



10 steps to boosting your ATDW profile's visibility

STEP 1

Take a closer look at your business

- Review your existing ATDW profile and live profile on your state and regional destination websites
- Identify any other activities or experiences where your business can be featured eg. tours, room types, hire options
- Contact the ATDW team to discuss creating sub-profiles in other eligible categories.

STEP 2

Stand out in a crowd

What are your Unique Selling Points (USPs)?

Make sure your USPs are the heart of all your marketing efforts, including your ATDW description and imagery.

STEP 3

Shape your own narrative

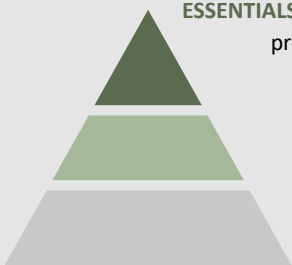
Craft an Exquisite Description

Writing for Success

- Informal and engaging
- Keyword-Rich for SEO
- Clear and concise
- 3rd person narrative
- Free online tools may help

Useful Tools

- Grammarly
- Wordtune
- SEMRush



ESSENTIALS: A critical 25-word summary, including your product name, location and the SEO keywords.

USPs: Make your audience fall in love by showcasing what sets you apart.

PRACTICAL REALITIES: Close out your description with value-adding information that will help with trip planning.

Show your credentials

Accessibility

- Assess your accessibility
- Include in your description.

Sustainability Accreditation

- Strive 4 Sustainability Scorecard
- Sustainable Tourism Toolkit

STEP 4

Use captivating visuals

Ensure your visual content is current to help set realistic expectations. Utilise high-quality imagery that speaks to your USPs. View Destination NSW's [Social Media Guidelines](#) for tips on creating quality content.



Video



Still Images



User-generated content

STEP 5

Add your direct booking link

Some Online Distributors can charge up to 30% commission. Take back control over your yield, keeping more revenue in your pocket.

STEP 6

Sync your Google Profile with ATDW

Businesses that have a complete Google Business Profile are 70% more likely to attract clicks and 50% more likely to attract bookings.

Save time and get more bookings by syncing your ATDW and Google Business Profiles today.



STEP 7

Cut-through with a deal

Create Urgency & Manage Seasonality

ATDW profiles that are seasonally updated and feature a compelling offer see significantly more traffic and higher conversion rates.

Curate Offers that Convert

Deals uploaded through ATDW give you added exposure on distributor websites, create genuine cut-through and create an urgency to book.

View [Visit NSW's Deals](#) page for inspiration.

Remember - deals are only live for up to 6-months; after which time new deals or offers will need to be provided.



Discount



Value-add
Package



Bonus Gift
or Experience



Collaboration

STEP 8

More is more

Ensure you have access to more distributor channels by providing as much information as possible; and of course, ensuring 100% accuracy.



Contact
Details



Socials



Google My
Business



Tripadvisor

STEP 9

Optimise your Profile

Book your free one-on-one profile optimisation session online. **Scan QR Code below to connect.** Take advantage of increased hype around major events and trends by including those details in your profile eg. *Great hotel to enjoy Orange FOOD Week.*



ATDW Support Hub

With over 300 articles, the Support Hub is a one-stop-shop for all your questions and support needs.

[VISIT ATDW SUPPORT HUB](#)



STEP 10

Stay relevant 365 days

Let your customers know what to expect year-round. Review and refine your ATDW content seasonally to provide your customers with tailored information and images.



Destination
Central West NSW

Connect with DNCW

E: info@dncw.com.au

PO Box 1740, Orange NSW

www.dncw.com.au