tripleseat

How To Create An Optimized Venue Listing

Tripleseat Venue Directory
#tripleseatvenues

WHAT IS THE TRIPLESEAT VENUE DIRECTORY?

VENUES by Tripleseat is a searchable directory for event planners and restaurant customers to find the perfect venue for their next event.

Tripleseat customers can create their own venue profile for VENUES. Showcase photos, amenities, and event spaces. Prospects can submit an inquiry to you directly through our site.

VENUES can be looked at as a hands-off marketing channel. Once your profile has been optimized to highlight your unique spaces and experience, we will do the heavy lifting for you.

We write both dedicated and list-type blog posts, press releases and social posts to highlight venues. Other content geared towards the everyday event planner; think bridal showers, work parties, engagement parties, and event tips.

Paid social marketing campaigns for the venue directory are ongoing, which help both the directory and the venue to rank higher on Google pages.

Check out these best practices, tips, and tricks to set up an optimized venue listing that will generate leads.

49%

of event planners use the internet to locate venues for their events
- Capterra

WHERE DO I SET THIS UP?

- Log in to your Tripleseat account.

- Scroll down to Settings on the left hand panel.

- Scroll down to Leads & Public Listings in the Settings options.

- Click Public Listings.

- Next, fill out your profile following the five best practices below.

98%

of Tripleseat customers have set up their VENUES listing!

Best Practice No. 1
IMAGES

Featured Images: These are the large photos at the top of each listing. We recommend having at least four photos to showcase your venue.

A perfect header photo would be 2880x800 pixels (2x res size of the container). 2880 pixels wide is ideal, but the image should be a minimum of 1920 pixels wide for the top banner.

Photos that are not at least 1920 pixels wide or larger will look pixelated or blurry.

Location Photos: These are the photos for each of our private or semi-private spaces — we recommend having at least three photos per private space. Use high-resolution photos with good natural light.

Need tips on quality images? This blog post shares why and how to create professional photos for your venue.

Tony's Lounge

Priscilla's Tea Room

USE LANDSCAPE

Landscape photos work best!

Pro Tip:

Use the free design tool Canva to re-size or edit your photos easily.

Best Practice No. 2

DESCRIPTION

Your description should be at least one paragraph long, and up to five paragraphs, highlighting your unique space, cuisine, and the types of events that you can accommodate. It is best to be as descriptive as possible to catch the eye of a party planner. We also recommend that you DO NOT copy the exact description from the about section on your website; incorporate keywords that you want to be known for. Use the keyword helper on the next page for ideas.

This is the area of your listing where you can be creative on the types of events and experiences that you have created in the past, sparking ideas and emotions for the consumers and event planners to want to host their event with you.

Don't forget to mention how your venue handles each of these categories:

- Food
- Atmosphere
- Drinks
- Decor
- Service
- Views
- Experiences

For the private room descriptions, highlight what the look and feel of each room is and what makes it stand apart from the other private rooms you have or even the main dining room.

Porcupine and Bear

Porcupine and Bear was founded in 2017. We are a multi-generational run family-style restaurant located in the heart of Boston.

Our menu is made up of family recipes hailing from Portugal, Ireland, and France. Everything we serve is made from scratch with most meals being made to order. Family recipes include chicken marsala, si pout, queijadas, and Nana Pricilla's lemon meringue pie. Pull up a chair at one of our long tables, grab a carafe of red sangria, and make new friends among the other guests. Kids are welcome in the main dining room where they get their own menu that includes elevated kid-friendly favorites: Corn dogs, mac and cheese, DIY pizza, and more.

We offer three private dining spaces: Priscilla's Tea Room, Tony's Lounge, and a full restaurant buyout. We have thrown parties of all sizes and experiences. Host your next anniversary dinner in a romantic candle-lit alcove set for two, or celebrate the joining of two families with a bridal shower in our tea room or a holiday work party in the lounge. Having a larger party? Don't worry — we can accommodate up to 400 people with a full restaurant buyout.

Connect with our event manager who will be happy to provide a tour of the spaces and work with you to create an event that exceeds expectations.

Best Practice No. 3

KEYWORDS

Search Engine Optimization (SEO) keywords are the words and phrases in your content that make it possible for people to find your venue via search engines like Google, Yahoo, or Bing. You want use words that potential customers use in their searches so your venue will come up in the results. Here is a list of keywords that you can include in your description. You want to use relevant keywords in your text description, and not just a list of any venue-related keywords. It's OK to use some that make sense for your venue and create a few of your own.

- Banquet Facility
- Wedding Receptions
- Baby Showers
- Bridal Shower
- Wedding Shower
- Engagement Party
- Private Meeting Spaces
- Private Meetings
- Special Events
- Event Spaces
- Private Dining Room
- Cocktail Receptions
- Holiday Parties
- Party Rooms and Restaurants
- Group Dining
- Large Group Dining

- Private Dining
- Corporate Events
- Private Events
- Private Dining Rooms
- Private Party Venues
- Unique Event Venues
- Best Restaurants Private Dining
- Event Space
- Private Party Planning
- Private Dining Spaces
- Rehearsal Dinner
- Office Luncheon
- Private Event Space
- Semi-private event space
- Cocktail parties
- Private Cocktail Parties

Best Practice No. 4
LOCATION DETAILS

Make sure that all of your location's details — such as the address, contact information, event and venue types, price range, amenities and more — are filled out in your VENUES profile. The more information prospects have, the faster they can make the decision to book with you!

Venue Details

📍 1 Pinecone Way
Boston, MA 75001

🕐 8:00am - 1:00pm

👥 50 to 400 Guests

📞 555.555.5555

🔑 3 Private Spaces

Venue Categories

Restaurant

Event Types

Anniversary | Baby Shower | Birthday Party | Bridal Shower | Corporate Event | Rehearsal Dinner

Check everything that applies for the following categories. The top six that you select for each category will appear in your VENUES listing.

- Venue Type
- Event Type
- Cuisine
- Dining Style

Amenities: Select all that apply; the top 16 you select will appear on your listing.

Price Range: Select the option that best represents your dinner menu.

Even if an option that you have selected does not show on your listing, your venue will still show in search results to the consumer.

Amenities

Access to Public Transit | Bar Packages | Chef's Table | Full Bar | Open Bar | Private Space | VIP Room

Best Practice No. 5

REQUIRED FIELDS

We highly recommend you fill out every field option that we offer within your listing; however there are only 13 required fields that must be filled out in order to turn your listing live and viewable to the public.

- Location Photos
- Website
- Address1
- City
- Zip
- State
- Country
- Description
- Venue Type
- Event Type
- Dining Style
- Cuisine
- Amenities

HOW OFTEN SHOULD I UPDATE MY LISTING?

You should be reviewing and updating relevant information every six months or with every big venue change!

DO'S & DON'TS

Do:
- Fill out all fields with as much information as you can
- Use multiple keywords
- Get creative with your description
- Boast about how great you are
- Brag about past events that were as successful and beautiful
- Leverage your listing as another marketing channel

Don't
- Use low quality photos with bad lighting
- Don't use stock images
- Don't copy and paste content straight from your website
- Sell your venue short
- Throw your listing together
- Forget to link to your VENUES profile on your website, in your emails, and in your social media posts

SHOW ME AN EXAMPLE

To show you the exact type of listing we are looking for, we have brought our imaginary restaurant to life — but only as an example listing.

VENUES by ⌁⌁⌁ tripleseat   VENUES   MY LISTS   🛒 QUOTE CART   LOG OUT

Venues > Boston > Porcupine and Bear   ADD TO LIST   ADD TO QUOTE CART

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Visit their Website

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Restaurant

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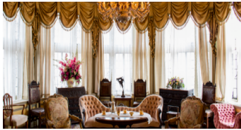
Amenities

Access to Public Transit | Bar Packages | Chef's Table | Full Bar | Open Bar | Private Space | VIP Room

Spaces

Tony's Lounge
`50 Seated` `100 Standing`

Priscilla's Tea Room
`30 Seated` `75 Standing`

Full Restaurant Buyout
`200 Seated` `400 Standing`

Cuisine

American | Breakfast | Brunch | Farm to Table | Fusion | Locally Sourced

Dining Style

Casual | Cozy | Family Style | Kid Friendly | Kid Menu | Rustic | Table Side

ADD TO LIST   ADD TO QUOTE CART

SPONSORED LISTINGS

VENUES by Tripleseat offers a full suite of sponsored listings that keeps your venue top-of-mind for the thousands of prospects searching for a venue on the site. Our directory offers the flexibility for you to build a customizable and robust listing to promote your venue and generate more leads.

Sponsored listings get you prominent exposure and enhanced search listings - which equal more leads! Learn more by visiting the sponsored listings page on our website.

If you have any questions about sponsored listings on the VENUES by Tripleseat directory or would like a demo to learn more, please reach out to Marcus Craigwell at marcus@tripleseat.com.