



OzLeisure.com.au

Listing tips & tricks

June 2007

Introduction

Your listing on OzLeisure.com.au is your way of showing all of our users just what you have to offer. The best way to do that is to fill it with lots of information about what you do, how you do it, what visitors can expect from your business and all of the important things that they need to know.

A listing with bland details will not attract a users' attention and will not inspire them to get in contact with you, and to make that booking. Saying "This is a lovely bed and breakfast set in the countryside" may sound very nice, but a user has no concept of what to expect.

This document aims to help you get the most from your listing on OzLeisure.com.au by using a few simple rules to tell users that they need to know, and how best to present it.

Step 1 – Think

There are many great companies and activities out there, and all of them want the same business that you do. So, you have to get your message right.

Don't just start writing the first thing that comes in to mind. Take your time, think it through. Think about all of the important points that you want to get across. Put yourself into the shoes of someone that knows nothing about your business and then read what you have written to see what images in conjures up in your mind. If it doesn't give you the image that you want, then go back and try again. Keep trying as many times as necessary to get it just right.

Step 2 – Sell yourself

Although you know your business inside-out, visitors to the site may never have heard of you before, and may not know what you do or how well you do it. It is up to you to tell them.

Describe your activity in full – tell visitors about the rooms, or the views, or the well trained, friendly staff. Tell them how you have all of the latest machinery, or the best-equipped facilities. If YOU don't tell them, no-one will.

There is almost unlimited space available in your listing to get your message across. Go wild, tell users everything. But be careful! – Users tend not to spend too long reading descriptions and long lists of good points. So, make it snappy – get their attention at the top of the advert, then go into more details.

You are more likely to lose a potential visitor in the first couple of lines that they read, than to get a visitor in the last few lines.

Step 3 – Think about how people would find your business

The trick here is KEYWORDS. If you were looking to find your business and had never heard of it before, you are not going to search for it by name.

What you are going to do is search by its attributes. Think about what your activity has to offer, think about the key words to describe your business and MAKE SURE that you incorporate ALL of them in your text. Be careful - don't overload the text with keywords so that it doesn't make sense. The text should be descriptive, packed full of keywords, informative and most important of all ... easy to read and understand.

Step 4 – Show people what your activity does

There is a famous quote, “a picture paints a thousand words” and it is so true. You can go into great textual detail about your business, and in the example of a 17th century manor house ... describe it to the most minute detail, but people would much rather see a picture of it.

The OzLeisure.com.au allows you to show up to 4 pictures on the site – make use of that ability.

Use a high-quality, digital camera. Take exciting photos which really show off your business and what you do. Make sure the lighting for the picture is right – no-one wants to see a manor house in the rain!

Take a number of different pictures from all angles, showing all sorts of different things. Then, when you have a few dozen, examine them carefully and pick the 4 which best show your business.

It is always a good idea to take pictures that show people enjoying themselves with happy smiles and so forth. Pictures of an empty dining room will not impress ... pictures of a dining room full of happy people eating great food and drinking great wine WILL get people interested.

Try to avoid unnecessary clutter in the picture. Stick to what sells. If you are selling a view, don't take a picture with a telegraph pole in the middle of it. If you are selling a restaurant, don't take a picture of the outside of the building when there are cars parked out front.

Step 5 – Don't rely on people's imagination

A new feature on the OzLeisure.com.au website is to allow users to watch videos of your business. They can be action videos, or your promotional video. Anything really – as long as it is not too long. About 8-10 minutes maximum ... remember, busy people have no time to waste.

Videos are great to wet people's appetite for your business, and work especially well for “action” activities like skydiving and theme parks and so on. Let your creative juices flow – if it is fun for you, then it will be fun for countless other people too – show them just how much fun it can be.

Step 6 – Special offers

No doubt, in your area of business there are countless other businesses doing exactly the same thing. How do you get people to YOUR business?

You have got the text right; people can see what you have to offer – now it comes down to the most important thing of all, “The almighty dollar”.

It doesn't matter how wealthy someone is, if they can get the same thing for a cheaper price, they will do it every time. So, you have to make your business stand out from the similar business down the road, or in the next town. The way to do that is with special offers.

They don't need to be extravagant offers; something simple is normally the best ... Stay 7 nights, pay for only 6. Family meals allow for one child to eat for free. Mention some phrase and get a 5% discount on an item. Anything like that will give you the edge – you decide what your business can afford to do on that front, but whatever it is, make sure that people know about it.

You can put your special offer in the main body of your text. If you want to ... make it red, make it big and bold ... make it huge if you want to. As long as people know about it, they will go for it.

Step 7 – Extra advertising

It is all very well having a listing on the OzLeisure.com.au website, and hoping for people to see it. But you REALLY want is for EVERYONE to see it, ALL the time.

The best way to do this is with additional advertising. OzLeisure.com.au offers a number of ways whereby you can further promote your business from the standard listing which everybody gets.

- Place a banner advert.

These are displayed at the top of the screen. They can either be on the site home page where everyone will see it, or they can be on the state home page where people who want to visit the state that you operate in will see it.

- Sponsor a newsletter

Newsletters go out to our subscribers on a monthly basis, telling them what is new on the site, and giving them some ideas as to what they could be doing with their leisure time. If you put an advert in the newsletter it will link directly to your main listing on the site.

Past newsletters can be seen at <http://www.ozleisure.com.au/newsletters>

- Advertise in our podcast

The OzLeisure.com.au podcast is a brand new initiative, only launched in March 2006 and already proving to be immensely popular. It is available around the world, and is a kind of audio-visual newsletter. From here you can not only tell the world what you have to offer but you can show them pictures and videos too.

To view or subscribe to the podcast, click one of the links on the home page of <http://www.ozleisure.com.au>

For full details of rates for advertising, go to <http://www.ozleisure.com.au/downloads> or contact your regional sales executive who will be more than happy to assist you.

Conclusion

Although there is no magic formula to guaranteed sales when advertising on a website, there are a number of golden rules that which you have just read. Those, if followed correctly, will certainly boost your presence and “searchability” on the OzLeisure.com.au, and will hopefully attract more visitors to your door.

We hope that you have found the above information helpful. If it has been, and it does work for you then we would love to hear about it. Send us an e-mail to info@ozleisure.com.au and tell us all about it.