

How to get the most from your listing



When submitting your listing for the Discovernorthernireland.com website, it is important to ensure that you provide as much information as possible for the prospective visitor. Providing useful, relevant information could mean the difference between someone visiting your venue or booking a tour or accommodation. Your product entry will have international exposure on Tourism Ireland's website Ireland.com, therefore you should also consider this visitor when providing the content. Some best practice profiles are detailed below.

Search on discovernorthernireland.com

The search function of www.discovernorthernireland.com works similar to how a search engine would work and is keyword based. Every search could potentially return a different set of results e.g. when ***Bed and Breakfasts in Downpatrick*** is searched for on the homepage the system looks for these keywords in the name of your property, location and description and if found then your property will appear high in the returned search results. It is therefore highly recommended that you update your description so that all relevant locations, type of product and key features are included in your copy. Lists of keywords in your narrative will be removed as this is not a good experience for the visitor.

Imagery

Provide strong, good quality imagery to really sell your accommodation/venue. Provide images in a landscape format and aim to feature both interior and exterior shots. Try and keep your total number of images to 9 which will provide a good overview and flavour of your product.

General information

Things Nearby

Gallery

Contact information



General Information

Ensure you provide a good quality overview of your business and promote the key highlights, making visitors fully aware of what they can expect.

Provide details of opening dates and times (if applicable), entry prices (if an attraction) or accommodation rates (if an accommodation provider) and booking information. Please keep this information up to date in order to avoid disappointing your visitor. Your entry will have international exposure therefore spelling days of the week in full and using 24 hour clock is helpful to them.

Please see example below of a good entry:

Made in Mourne is a not-for-profit social enterprise based in the heart of the Mourne, which aims to provide a fresh and stimulating environment to support and celebrate talented local creatives and showcase their work. Whether you are passing through or spending the day in the beautiful fishing town of Killeel at the foot of the Mourne Mountains, be sure to pop by and experience all that MADE in Mourne has to offer.

Browse the shop, which supports 45 different makes, retailing a fantastic range of art, crafts, homewares and artisan food items, produced locally in The Kingdom of Mourne and surrounding areas. Enjoy freshly brewed coffee and home-baked scones in our honesty coffee bar and chill out area and interact with our resident young entrepreneurs, learning more about the local area and the innovative businesses they are growing here.

Whether you have a connection to the area or are visiting for the first time, MADE in Mourne is the perfect spot to catch your breath, connect with the locals, put your feet up with a decent cup of coffee and browse handcrafted gifts to bring home as a memento of your time spent there.

Top tip: MADE in Mourne's creative hub regularly holds various creative workshops, classes and culture nights, showcasing local talent. Upcoming events can be found listed on their website and social media pages.

*Disabled toilet also available on-site



tourism
northernireland

Tourism Northern Ireland,
Floors 10-12, Linum Chambers, Bedford Square, Bedford Street, Belfast BT2 7ES
Tel: +44 (0) 28 9044 1551 Email: tidi@tourismni.com

Opening times

November - February 10:00 - 16:00

March - October 10:00 - 18:00

May - August 10:00 - 20:00

Closed 25 & 26 December

Price list

Grounds:

Adult: £5.80. Child: £2.90. Family: £14.50 Group: £6.00 per person.

Group outside normal hours: £8.00.

Contact details, bookings and Social Media links

Your entry is your shop window for your product so including more details for how the visitor can find out more will help to convert them to a booking or visit to your experience. The contact details are a way of doing this by including the address of your property, attraction, tour pick up point or venue of the event, the telephone number and email address. If you have a website which would provide the visitor with more information please add this and a real time booking link to allow the visitor to make a booking.

You also have the opportunity to provide links to your Facebook and Twitter pages if you have them, so your feed from these channels will be displayed, examples below.

Belfast Luxury Apartment
★★★★★
42 Ben Eden Green Castle View
Belfast
Co Antrim
BT15 4GU
Northern Ireland
www.belfastluxuryapartment.com
belfastluxuryapartment@gmail.com
07715 608 905
07715 608 905
From **£110**

f  [DISCLAIMER](#)

 **TaraLodge**
@taralodge4star

We couldn't be prouder of our Reception team winning the 2018 Runner Up award for the Reception Team of the Year last night at the @NIHF awards! 🎉

[Embed](#) [View on Twitter](#)



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Facilities

There is a detailed list of facilities for you to select which are applicable for your premises, such as parking available, free WiFi, toilets etc.

General information

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Facilities

- | | | |
|--|---|--|
|  WiFi |  Parking Available |  Ground Floor Bedroom(s) |
|  Ironing Facilities |  Microwave |  TV |
|  Washing Machine |  Hairdryer Available |  Dogs Welcome Inside |
|  Dogs Welcome Outside |  Private Garden |  Tumble Dryer |
|  Tea/Coffee making facilities | | |



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