How to update your Property listing on www.LodgingVT.com

Though not a marketing association, VLA does offer the benefit of a Property Showcase Listing on www.LodgingVT.com. Inbound traffic from any "authorized" source is beneficial to search rankings for your own site. Further, VLA has maintained the legacy domain www.vermontwaytostay.com which, for 9 years, has driven traffic to Vermont's inns and bed & breakfasts. In fact, www.vermontwaytostay.com will point directly to the Member Properties page of the VLA website.

So that you can keep your listing up to date, you have full access to your page on the site. We encourage you to update your listing with fresh, keyword rich text and beautiful, high-resolution images. Post on-going specials and packages to further enhance your listing. And be sure to include a link to your booking tool to encourage commission-free direct bookings. The site is built on a WordPress platform so much of this may already be familiar to you.

- To access your page, go to www.lodgingvt.com/wp-admin
- Enter your username and password where indicated.
- The dashboard will open. In the left column, find 3 links: INNS, MEDIA, and PROFILE
- Click on PROFILE to update your password.
- Click on INNS. The center page will open and show a link to your property. Hover your mouse over the link to find additional sub-links. Click EDIT to update your page.
- Fill in or update all the appropriate blocks. When updating the first block with keyword-rich content, you may also "hot-link" words and phrases back to your own website. Again, inbound links to your site from an "authority" help with SEO for your own website.
- Add or update your header image. Add sidebar images to the gallery box at the bottom of your admin page.
  - All images (both header and sidebar) should be of high resolution and measure 1024px wide x 680px tall.
  - Before uploading images to your media bank, run the image through www.tinypng.com. This is a tool that compresses your images (without reducing resolution) for faster page loading. Google ranks websites on how quickly they respond and we want these pages to open quickly!
  - When you add an image, you are also required, by ADA rules, to fill in the ALT-TEXT box. ALTernative Text is simply a description of the image, in ten or twelve words, so that a screen reader could tell a sight-impaired person what the image is in that block. Do not stuff keywords in the ALT-TEXT box. For example, if the image is of the front of your inn, you might enter: *white, three story building with black shutters on a snow-covered lawn.*
- Remember to check back on your listing from time to time especially to remove outdated information. If you load a Special or Package on your page, this information appears on your own page; but it also populated a secondary page on the LodgingVT website (https://lodgingvt.com/lodging-specials). So your inn's information appears in more than one place, again an SEO benefit!
- Should you lose or forget your password, we can reset it for you. Send an email to info@lodgingVT.com requesting a password reset.