



Simple Guide: Visit Outer Hebrides Listing Insights

You now have access to your Visit Outer Hebrides listing insights. Log in to view your listing [here](#) (if you don't have logins, please contact [Eileen](#)).

- Select **Product/Organisation**
- Click **Actions**
- Select **Edit Product**
- Click on **Actions**
- Select **Provider Insights**

We have developed this explainer to give you a better understanding of your listing's performance. It is **important** to note the numbers you see in the Provider Insights are just the *minimum*. **Many users aren't tracked due to privacy (cookie) settings on our website, so your listing will, in all likelihood, reach more people than is reported.**

There are a number of things that you need to consider when looking at your Visit Outer Hebrides Listing insights:

1. **Exposure:** how much your business is seen by on the Visit Outer Hebrides (VOH) website. The more visible your listing, the more chances you get to attract referrals that can turn into bookings, visits, clicks, or enquiries. Also note that visitors browse multiple sites when planning holidays, so they might find your listing on VOH and book through an OTA like Airbnb, or they may find you elsewhere and come back to book through your listing on VOH. **NB** *Getting visitors to book directly is a good way to avoid the OTA fees and for visitors to get a better deal.*
2. **Engagement and Referrals:** how many visitors have click on your listing and visit your website, added your listing to their itinerary, viewed your images, enquire by phone, email you or book directly. **If you have an Online Travel Agent (OTA) like Booking.com or Airbnb as your website link the traffic will go through to these sites and may look like you are getting no traffic from VOH.**
3. **Cookies** - as stated above, because of privacy preferences, not all visitors will be tracked, and it is likely that your listing performed better than reported
4. **Is my listing the best it can be?** – you want visitors to click on your listing! Keep it complete, updated, and engaging. This will help attract more traffic and increase your chances of getting referrals and bookings. if you haven't already, please take a look at our [Maximising your listing on Visit Outer Hebrides Guide](#)

Additional promotions beyond the web listing

As well as your web listing, Visit Outer Hebrides helps your business stand out in more ways:

- **Social Media:** We share tagged member businesses on Facebook and Instagram where possible.
- **Guides:** Your business could be included in printed and downloadable guides like *Eat Drink Hebrides*, *Made in the Outer Hebrides* or the *Stornoway Visitor Guide*.
- **Blog Posts and Visitor Newsletter:** If you're a Platinum member, you will be featured in blogs that we share on our social media. Our newsletter is shared to our audience of around 25k regularly with a link to Hebridean Highlights pages which feature Platinum members.
- **Booking Integration:** For accommodation members, we offer integrations with selected booking systems and OTAs – this means that visitors can do an availability search and book directly. More information [here](#).
- **Promotional Opportunities:** You can get involved in promotions through events, influencer campaigns, and more.

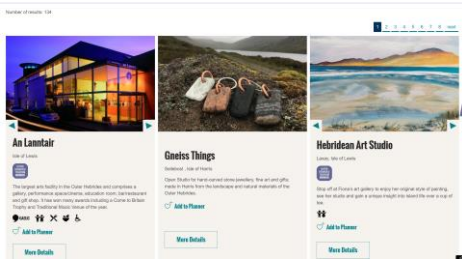
Tracking Your VOH Listing Performance with Google Analytics

Google Analytics is a great tool to show you how your website is performing, and it will show how many visitors click through to your website from VOH and any other site. **However, this only tells part of the story. It doesn't capture all the exposure your listing gets.** It doesn't capture how many times your listing was seen, how many searches it came up in, how the visitor engaged with your listing etc etc. This is why looking at the VOH insights will help you form a better understanding of how your VOH listing is performing.

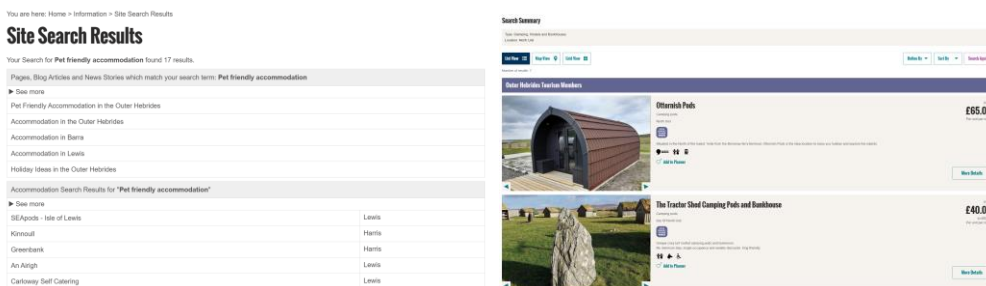
Exposure

This section indicates how much exposure your listing gets. A platinum package will get more exposure than a bronze package as it is set to be more visible. A Platinum listing will attract around 40% of traffic, a Gold around 30%, a Silver around 20% and Bronze approximately 10%.

Content List Impressions - This is a count of how many times your listing has been viewed on page lists.



Search Result Impressions: The number of times the listing has been displayed in the results when a search has been performed in the Search Bar or Plan your Trip section e.g. if the visitor searched for Pet Friendly Accommodation in the search bar, site search results or if they search for Glamping in North Uist in the Plan Your Trip bar:



Highlighted Product Impressions - Each listing page has a Highlights slider bar (Gold and Platinum members). The number of times the listing has been displayed. NB. Changed randomly every 24 hours, 24 listings in the slider at any one time.



Engagement and Referrals

This section highlights the level of interest in your listing and how users are engaging with it once they click through.

Product Listing Impressions - number of times **your listing** has been clicked into.

Add to Planner - The number of times the product (or your listing) has been added to a user's itinerary planner. This can be added on the listing page or when clicked into your listing.

Website referrals - number of times visitors have clicked the link to your website on your listing (or whatever the link is behind the website button. e.g if it is a linked to Booking.com it may not be so clear where your referrals are coming from).

Product Image/Video Interactions - number of times your images/videos on your listing are viewed.

Product map interaction - number of times the map on your listing has been displayed.

What's nearby impressions - number of times your listing has been displayed in the What's nearby feature on other listings

Recently viewed impressions - number of times your listing has been displayed in the "Recently viewed" feature at the bottom of each listing. This is where visitors go back to your listing after a pause and shows engagement. (Displays up to 6)

External link referrals - number of times visitors have clicked external links (displayed on your listing) as entered on the External Links tab of the product record (excluding YouTube Video)

Enquiry emailed to product owner - number of times the enquiry form is sent to you by email.

Telephone number revealed - number of times visitors have clicked the 'View telephone number' button on your Listing

Accommodation Members who have a Booking Integration

Price and availability shown - number of times the pricing and availability information has been shown following an availability search. For an accommodation search this would be triggered if the visitor expanded the product to see the pricing on list view (Quick Book/Check Availability) or clicked the Book button from the grid or map view. Performing an availability search from the product page itself would also trigger a count.

3rd party booking referrals - number of times visitors have linked out to the 3rd party booking system e.g. Booking.com, Freetobook etc. It does not record actual bookings. We can give you this separately. **Please ensure your connection to your DMO (VOH) is turns on with FreetoBook/Supercontrol. Once connected, any bookings from VOH will show in your Booking Analysis report.**

Referral conversion (%) - This is the calculation between how many times the price and availability were shown and how many 3rd party booking referrals were made. If the price and availability was shown 100 times and the 3rd party booking referral count was 50, the referral conversion would be 50%.

For examples and further details, please refer to our [Understanding Visit Outer Insights](#) presentation.

