



# SCOOP LISTINGS

## Style Guide

**Last Updated:** November 2018

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## This Document

Scoop hosts the largest online guide to arts, events, travel, homes & commercial design in WA. More than 6000 listings are distributed through the *Scoop Content Distribution Network* to Scoop websites, multiple local and international websites and Apps. Much of the content is professionally translated into Chinese and will soon be made available on WeChat.

Listings are free and can be updated via the Scoop User Admin via a login and password. Listings will only be approved if they meet the guidelines provided. This document provides instructions on how and where to create your listing. Further guide-specific guidelines may also be available.

## Creating a User-Admin

You can create your own User-Admin by registering [online](#). This allows you to create and manage multiple free listings. Listings are checked and approved by the Scoop Content Team daily. If you have a listing online but have forgotten your Login, email [scoop@scoopdigital.com.au](mailto:scoop@scoopdigital.com.au).

## Viewing the Guides

The Arts & Events and Travel Directories and associated listing-types can be viewed at [Scoopevents.com.au](http://Scoopevents.com.au), the largest online guide to arts, events and travel in WA.

Functions & Venues and Homes & Design can be viewed at [scoop.com.au](http://scoop.com.au). As of August 2018, these listings will be displayed on [scooptraveller.com.au](http://scooptraveller.com.au), [scoophomes.com.au](http://scoophomes.com.au) and [scoopfunctions.com.au](http://scoopfunctions.com.au).

## Premium Listings / Marketing Opportunities

Premium Listings include: creating your listing for you, translation into Chinese, priority search results ensuring your listing ranks above all free listings in search results.

Scoop also offers a range of sophisticated digital marketing solutions, including website and newsletter promotion, content licensing, destination and industry-wide digital solutions. More details can be found at [scoopevents.com.au](http://scoopevents.com.au) on the FOR BUSINESS page.

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## Directories + Listings Types

The Scoop Database contains four directories and multiple listing-types (or guides).

<b>1: Arts &amp; Events</b>	
1.1 Events	500+ events
1.2 Art Galleries	Art galleries, artist studios
1.3 Clubs & Associations	Local clubs; communities; schools; charities; local & state government; arts, events, sports, business associations.
<b>2: Travel &amp; Lifestyle</b>	
2.1 Natural Attractions	Major natural attractions that are travel destinations for planning a holiday. Includes national and state parks, beaches & bays, rivers & lakes. Does not include man-made attractions & local parks & gardens. Cities and Towns (if they are the local government body) belong in Clubs & Associations under the Government/Local filter.
2.2 Things To Do	Activities & attractions for the local travellers. Includes: local adventure parks, sites & trails, museums, day spas & health retreats, charters & rentals, tours, schools, libraries, entertainment venues such as theatres and cinemas.
2.3 Food & Drink	Bars, restaurants, breweries, distilleries, food specific markets, food and alcohol retailers & producers. Does not include wineries.
2.4 Wineries	Wineries with and without cellar doors. NOTE: Images cannot be of a logo or bottle. Exceptions are if the bottle is included in a styled shot with a substantial background.
2.5 Shopping	Consumer retail shopping. Includes Antique Galleries and Pharmacies. Beauty salons such as hairdressers or nail salons belong here. Recurring boutique/hand-made markets belong here (not food markets). Does not include food retailers or organisations where retail is only a minor part e.g. hotel
2.6 Travel Services	Visitor centres, travel agencies, inbound tour operators; bus & ferry companies and airlines; airports.
2.7 Accommodation	Hotels to caravan parks, camping and holiday homes for hire.
<b>3: Functions &amp; Venues</b>	
3.1 Caterers	Professional full-service to small function caterers.
3.2 Function Services	Function organisers, entertainment, marquees, styling, photography...
3.3 Function Venues	For specific function-venues and bars, restaurants, wineries & other destinations able to host functions. Listings content should be talking specifically to potential function clients.
<b>4: Homes &amp; Commercial Design</b>	
4.1 Architects, Builders, Designers	All architects, builders, designers, landscapers...
4.2 Commercial Designs	Hospitals, hotels, bars, restaurants, office space etc; should link to an Architects, Builders, Designers listing
4.3 Residential Designs	Homes, landscapes, kitchens, bathrooms etc; should link to an Architects, Builders, Designers listing

4.4 Developers	All Developers
4.5 Developments	Housing, office, ports, stadiums, shopping, mixed use etc; should link to the appropriate Developers listing
4.6 Suppliers & Retailers	Commercial & residential suppliers and retailers
4.7 Product Ranges	Commercial and residential brands and product ranges; should link to the appropriate Suppliers & Retailers listing.

## Where does your business belong?

It is critical to create your listing in the correct guide(s). Depending upon the type and nature of your business, it may be appropriate to create more than one listing in different guides.

### Special Notes

TYPE	NOTES
Functions	Any organisation (e.g. winery, brewery, bar, restaurant, hotel) that hosts functions should be listed separately under the Function Venues guide.
Homeware / Furniture Retailers	If it is a consumer-facing retailer not specific to home building and renovations, it can be listed under the Shopping guide as well as Suppliers & Retailers in the Homes & Commercial Design directory.

### Business Types

TYPE	NOTES
Apartments	Accommodation guide
Art Galleries	Art Gallery Guide
Antique Galleries	Shopping Guide under the Antique Gallery filter
Attractions	Man-made attractions, local parks & gardens, activity centres, popular natural attractions, all go in the Things To Do guide
Bars	Food & Drink guide; if a live-music venue ensure you are listed under Facilities filter as a Live-music venue.
Bottle shops	Food & Drink guide; not the Shopping guide
Breweries	Food & Drink guide; possibly also Things To Do guide, but only if they are an attraction in their own right. Not the Shopping guide.
Camping & Caravan Parks	Accommodation guide
Caterers	Caterers guide
Clubs	Local sports, arts and social clubs should go in the Clubs & Associations guide. Nightclubs should go in the Food & Drink guide
Charter Companies	Things To Do guide under the Charters & Rentals filter
Cinemas	Things To Do guide; Entertainment Venues filter
Courses	There is no place to list individual courses. Attractions/tours that offer short, tourist-focused courses such as horse-riding, surfing and diving lessons, can be listed under Things To Do guide - schools filter. This does not include bars, restaurants & wineries that already have their own guides. Schools & universities that offer vocational/qualifications-required courses should be listed under the Clubs & Associations guide.

Day Spas	Things To Do guide
Distilleries	Food & Drink guide; possibly also Things To Do guide, but only if they are an attraction in their own right. Not the Shopping guide.
Entertainment Centres	Things To Do guide; Entertainment Venues filter
Events	Events guide; should only include named events; should not include repeat courses, theme nights such as 'half-price burger night', permanent exhibitions etc. Events should link to the appropriate venue and company.
Food Retailers, Growers, Producers	Food & Drink guide; possibly also Things To Do guide, but only if they are an attraction in their own right.
Hotels	Accommodation guide; possibly Functions Guide, Food & Drink; Things To Do/Spa filter
Libraries	Things To Do guide under the Library filter
Markets (recurring weekly/fortnightly/monthly)	Food-specific markets (Eg. Farmer's market) belong in the Food & Drink guide under Retailers & Producers. Boutique/hand-made markets belong in the Shopping guide under Market filter.
Major national attractions	Places To Go guide
Museums	Things To Do Guide under the Museums filter
Parks & Gardens – local curated	Things To Do guide under Parks & Gardens
Parks & Reserves - major	Places To Go guide
Rental cars, bikes etc	Things To Do guide under the Charters & Rentals filter
Schools & Universities	Clubs & Associations guide
Schools with short-courses/workshops	Things to Do guide under Schools (Eg. A diving school offering various diving courses).
Sites & Trails	Things To Do guide under the Sites & Trails filter
Theatres	Things To Do guide; Entertainment Venues filter
Tours	Things To Do guide under the Tours filter
Towns & Cities	Places To Go guide
Transport Services	Travel Services guide
Travel agencies	Travel Services guide
Visitor Centres	Travel Services guide
Wineries	Wineries Guide, plus possibly Restaurant guide, Function Venues, Food & Drink

## Premium Listings

Exposure on the Scoop Content Distribution Network can be enhanced with Premium Listings.

- **Listing Creation / Translation:** Updating your listing can be tricky. We can do it for you. Translation into Chinese is part of this service.

- **Priority Search Ranking:** This is critical for standing out from 6,000 other listings on the *Scoop Database*. Free listings (level 0) rank at the bottom. Premium listings (level 1-3) rank at the top of search results, significantly increasing exposure on the *Scoop Content Distribution Network*.

More details can be found at [scoop.com.au/for-business](http://scoop.com.au/for-business).

## Listing Text

After viewing your images and video, Users will scan your *Teaser Text*. If they like what they see, there is a good chance you will win their business. Effective, pithy business writing is extremely difficult in isolation and even more complex when looking to differentiate your business from the competition. The guidelines below are similar to what we provide the Content Team at Scoop.

## Teaser Text

You need to convey to the User why they should choose you from amongst multiple options on the same page. The objective is to attract the customer most suitable for your business.

### Guidelines

- Maximum 200 characters, including spaces
- Avoid repeating the name of your business
- Try to make the teaser one sentence, not two
- Focus on the points of difference, not what the user likely already knows
- Focus on key selling points; include only features likely to impact on decision-making


### Examples of teaser text on the Winery Guide

- Nestled in a curve of the Swan River, husband & wife team Greg and Lucy create small batches of premium wine to be tasted at cellar door or picnic tables while enjoying the ambience of the valley.
- Settled on the banks of the Swan in the 1840s, Mandoon is an iconic destination for the region with cellar door, fine dining restaurant, outdoor deli, microbrewery, gallery and kids play area.
- The perfect family destination for enjoying coffee, fine wine, a casual breakfast or lunch in the café or on the patio overlooking lush lawns, mature trees, the lake and native wildlife.
- Enjoy one of the Perth's best restaurants and premium food and wine experiences in the valley, a stunning rural setting and floor to ceiling panoramic views of the Darling Ranges.
- Brian and Heather Hunt run one of the Valley's most intimate small-batch wineries; enjoy their stunning sparkling rose and luscious fortified wines while overlooking the vines and river below.
- The only certified organic winery in Perth and fascinating example of sustainable viticulture, producing traditional table, sparkling and dessert wines in the Swan Valley.

## Description Text

The aim is to give the interested reader a short, pithy overview of your event / business, what to expect, interesting content that might increase their chance of booking, buying, visiting.

### Style Guidelines

- Maximum 500 words
- Don't repeat the teaser text
- If copying and pasting from the original website/word doc, PASTE AS PLAIN TEXT using the  "paste as plain text" icon
- Include the most important content at the top
- The first paragraph is an extension of the Teaser and overview of key selling points
- After the first paragraph, text should group content into neatly structured paragraphs each focusing on different features e.g. the property, cellar door, wines, vineyard, history
- If the text is long, headings can be used as visual hooks. Heading should be capitalized and Underlined.

## Style Guide

- Write in the 3<sup>rd</sup> person as it adds credibility as a guide e.g. no I or We or Us
- Don't copy and paste from your website or Google will see this as duplicate content and potentially negatively impact both sites.
- Run a Spelling & Grammar Check. It isn't always right, but it does help. Also run past a few different people for feedback and review.
- Before writing content, get a clear idea of what you want to convey, create a clear structure with key points, and then fill in the blanks and worry about style later.
- Less is more. Keep it short and pithy. Too much fluff hides good content. Try to constantly reduce the number of words and sentences used to convey a message.
- Third party recognition adds credibility, including awards, James Halliday ratings etc.
- Avoid salesy / PR speak such as: "you will love it"; "something for everyone".
- Avoid brag statements that can be substantiated and don't add value: e.g. "our professional staff will look after all your needs"; "we love wine and everything about wine".
- Avoid starting each sentence with the name of the business. It gets repetitive. Start with the key points e.g. "Nestled in the heart of the valley the cellar door..."; "Sparkling Shiraz is the focus..."; "Jack Smith leads a team..."; Recognised by James Halliday as a 5-star winery...".

- Unless extraordinary, avoid mentioning awards that are too old as it indicates you haven't won anything since and things have gone downhill – better to mention nothing at all.
- Interesting history and personal perspective can add value, but don't include if it doesn't.

### Review Tests

- **Effectiveness Test:** does the text meet the objective? Will your listing appeal to the type of customer you are trying to attract? Will the User get a clear idea of what your business is about, the key features, what to expect, who should go, reasons to visit or buy?
- **Dinner Party Test:** is this detail what someone would repeat at a dinner party when talking about your business? If not, then it probably isn't particularly interesting in your profile either. Either take it out or include it at the end of the Description.
- **Engagement Test:** is your text and tone engaging? Is this the language you would use when engaging someone at a dinner party? Writing the way, you speak, repeating the same key points you would make in conversation is a good starting point for writing text.
- **Informative Test:** are you telling the User something they didn't already know, or they would have assumed anyway. If so, delete it.