



## Visit St. Pete/Clearwater.com Business and Other Listing Best Practices

### General Listing Updates

- Please avoid using stock photography
- Photography must be property-specific
- Showing interior and exterior property shots is strongly recommended
- The Visit St. Pete/Clearwater (VSPC) has the right to reject/accept photography
- Please use complete sentences in your descriptions
- Please highlight what makes your property unique versus using generic superlatives

### Listing Formats Guidelines

- **Editorial**  
Under no circumstance shall a property or other business listing on the VisitStPeteClearwater.com website compare itself to other competing businesses listed on the VisitSTPeteClearwater.com website. This limitation applies to all deals, events, business descriptions or other partner materials/copy on the VisitStPeteClearwater.com website.  
VSPC has right to change/accept all copy.
- **Style**  
VSPC has established a style guide which is used for all our vacation planning materials. It is based primarily on AP Style, with a few Chicago Style exceptions. All listings will be edited using this style guide.
- **Proper names**  
Proper names used to refer to well-known landmarks in the community will be edited for clarity. For instance, “close to Tropicana” may be edited to say “close to Tropicana Field.”
- **Sentence case is required**  
Partners will not be allowed to use ALL CAPS or excessive capitalization of all words in a sentence. Excessive punctuation will also be edited.
- **Grammar and spelling**  
Proper grammar and spelling is required. Any incorrect listings will be corrected.
- **Numerals**  
Please follow this format: Numbers from one to nine should be spelled out, 10 and greater will be expressed as numerals (except addresses and phone numbers).

- **Ampersands**

Ampersands should only be used if they are part of a proper name.

- **Bolding and Formatting**

Bolding and other text formatting should be limited in use and only be used to point to a key feature of the property or deal listing.

- **Recommended character counts**

We will adhere to the recommend character counts and copy will be edited to conform accordingly if what is supplied does not.