OzLeisure.com.au

Listing feature detail

June 2007

Search result information

Search results are shown in response to a visitor's navigation of the OzLeisure.com.au website. This can be achieved either by drilling down through state / category lists or by searching using keywords from any part of the website.

Search results are shown that match the input query of the site visitor and in the following order (where applicable);

1. State name alphabetically (except state independent which is always shown first)
2. Master category name alphabetically
3. Premium listings always come above non-premium listings
4. For premium listings, items are shown in the order based upon the last time they were at the top of the list. So, the item at the top of the list had previously been away from the top for the longest time, followed by the next longest and so on. Right down to the last item which would have been the top item on the previous iteration of that search

The idea of the search result information is to attract the visitor's attention and invite them to view your full listing. Details of what can be shown on search results are shown below:

- The name of your activity
- If applicable, your star rating (for accommodation listings)
- An attractive image of your activity
- A brief synopsis of your activity (ideally no more than 2 short paragraphs) giving a brief overview of what you do, and your "headline" feature
- Icons for any associations to which you belong
- Icons for each of the facilities that you have
- A link to your event calendar items if you have any listed

Item detail

The item detail is your main activity listing – this is where you provide as much information as you think your potential clients will require. The purpose of your listing item is to present your activity such that it is appealing to site visitors, which encourages them to contact you and ultimately to book the service that you offer.

Listings are split into various distinct sections, as detailed below:

1. Your "master image" – this can be either your company logo, or, more preferably, an attractive and visually-appealing image of your activity.
2. Your contact details – full details of how potential clients can contact you. We require a street address here as opposed to a PO box address as visitor's need to be able to find YOU, not where your mail goes. Also, if we have a full street address, we can provide an interactive map of your location. If you have a website, we will link to it, and if you provide an e-mail address then we will enable contact to you via that address using our web form so that your e-mail address is never divulged on the website.

3. Your "Overview" – this is where you can really sell your activity to site visitors. There is unlimited space for you to write whatever you feel is relevant, and style it as required. This section is fully-supportive of HTML which will give you the flexibility you need in order to make the overview match your existing company branding. If you are a member of one or more trade associations, then the logos for those will be inserted automatically at the end of the overview text.

4. "Getting there" – details on how a potential visitor would locate your place of business. Space is available to detail how to find you by road, rail, bus and air. For example, you could write something like "Exit the Hume Freeway at exit 17, head towards My Town, take the 2nd turning on the right, and we are 300m down the road on the right, next to the swimming pool". The "Getting There" section will also show an interactive map if we are able to create once based upon the address contact details that you have provided.

5. "Facilities" – You are able to list all of the facilities that you provide or have access to from our existing list of those available. If we do not have a facility that you require on the list, then let us know and we will add a new one for you. Here, you can also add remarks to the facility; for example, for your "Room Service" facility, you could note that it is only available from 9am to 9pm if that is the case.

6. "Traveller information" – This section details information that your visitors either need to know or should be aware of. For example, if yours is an outdoor activity then you may want to advise people that a change of clothes would be beneficial, or that a camera is a must. There are 3 sections available here: "What to wear", "What to bring" and "Other information".

7. "Media" – The media section is where you can place all of the images, video, audio clips etc that are related to your activity. You can have an unlimited number of each of these items which can be of unlimited size. Your current options for media types are as follows:
   a. Images: In GIF, PNG or JPG/JPEG format
   b. Videos: In Windows Media (WMV) or Apple QuickTime (MOV) format
   c. Audio: In Windows Media (WMA) or MP3 format
   d. Slideshows: In PowerPoint (PPT or PPS) format
   e. Documents: In PDF format

   • The media section is ideal for displaying as much information about your activity as you have to potential visitors. People do like to have lots of information about a place that they are looking to book into, so the more you provide the more likely people are to make a booking with you.
   • You can also marry your OzLeisure listing with your existing advertising by placing documents containing your print adverts if you have them, copies of your brochure, TV advert videos or radio commercials. Anything that you can think of.

8. "Events" – A listing of all of your upcoming events that are also replicated into the main event calendar which is shown on the site home page, and the state home pages. Events can be anything that you run at your location from a gala day once per year, or a weekly event that you hold. This is ideal for special occasions or to demonstrate your participation in local events.

9. "Opening hours" – As the name suggests, you can list the hours of the day (split into morning and afternoon sessions if applicable) and the days of the week that you trade. Here it is also possible to note exceptions should you have any. For example, if you were open

Monday – Friday, 9am – 6pm except public holidays or during a certain period for renovation then you could note that so that potential visitors are aware of it in advance.

10. "Rate card" – if you publish a rate card then you can upload it in PDF format. There is no limit to the size of the rate card, so if it is more of a brochure then that is completely acceptable too. Links to your rate card are shown at the top of your listing just beneath your main contact details.

Conclusion

As you can see from this short features document, the OzLeisure.com.au website is more than able to meet all of your advertising needs; providing you with an online outlet to provide as much information as you have available to potential customers which will make it easier for them to choose your activity over that of your competitors.

Remember, potential visitors to your activity like to see lots of information about you before they make their decisions, and OzLeisure.com.au provides no barriers in that respect – enabling you to get your full message across.

If you require assistance using any part of the OzLeisure.com.au website, or creating your listing please get in contact with your local sales representative, or contact our head office on the details below.

For further information on what makes a good listing, and what is likely to work when attracting visitors to your activity using the OzLeisure.com.au website, please download our free guide called "Tips & Tricks" from the OzLeisure.com.au website at http://www.OzLeisure.com.au/advertise

Head office contact details

By mail: PO Box 4194, Balwyn East, VIC 3103

By phone: (03) 5795 2171

By fax: (03) 9857 3669

By e-mail: info@ozleisure.com.au

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Your guide to Australian holiday and leisure activities