

# HOW TO:

## Update Your Listing

### NEW LISTING REQUIREMENTS

With our new website launching April 2020, updating your listings will be a huge part of making our site shine. To update your information, closely read through the information below.

**New word count!** Say goodbye to short 30-word listings and hello to the 180-word limit. We recommend copying and pasting your 'About' section information.

**New photo dimensions!** Make your listing shine with updated and enhanced imagery. Preferred image size is now 1400 x 1000; images cannot be smaller than 700 x 500.

### WHAT IS A LISTING?

A listing is a description of your business/organization, highlighting your features and making your business/organization attractive to its viewer.

Your listing may appear both on [VisitMadison.com](http://VisitMadison.com) and in the Official Madison Visitor Guide.

You are able to update your listing at any time. See below for an example of what your internet listing will look like on the new website.

The screenshot shows a web page for 'SpringHill Suites by Marriott Madison'. At the top, there are navigation links: 'BACK TO PREVIOUS', 'PRINT', 'EMAIL', and 'SHARE'. On the right, there is an 'ADD TO TRIP' button. The main header area features the hotel name 'SPRINGHILL SUITES BY MARRIOTT MADISON' in white text on a dark blue background, along with social media icons for Twitter, Facebook, and Instagram. Below the name, the address '4601 Frey St., Madison, WI 53705' is listed, followed by phone numbers: 'Phone: (608) 233-4580', 'Tollfree: (888) 236-2427', and 'Fax: (608) 233-4581'. There are also links for 'Email' and 'Website'. A TripAdvisor Traveler Rating is shown as four green circles and one half-filled circle, with '222 reviews' next to it. A large photograph of the hotel building at dusk is displayed, with a red 'GALLERY' button at the bottom right. Below the photo, the 'OVERVIEW' section is expanded, showing a paragraph of text: 'The SpringHill Suites by Marriott offers the modern amenities you need to stay refreshed and focused - all at an affordable price. Enjoy free Wi-Fi, a pool and fitness center, complimentary breakfast and more.' This is followed by another paragraph: 'SpringHill Suites by Marriott Madison is located near Hilldale Shopping Center and just minutes from downtown Madison. A new all-suite hotel that seamlessly blends design and functionality offering the modern amenities you need to stay refreshed and focused - all at an affordable price. Spacious suites and vibrant lobbies offer flexible spaces perfect for working, meeting or relaxing. Take the stress out of travel with free Wi-Fi, relaxing pools and fitness centers. Our Market is open 24/7 for snacks and necessities. Enjoy our complimentary new breakfast with fresh choices for a customized start to your day - like eggs with local salsa or Greek yogurt and oatmeal complete with a toppings bar for a variety of options. Quite simply, from business trips to leisurely journeys, SpringHill Suites is a breath of fresh air.' Below the overview, there are four expandable sections: 'MAP +', 'AMENITIES +', 'EVENTS +', and 'TRIP ADVISOR +'. At the bottom right of the page, there are small navigation icons.

## HOW TO UPDATE YOUR LISTING

- 1) Log in to the Partner Extranet at [VisitMadison.com/Extranet](http://VisitMadison.com/Extranet).
- 2) Select **COLLATERAL** from the left navigation bar and click on **LISTINGS**.
- 3) Select the **PENCIL ICON** by the listing type you wish to edit. We suggest aiming for a description of 150 words.
- 4) Enter the updated description.
- 5) For Internet Listings, scroll down to Listing Image and click on the image(s) you wish to be assigned to your listing.
  - a. Ideal image size is 1400 x 1000; they cannot be smaller than 700 x 500.
  - b. Only images in your media gallery will show up in this section. To learn how to add images to your media gallery, [click here](#).
  - c. The number of images assigned to your listing is based on your Partnership level. If you are not sure which level you are at, please email [partnership@visitmadison.com](mailto:partnership@visitmadison.com).

*Express:* 2 photos or logo

*Plus:* 4 photos or logo

*Select:* 6 photos or logo

*Lodging:* 10 photos or logo

- 6) Click **SAVE**.

For additional support, contact [partnership@visitmadison.com](mailto:partnership@visitmadison.com) or call us at 608-441-2635.