

# visitwales.com

## Top tips for an epic listing

December 2025



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## 1.1 — How do I update my information on visitwales.com?

You need to log into [Tourism Product Database management system](#) to update your business listing including description, images and facility details.

You will need your username and password. Complete each section of your entry with your secure login without the support of Data Stewards, although they are on hand to assist you when you need it.

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## 1.2 — Support

For general queries contact Visit Wales Data Steward [visitwalesupport@granicus.com](mailto:visitwalesupport@granicus.com) | 0330 808 9410 or using live chat on the product listing tool.

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If you spot an issue, follow these steps:

**01**

Business checks entry in Product Listing

**02**

Business contacts Data Steward using above contact details

**03**

Data Steward investigates and liaises with business

**04**

If unresolved issues, Data Steward identifies circumstances of issue

**05**

If a new issue Data Steward forwards to Visit Wales database executive to be handled

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## 01

Once you have clicked on the relevant listing you want to update, a summary of your business details will then be displayed. To update the business listing record, click on **Actions > Edit Product**. You will now be able to access the various sections of your product listing to make any necessary updates or amendments. Clicking on any of the tabs on the left-hand side will take you to the relevant fields.

## 02

If you have more than one business these will be listed on the main page. Click on the product record name that you wish to update. Alternatively, you can use the 'Search Products' functionality to find the listing you wish to update.

Please Note: The website audience the listing relates to will be visible in the brackets:

- (Visit Wales) – Visit Wales visitor website listing
- (Visit Wales Business Events) – Meet In Wales website listing
- (Visit Wales Travel Trade) – Travel Trade website listing

## 03

Make sure you complete all sections to ensure you're giving your business the best chance to engage your potential customers.

Home > Attraction > Attraction Test Product (586491)

### Attraction Test Product

Product Details

Actions -

Product Details

Name: Attraction Test Product (en)

Country: Wales

Address: Address Field 1, Address Field 2, Address Field 3

Town: Town

County: County

Postal code: CF10 3RB

Location: Cardiff > Cardiff

Latitude Longitude: 51.48224, -3.18151

Map Zoom Level: Urban

Telephone: 1234567890

Telephone 2:

Fax:

Email: email@address

Website: http://www.websiteaddress.com (en)

Booking website: http://www.bookingwebsiteaddress.com (en)

Keywords: (en)

Visit duration: Not set

Save Close

## 01

Have up-to-date listing details and make sure everything's filled out.

## 02

Get a second pair of eyes to double check spelling and grammar.

## 03

Show the most important information at the top of your entry and remember to mention your nearest town/area/region.

## 04

Keep it concise to maintain the attention of the reader.

## 05

Some descriptions are probably best avoided, for example, rolling hills and hidden gems.

## 06

For help/guidance and useful hints/tips on how to make the best use the 'Wales Brand':

<http://bit.ly/CWcpWB19>

## 07

Search Engine Optimisation (SEO). Whether users are searching on Google, AI tools or a site's internal search. Place the most important keywords in the short description, as this carries the highest weight on the page. Then incorporate additional relevant terms naturally within the long description. Avoid overusing the same words or clichés such as 'hidden gem'.

## 08

Think of words that potential customers would search for, better still, ask your previous customers how they would describe your property.

**Example Accommodation** Book →

Example Accommodation is a fantastic glamping property near beautiful Llanwrst, North Wales. Sleep in comfort under the stars in your own yurt, which has all the modern facilities you'll need whilst retaining a rustic charm.

★★★★★

Where: **LLANWRST**

Type: **Glamping**

**Accommodation information**

Get in touch

Example Accommodation, Haul Pwy  
Y Cae, Llanwrst, LL50 4AA

01300 83449

info@exampleaccommodation.wales

www.exampleaccommodation.wales

Social

Accommodation type

Glamping

Facilities

- Facilities for children
- Special provision for disabled visitors
- Business facilities

Prices

3 units

Single: £

£65.00 - £100.00 per unit per night

**Take a look around**

**About Example Accommodation**

Example Accommodation is a unique glamping property which is based near Llanwrst situated in the stunning Conwy Valley. Ideally placed to explore the Llanudno and Colwyn Bay area within the wider North Wales region, Example Accommodation offers rustic living with modern touches.

Relax in the evenings on your private wooden decking patio, or cosy up with a roaring fire with your own log burner whilst enjoying the peace and tranquility of your surroundings. The site has great facilities for families, shower blocks on site, and facilities for those with accessibility needs.

Close by you'll find breathtaking walks in the Chevydian Range, amazing adventure activities in nearby Betws-y-Coed, as well as Surf Snowdonia and Zip World just a short drive away. Further afield you can find the stunning Victorian seafront in the town of Llandudno, gorge on castles at Conwy and Dolwyddelan, as well as hike impressive mountain landscapes in the Snowdonia National park where you'll find Wales' tallest mountain, Snowdon.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec et mi in justo venenatis fermentum. Fawc aliquam accumsan. Duis, porttitor. In nulla. Cras mollis eget. In non urna at lectus gravida tempus. Donec sit amet ante a risus eleifend commodo. Aliquam auctor quam massa, non fucidunt urna pretium sed. Nam tempus augue id ipsum aliquet, id cursus purus tempus.

Site: [Visit Wales](#)

Follow us

## 1.5 — Images and video How to upload images and videos

### 01

Choose a landscape photo that is at least 1920 pixels by 1440 pixels and at most 12 Megabytes (photos taken on a mobile will normally be ok). The system will automatically make your photo the right size. Check on the screen that it looks ok before saving.

### 02

Add a title that accurately describes the image as this may be used by Google.

### 03

Ensure the file size is no bigger than 4 megabytes. It's best practice to keep image size as low as possible.

### 04

Take the picture landscape, not portrait.

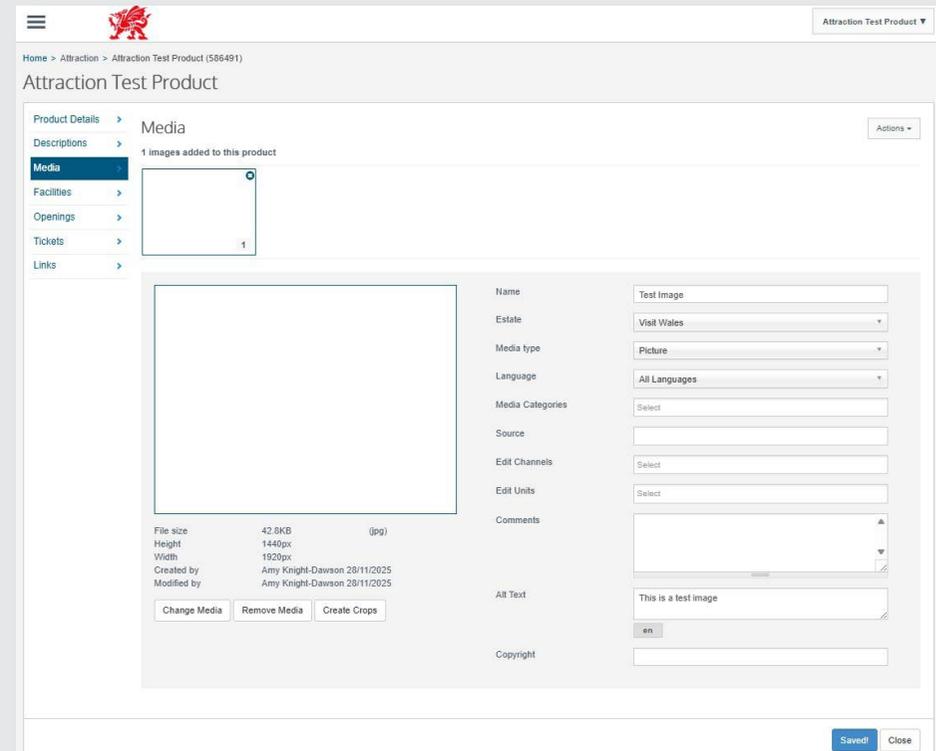
### 05

To add a new image, click on Actions > Upload new media. You will then be presented with a message to certify that you either hold the copyright for the media item or have permission to use it. You can only proceed to add the image if you click 'Ok'.

You can then click and drag your image files (click and drag all 10 image files into the same window) and click 'Ok'. This will then bulk add the media items to your listing in one go. Once you have clicked 'Ok' the images will be added to your record. From here you can change the order that the images appear in by clicking and dragging them into the required order.

### 06

The first 10 large images are sent to the Visit Wales website. The first image is used as the header banner for your page. You can reorder the images by hovering over the media and using the hand to click and drag the media item to a new position.



### 07

If images are not in the large format they will not display on your website listing.

### 08

Utilise the 10 images you are able to publish as it provides your guests the most reference with which to make their decision, and allows them to spend more time on your listing. Try not to photograph the same thing but add a variety of subjects.

### 09

Find the video you want to use on YouTube and copy the reference code and add a title that accurately describes the video (it may be indexed by Google). Click on the play button to check the reference is correct. One video will display on your product listing page in a future update.

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## 1.6 — Images and video

### Image guide

You want your potential visitors to select your business and click through to view your details. Try to imagine your business listing from your potential visitor's perspective. Would you book accommodation based on text alone?

Therefore, think about which one you would chose:

- a) The one with poor quality/no images
- b) The one with a range of high-quality images

The decision is easy but you have to ensure your images are the very best you have available and true to reality. Consider a professional photographer if budgets allow as you will be able to use these on your own website, social media channels and other marketing activity you do.

If not and you have a smart phone, the easiest way is to take photographs on this and upload them directly.

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### 01

Take pictures at different times of the year and change the order of the pictures regularly to keep the entry looking up-to-date. For example, a picture of a cosy lounge with a log fire is great for winter breaks.

### 02

Keep it bright by taking the photos during the day – let the natural light in and even turn on the lights.

### 03

Showcase elements that are unique to your business for example, a great view.

### 04

If you live close to a local attraction, post some photos of it ensuring you obtain permission so you have the copyright to do so.

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## 1.7 — ‘External Links’ section Social media

External links are now available to add to your listing:

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube

All you need to do is add your social media address and it will link through to the account.

Therefore, keeping on top of your social media presence is also vital to market yourselves and your listing.



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## 1.8 — Booking links

You will be able to add booking links to your entry by selecting your preferred booking channel. This could be your own booking system or a third party booking platform that you use. Using ecommerce techniques to include conversion to your website or booking platform.

Just select ‘external links’ section and add your booking URL. If you don’t have a booking section or page, add your website address or contact page.

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## 1.9 — What's to come?

### Language options

Translations in **Welsh** and **German**, if you want translated versions of your business to appear in the relevant sections of the website.

— **Welsh descriptions** – we will shortly be launching the Welsh language search functionality. You can now include your Welsh language descriptions, images and titles. Scroll down the page to the ‘Welsh description’ section and add your Welsh language details.

— **German descriptions** – one of our key markets is Germany. To add your German description, log into your account and once you're happy with your description, scroll down the page to the ‘German description’ section and click the arrow to translate automatically into German.

If you need help translating, then talk to *Helo Blod* who can provide up to 500 words of free translation (each month) for each business. <https://businesswales.gov.wales/heloblod/helo-blod>

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## 1.10 — Access to analytics/website stats

If you're a ‘quality assured business’ (Visit Wales or AA Schemes only) you will automatically receive an entry onto [visitwales.com](https://www.visitwales.com).

The Analytics menu will show monthly statistics about the views of your business on Visit Wales.