

## Effectively Leveraging Flickr for your Diagrams WebView

Newmarket Diagrams WebView's photo component can be connected to your own website or to photo sharing websites. This determination is made by you in consultation with Newmarket.

We have prepared this guide for you to provide an overview of the photo sharing site Flickr (<http://flickr.com>). We present reasons for using it and suggestions to maximize Flickr's social marketing potential for your property.

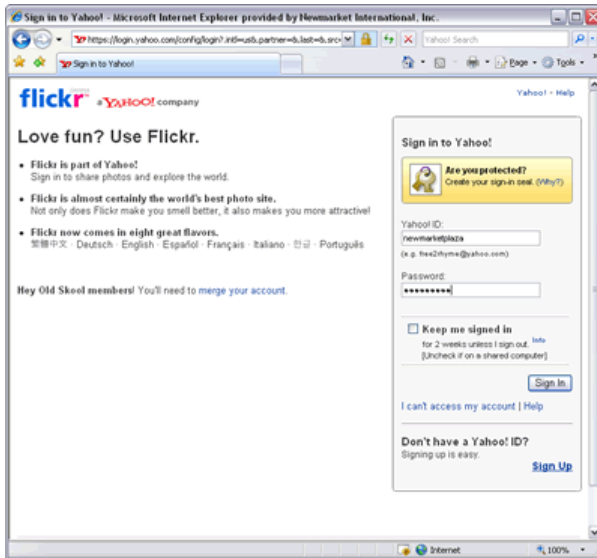
Flickr is currently the most active social networking photo sharing site. Its connection to Yahoo (its parent company) means that images on Flickr have a direct impact to your search engine optimization (SEO) efforts. There are features and tools in Flickr that set it apart from other photo sharing sites and make it a top choice for leveraging your Diagrams WebView.

Many properties already use Flickr, but not as thoroughly as we will guide you here. Flickr is an effective tool to increase traffic and your ranking in all search engines. The connection with Yahoo (48% of all web traffic according to Alexa) means that other engines (Google: 51% of all traffic) will rank your property higher.

The value of implementing a proven strategy means less work for you and better SEO results for your property. We will focus on making every single one of your images have the maximum play in SEO.

Increasing your ranking in search engines is paramount and Flickr can help you achieve this.

- Flickr images increases your web presence with every image you upload and builds awareness among potential event planners.
- Flickr accounts can link to your hotel website and will increase your search ranking.
- Flickr hosts 200 images for free or unlimited images for \$24.95 per year.
- Flickr syndicates your photos (i.e., Google's universal search).
- Flickr provides the opportunity to build relationships in your online community.
- Flickr has a large international following and helps bridge language barriers.
- No particular IT expertise is required and you have full control over your images.



## Setting up your Flickr Account

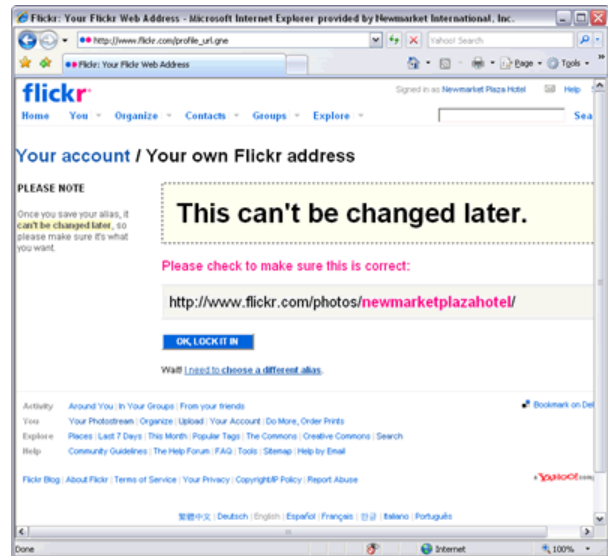
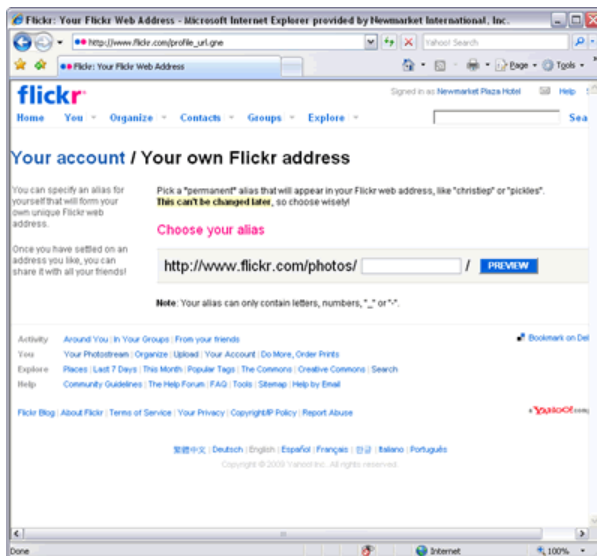
Create an account on Flickr at <http://flickr.com> with a Yahoo ID. Flickr is part of the Yahoo network and your account will be tied to a Yahoo account. This account can, and should, also be a part of your social marketing strategy. The display name (screen name) of your Flickr account is an important decision that should be a part of your overall social media strategy.

We suggest using the name of your property as your Flickr screen name for search optimization purposes.

Once an account is created, you can customize your Flickr profile, including changing the default URL of your Flickr site.

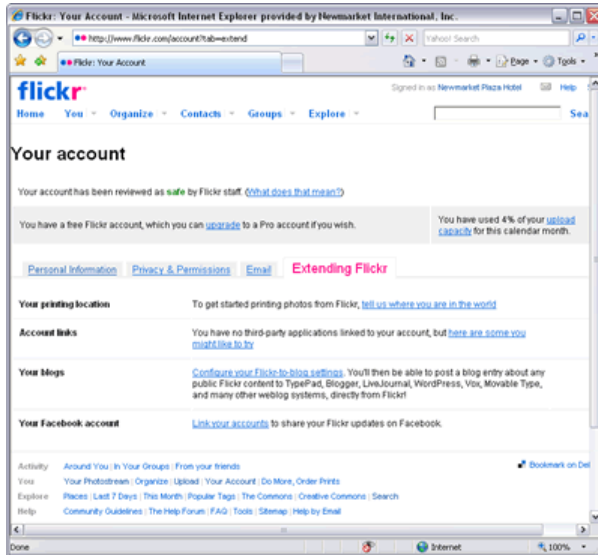
The default Flickr web addresses are difficult to read (<http://www.flickr.com/photos/37004119@N03/>) and do not help your SEO, changing your default Flickr web address will help your SEO. We suggest that it be the same as your screen name, such as: <http://flickr.com/photos/yourpropertyname/>

This is found under your account information (You > Your Account > Edit your Profile).

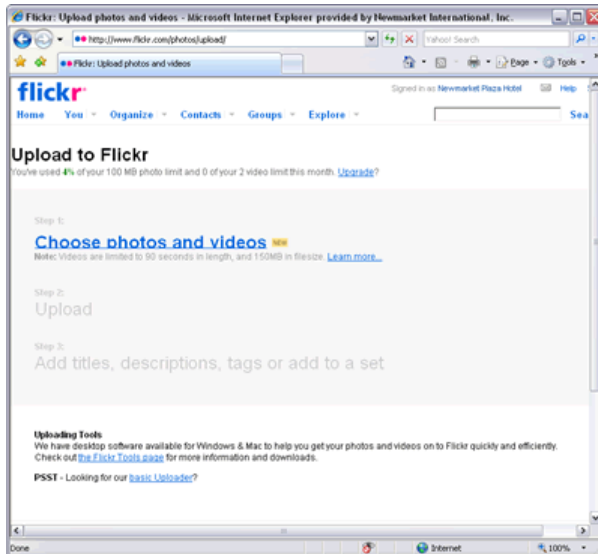


You should also list the website link (URL) of your property website along with a description of it as part of your Flickr profile (You > Your Profile > Personal Information).

Flickr can be “extended” to your Facebook account to increase the reach and subsequent results of your social marketing strategy (You > Your Account > Extending Flickr).



Your Flickr site is almost ready for your images. There is a strategy for uploading images as well. The **Flickr Uploader** makes it convenient to upload multiple images in an efficient manner. Uploading batches of images creates greater activity (see the image on the last page), reduces your time, and leads to higher rankings.

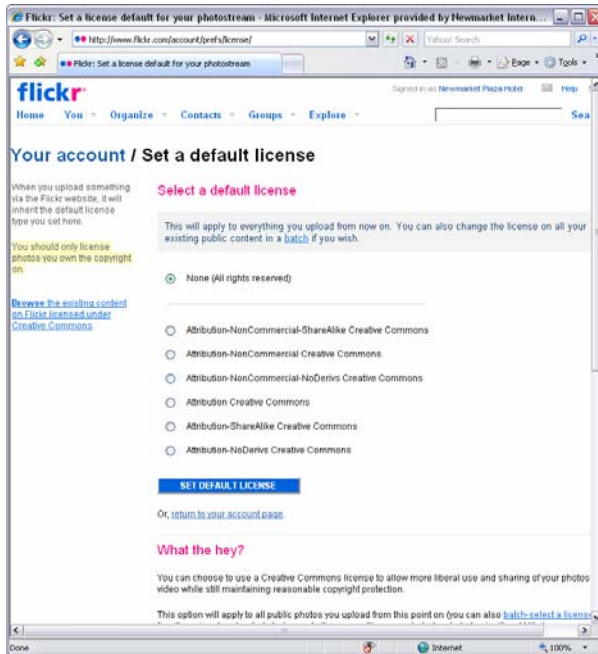


### Effectively Uploading your Flickr Photos for SEO

Properly licensing, tagging, geotagging, describing, and arranging your Flickr images are vital to optimizing your SEO.

Streamlining your process will yield consistent results and create efficiencies for future uploading. Our strategy for you comes from our own use and study of our analytics.

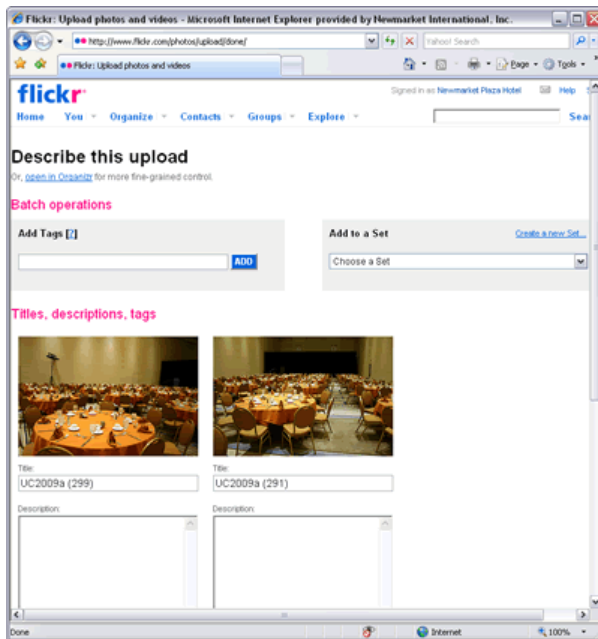
Following these steps will save you work and produce better results.



## Licensing

Setting overall permissions (You > Your Account > Privacy & Permissions) affect all of your images as they are uploaded. You can change these on a case-by-case basis if need be at any time (for example, you may want to make certain images "All Rights Reserved").

The Creative Commons license is a powerful way to allow others to do some of your SEO work. By allowing people to use some, or all, of your images you will increase traffic and thus better your search ranking.



## Tags

When you upload multiple images, you can apply keyword "tags" to all of them at once. This is a time saver when loading groups of similar images (for example, Newmarket Plaza Hotel, Newmarket, Portsmouth, New Hampshire, Seacoast, weddings, receptions, Lobster Festival, and so on).

Effective tagging is vital and so is imaginative tagging. Apart from listing your property name, think of search terms people might use for your area. These could include geographical references (*Seacoast*), moods and emotions (*summer fun*), historical (*John Paul Jones*), cultural (*The Music Hall*), events (*Lobster Festival*), and so on.



Flickr also has geotagging. This allows your images to be associated with specific search algorithms which will, in turn, increase your SEO.

When someone uses Google, Yahoo, MSN, or other search engine, and searches for a specific city or geographic location, your geotagging will help increase your search ranking.

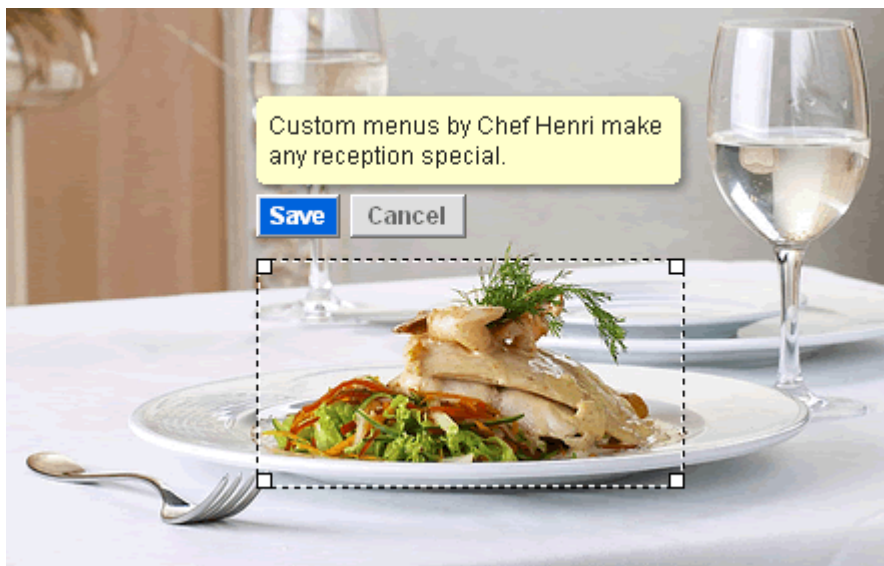


### Description

You can “batch” your image descriptions, with the **Flickr Updater**, by copying and pasting into the **Description** box for each image. This description should use some of your tag words. Avoid posting sales verbiage in your descriptions because Flickr does not allow for commercial use of the site (see <http://www.flickr.com/guidelines.gne>).

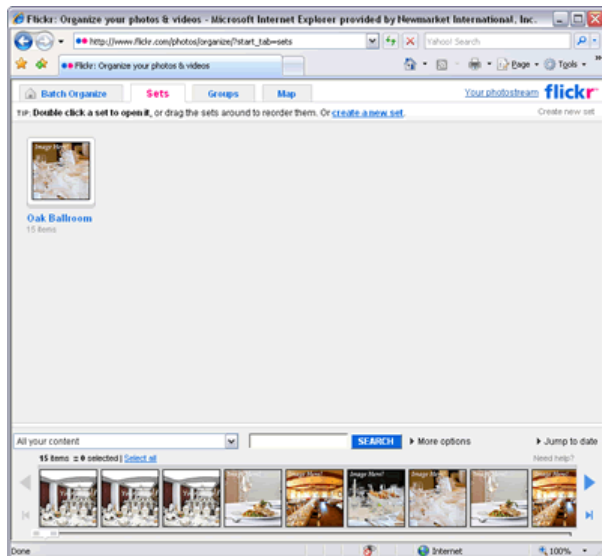
Also write specifics for some of your images. For example, you could mention that the ice sculpture or 60” plasma in a photograph makes a great addition to your next function. Photographs of specific items such as menus or flower arrangements should be included to paint a thorough picture of your property.

These types of items should have detailed descriptions (“flowers provide by Anne’s Florist”) and can assist you in promoting upselling.



You may also add “notes” to images that point out amenities. This also can help in promoting upselling by showcasing those items you offer or special packages.

Notes offer additional interactivity for your users.



## Arranging your Images

You can add images to existing sets or create new sets while uploading. You can also use the **Batch Organizer** at any time to further organize your images. Images may be shared across multiple sets such as “weddings” and “Oak Ballroom”.

We recommend creating sets for each room to support the user experience with your Diagrams WebView. Your Diagrams WebView will link to each room’s Flickr set (for example, the Oak Ballroom).

These sets allow your customer to see that how that particular room meets their needs. The customer may also view a set as a slideshow.

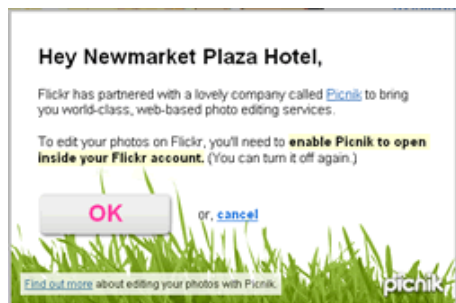
The **Batch Organizer** is also an ideal tool to apply additional tags, geotags, change licensing (permissions), and more.

In addition to the **Batch Organizer**, there are other tools that allow you can periodically check your list of tags for typos and accuracy.

For example, if you accidentally misspelled “accommodations” on a large set of images, you can easily edit it in one location and have the correct tag applied to those images. (You > Your Tags > See all your tags in a big list here)

## Miscellaneous Tips for your Flickr images

Take a look at what other properties have on Flickr. Many have professionally taken photographs and you may already have a collection of images for your property. If you do not have professionally done images, you may be pleasantly surprised at the quality of images you are able to take yourself. We recommend a true digital camera and not the camera in your phone.

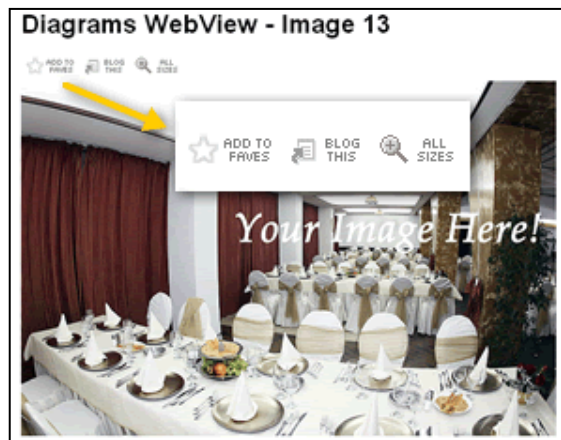


Consistent lighting (for example, photo sets of exterior function space all taken on the same day) and similar angles help present a more polished portfolio of images.

Flickr has a built-in photo editor, called Picnik, which is easy to use for doing touch up to your uploaded images.

Tutorials are available on its use (<http://www.flickr.com/help/picnik/>).

Your Flickr images can also be embedded into your property's website, blog, or Facebook fan page. This increases your total view count and creates "higher relevance" in Flickr's search algorithm, which results in higher search rankings. (You > Your Account > Extending Flickr)



Time permitting, participate in Flickr groups. These are groups within the Flickr website that are focused on your city, city wide events, and current events. Being an active member of various Flickr groups will increase the popularity of your images.

Participation can be as simple as marking other images (such as city wide event images) as "Faves" and is a worthwhile part of your Flickr strategy.

With a Flickr Pro account (\$24.95 annually) you have access to statistics and these are a valuable means of judging your social marketing and SEO efforts.

