



CENTRAL COUNTIES TOURISM QUICK TIPS: PUTTING YOUR BEST PROFILE FORWARD

Your Central Counties Tourism profile is an easy and FREE way to make a great first impression with potential visitors to the region. From your enticing profile picture to your business description, your goal (and ours) is to show visitors why they want you to be a part of their day trip, weekend getaway, or family vacation.

Here are some quick and easy tips to help create an online profile designed to bring guests to your business.

For Assistance Contact Your Regional Field Manager

York Region – Tamara Russell: trussell@centralcounties.ca

Durham Region – Eleanor Cook: ecook@centralcounties.ca

Headwaters Region – Tamara Stefek: tstefek@centralcounties.ca

Five

tips for creating a **STANDOUT PROFILE**

TITLE & DESCRIPTION

DESCRIBE YOUR BUSINESS IN 500 CHARACTERS OR LESS

IMAGE

UPLOAD YOUR VERY BEST PHOTOS TO “MAIN IMAGE” & “GALLERY” FIELDS (GALLERY IMAGE #1 APPEARS AS DIRECTORY). IMAGE SPECS: 300 DPI; 1300 PIXELS; HORIZONTAL ORIENTATION

LOCATION

PROVIDE THE EXACT LOCATION OF YOUR BUSINESS, INCLUDING POSTAL CODE

BE SOCIAL

INCLUDE ALL OF YOUR SOCIAL MEDIA CHANNELS

STAY CURRENT

CHECK YOUR PROFILE EVERY FOUR TO SIX MONTHS TO ENSURE YOUR INFORMATION IS UP TO DATE