



FREE DIGITAL BUSINESS LISTINGS OPPORTUNITIES GUIDE

INTRODUCTION:

As tourism slowly starts to recover after the COVID19 lockdown this year, **it's essential that your business is visible to visitors** and that you are providing them with all the information they'll need to know to plan their visit. There's a whole range of free opportunities out there to help you promote your business, so be sure to make the most of these and remember that visitors will use a variety of sources, so make sure to use all of these opportunities – it will be time well spent!

Ensuring you're listed and/or your business information is fully up to date is quick and simple using the links below and if you need a little extra help, then we've created "How To" videos to take you through the process step by step.

5 TOP TIPS – remember:

- **Hope is not a strategy** – more than ever before visitors are going online to look for information to plan their trips in advance, so you need to be proactive and make sure you're visible
- **Communication is king** – visitors want to know what to expect and issues such as how to pre-book, toilet facilities available and social distancing measures are front of mind these days
- This is a time for **collaboration, not competition** – so it's not just about what you've got to offer directly, make sure to let people know what's in your neighborhood, or the city as a whole, to give them plenty of reasons to visit
- **Be brave and get creative** – there's some great examples of how businesses are getting creative about how to get information over – [video is a great option](#), but great pictures work as well, and a sense of humour goes a long way
- **Keep checking in** to www.etag.org.uk for the latest news, updates and visitor insights

Don't forget to continuously review and update your listings if circumstances change

Note: This document has been developed to provide guidance only. ETAG has taken all reasonable steps to confirm that the information and external third party links are correct, however ETAG does not warrant or assume an legal liability for the accuracy of any information disclosed and/or referenced and accepts no responsibility for any error or omission.



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Before you start, make sure you claim your "Good To Go" accreditation - you'll be issued with a digital 'We're Good To Go' mark that you can use online when you update your listings. See below for details.



WHAT	ABOUT	LINKS	"HOW TO" INFO
<p>Ensure you're listed on Visit Scotland</p> 	<p>Visit Scotland is a portal designed to connect visitors with tourism businesses in Scotland. With over 22 million visitors per year, and over 2.7 million referrals to Scottish Tourism businesses, it's important to take advantage of the free listing available on the Visit Scotland website.</p> <p>Don't forget to update the COVID-19 specific information to let visitors know 'We are open' and if you have your "Good To Go" accreditation.</p>	<p>https://findbusinesssupport.gov.scot/service/research-and-information/web-listing-on-the-visitscotland-website</p> <p>https://www.visitscotland.org/supporting-your-business/digital-skills/getting-online/business-web-listing</p> <p>For help and advice with your listing, you can contact the VisitScotland Industry Relationship Manager for Edinburgh and Midlothian</p>	<p>Find out how to get your FREE web listing: https://www.visitscotland.org/supporting-your-business/marketing-with-us/national-tourism-website</p> <p>Step by step guidance on how to update your VisitScotland.com web listing: https://www.visitscotland.org/supporting-your-business/advice/coronavirus/digital-guidance/updating-business-listings#</p>
<p>The List</p> 	<p>The List receives hundreds of thousands of visits every month. While best known for its events and food & drink listings, almost all forms of tourism businesses can be listed, so don't miss this opportunity.</p> <p>Explaining the actions you have taken to help keep people safe will increase trust and therefore make people more likely to eat and drink at your establishment.</p>	<p>https://www.list.co.uk/</p> <p>https://www.list.co.uk/guides/forever-edinburgh/</p>	<p>Find out how to get and update your FREE listing on The List: https://files.list.co.uk/documents/submitting-place-listings.pdf</p> <p>https://www.list.co.uk/member/sign-in/</p>

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<p>Update Your Google My Business Listing</p> 	<p>Google My Business is a free tool that lets you manage how your business appears on Google Search and Maps. This includes key information such as business opening hours, location and contact details.</p> <p>Ensure that your opening hours are up-to-date and that you're taking advantage of the various COVID19 specific features launched by Google.</p>	<p>Login to Google My Business: https://business.google.com/ https://support.google.com/business/answer/9773423?hl=en-GB https://smallbusiness.withgoogle.com/intl/en_uk/news/resources-for-smbs-impacted-by-coronavirus/</p>	<p>ETAG have created a short “how-to” video: https://www.youtube.com/watch?v=I_tlh0cLLdc</p>
<p>Ensure you're listed on Apple Maps</p> 	<p>Apple IOS currently holds approx. 51% of the UK Market, and Apple Maps is the default App map on Apple devices. It's therefore important to list your business, ensuring Apple device users can see your opening hours and contact details, and find directions.</p>	<p>https://www.apple.com/uk/ios/maps/ https://mapsconnect.apple.com/</p>	<p>ETAG have created a short “how-to” video: https://youtu.be/WMWDiHd_0qs</p>
<p>Update your Facebook 'About' Tab</p> 	<p>Your Facebook Business Page allows you to update opening hours, location and business contact information on via the About tab. This information is prominent when visitors view your Facebook Business profile page.</p>	<p>https://www.facebook.com/business/news/making-it-easier-to-display-temporary-service-changes-on-facebook-pages</p>	<p>ETAG have created a short “how-to” video: https://youtu.be/-ZlQWloTVt0</p>

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<p>Good To Go and Safe Travels Accreditation</p>  	<p>The 'We're Good To Go' industry standard and supporting mark mean businesses across all sectors of the tourism industry in Scotland can demonstrate that they're adhering to the respective government and public health guidance, and have carried out a COVID-19 risk assessment to check they have the required processes and protocols in place.</p> <p>If you are 'Good To Go' you can now also be automatically issued with the international 'Safe Travels' stamp from the World Travel & Tourism Council (WTTC).</p>	<p>https://goodtogo.visitbritain.com/ https://www.visitscotland.org/news/2020/launch-of-were-good-to-go</p> <p>https://www.gov.scot/publications/coronavirus-covid-19-tourism-and-hospitality-sector-guidance/pages/related-guidance/#goodtogo</p>	<p>To obtain the mark you must complete a self-assessment, confirming you have put the necessary processes in place.</p> <p>Apply now: https://goodtogo.visitbritain.com/your-business-good-to-go-scotland</p> <p>If you have already applied for "We're Good To Go," make sure you login and update your completed application to include the international "Safe Travels" mark.</p>
<p>Update your Euan's Guide listing</p> 	<p>Euan's Guide is the disabled access charity used online by thousands of disabled people to review, share and discover accessible places to go.</p> <p>They have produced 10 top tips to help venues to support disabled customers during the Covid-19 pandemic.</p> <p>Make sure to share information on any updates to your disabled access and your Covid precautions so that your visitors can feel "Covid Confident" about planning their visit.</p>	<p>https://www.euansguide.com/venues/ https://www.euansguide.com/campaigns/covid-19-venue-tips/</p>	<p>When you update (or add!) your listing on Euan's Guide, make sure you include information on the Covid precautions and safety measures, and consider whether or not these are accessible to be listed as a "Covid Confident" venue.</p>

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