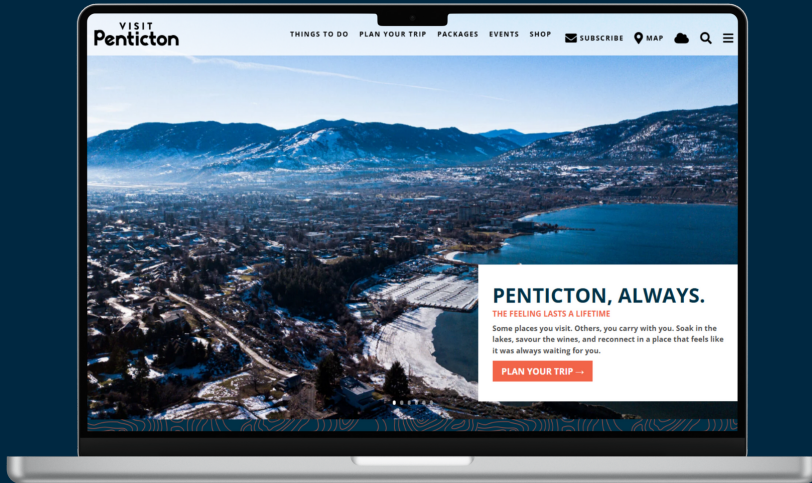


VISIT
Penticton

OPTIMIZING YOUR DIGITAL LISTING

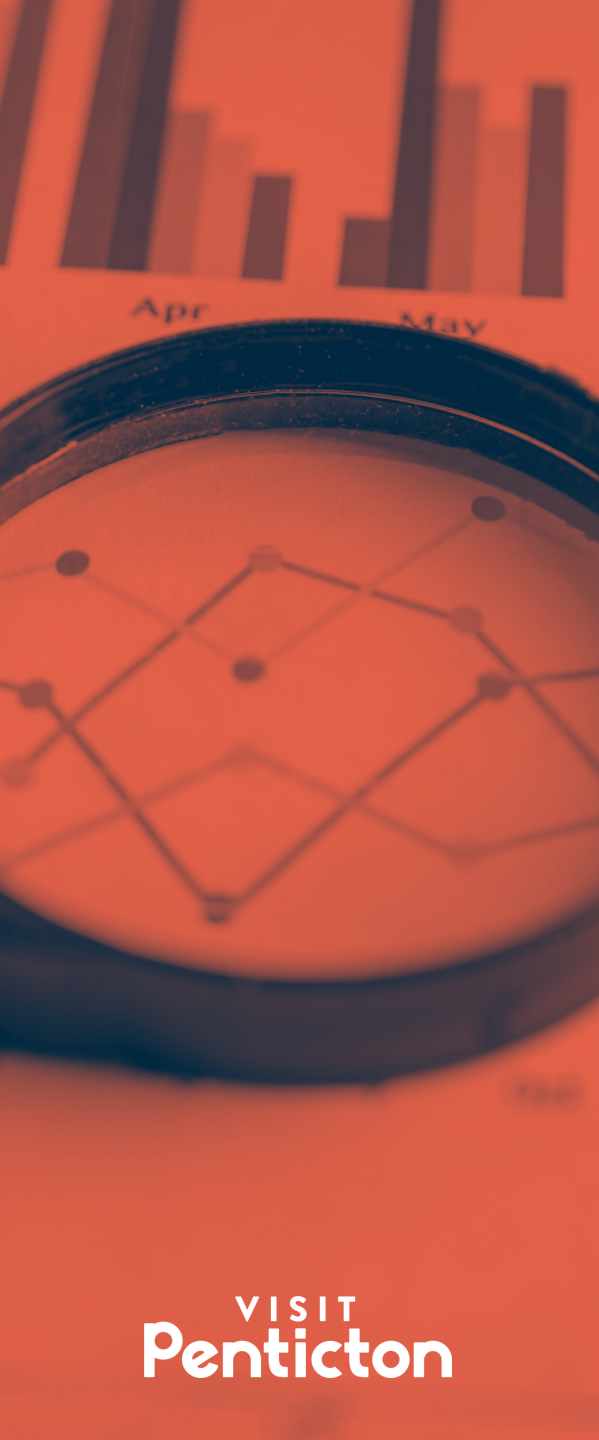
‘How To’ Resource for
Visit Penticton Members



VISITPENTICTON.COM



Visit Penticton Offices & Penticton Visitor Centre | 888 Westminster Avenue W, Penticton, BC | 250-276-2170



2025 WEBSITE ANALYTICS

MONTHLY
AVERAGE

30K+
VISITORS

145K+
PAGE VIEWS

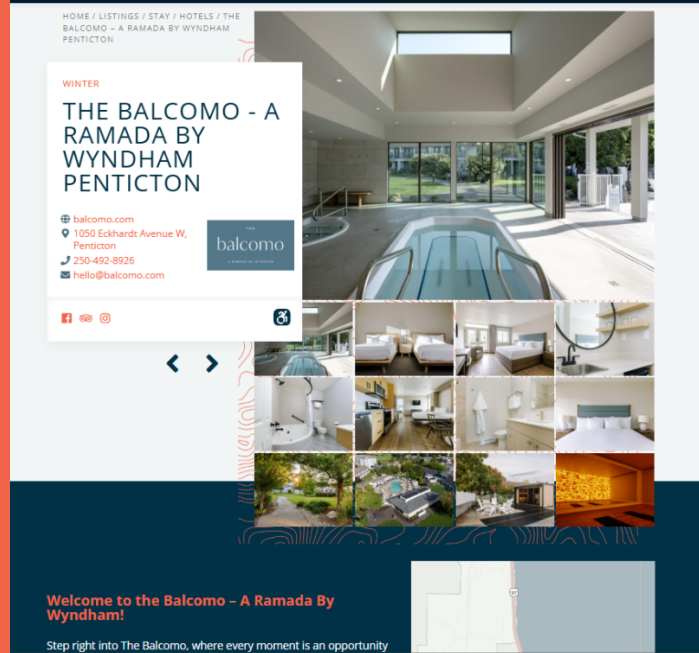
15K+
LISTING IMPRESSIONS

2.8K+
PACKAGE IMPRESSIONS

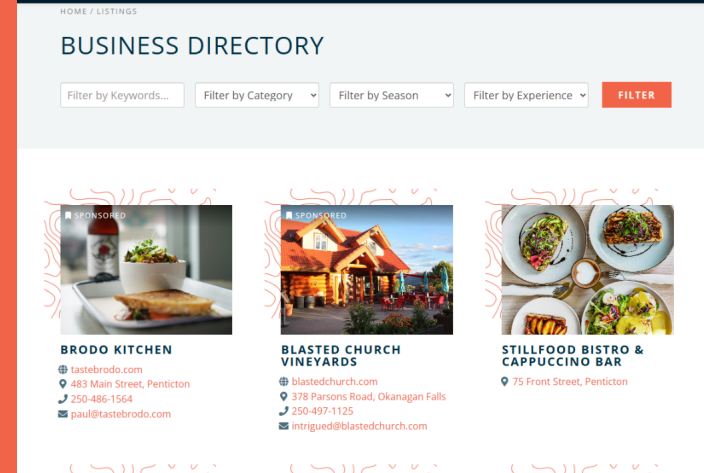
VISIT
Penticton

LISTING EXAMPLES

INDIVIDUAL WEBSITE LISTING



LISTING DIRECTORY VIEW



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

*Sponsored listings (paid option) will always show first

HOW TO ACCESS YOUR LISTING

VISIT
Penticton

Username or Email Address

Password

☐ Remember Me

Log In

[Lost your password?](#)

[— Go to Visit Penticton](#)

Click the link below:

www.visitpenticton.com/admin

Enter Username:

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

Enter Password:

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

*If you need a password reset, please contact:
membership@visitpenticton.com*

WEBSITE LISITING HOMEPAGE

WEBSITE LISITING HOMEPAGE

Packages - Create a package deal to attract more business

ADDRESS DETAILS

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

Information

Address Contact Information External Links

Address Line 1
This address is used for the Google map. 3895 Lakeside Road

Address Line 2

Address Line 3

City
Penticton

Province/State
BC

Postal Code
V2A 8W3

Country

Location
[Get location from Address](#) [Clear Map](#)

Map Satellite

Dragonboat Pub

CONTACT DETAILS

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

Information

Address Contact Information External Links

Business Email

Website
<https://dragonboatpub.com/>

Phone (Primary)
778-476-9112

Phone (Secondary)

Phone (Toll Free)

Phone (Fax)

EXTERNAL LINKS

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

Information

Address Contact Information **External Links**

Facebook URL
Your Facebook account URL

Twitter URL
Your Twitter account URL

Trip Advisor
Your Trip Advisor account URL

Linkedin URL
Your Linkedin account URL

Google+ URL
Your Google+ account URL

Youtube URL
Your Youtube account URL

Pinterest URL
Your Pinterest account URL

Instagram URL
Your Instagram account URL

Flickr URL
Your Flickr account URL

HOME / LISTINGS / FOOD &
DRINK / PUBS, CASUAL DINING &
CATERING / DRAGONBOAT PUB

WINTER

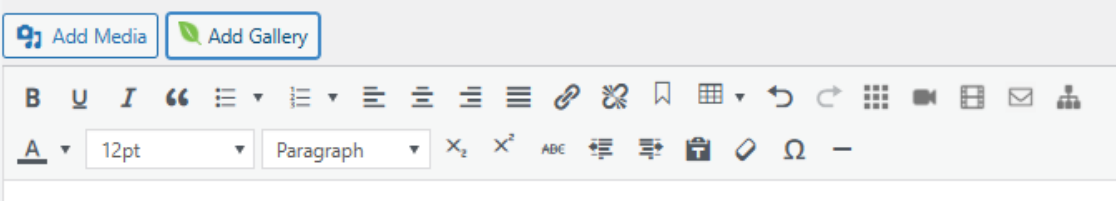
DRAGONBOAT PUB

 dragonboatpub.com
 3895 Lakeside Road,
Penticton
 778-476-9112



Social media icons will appear on
your listing with hyperlinks

WRITING EFFECTIVE LISTING COPY



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

EMPHASIZE YOUR UNIQUE SELLING PROPOSITION (USP)

Your primary task is to answer one fundamental question for the reader: “Why should I choose you over your competitors?”

Your USP is the core of your copy. Identify the key differentiator, whether it’s unparalleled quality, a unique feature, exceptional service, or superior value, and weave this benefit prominently throughout the text.

MAKE IT EASY TO SKIM

Most people scan first. Help them out!

Use short paragraphs, headings (like Heading 4 for sections), and bullet points to organize your thoughts.

Add **bold** or *italics* to highlight your best perks. When your page is easy to navigate, your message gets through faster.

KEEP IT SHORT & SWEET

Online attention spans are short. Your copy should be:

Concise: Use clear, direct language. Avoid jargon/unnecessary words.

Scannable: Structure your text so key points jump out.

Focused: Every sentence should serve a purpose, either informing or persuading.

THE CALL TO ACTION (CTA)

Tell the reader exactly what you want them to do next. Make it impossible to miss.

- Examples: “Add to Cart Today!”, “Call Now for a Free Consultation!”, “Click ‘Book Now’ to Secure Your Spot!”

Place your CTA in a prominent position, often at the end of the copy, and consider using **bold** or a **separate line for emphasis**.

ADDING HYPERLINKS

Highlight & Select the text that you want to Hyperlink

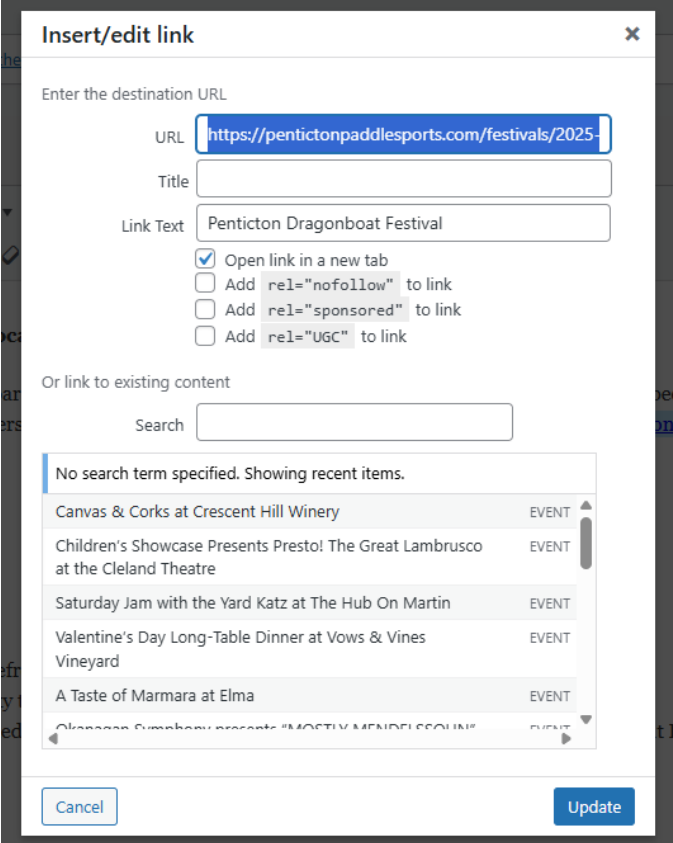
Click on the  icon in the top bar.

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.



Insert/edit link

Enter the destination URL

URL

Title

Link Text

☒ Open link in a new tab

☐ Add rel="nofollow" to link

☐ Add rel="sponsored" to link

☐ Add rel="UGC" to link

Or link to existing content

Search

No search term specified. Showing recent items.

Canvas & Corks at Crescent Hill Winery	EVENT
Children's Showcase Presents Presto! The Great Lambrusco at the Cleland Theatre	EVENT
Saturday Jam with the Yard Katz at The Hub On Martin	EVENT
Valentine's Day Long-Table Dinner at Vows & Vines Vineyard	EVENT
A Taste of Marmara at Elma	EVENT
Glasson Symphony presents "MOSTLY MENDELSSOHN"	EVENT

Cancel Update

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

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

☐ Don't update the modified date

AIOSEO Score **0/100**

SEO Grade: N/A

Publish

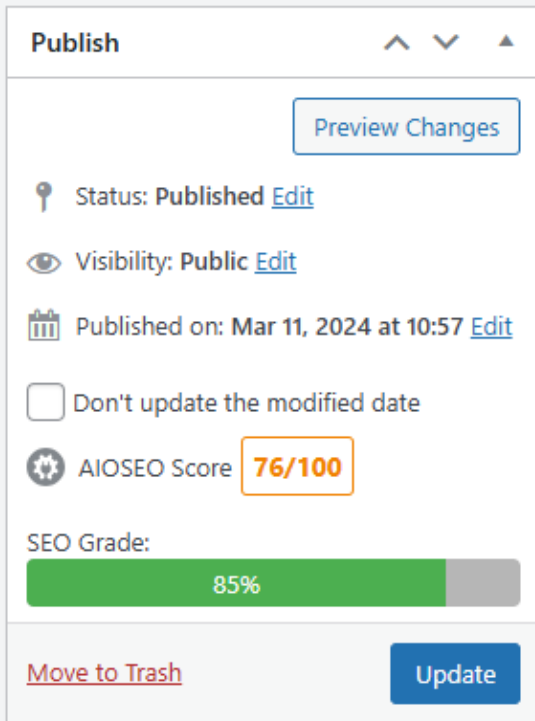
SEO OPTIMIZATION

AKA: YOUR SIMPLE GUIDE TO GETTING FOUND ONLINE

Think of your online listing like a billboard on a digital highway. Right now, it might be on a quiet backroad. **Optimizing it (SEO) is how you move that billboard to the busiest freeway where your customers are driving.**

3 Key Reasons:

- **Get Found** - Google shows you to local searchers.
- **Look Professional** - A complete listing builds trust.
- **Attract Customers** - You speak directly to your ideal visitors.



The screenshot shows a 'Publish' window with the following details:

- Status:** Published [Edit](#)
- Visibility:** Public [Edit](#)
- Published on:** Mar 11, 2024 at 10:57 [Edit](#)
- ☐ Don't update the modified date
- AIOSEO Score:** 76/100
- SEO Grade:** 85% (represented by a green bar)
- [Move to Trash](#) and [Update](#) buttons

Goal:

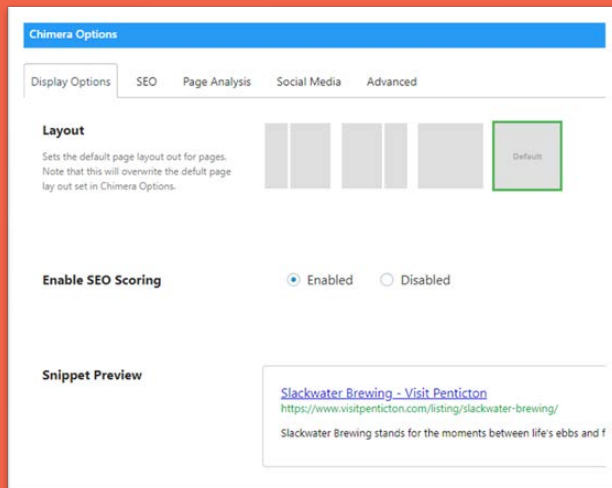
Hit an SEO Grade of 60%+
in our system.

SEO OPTIMIZATION

AKA: YOUR SIMPLE GUIDE TO GETTING FOUND ONLINE

This might sound technical, but just follow these steps in order. You're simply filling in the blanks to give Google and visitors the perfect snapshot of your business.

Where to Start: In your dashboard, scroll down to "Chimera Options" or "SEO Tool."



1. Focus Keyword (The Main Topic)

- **Think:** "What is the ONE main thing someone would type into Google to find me?"
- **Do:** Type that word or short phrase here. (e.g., *family resort Penticton, wedding venue Naramata*).
- **Keep it simple:** It often matches your business name or core service.

2. Meta Title (55-Character Headline)

- **Think:** The blue clickable link in Google's search results.
- **Do:** Write a catchy, clear title that includes your keyword.
- **Rule:** Max 55 characters (letters and spaces).
- **Simple Formula:** Your Business Name - What You Do | Visit Penticton
 - *Example: Lakeside Cafe - Waterfront Dining & Patio | Visit Penticton*

3. Meta Description (156-Character Advertisement)

- **Think:** The short paragraph under the blue link in Google. This is your hook!
- **Do:** Write a mini-ad that makes someone want to click. Mention your keyword, your offer, and what makes you special.
- **Rule:** Max 156 characters.
- **Example:** Enjoy farm-to-table cuisine on our lakeside patio. Perfect for family dinners & romantic sunsets. View our menu and book your table today!

4. Images & Videos (Engagement Boosters)

- **Do:** Upload high-quality photos and videos! Visitors love them.
- **CRITICAL SIMPLE STEP:** For every photo, there's a field called "Alt Text" or "Image Description." Simply describe the image in plain English. "A family laughing on our mini-golf course" or "Our bestselling chocolate fudge cake slice." Why? It helps Google understand your images, and it's essential for accessibility.

SEO OPTIMIZATION

AKA: YOUR SIMPLE GUIDE TO GETTING FOUND ONLINE

EXAMPLE:

Focus Keywords

Area 27 Motorsports Park

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

Meta Title

Area 27 Motorsports Park, Oliver - Visit Penticton

The title is limited to 55 chars, you have 5 chars left. Most search engines will truncate titles to 55 characters.

Meta Keywords

Area 27 Motorsports Park

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

Meta Description

Imagine a racetrack like no other, with the flow of a classic Grand Prix circuit and benefits of modern technology. Designed and built with intention, .

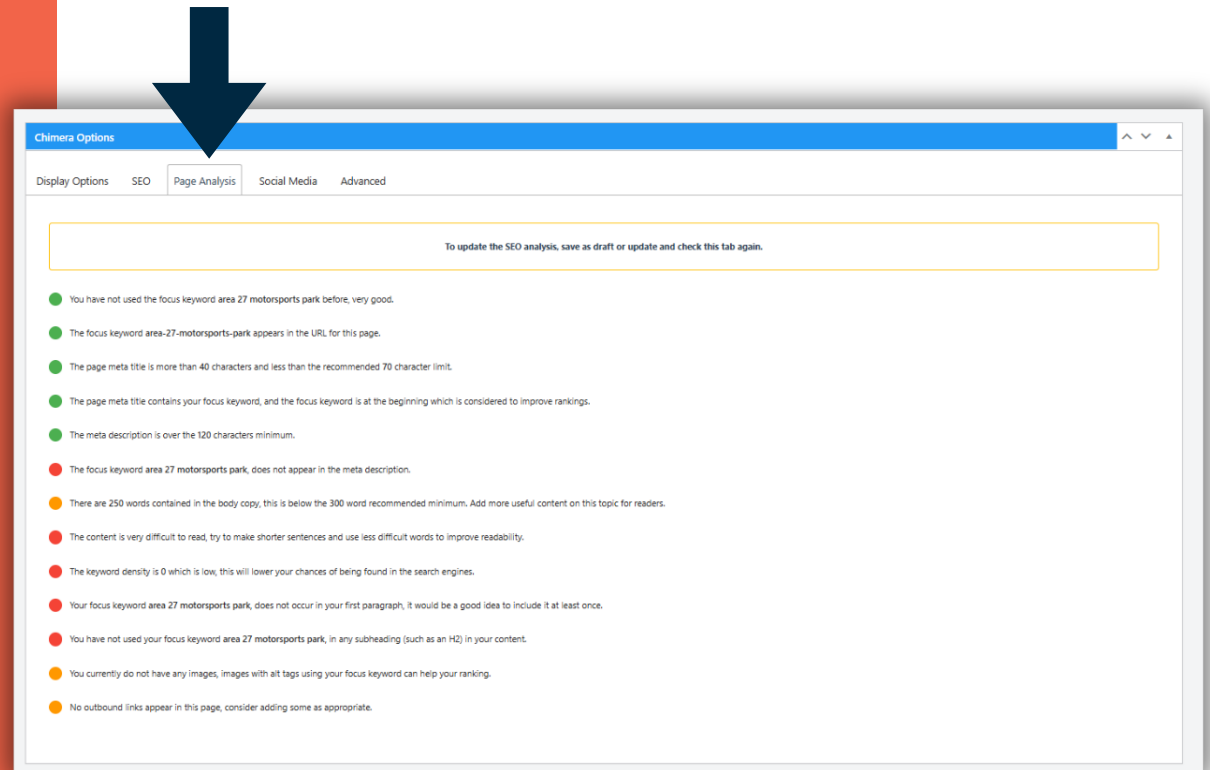
The description is limited to 156 chars, you have 4 chars left. Most search engines will truncate meta descriptions to 156 characters.

SEO OPTIMIZATION

AKA: YOUR SIMPLE GUIDE TO GETTING FOUND ONLINE

ADDITIONAL RESOURCE:

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



IMAGES

There are two types of images on listings.

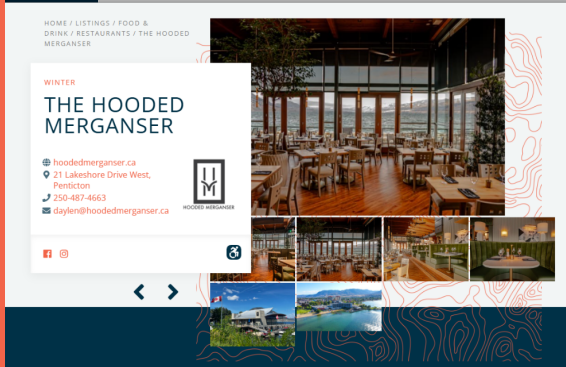
Featured Image – 800px x 600px (minimum 320px x 240px) appears in the directory

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

FEATURED IMAGE



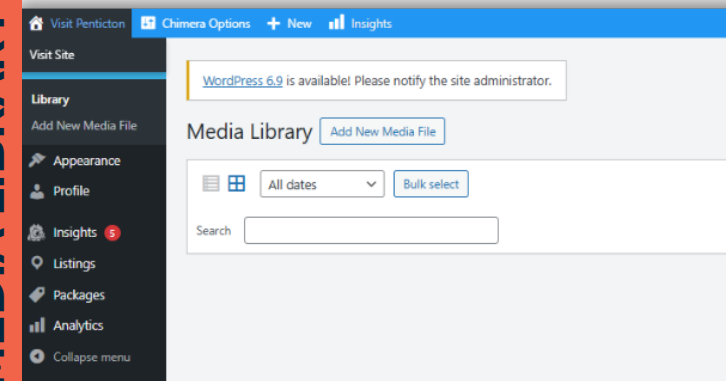
PHOTO GALLERY



UPLOADING MEDIA

- Go to Media Library and click 'Add New'
- Drag and drop files into directory or click 'select files' to upload from your PC.
- Add alt text to describe the image.
- Post images onto your listing by clicking Add and selecting the image from your library.

MEDIA LIBRARY



FINAL STEP: SUBMITTING FOR REVIEW

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

*Visit 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.*

HAVING TROUBLES? WE CAN HELP. CONTACT:

Ginger Budinski

Member Services & Events Coordinator

250.276.2161

membership@visitpenticton.com

Paige Schulz

Marketing & Member Services Manager

250.276.2169

paige.schulz@visitpenticton.com