

Interim Destination Content Checklist

Complete display contact information (URL, phone number, address, email)

Your logo

COPY

Your pages will be added to our queue for updating to SEO-friendly standards and will be upgraded in the order in which it was added to the queue. The new copy will be sent to you for approval when it is ready.

Your three pages on the new TourLouisiana.com will consist of the following.

- o First Page: Overview
- o Second page: Things to Do/Attractions
- o Third Page: Annual Events

*** In the interim, please provide three pages of copy that can be used while we draft your new copy.**

IMAGES

One “hero” image (if you have more than one image in this hero size – send it in!). **Absolutely NO text or logos - photo only.**

- o 1108 x 360 pixels.

Images for use within the copy and in a slide show that will appear on your page.

- o 20, 30, 40 photos (we might not use them all, but don’t limit yourself, so we can choose from the best).
- o These do not have to be as big as the hero image, but the larger the photos, the more useful they can be.

PDF

PDF of your visitor guide

LINKS

Links to your website

- o A link to your website homepage.
- o A link to your newsletter sign up page.
- o A link to you ticket (buy now) page.
- o A link to your book now page.

Links to your social media pages & apps.

- o Facebook
- o Twitter
- o Pinterest
- o Instagram
- o iOS
- o Android

VIDEO

A link to your YouTube video.

- o If you don’t have a video on YouTube, but do have a video, you can upload the video file (following the specs on this page: www.thetoursites.com/Specs/ContentPageSpecs.cfm).

UPLOAD

Materials must be uploaded, preferably in a single upload. The easiest way to do so is to put all your files in a zip file .

- o The max files size in the upload tool is 95 MB, so if your zip file exceeds that, you may need to split your files into a few zip files or a couple of uploads.
- o **Upload to: materials.ajrmediagroup.com.**
- o In the notes section write: YOUR PLAN TYPE i.e. - for our new TourLouisiana DESTINATION pages