VisitMO Submission Guidelines

VisitMO.com is the only O*fficial Tourism website* for the state of Missouri. This is a free service of the Missouri Division of Tourism (MDT).

To have your own business or event page on VisitMO, you submit and maintain the information online at Industry.VisitMO.com. (No programming knowledge is required.) Listings must conform to a category/type detailed in the *Listing Criteria (see the link on the start page)*. Listings may be updated as often as you like, but can be accessed only by the user of record and any editors that user chooses to associate with his/her listing. Listings not been updated by you for 18 months may be automatically deleted from the system, without notice.

Please read the Guidelines below this section. As a state agency, we have some unusual can and cannot requirements. It is important that you follow these Guidelines.

Important tip: Before submitting your information, go to VisitMO.com and search for your business/event to be sure it is not already listed. If a duplicate submission is received, we may deny the duplicate (new) listing.

If you need a basic walkthrough on completing a listing, please refer back to the Industry Portal home page and click the link that offers submission instructions for first-time users, or click the link that offers information for returning users.

Listing Guidelines

Do not use ALL CAPS anywhere in the submission.

Click each Tab on the left of the page to open the list of available options.

BASIC INFORMATION TAB

NAME: This should be the name of your business or event, not your name. Do not use the @ symbol or quotation marks. Franchise/chain establishments should include the city (Best Western - Jefferson City; Bandanas Barbecue - Columbia).

NOTE: Since a URL is not case sensitive, we recommend you capitalize each word between the www and the .com, .net, etc.) to make it easier to read. For example: www.thissiteismywebpage.com should be www.ThisSiteIsMyWebPage.com and email info@ThisSiteIsMyWebPage.com.

EMAIL: The email address for the contact person of this specific business or event.

WEBSITE (URL): Please read the Linking Policy (pay close attention to item 2). URLs that do not meet the policy will be removed.

PHONE/FAX: Enter only the 10-digit number. If you have a toll-free number, use it. *These requirements apply everywhere a phone number is entered:* **Do not** include the leading 1- on any numbers. Use dashes only: 111-111-1111. Sorry, we do not post words in phone numbers; please convert to numbers.

DESCRIPTION: Be thorough but brief. The idea is to give them enough information that they will click through to your website for details. Proofread your work for correct spelling, punctuation, grammar and syntax.

General Description Guidelines (applies to all Descriptions):
Include an adequate description of your business/event. Think from the visitor's point of view. What does the visitor want or need to know. Tell them what there is to do; why would the want to come there; any restrictions; location, et cetera. If you are closed certain days/months (Christmas, Nov.-Feb.), say so. If seasonal, give specific months (do not say, summer, winter, et cetera). If you are a rural location, give some basic driving directions from the nearest landmark or major roadway.

Note: We are not allowed to use terms like "close to," "nearby," "walking distance," "short distance to," et cetera, because these terms have no real meaning. Give an actual distance in blocks, miles or realistic travel time. (Next door, adjacent, across from are ok.)

We try to avoid terms such as "newest," "largest," "only," "first," "most friendly," "easy access," "conveniently located," "premier...," et cetera.

If you have been given an award/designation (Most Romantic Inn in the Midwest; AAA Four Diamond), include the name of the organization that made the award and the month and year the award was given. If it was more than two years ago, we cannot include it.

Include admission prices. Give specific age groups *($15; age 60+, $12; ages 2-17, $10)*; do not say seniors, children, students.

In addition to the info above, include the category specific info outlined below.

Lodging Specific Description:
Include information about the facilities; any special types of rooms; unique features; views; et cetera. Avoid adjectives that are a matter of opinion: beautiful décor; tastefully decorated; luxurious bedding; et cetera.

> **Very Important: Jacuzzi** is a brand name and registered trademark; it **is not** a generic term for a whirlpool tub. It is against trademark laws to say Jacuzzi if your

tubs are not actually Jacuzzi brand. Use terms like jetted tub, whirlpool bath, or hot tub. If you actually have Jacuzzi brand tubs, you must say all three words: Jacuzzi brand tubs. (This applies to all brand names, including Sea-Doo; Jet-Ski; WaveRunner; Coke; Kleenex; Xerox; Saran Wrap; et cetera.) The corporations who hold these trademarks have the right to sue you for trademark infringement.

Dinning / Drinking Specific Description: Include any specialties; is there a bar/lounge; anything unique about the establishment; is group seating available (if so, for how many); et cetera.

Event Specific Description: Tell what goes on; list the activities; are food and beer/wine available; parking; any age restrictions; et cetera. (Avoid saying ". . . and much more." Tell us what the "more" is.) **Always include** the name of the venue (at the Jones County fairgrounds). If in a rural area, include some basic driving instructions.

Golf Tournament Specific Description: The number of players per team; male, female or mixed; format (scramble, best-ball, etc.); tee times or shot-gun; is food included; is the cost per person or per team; dress code (including spike restrictions); where/how to register; et cetera. **Always include** the name of the golf course. Give the name of the charity, institute or civic organization which the proceeds benefit.

HOURS OF OPERATION: Must be hours. List by day of the week if different. (See the examples below.)
Attractions, Dining / Drinking: the opening and closing times.
Lodging / Bed and Breakfast / Campgrounds: front desk or office hours (when the traveler may contact you).
Live Shows / Theaters/ Sports Venues: ticked office hours.
Events: the opening and closing times for the overall event.
Service and Transportation businesses: general office hours.

You may say: 24 hours; sunrise-sunset; dawn-dusk; by appointment only. Always include a.m. or p.m. Do not include the :00 on even hours. Say noon or midnight rather than 12 a.m. or 12 p.m. Do not say: "call," "see website," "various," "seasonal," "all day," et cetera.

> *(Examples: Mon.-Fri., noon-8:30 p.m.; Sat., 9 a.m. -10 p.m.; Sun., 9 a.m.-1 p.m. / Daily, 8 a.m.-9 p.m. / By appointment only: Mon., Wed., Sat. only, 9 a.m.-3 p.m.; or, Office Hours: Mon.-Sat., 8 a.m.-6 p.m.)*

LOCATION ADDRESS: This must be the actual street address for this business or event (not a P.O. Box; not just a street name; not an intersection). *Note: In this box, we change highway designations (Highway; Hwy; U.S. Hwy; et cetera) to Route.*

If your business or event has no actual location address, pick an address nearby or in mid-block, or give the specific Route (highway) number and include driving directions in the description. Rural locations may use a mail delivery address: RR., RFD, etc. (RFD 5, Box 31).

The city must be the city where this attraction/event is actually located. As you type, a city list will appear, getting shorter as you type. When you see your city, click it. A list of Zip codes will appear. Click yours. *(If your Zip code is not on the list, select the nearest one and email ListingEditor@VisitMO.com.)*

LOCATION MAP (Enhanced form only): You cannot enter the GPS LAT/LNG. The mapping system will do that automatically. When you 'submit this listing,' if you get an error "LAT is a required field," it is because you did not do the "Map It" step outlined in the next paragraph.

After you enter (or any time you change) the address in the enhance form, you must click **"Map It."** The flag will move to the address you entered and the GPS (LAT/LNG) will be filled in automatically. Check the map to be sure the flag in the correct place.

MOVING THE MAP FLAG: If the flag pointer is in the wrong spot, you can move the flag. Place your mouse on the flag and drag it to the correct location. (If you place the pointer on an area other than on the flag, you can move the entire map in the same way.) If you move the flag, the GPS will change but the address will stay the same. (Do not click 'map it' again.)

MAILING ADDRESS: This is the mailing address for the person or organization who submitted the listing. This information is for MDT use only, so we know who to contact regarding this listing; it is not seen by the public. This may be different from the location address. You may use a P.O. Box. Here you may use Highway, Hwy, CR, County Road, et cetera. If the mailing address in not in Missouri, select the Mailing State first, then the city.

SPECIFIC AMENITIES TAB

Open each section and check the boxes that apply to this business or event. If the Specific Amenities tab will not open, that indicates there are no choices available (this may be the case if MDT is not currently accepting Travel Guide submissions).

GENERAL INFORMATION TAB

Open each section and check the boxes that apply to this specific business or event. NOTE: **The 'Travelers with Disabilities' and the 'Smoking Policy' lists are required.** They should be completed as they apply to your overall operation or venue.

Note: by checking "**ADA Fully Compliant**" in the 'travelers with disabilities' list, you indicated that your location/venue meets, at a minimum, all of these requirements: designated handicapped parking; curb cuts at sidewalks; access ramps at building entrances; entry doors with assisted-opening mechanisms; restroom facilities with grab bars; low height counters/tables available; wheelchair accessibility in public areas; that your facilities contain no architectural barriers within public areas that hinder the movement of vision impaired persons; and your public facilities (including telephones and drinking fountains) are useable by persons with no or low vision.

SEARCHABLE KEYWORDS TAB

Open each section and check-mark only the keywords that apply to your general location vicinity (within 25 miles or 25 minutes) and are readily and easily available to your customer.

TOWNS AND CITIES LIST: If you are in a small community, you may associate yourself with nearby larger cities. For examples, if you are in Hollister, Rockaway Beach, or Walnut Shade, you could select Branson; in Maryland Heights, Earth City, Chesterfield, you may checkmark St. Louis; Berger and Rhineland may select Hermann; et cetera. If someone searches for Hermann, businesses in Berger will show up, even though they are not in Hermann. Please, do not push the envelope.

RELATED ITEMS TAB

LISTINGS: You may include within your listing, links to other local attractions/events that have listings on VisitMO that may be of interest to your customers. Enter a word from that business's name and click 'search.' Click the + sign by the listing you wish to associate. You may add as many as you wish. Scroll down and click 'save and continue.' Links to these listings will be shown on your listing's page. To remove an associated listing from your page, click the - sign.

EDITORS: These are the people who can access and can make changes to this listing. The "managing editor" (with the highlighted button) is the person with primary responsibility for the listing. All communications from the Division of Tourism will go to the listing's managing editor. You may add contributing editors following the same basic instructions shown for listings by searching the person's last name. Contributing editors must be a registered user.

PHOTOS: You may upload photos (as many as eight). There are no size restrictions; the system will resize to meet our limits. We suggest you copy your photo to your desktop first, to make it easier to find. Click 'Add New.' Locate the photo. You may (not required) add a short title for the photo, and a brief description. Click 'continue upload.' (The upload may take several seconds.) You may (not required) associate keywords from our database to this photo. Scroll down and click 'save and continue.' Click the circle beside the photo you wish to be the primary photo. Click 'save photo' again.

Once you have completed all information, click "Submit This Listing." Your submission will go into a pending list until we edit and process it. New listings do not go live until edited and approved by MDT. For updated listings, the previous information remains on VisitMO until the changes are edited and approved by MDT. You will be notified by email when the listing is processed.

Listings which have not been updated by the user for more than 18 months may be automatically deleted by the system without notice.

Please keep your User Profile (especially your email address) up to date.

Questions, problems, comments?
Send an email to: ListingEditor@VisitMO.com
or to TravelGuideEditor@VisitMO.com