'Password' field is a white rectangle with a blue border and a blue eye icon on the right side. Below the 'Password' field is a checkbox labeled 'Remember Me'. To the right of the checkbox is an orange button labeled 'Log In'. Below the dark blue box is an orange bar with the text 'Lost your password?'. At the bottom of the page, there is a link that says '— Go to Visit Penticton'.

Your Website Listing Homepage

The screenshot displays the 'Edit Listing' interface within the Travel Pentiction system. On the left is a dark sidebar with navigation links: 'Media', 'Profile', 'Listings' (highlighted), 'All Listings', 'Packages', 'Analytics', and 'Collapse menu'. The main content area is titled 'Edit Listing' and includes an 'Add Media' button. Below this is a rich text editor with a toolbar containing various formatting options like bold, italic, link, and list. The editor contains the following text: 'Silver, Gold and Platinum tiers make up our portfolio. Focusing on ultra low tonnage, the finest French Oak, small batch ferments and a relentless pursuit of perfection our collection offers a wine for enthusiast to collectors.' followed by a section header 'Visit Us' and the text 'Located on the picturesque Naramata Bench in the heart of wine country, We are open 11- 5 daily.' and another section header 'Our Story' with the text 'A winery dedicated to the pursuit of perfection. We believe our vision of inspiration and dreams result in wines that deliver, inspired by the same dreams.' At the bottom of the editor, it shows 'Word count: 82' and 'Last edited by Raquel Meriam on October 29, 2018 at 12:25 pm'. Below the editor is a 'Chimera Options' section with tabs for 'Display Options', 'SEO', 'Page Analysis', 'Social Media', and 'Advanced'. Under 'Display Options', there is a 'Layout' section with a note: 'Sets the default page layout out for pages. Note that this will overwrite the default page lay out set in Chimera Options.' and five layout icons, with the last one labeled 'Default' and highlighted with a green border. At the bottom, there is an 'Enable SEO Scoring' section with radio buttons for 'Enabled' (selected) and 'Disabled'.

Website Listing Features

Personal Login - update your listing any time

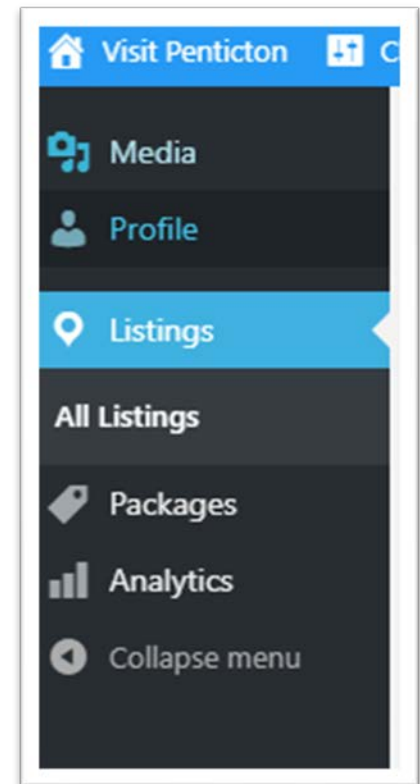
Media - add your logo, add photos and videos to enhance your listing

Profile - update your contact information or change your password

Listings - edit your listing to include your website, email, and social media links. Each listing offers SEO capabilities

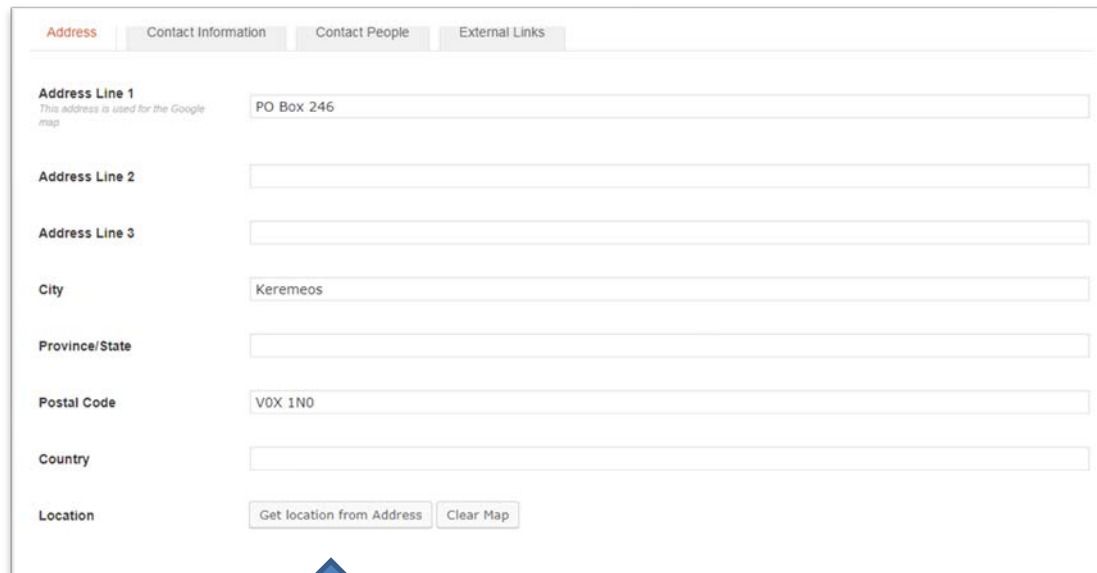
Packages – create a package deal to attract more business

Analytics – view your listing and package analytics



Address Details

Once you have added your address click the “get location from address” button as this triggers the google maps feature.



The screenshot shows a web form titled "Address Details" with four tabs: "Address" (selected), "Contact Information", "Contact People", and "External Links". The form contains the following fields:

- Address Line 1**: PO Box 246 (with a small note: "This address is used for the Google map.")
- Address Line 2**: (empty)
- Address Line 3**: (empty)
- City**: Keremeos
- Province/State**: (empty)
- Postal Code**: V0X 1N0
- Country**: (empty)
- Location**: (empty)

At the bottom of the form, there are two buttons: "Get location from Address" and "Clear Map". A blue arrow points directly to the "Get location from Address" button.

Contact Information

The contact information that you provide here is what will be visible to the public on the Visit Penticton website.

Address	Contact Information	Contact People	External Links
Business Email	info@similkameenwine.com		
Website	www.similkameenwine.com		
Phone (Primary)	250-499-6776		
Phone (Secondary)			
Phone (Toll Free)			
Phone (Fax)			

External Links

Adding the links to all of your social media accounts will improve you internet ranking and increase consumer reach.

Information

Address
Contact Information
Contact People
External Links

Facebook URL

https://www.facebook.com/TikiShores

Twitter URL

https://twitter.com/TikiShores

Trip Advisor

https://www.tripadvisor.ca/Hotel_Review-g154937-d1171206-Reviews-Tiki_Shores_Inn_and_Suites-Penticton_Okanagan_

Linkedin URL

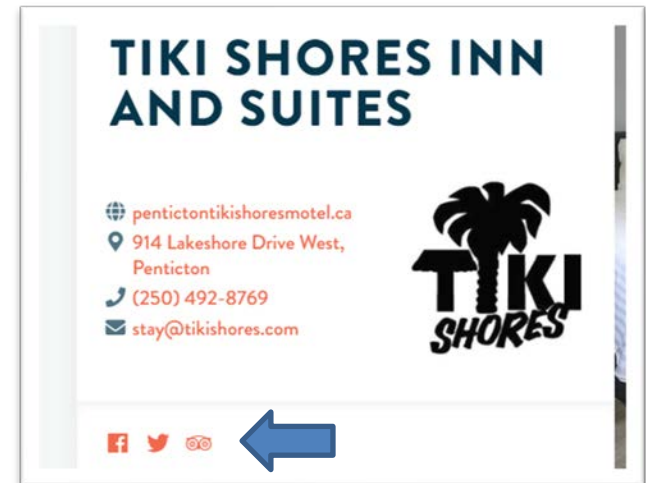
Google+ URL

Youtube URL

Pinterest URL

Instagram URL

Flickr URL



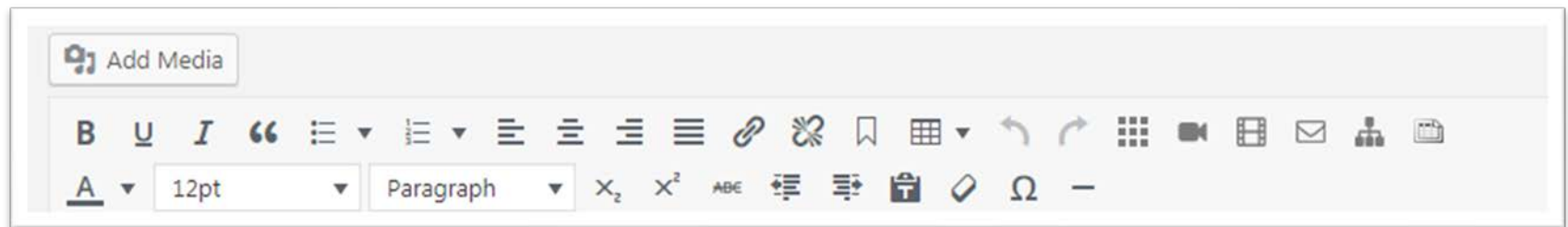
Social media icons will appear on your listing with hyperlinks

Writing Listing Copy

You should aim for at least 300 words

You can cut and paste text from your own website using Ctrl + C (copy) and Ctrl + V (paste)

Format your text using the tools on the top bar (similar to Word)



Writing Listing Copy

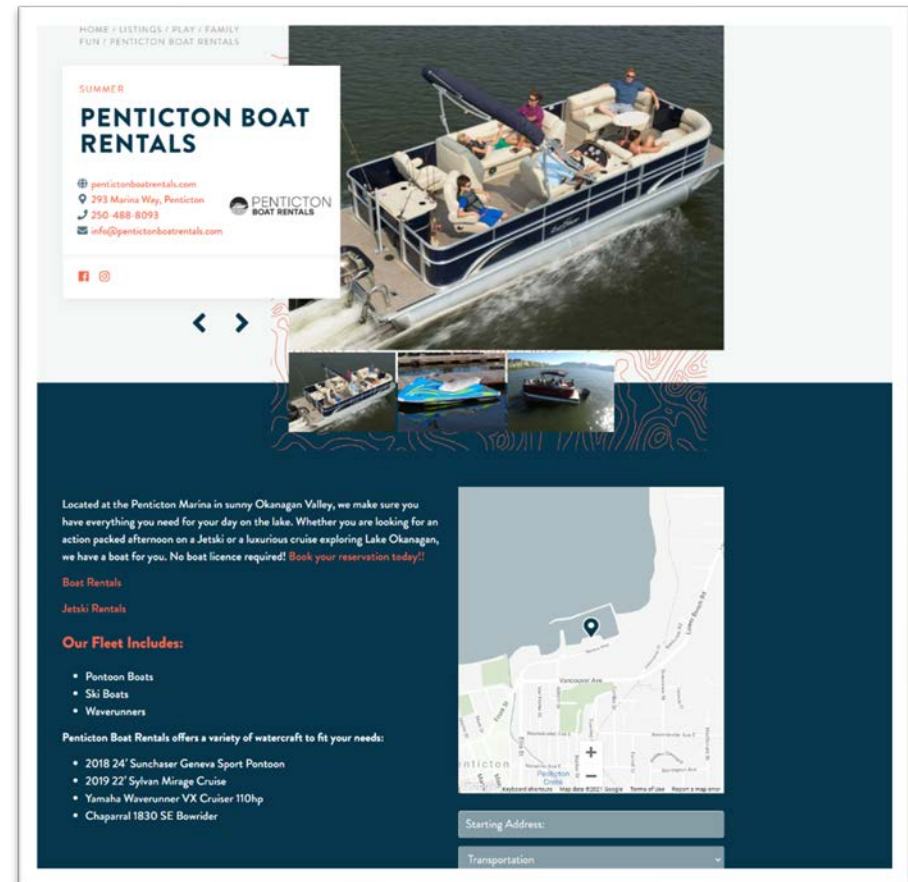
KISS – Keep it Short & Simple

Use **bold**/*italics* to highlight words you want to stand out

Use bullet points

Don't forget a call to action


Focus on your USP (Unique Selling Proposition) – why would someone choose you over your competitors?



Adding Hyperlinks

Select the text that you want to Hyperlink

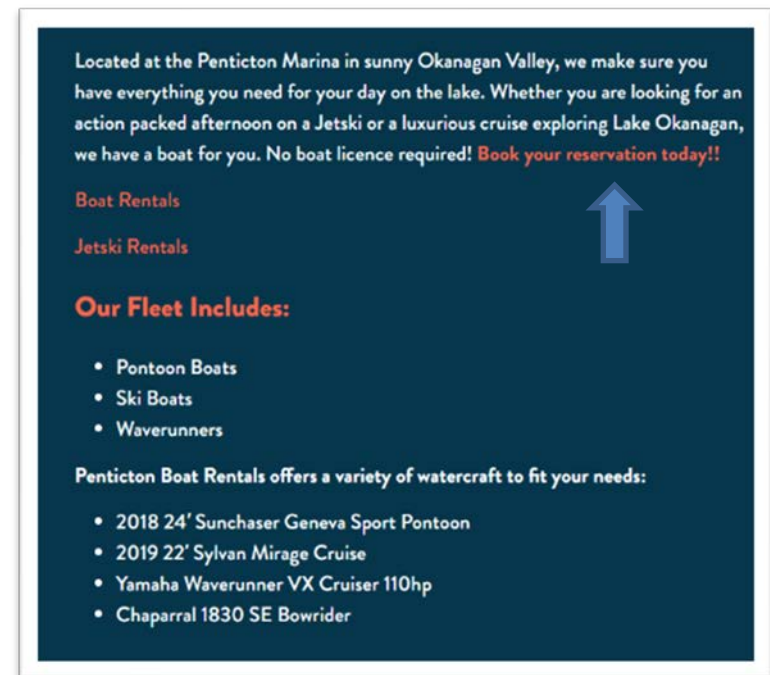
Click on the  icon in the top bar.

Type or paste the URL then click on the  icon to access link options

Check the box next to Open link in a new tab (this will ensure that visitors aren't navigated away from your listing page)

Click update

You can also **bold** and underline the text.



Saving Your Work

Once you have inputted your copy save a draft by clicking the tab in the top right corner of the screen.

You can click on the preview button to see how the listing will appear on screen.

Please note you will not be able to select or change any of the “listing categories” or “listing features” if you wish to change these please contact Travel Penticton.

Publish

[Save Draft](#) [Preview](#)

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

SEO Grade:

N/A

[Publish](#)

You will also not see your changes published immediately on the website, as Travel Penticton must approve any submitted changes. This can take up to 3 business days.

Why Optimize Your Listing

An optimized listing (with an SEO Grade of 60% or higher) helps improve your google ranking so potential visitors can find you more easily.

It ensures your message is appropriate to your audience.

Optimized listings look more professional.

Visitors love to see pictures or videos, which are key components to optimization.



Publish

Preview Changes

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Jul 31, 2019 @ 08:56 [Edit](#)

SEO Grade:

80%

[Move to Trash](#)

Update

SEO Optimization Tool

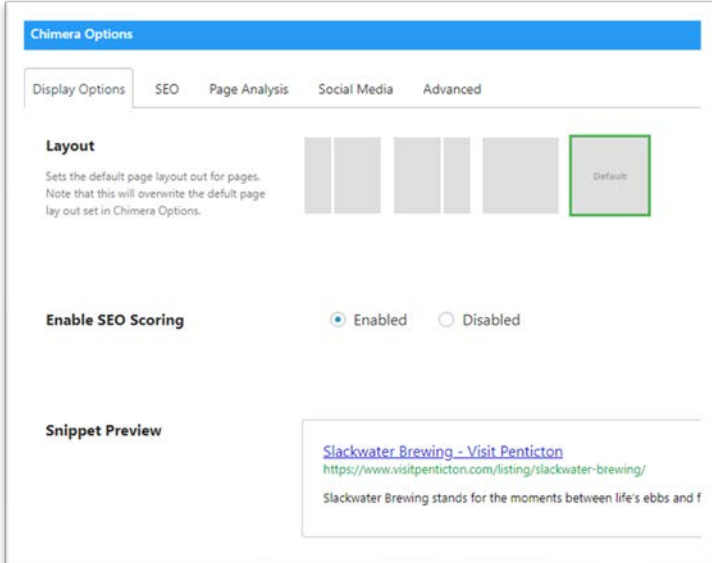
Scroll down to Chimera Options and input your information (see next page for example).

Focus Keywords – pick the main keyword(s) or keyphrase(s) that this post/page is about. (typically this would match the main title e.g. locolanding adventure park)

Meta Title – limited to 55 characters (typically your company name and catchline, usually ending with – Visit Penticton)

Meta Keywords – limited to 12 keywords or phrases, and should be included in your content.

Meta description – limited to 156 characters (the hook that will make someone click the link).

A screenshot of the 'Chimera Options' interface, specifically the 'SEO' tab. The interface has a blue header bar with the title 'Chimera Options'. Below the header, there are four tabs: 'Display Options', 'SEO', 'Page Analysis', 'Social Media', and 'Advanced'. The 'SEO' tab is currently selected. Under the 'Layout' section, there is a description: 'Sets the default page layout out for pages. Note that this will overwrite the default page layout set in Chimera Options.' To the right of this text are five layout icons; the last one, labeled 'Default', is highlighted with a green border. Below the layout section, there is a toggle for 'Enable SEO Scoring', which is currently set to 'Enabled' (indicated by a blue dot). At the bottom, there is a 'Snippet Preview' section showing a sample meta title 'Slackwater Brewing - Visit Penticton' with a green link, a URL 'https://www.visitpenticton.com/listing/slackwater-brewing/', and a meta description 'Slackwater Brewing stands for the moments between life's ebbs and f'.

SEO | Page Analysis | Social Media

Enable SEO Scoring

☒ Enabled ☐ Disabled

Snippet Preview

[Jos Pub Penticton](#)

http://www.visitpenticton.com/?post_type=listing&p=14067

Jos Pub has the best beer and the best food in Penticton. We are open 7 days a week from 10am - 1.00am. Come and check us out

Focus Keywords

Jos Pub

Pick the main keyword or keyphrase that this post/page is about.

Meta Title

Jos Pub Penticton

The title is limited to 55 chars, you have 38 chars left. Most search engines will truncate titles to 55 characters.

Meta Keywords

Jos Pub Penticton best beer

The keywords should be limited to 12 keywords or phrases, and should be included in your content.

Meta Description

Jos Pub has the best beer and the best food in Penticton. We are open 7 days a week from 10am - 1.00am. Come and check us out

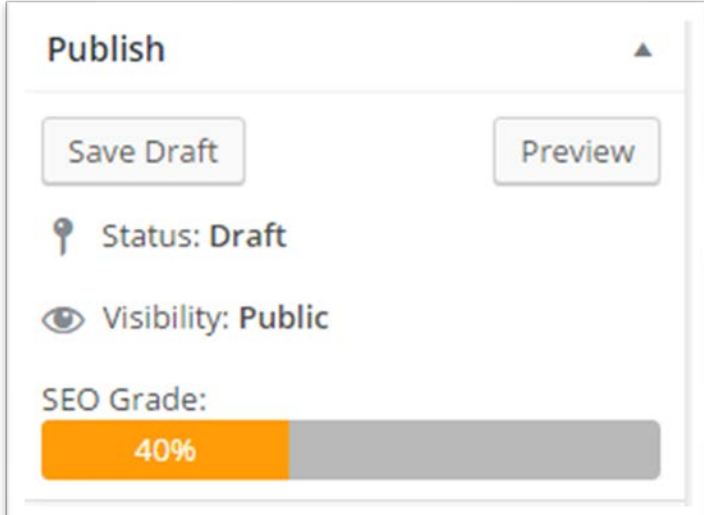
The description is limited to 156 chars, you have 31 chars left. Most search engines will truncate meta descriptions to 156 characters.

SEO Optimization Tool

Once you have filled in this information scroll back to the top and save draft.

You will notice an SEO Grade appear.

The aim is to get this grade to 60% or higher.



The screenshot shows a 'Publish' panel with the following elements:

- Buttons:** 'Save Draft' and 'Preview'.
- Status:** Indicated by a key icon and the text 'Status: Draft'.
- Visibility:** Indicated by an eye icon and the text 'Visibility: Public'.
- SEO Grade:** A progress bar showing '40%' completion. The bar is orange for the 40% and grey for the remaining 60%.

SEO Optimization Tool

The page analysis tab uses red, amber and green colour codes to show where improvements to your copy can be made.

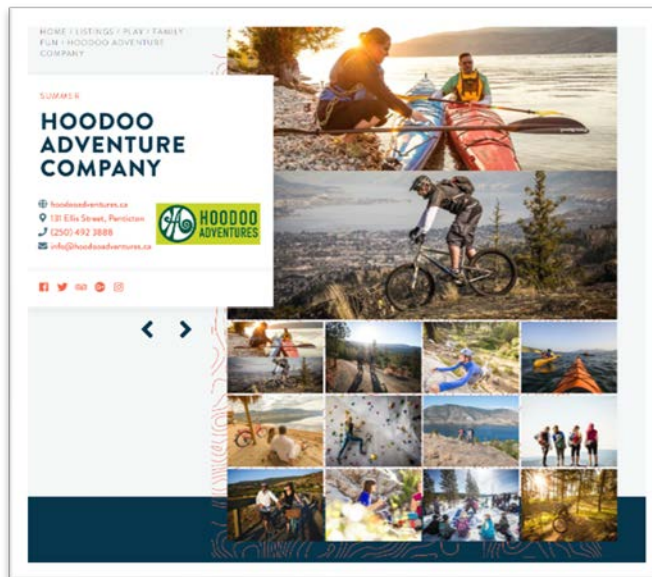
The screenshot shows the 'Page Analysis' tab selected in a navigation bar. The navigation bar includes 'Display Options', 'SEO', 'Page Analysis', 'Social Media', and 'Advanced'. Below the navigation bar, there is a yellow-bordered box with the text: 'To update the SEO analysis, save as draft or update and check this tab again.' Below this box, there is a list of five items, each with a colored circle and a text description: 1. An orange circle followed by 'You have used the focus keyword chain of events before, It is recommended to have a unique focus keyword for every url.' 2. A green circle followed by 'The focus keyword chain of events appears in the URL for this page.' 3. An orange circle followed by 'The page meta title contains 15 characters, which is less than the recommended minimum of 40 characters.' 4. A green circle followed by 'The page meta title contains your focus keyword, and the focus keyword is at the beginning which is considered to improve rankings.' 5. A red circle followed by 'Your meta description is over 153 characters, reducing it will ensure the entire description is visible.'

Images

There are two types of images on listings.

Featured Image – 800px x 600px (minimum 320px x 240px) appears in the directory

Photos – up to 12 images that appear as a slide show with your listing

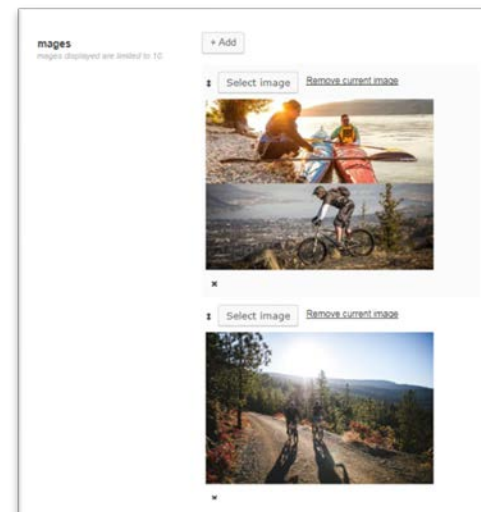
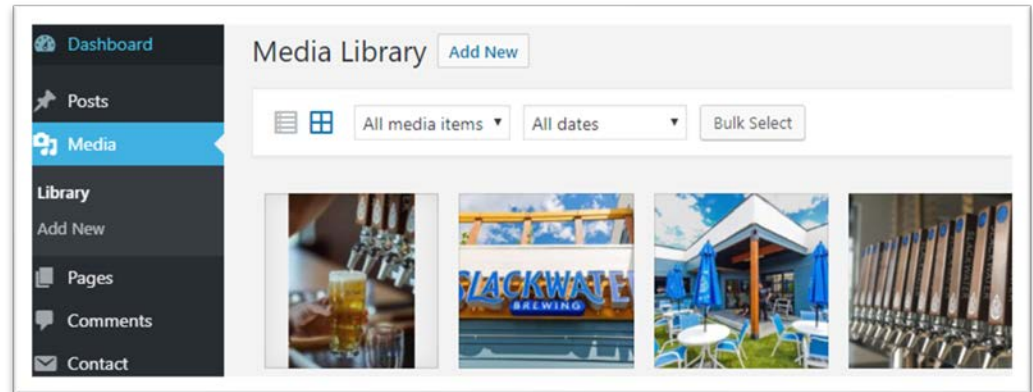


Uploading Images/Files

Go to Media Library and click 'Add New'

Drag and drop files into directory or click 'select files' to upload from your PC.

Post images onto your listing by clicking Add and selecting the image from your library.



Adding Video Content

There are 2 ways to do this:

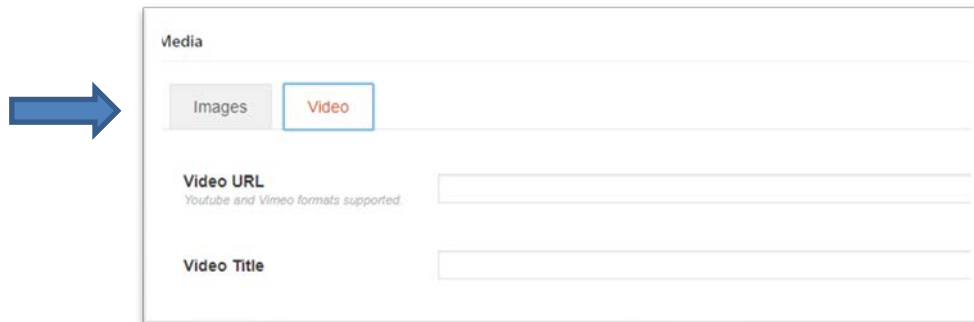
1. You can embed a video into the body of your copy by clicking this icon



Copy and paste the Video URL (from You Tube) don't change the other settings.

Click “add short code” (you can preview using the button in the top right)

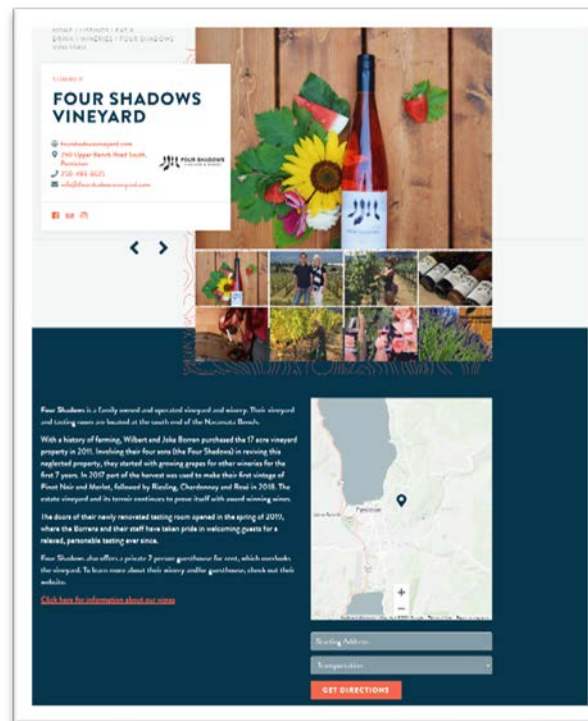
2. Add your video to your listing slideshow by clicking on the “Video” tab at the bottom of your screen and paste in the Video URL from You Tube and add a title.

A screenshot of a web interface for adding media. A blue arrow points to the 'Media' section. The 'Media' section has two tabs: 'Images' and 'Video'. The 'Video' tab is selected and highlighted with a blue border. Below the tabs, there are two input fields: 'Video URL' and 'Video Title'. The 'Video URL' field has a small text note below it that says 'Youtube and Vimeo formats supported'. The 'Video Title' field is empty.

Submitting for Review

Once you have finished inputting your copy and images/video and are happy with the preview click 'submit for review'


Travel Penticton will review your listing, assign the category and publish. This can take up to 3 business days before you'll see the edits live on the website.



Adding Packages

As well as a business listing Travel Penticton Members have the ability to add promotional packages and deals to the Visit Penticton website.

Below is an example of what your package will look like when posted.




EXPLORE CANADA. SAVE 35% AT SANDMAN HOTEL PENTICTON

UP TO 35% OFF STANDARD RATE

Feb 24, 2021 to Dec 31, 2021
Sandman Hotel Penticton

Discover or rediscover the best of what Penticton has to offer with our Explore Canada Rate. Whether you're travelling for work or planning a getaway with family or friends, our team at Sandman Hotel Penticton invites you...




BOOK NOW, STAY LATER AT PENTICTON LAKESIDE RESORT

FROM \$199

May 6, 2021 to Dec 31, 2021
Penticton Lakeside Resort & Conference Centre


Book directly with us to receive exclusive perks! Delight in planning a future getaway in the heart of the Okanagan. Rates starting at just \$199 / night. Book Direct Offer Includes: \$25 Food & Beverage...



10% OFF WINE TOURS FOR LOCALS AT SAGEBRUSH TOURS

May 7, 2021 to Dec 31, 2021
Sagebrush Wine Tours & Ski Shuttles

Sagebrush Tours is offering a 10% discount to locals for ALL our Wine Tours until the end of 2021! As the Okanagan's only ecotourism wine tour company, you'll enjoy a variety of exceptional wineries while...



10% OFF WINE TOURS FOR LOCALS AT SAGEBRUSH TOURS

DATES May 7, 2021 to Dec 31, 2021
PERSONS 2

Sagebrush Tours is offering a 10% discount to locals for ALL our Wine Tours until the end of 2021!

As the Okanagan's only ecotourism wine tour company, you'll enjoy a variety of exceptional wineries while being educated by experts on the Okanagan Valley's rich agriculture and natural history

Enter PROMO CODE: Local when booking to take advantage of this offer.

Minimum 2 people required to book a wine tour. Our tours currently operate as PRIVATE, which is for PHO and COVID-19 guidelines. Each guest must have a local current address to receive the 10% discount.

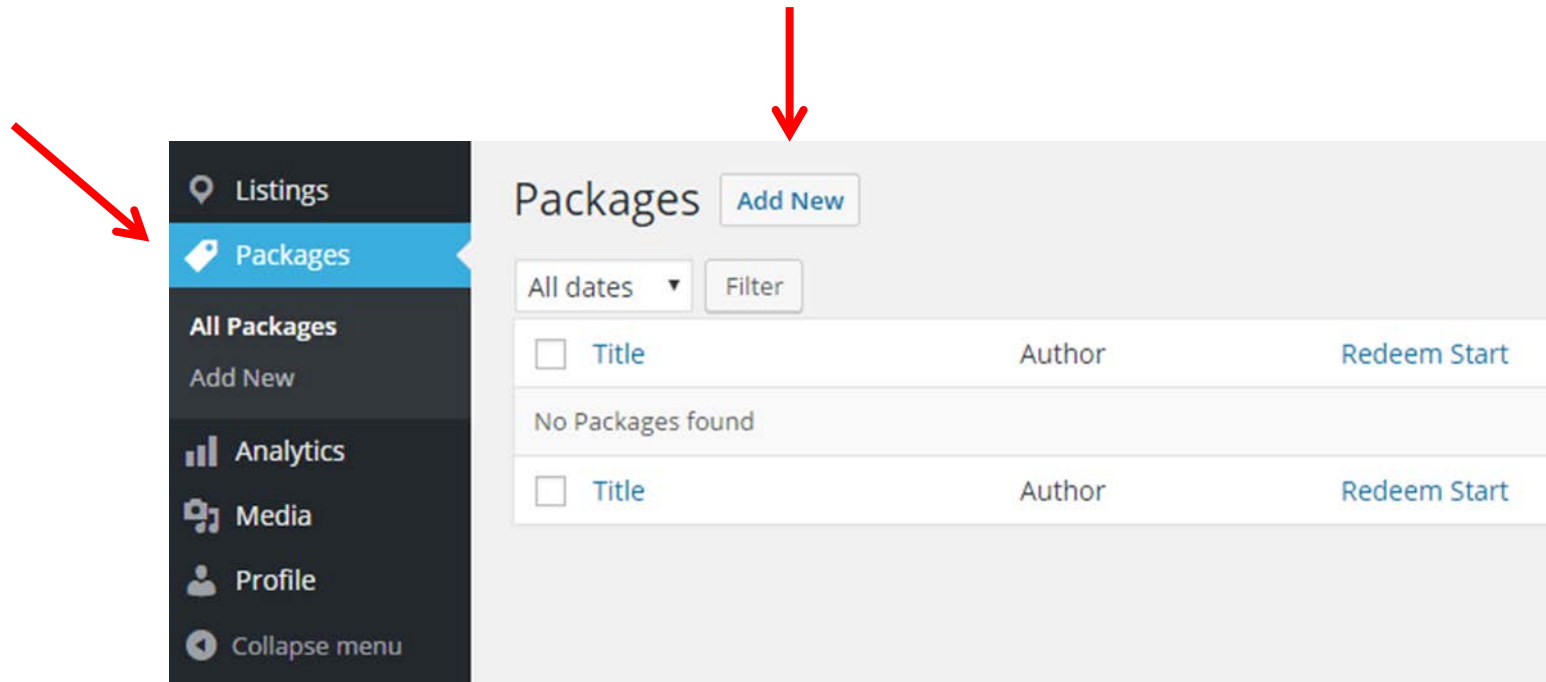
BOOK NOW

SAGEBRUSH WINE TOURS & SKI SHUTTLES

Adding Packages

To add a package/deal follow the step by step instructions below.

On the left hand menu click the “Packages” tab then click “Add New”



The screenshot displays the 'Packages' management interface. On the left, a dark sidebar menu contains options: Listings, Packages (highlighted in blue), All Packages, Add New, Analytics, Media, Profile, and Collapse menu. A red arrow points to the 'Packages' tab. The main content area is titled 'Packages' and includes an 'Add New' button. Below this, there is a filter section with 'All dates' and a 'Filter' button. A table with columns 'Title', 'Author', and 'Redeem Start' is shown, but it contains no data, with the text 'No Packages found' displayed. A second red arrow points to the 'Add New' button.

Adding Packages

Enter the Package/Deal Name that will appear as the main header.

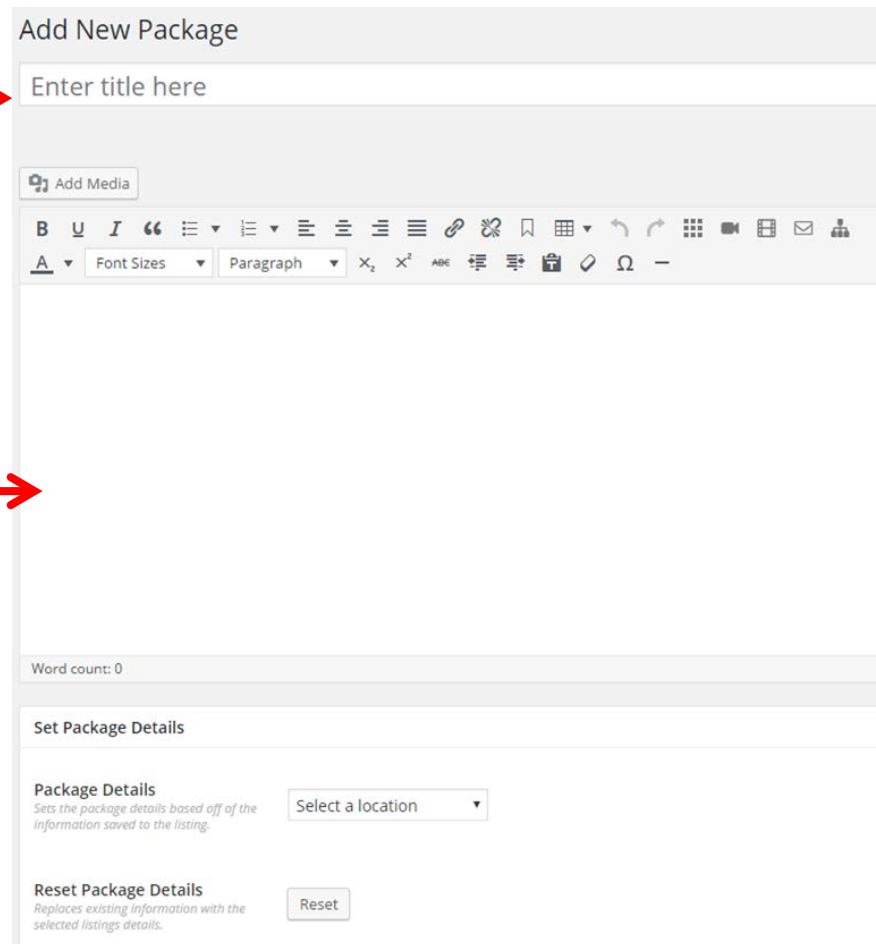
Examples include:

- Golf Getaway at Ramada by Wyndham Penticton
- Wine Tour Package with Penticton Lakeside Resort & Conference Centre

In the large text box, enter all the information about your package.

Select a location from the drop down menu (this will be your business name)

The address and contact information will automatically populate below.



The screenshot shows the 'Add New Package' form. A red arrow points to the 'Enter title here' text field. Another red arrow points to the large text box for package details. A third red arrow points to the 'Select a location' dropdown menu in the 'Package Details' section. The form includes a rich text editor toolbar with options like Bold, Italic, Underline, and Font Size. At the bottom, there are 'Reset Package Details' and 'Reset' buttons.

Adding Packages

Click on the **“General”** tab to enter the rest of your package details.

The date from which the offer will be available.

The date your offer will expire.

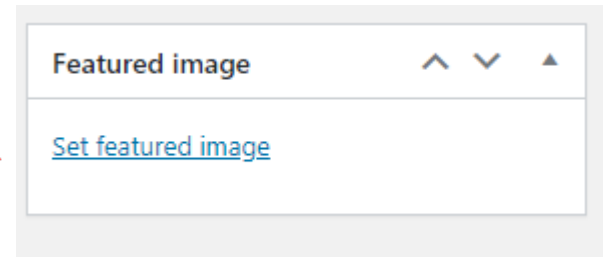
Package Information

Address	Contact Information	General
---------	---------------------	---------

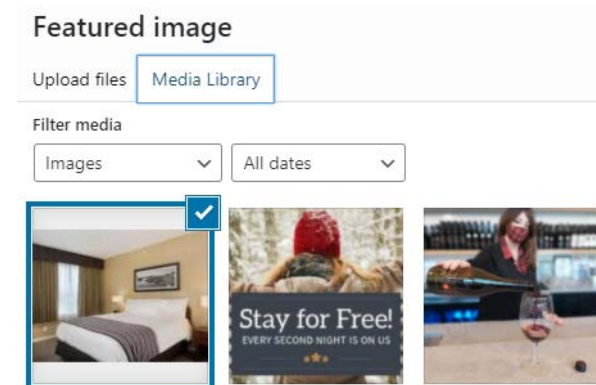
Redeem Start Date <small>Format: YYYY-MM-DD</small>	<input type="text"/>
Redeem End Date <small>Format: YYYY-MM-DD</small>	<input type="text"/>
Post Start Date <small>Format: YYYY-MM-DD</small>	<input type="text"/>
Post End Date <small>Format: YYYY-MM-DD</small>	<input type="text"/>
Nights	<input type="text"/>
Booking URL <small>Link to the third party booking site</small>	<input type="text"/>

Adding Packages

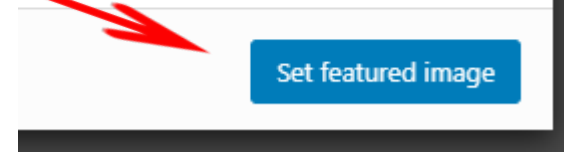
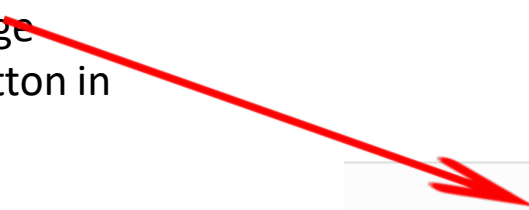
On the right hand side of the page you will find a block called “Featured image”. Click the link.



This will allow to upload a new image or select from your media library.



Once you have selected your image click the “Set featured image” button in the bottom right corner.



When you have finished submit for review (same as listings pg 23)

Analytics

Keep tabs on your listing & packages performance on a weekly/monthly basis.

See the impressions and clicks your listing receives.

Listings

Click the button below to view all package analytics. The results will show the current month by default.

[View Listing Analytics](#)

Use the fields below to search for package analytics based on the package ID, title or user.

Quick Search: ID

Use the fields below to search for package analytics between two dates.

View Date Range: to

Packages

Click the button below to view all package analytics. The results will show the current month by default.

[View Package Analytics](#)

Use the fields below to search for package analytics based on the package ID, title or user.

Quick Search: ID

Use the fields below to search for package analytics between two dates.

View Date Range: to