Explore ASHEVILLE

Convention & Visitors Bureau

June 11, 2020

Please join us next week for a Virtual Explore Asheville Partner Forum
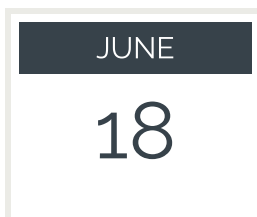
JUNE
18

Thursday, June 18, at 4:00 p.m.

- **Tune in to get an overview of Explore Asheville's marketing and advertising plans for the next phase of reopening.**

- **Preview upcoming website upgrades on the ExploreAsheville.com website.**
  Several updates are in the works to help make your business and event listings more easily accessible throughout the website, including new layouts, searchable categories and a robust mapping feature to highlight nearby shops, attractions and restaurant offerings.

- **Learn quick & easy Extranet tips to optimize your business listing on the upgraded ExploreAsheville.com.**
  Set yourself up for success by making updates to your listings now in anticipation of the website upgrades and returning visitors.

>> Register for the Zoom session here.

Optimize Your Presence on the Upgraded

ExploreAsheville.com

As an Explore Asheville tourism industry partner, you have access to control all the content of your free, full-page profile on ExploreAsheville.com in the Extranet. And with the upcoming upgrades to the website search and display features, now is an ideal time to take a fresh look at your business listing information.

Partner Pro Tips

Login to the Extranet here and update your listing:

1. **Amenities**
   Amenities can help distinguish your business from others, such as noting whether you are pet-friendly, offer takeout or have group offerings, etc. Not only are amenities a quick reference for consumers but they help website visitors find you easier. Be sure to select all amenities that apply to your offerings, so you don't miss out on any potential business.
2. **Description**
   We recommend 2-3 short paragraphs for your listing description. The first sentence is your company's value proposition and will be seen first in search results. Make it strong!
3. **Images & Video**
   Your listing has a slide show! Add 5-10 high-quality photos to show off your business (at least 640px wide by 480px tall). You can also add videos to your listing using YouTube embed links.
4. **Social Media Integration**
   Add your social media URLs and handles! Feeds and reviews will show up below the photo gallery to enrich your listing's content.

For a complete list of Extranet training materials, please visit our Extranet Instructions page here.