

Resort Marketing Vids



Setting up your core online presence



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Overview

This guide will help you get your core online presence set up for your resort.

Your core online presence includes:

- Your Domain
- Google Account
- Facebook Profile
- YouTube Channel
- Twitter Feed

Follow the steps below to get started. If you come across anything not covered, or have questions that aren't answered, just do a Google search with your question to search for the answer.

Step 01 – Check the availability of your desired URL using a registrar like GoDaddy.com.

The screenshot displays the GoDaddy.com homepage. At the top, there is a navigation bar with a search box, login options, and account information. Below this is a main menu with categories like Domains, Hosting, Email, Websites, Search Engines, SSL & Security, Resellers, Affiliates, Auctions, and My Account. The central focus is a 'Domain Search' section featuring a search bar with a dropdown menu set to '.com' and a 'GO' button. To the right of the search bar is a promotional image of Danica Patrick, a racing star, wearing a GoDaddy t-shirt. Below the search bar, there are several promotional offers: 'New .COMs \$11.99* per year', 'Domains for just \$1.99*', '.COM Transfers \$7.49*', 'Save on 6+ Domains Plus FREE Privacy', and '100 Domains \$17.99'. There are also links for 'Already own a domain? Add hosting, email and more!'. Below these offers are four small video thumbnails with titles: 'Why you need a domain', 'How you can use a domain', 'Navigating GoDaddy.com', and 'Why choose GoDaddy?'. At the bottom of the page, there are four promotional banners: 'WEB HOSTING YOU CAN TRUST' with a '4GH' logo, 'DOMAIN DEALS' with a 'SALE' tag and pricing details, 'SSL CERTIFICATES' with a 'Secure your website.' headline, and 'BOB PARSONS' with a 'Watch Now' button.

Your URL should be very specific. For example if your resort is in Lynchburg, you would choose something like www.LynchburgRVCamping.com.

One mistake people often make is selecting a vanity URL of their business name such as www.YourResort.com.

The problem with that is that you lose visibility with the search engines. One solution to this is to get both, a descriptive URL and a vanity URL, then forward the vanity URL to the descriptive URL.

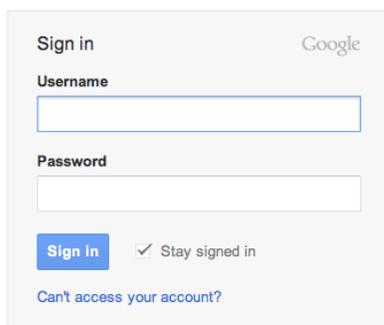
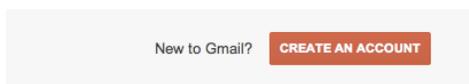
The descriptive name you choose will also be used as your username for your social profiles.

Step 2 – Set up a Google account to use when registering your social media accounts



- Enter your first and last name along with your desired username to make sure it's available.
- Be sure to use the same name you chose for the URL in some form or another as your username. For example we could use LynchburgRVCamping.
- Next choose your password, enter it a second time to confirm it, then click "I accept. Create my account."
- You will then be taken to a Gmail welcome page. From there you can continue on to see your account.

If you choose not to have two email accounts to check every day, just set up your new Gmail account to forward to your email address. You can do a google search for "Set up email forwarding in Gmail."



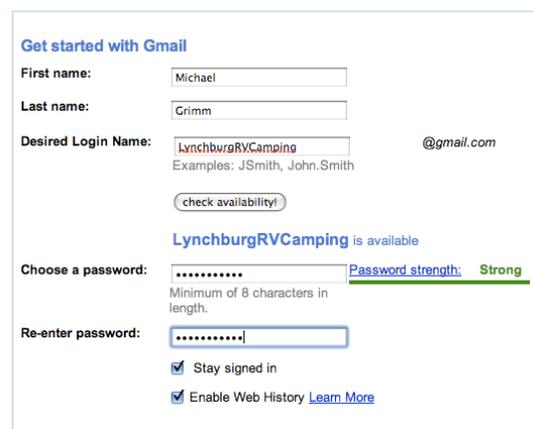
Sign in Google

Username

Password

Stay signed in

[Can't access your account?](#)



Get started with Gmail

First name:

Last name:

Desired Login Name: @gmail.com
Examples: JSmith, John.Smith

LynchburgRVCamping is available

Choose a password: Password strength: **Strong**
Minimum of 8 characters in length.

Re-enter password:

Stay signed in

Enable Web History [Learn More](#)

Step 3 – Create your YouTube Channel



- Go to YouTube.com and click “Create Account.”
 - You'll need to enter your new Gmail email address we just created.
 - The next step is to choose a username. Again, you'll want to stick with the descriptive names we've been using. Since YouTube limits all usernames to 20 characters you may have to shorten your username to something similarly descriptive.
 - Next enter your zip code, birth date, and gender. Scroll down and click “I accept”.
 - Once your YouTube account you can log in with your new Google account information.
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Step 4 – Customize your YouTube Channel



- Select “Themes and Colors” to change the background image. To add a custom background, select “Show Advanced Options” near the top of the page and click the Choose File button to browse your computer for the image. The image for your background should be under 256kb. The image dimensions should be 2000x2200px.
 - Complete your YouTube Profile. Go to the top right corner of the page, click on your username and select “Account”. Then choose “Profile Setup”. From here you can upload a profile picture. This is important to do. People want to see your logo, brand, or even your face. They want a connection. Finally, save your changes.
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Step 5 – Upload your first YouTube video



- Click the upload link at the top of the page, browse your computer to select the video you want to upload. Use specific keywords related to your resort (camping, rv camping, rv campground...) for

your video title.

- Make sure you select the “Public” option to make it viewable by anyone searching the site.
 - Once the video is processed by YouTube a link will appear that you can use to link to your video, or embed the video on your site.
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Step 6 – Set up your Twitter Feed



- Go to [Twitter.com](https://twitter.com). Click “Join.”
 - Enter your full name.
 - Enter your username. With Twitter you'll want it to be 15 characters or less.
 - Choose your password and enter your new Gmail email address we created.
 - Click “Create my Account”. Fill in the CAPTCHA, click “Finish”, and you'll be directed to your twitter account.
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Step 7 – Customize your Twitter account

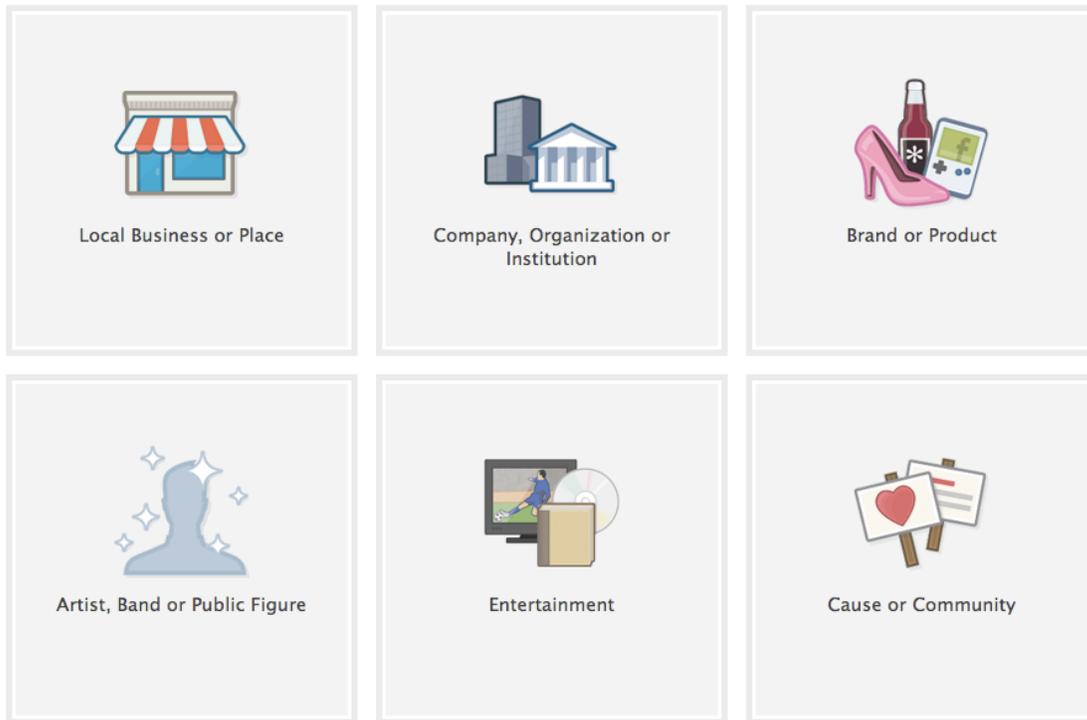


- Click on your username in the upper right and select “Settings.” This will give you a slew of options you can adjust, including: preferred language, time zone, location, photo sharing, privacy, and others. Just be sure to save your changes when done.
- To change the background image select the “Design” tab at the top of the page. Click the “Change Background Image” button in the lower left, then the “Choose Image” image button to browse your computer and select your image. You can find stock background all over the internet, use the built in backgrounds offered by Twitter, or design your own. If you choose to design your

own be sure the image dimensions are 2560x1600.

- Further edit your Twitter profile by uploading your logo, add your name, the name of your resort, the URL of your site, and a short bio. Just be sure to save your changes.

Step 8 – Set up your Facebook Page



- Go to the main facebook page. Click on “Create a Page.” The link is on the bottom of the page on the right side. Then select “Local Business or Place.”
- Choose from the Category options. A good option to use for the resort is “Club”, “Attractions/Things to Do”, or “Sports/Recreation/Activities.”
- Enter the name, address, city, state, and zip of your resort. Then enter your resort phone number. Click “I Agree to the Terms” and click the “Get Started” button.

- Next you'll have to either associate the page with a current account, or create a new Facebook account. If you set up a new account for the page be sure not to confuse the two.
 - Use the Gmail address we created and set up the account to you have access to it as an administrator.
 - Edit your Facebook page. You'll need to click the "Edit Info" link in the top left corner. From there you can adjust all your information.
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Facebook Profile Photo Guidelines



When creating your Facebook profile image be sure to:

- Include your resort name
- Include your resort logo
- Include your website
- And finally, include your slogan (if you have one).