

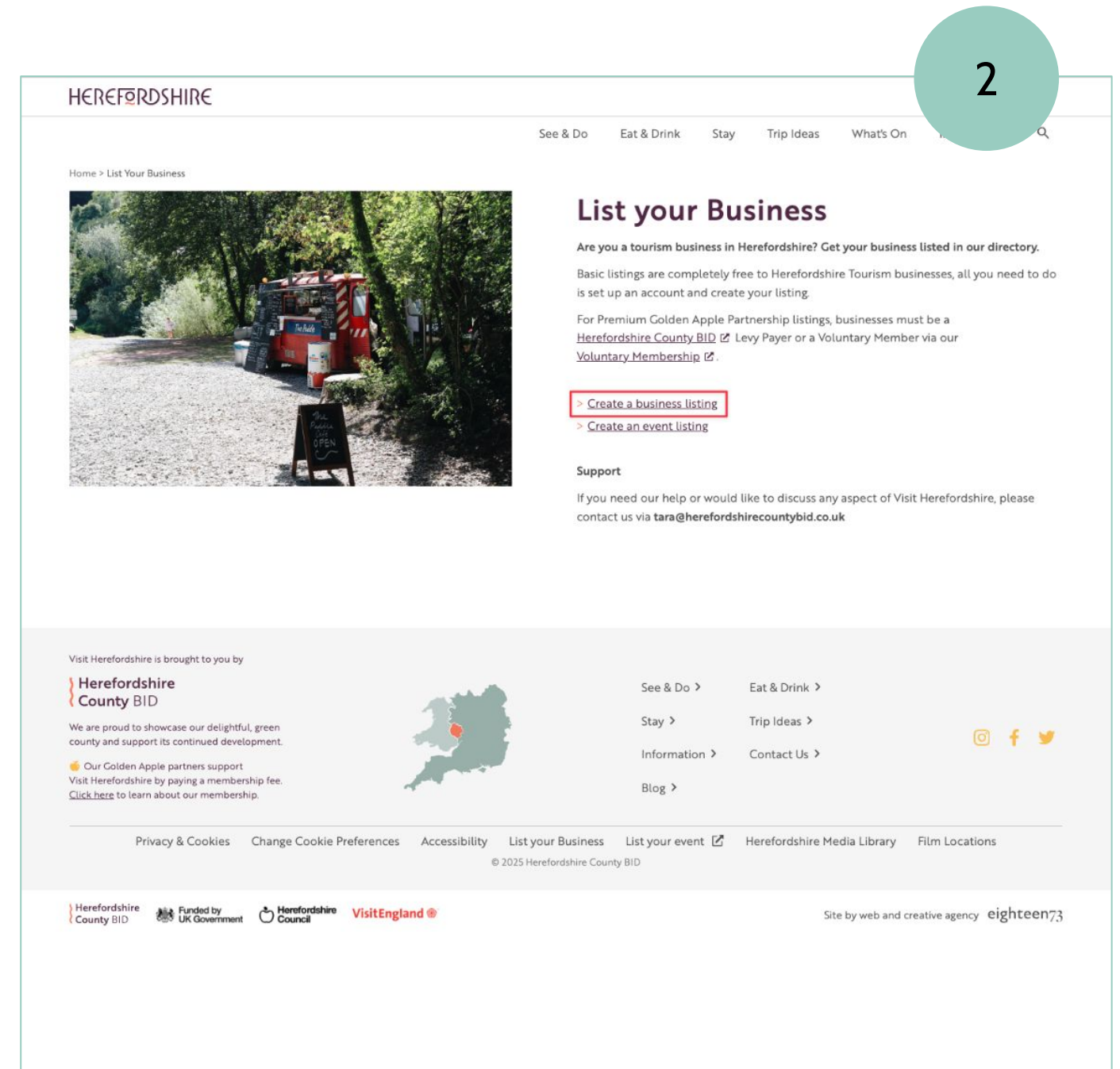
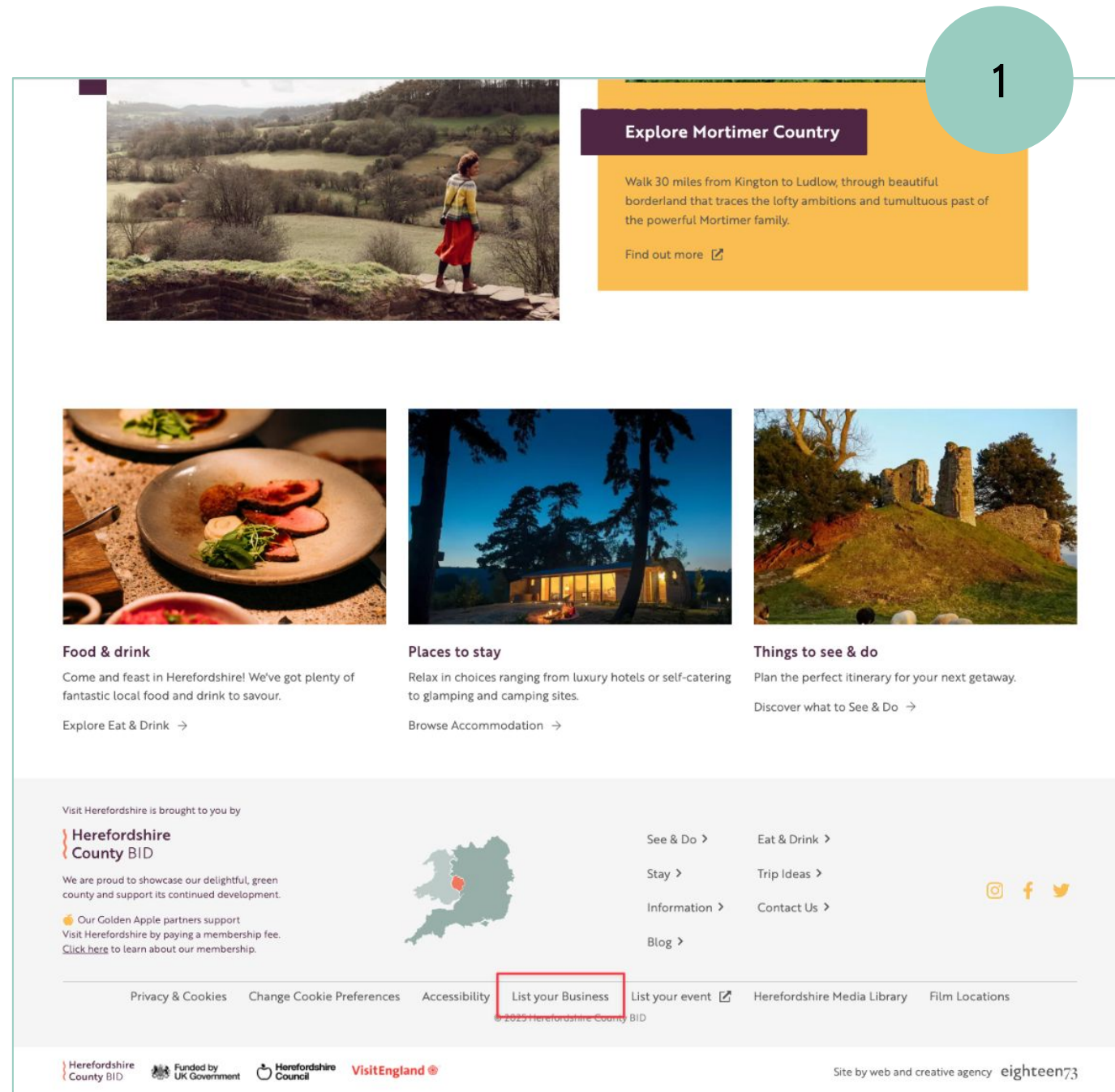
How to add a Business to the Visit Herefordshire Directory



Funded by Herefordshire Businesses

Note: If you are already registered with the BID Directory, you can skip green steps 1 - 8, and jump straight to orange step number 1.

Accessing the Directory – Registering for an Account.



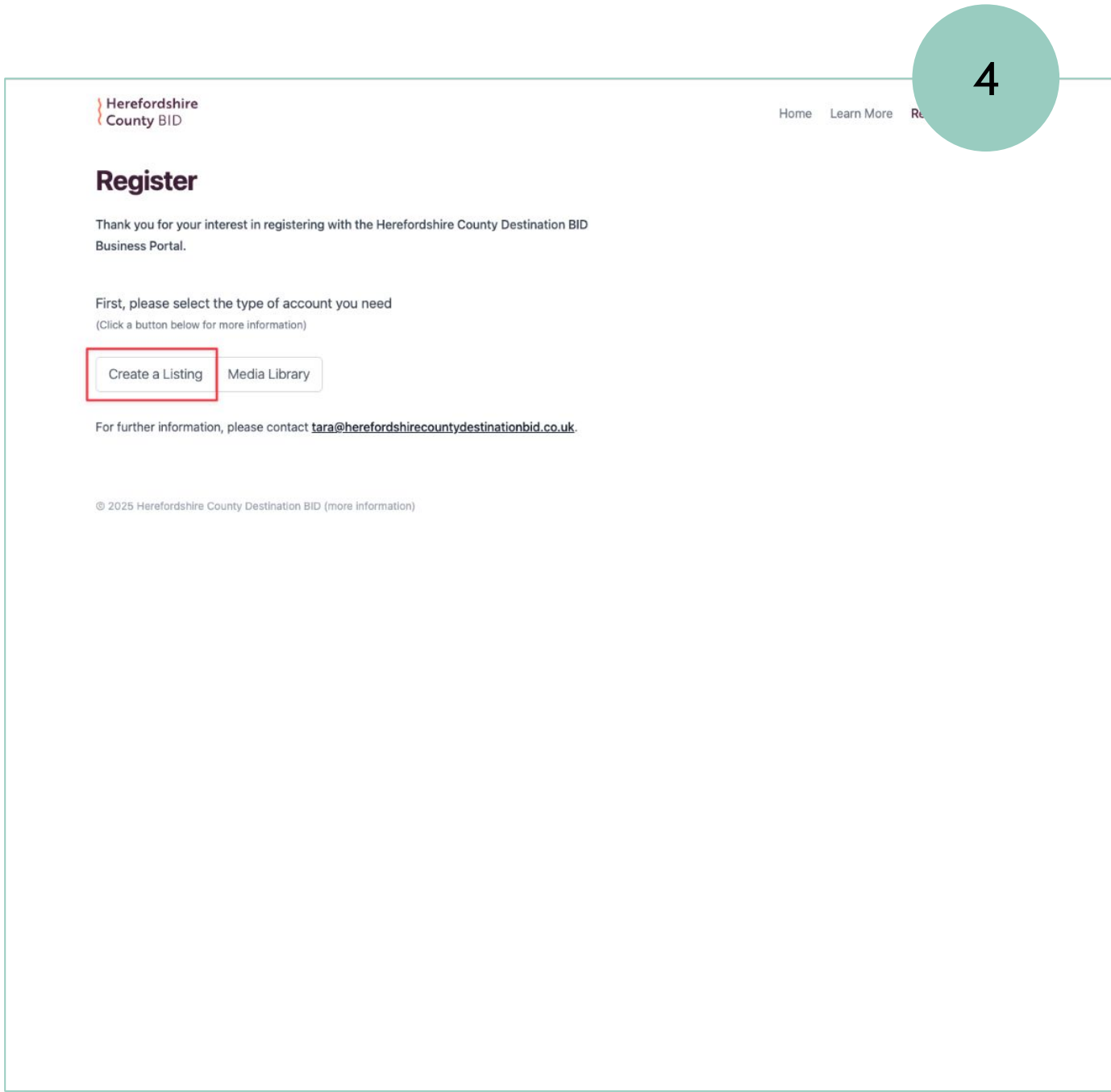
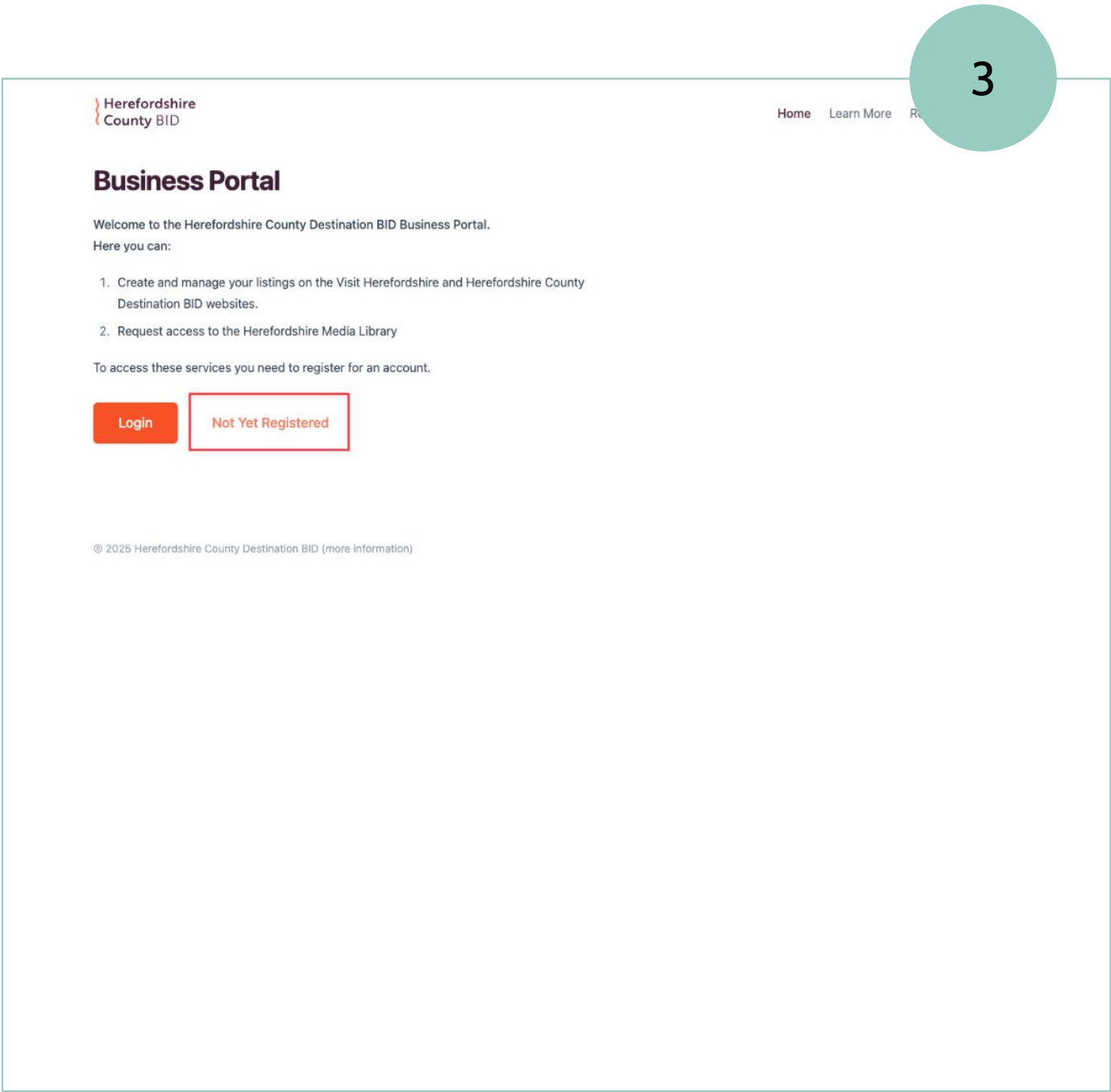
1. You'll find the link to 'List your Business' at the bottom of the Visit Herefordshire website.

2. Select 'Create a business listing'.

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County BID**

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Accessing the Directory – Registering for an Account.



3. Select 'Not Yet Registered'.

4. Select 'Create a Listing' as your account type.

Accessing the Directory – Registering for an Account.

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Thank you for your interest in registering with the Herefordshire County Destination BID Business Portal.

First, please select the type of account you need
(Click a button below for more information)

Create a Listing Media Library

⚠️ Tourism businesses that pay the Herefordshire County Destination BID levy qualify for a listing on the official Visit Herefordshire website.
Other tourism businesses in the county that are not levy payers can receive a free basic listing, or full listings are available as part of the Voluntary Levy Scheme.
By registering, you'll also gain automatic access to our Media Library.

Directory Listing Information
All listings are verified by our team before they are published.

Business name

Postcode

Account Details

First name Last name

Email

Password

Confirm Password

[Already registered?](#) **REGISTER**

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6

Herefordshire County BID

Home Learn More

Verify Email

Thank you for signing up! Before getting started please verify your email address by clicking on the link that we have emailed to you? If you did not receive the email please check your junk mail folder.

RESEND VERIFICATION EMAIL [Logout](#)

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5. Fill in the business name, your name and create a password. Click ‘Register’ to create your account.

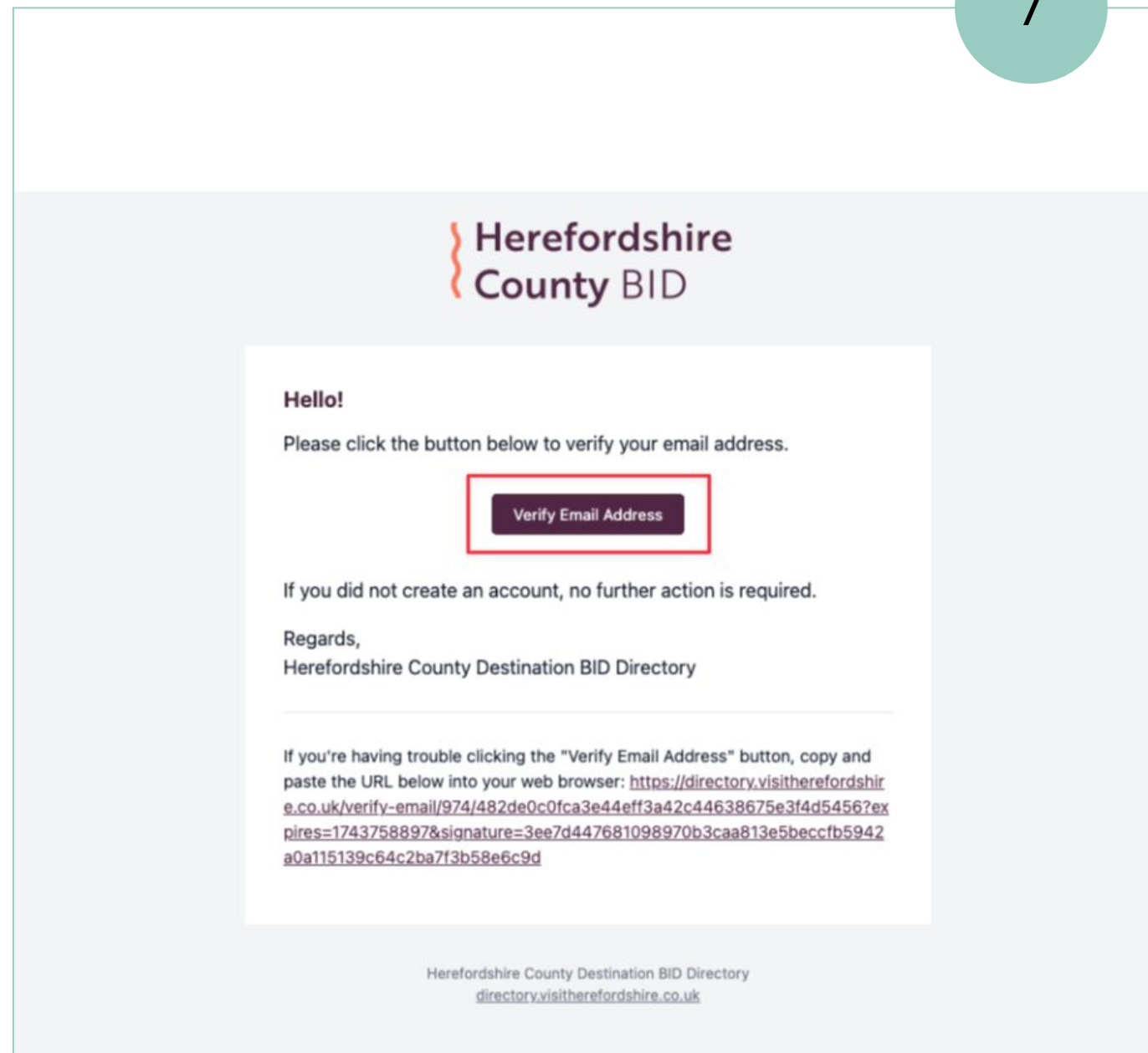
6. Head to your email inbox to check for a verification email...



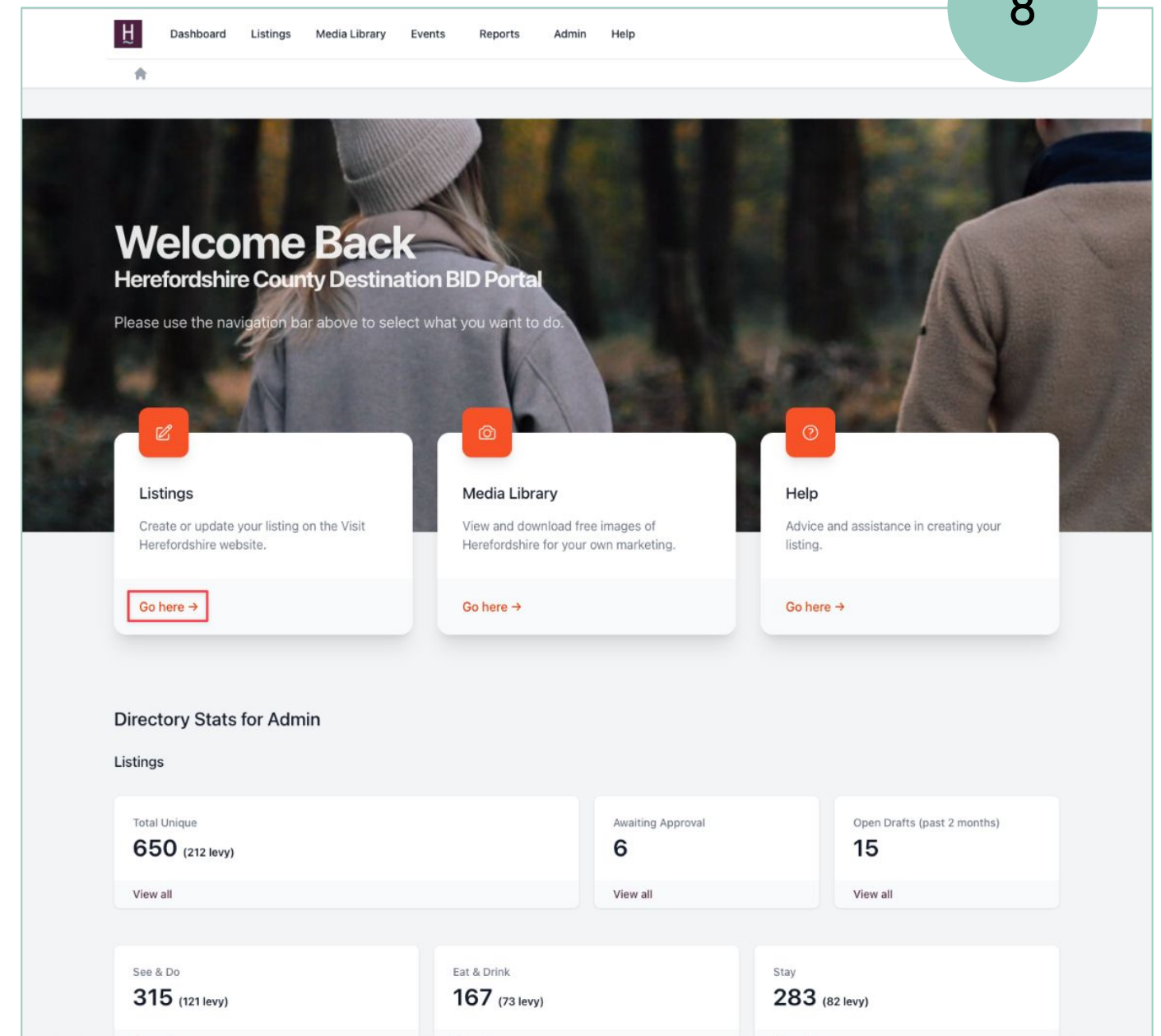
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Accessing the Directory – Registering for an Account.

7



8



7. Within the email, click the ‘**Verify**’ button. (If you can’t see the email, check your junk folder).

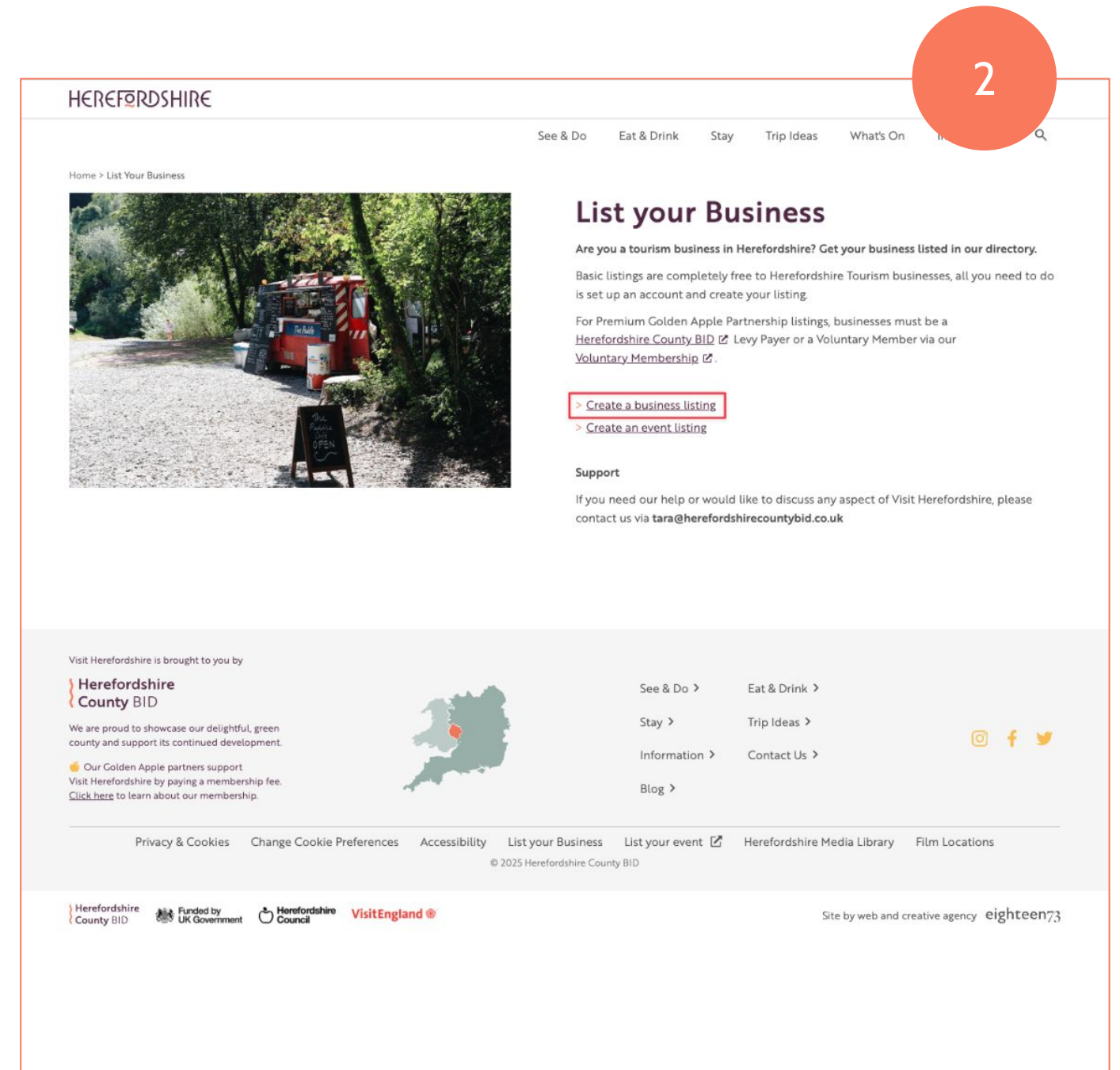
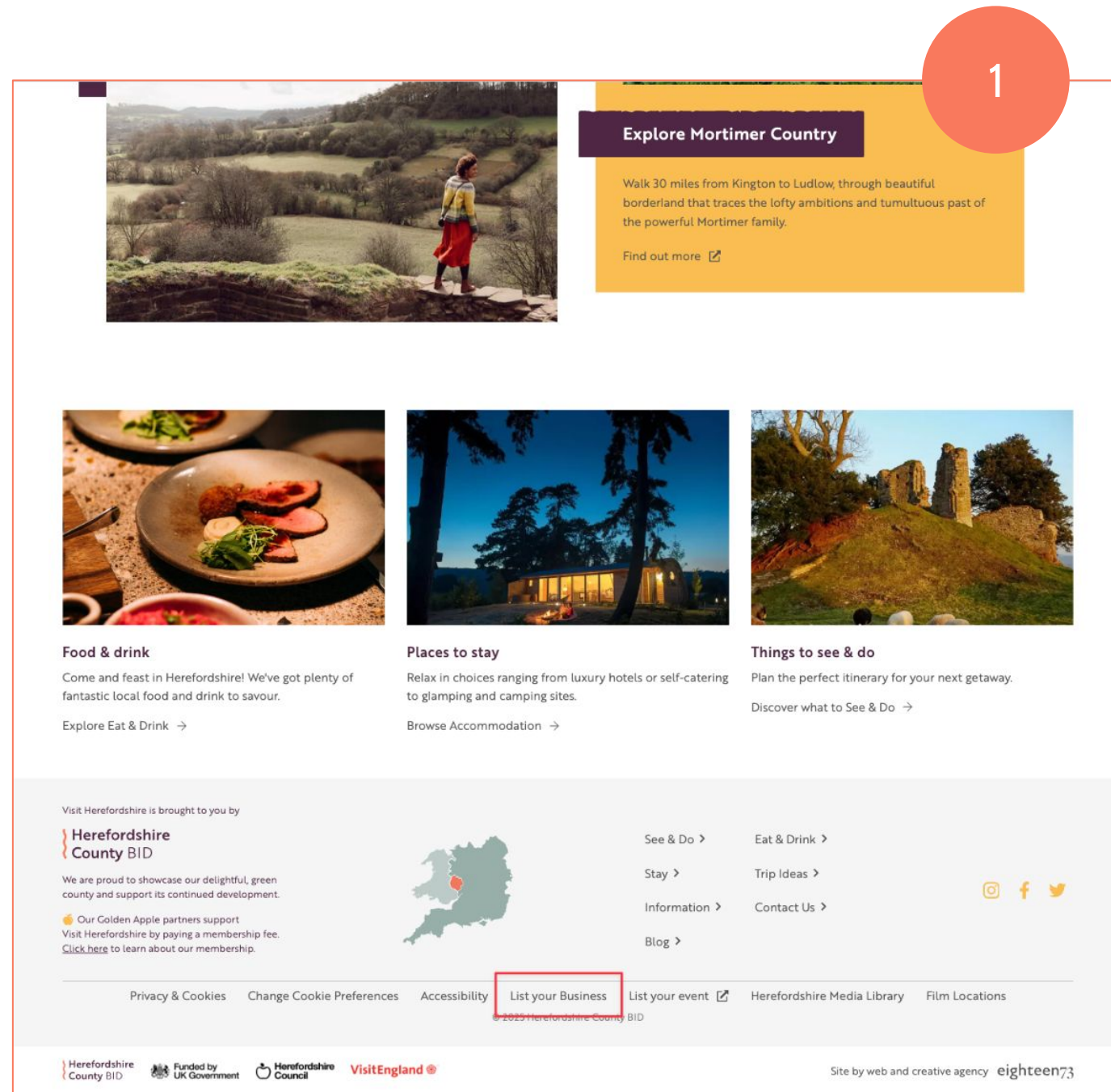
8. You’ll be directed back to your account dashboard. Select ‘**Go here**’ under ‘Listings.’

Now jump to **orange step number 5** and follow up to step 13...

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Accessing the Directory – Already have an Account.



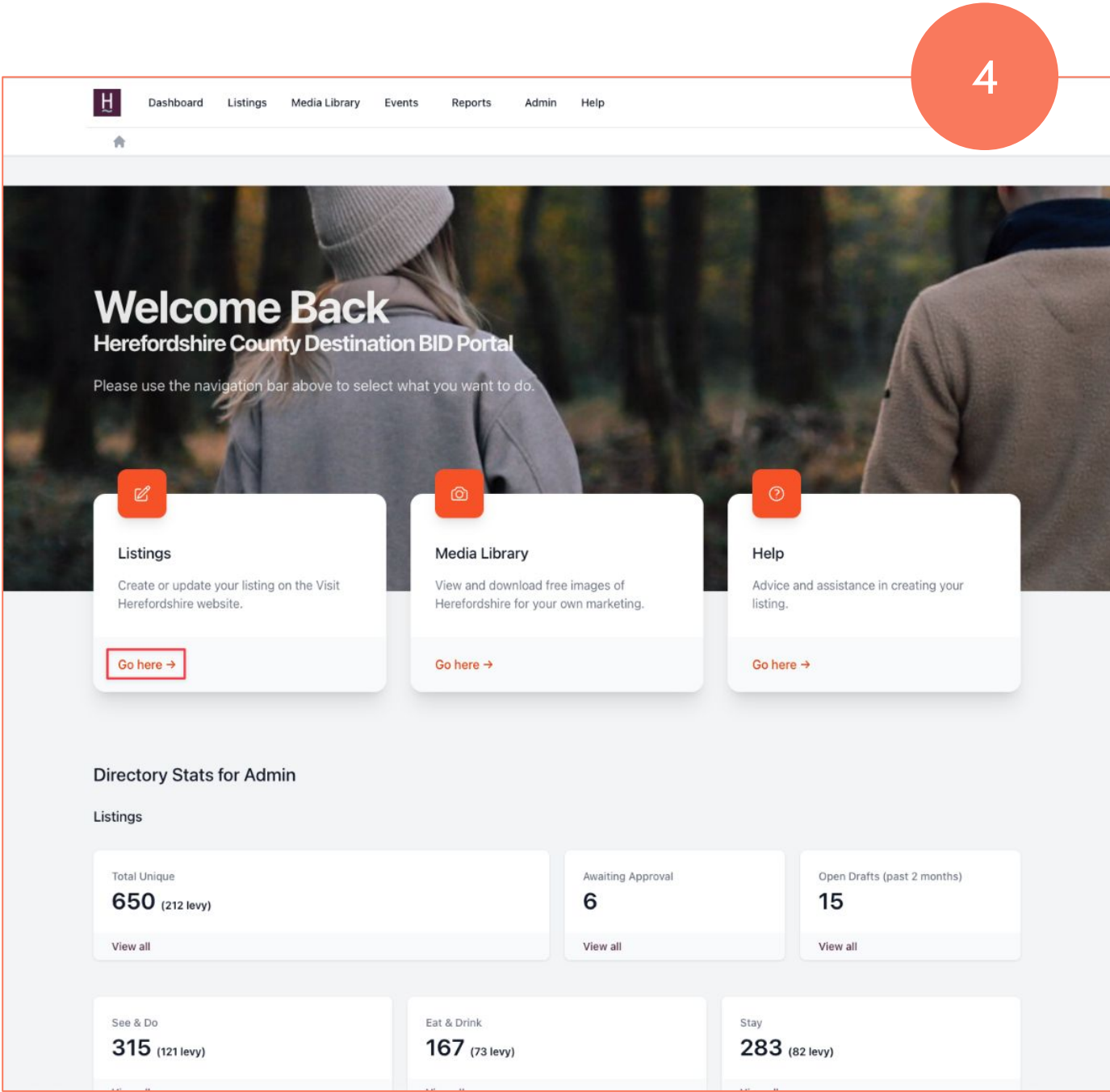
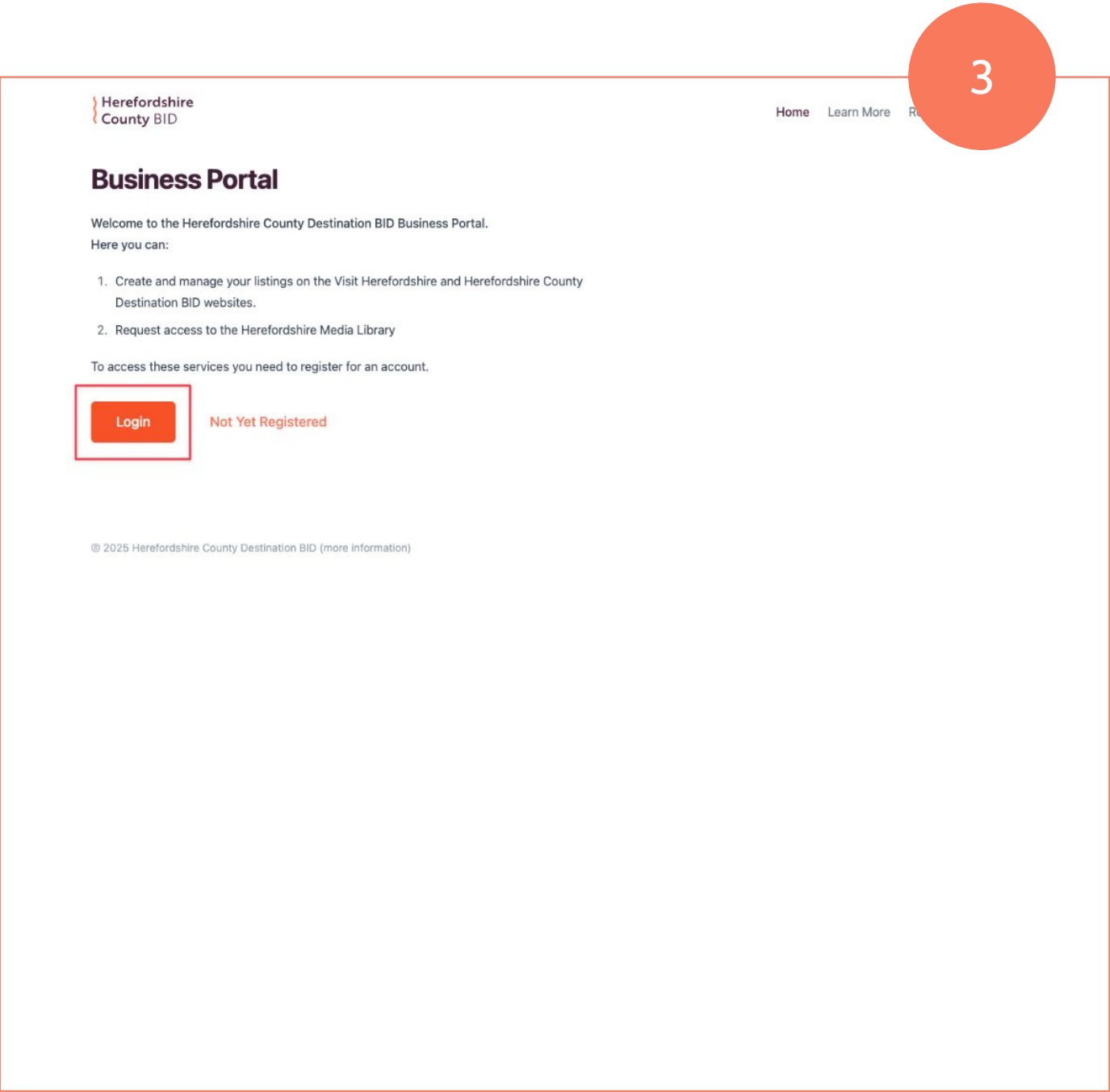
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2. Select 'Create a business listing'.

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Accessing the Directory – Already have an Account.



3. Login.

4. Select 'Go here' under 'Listings'.

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Adding your listing.

5

The screenshot shows the 'My Listings' page in a web application. At the top, there is a navigation bar with links: Dashboard, Listings, Media Library, Events, Reports, Admin, and Help. Below the navigation bar, there is a breadcrumb trail: Home > Listings. The main heading is 'My Listings'. On the right side, there is a red box highlighting the 'ADD LISTING' button. Below the heading, there are two input fields: 'Listing name' and 'Owner name or email'. Below these fields, there is a 'Show all' dropdown menu and three checkboxes: 'See & Do', 'Eat & Drink', and 'Stay'. At the bottom right, it says 'Num entries: 1073'. The main content area is empty, showing a message: 'There are too many results. Please use the filters above to narrow down your search to fewer than 50 results.'

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The screenshot shows the 'Add New Listing' form. At the top, there is a navigation bar with links: Dashboard, Listings, Media Library, Events, Reports, Admin, and Help. Below the navigation bar, there is a heading 'Add New Listing'. The main content area is divided into two columns. The left column contains instructions: 'Enter your business details here to create a listing on visitherefordshire.co.uk. You can add descriptions and upload images on the next page.' The right column contains a form with four numbered steps: 1. 'Listing Title *' with a text input field and a note: 'The business/location title as you would like it to appear on the website'. 2. 'Listing Type *' with three checkboxes: 'See & Do' (Local attractions, shops and other tourist activities), 'Eat & Drink' (Restaurants, pubs and cafés), and 'Stay' (Places for people to stay overnight). A note says: 'Only select the types that are applicable.' 3. 'Listing Address *' with three text input fields: 'Line 1 *', 'Line 2', and 'Town *'. There is also a 'County *' dropdown menu with 'Herefordshire' selected, and a 'Postcode *' text input field. 4. At the bottom right, there are two buttons: 'CANCEL' and 'CONTINUE', with the 'CONTINUE' button highlighted by a red box.

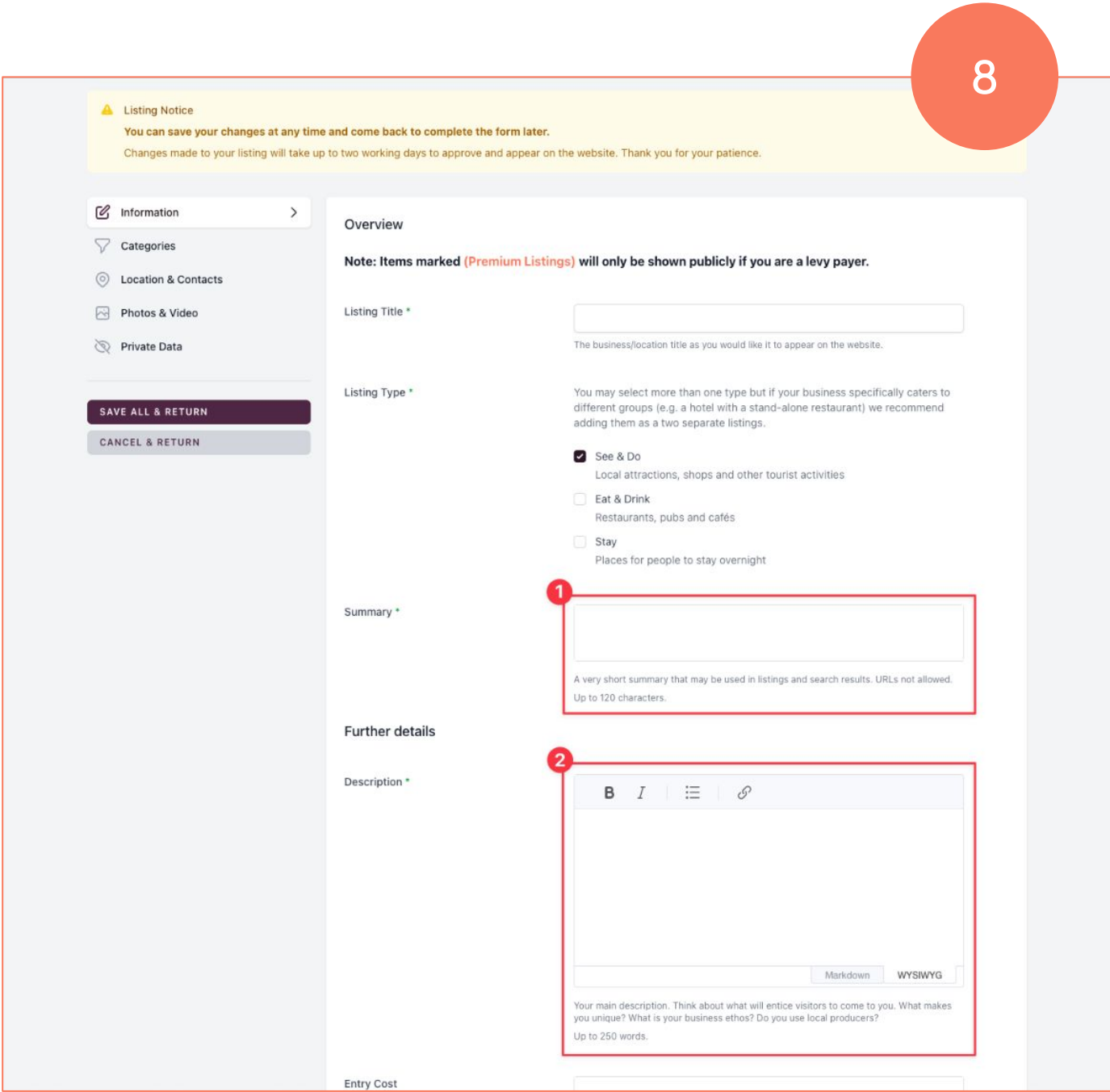
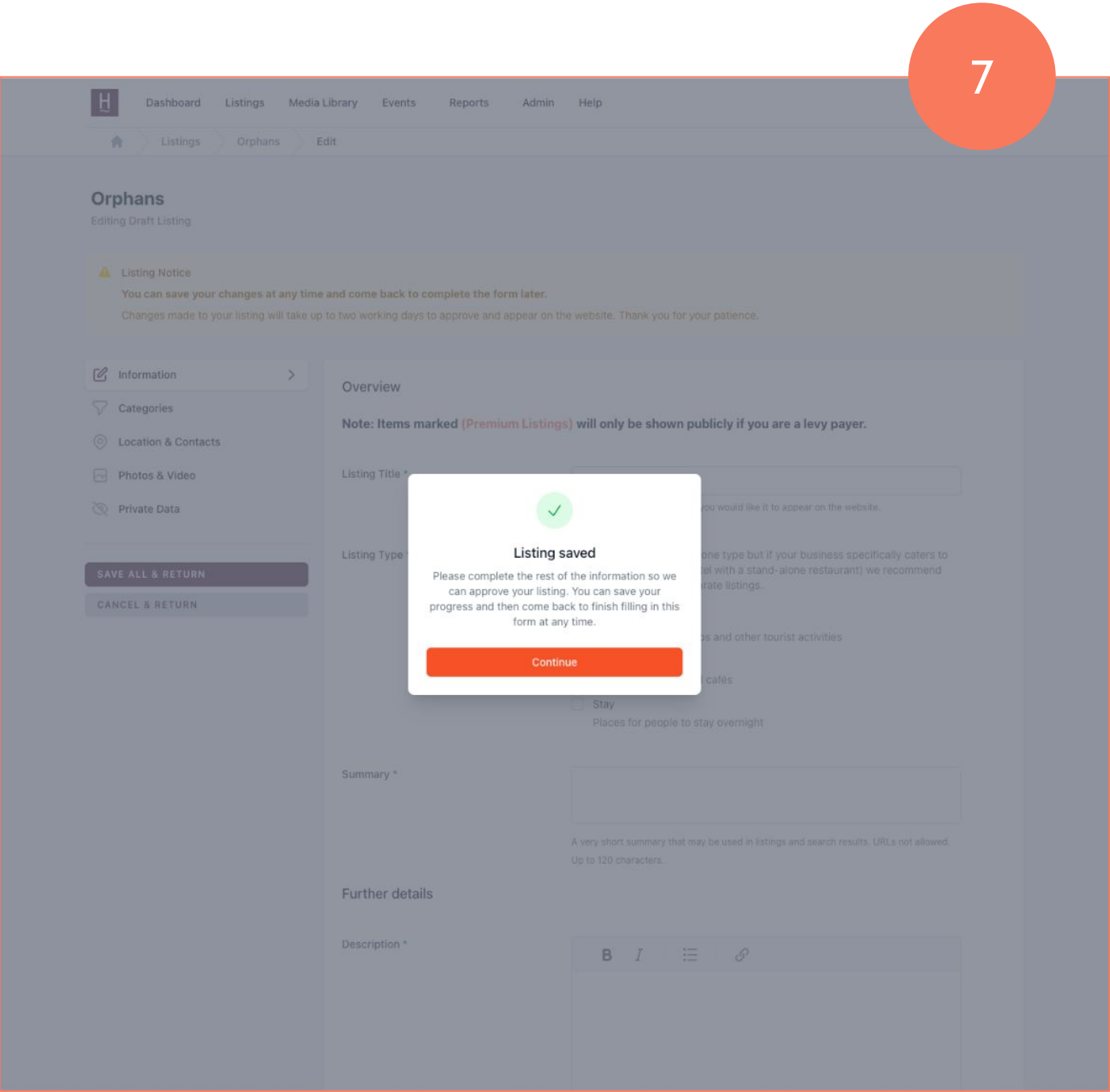
5. Select 'Add Listing'.

6. Enter your Business name (Listing Title), select your listing type, and add the address. Click 'Continue'. **NOTE:** If you are a shop/service, please select 'See & Do' as the type.

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Adding your listing.



7. Your draft listing has been saved. Select ‘Continue’.

8. Add a summary and description...

Adding your listing.

8

Entry Cost

Premium Listings

What is the cost of entry. You do not need to be too specific if you prices are changeable, but offering a good idea of what to expect will help to attract more visitors.
Up to 50 words.

Opening times

Premium Listings

Tell people when you are open, including seasonal variations.
Up to 50 words.

Directions

Premium Listings

Tell people how to find you if you, especially if are off the beaten track or require satnav users to enter a special postcode. The website automatically includes your address, a local map, and what3words, so this is not required if you don't require any special directions.
Up to 50 words.

Awards

See & Do Awards

Premium Listings

Visit England

N/A

Secret Recommendation

Add a little personality to your listing by telling visitors what that can discover nearby while they're with you. Ideally share a secret little spot that goes unsung but you know provides great memories.
Imagine a guest coming up to you and asking "What do you recommend I go to see nearby?"
This only needs to be filled in if you have somewhere specific in mind.

Your recommendation

Premium Listings

For "See & Do" and "Stay" listings only.
Up to 50 words.

Environmental

We promote Herefordshire as a green and sustainable place to visit. If you make any special efforts on this front we would love to share them on the website.

Environmental credentials

Premium Listings

☐ Electric car charging

☐ Composting

☐ Eco-cleaning products

☐ Eco-toiletries

☐ Energy from renewable sources

☐ Recycling (>75% of all waste)

☐ Refillable cleaning products and toiletries

Environmental statement

Premium Listings

You may tell visitors about your efforts in your own words. For example name local food suppliers or explain how you generate your own energy.
Up to 100 words.


SAVE CHANGES SO FAR

Provided by Herefordshire County Destination BID
Development by eighteen73

?

8... For premium listings (levy payers) only, fill in the Entry Cost, Opening Times, Directions, Awards, Secret Recommendation and Environmental information.

Don't forget to click 'Save change so far' at the bottom.

 Herefordshire
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Finalising your listing.

9

Orphans
Editing Draft Listing

Listing Notice
You can save your changes at any time and come back to complete the form later.
Changes made to your listing will take up to two working days to approve and appear on the website. Thank you for your patience.

Information

Categories >

Location & Contacts

Photos & Video

Private Data

SAVE ALL & RETURN

CANCEL & RETURN

Please only select options that are accurate choices for your business/location; we reserve the right to change the selections where we deem your choices inaccurate. Giving visitors a satisfactory directory experience is a primary website priority.

Categories *

Activities & Experiences

- ☐ Animal Encounters
- ☐ Food/Drink Producer
- ☐ Gardens
- ☐ Golfing
- ☐ Fishing
- ☐ Indoor Sports & Leisure
- ☐ Outdoor Activities & Recreation
- ☐ Experiences

Heritage & Nature

- ☐ Castles and Stately Homes
- ☐ Churches
- ☐ Forests & Woods
- ☐ Historic Interest Sites
- ☐ Open Spaces

Arts & Culture

- ☐ Art galleries
- ☐ Museums
- ☐ Music venues & Nightclubs
- ☐ Theatres & Cinemas

Shopping in Herefordshire

- ☐ Fashion & Jewellery
- ☐ Farm Shops, Delis & Wine
- ☐ Gifts & Music
- ☐ Health, Beauty & Wellbeing
- ☐ Outdoor & Leisure
- ☐ Antiques & Vintage
- ☐ Home & Garden

10

Orphans
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SAVE ALL & RETURN

CANCEL & RETURN

Copyright Notice
Images uploaded here may be used on (but not limited to) the Visit Herefordshire website and other marketing material published by Herefordshire County Destination BID. By uploading images you must have the right to share them for these purposes and take any responsibility for copyright claims against them.

Hero Shot *
Your listing's mandatory hero image will be used in directory listings and where your entry is cross-referenced from other content on the Visit Herefordshire website. This is your best opportunity to stand out amongst the crowd so use a photo that shows you at your best.
This must be a photo taken at your location. Company logos and isolated product photos are not permitted.

Awaiting Image
Replace image using the uploader
Drop image here or [click to browse](#)
Current
JPEG at least 800px square, up to 32MB

Image Gallery
(Premium Listings)
This collection of images will be presented as a carousel on your listing's page. Remember, a photo tells a thousand words so upload high quality photography that will entice visitors.
You can upload up to 12 images, dragging them up/down to reorder them.

Drop image(s) here or [click to browse](#)
JPEG at least 800px on it's shortest side, up to 32MB. 12 images remaining

Video
(Premium Listings)
If you have a video that you would like to embed in your listing you may enter it's URL below.

9. Select the categories that your business fits into. **NOTE:** Please refrain from selecting multiple categories that are only loosely relevant.

10. Add photos/videos to your listing. Don't forget to click 'Save change so far' at the bottom.

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Finalising your listing.

11

Dashboard Listings Media Library Events Reports Admin Help

Home Listings Orphans Edit

Orphans

Editing Draft Listing

Listing Notice
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Information
Categories
Location & Contacts
Photos & Video
Private Data

SAVE ALL & RETURN
CANCEL & RETURN

Location & Contacts

This information will be displayed publicly so be careful what you share.

Listing Address *

Line 1 *
Line 2 *
Town * County *
Postcode *

Location *

Latitude * Longitude *

Or, enter your preferred what3words below:

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All of the following URL fields must begin with "https://" or "http://"

Tripadvisor

If you have a Tripadvisor page that you wish to share enter your URL here.

Tripadvisor URL
(Premium Listings)

Website URL
Your website's address

Bookings URL
The web address where people can book accommodation online (e.g. bookings.com, farmstay.co.uk)

Phone
Primary public contact number. Numeric only

Email
Primary public contact email

Social networks

(Premium Listings)

Please enter the full URL for your page on each network, where used.

Instagram URL
Twitter URL
Facebook URL
YouTube URL

SAVE CHANGES SO FAR

11. Add your location details.

12. Add your Tripadvisor, website & booking links, phone, email and social media links.

Don't forget to click '**Save change so far**' at the bottom.

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Finalising your listing.

13

Orphans
Editing Draft Listing

Listing Notice
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Private Data
We may use this contact if we wish to get in touch with the business in some official capacity, so typically it should be the owner or manager.
This information is not shared with the Herefordshire BID or Visit Herefordshire websites.

Business contact *

First name *
Last name *

Position *

Email *

Phone *

☐ Receive e-mail marketing

Research Data
Please choose estimates using figures that would be typical outside of recent COVID-19 times (e.g. taken from 2019).
This information is for our own use to help assess the state of tourism county-wide. It is treated as confidential information and will never be shared other than with trusted partners and in aggregate.
If your business extends beyond Herefordshire, or has multiple sites within Herefordshire, please only give estimates for your the location that this particular listing refers to.

Business Size (average number of employees) *

☐ Sole Trader
☐ Micro (1-9)
☐ Small (10-49)
☐ Medium (50-249)
☐ Large (250+)
☐ Would rather not say

SAVE ALL & RETURN
CANCEL & RETURN

13. Add info for your main point of contact (for if we need to contact you in regards to your listing) .

Now that you've added all the details for your business, it may take a couple of days for it to be approved, in order for it to appear on the Visit Herefordshire website.

We thank you for your patience.

Should there be any issues with your listing, we will get in touch, however it remains your responsibility to ensure all information is entered accurately.

For any questions in relation to your listing, you can get in touch with:
tara@herefordshirecountydestinationbid.co.uk

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