



## Visit St. Pete/Clearwater.com Business 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

- **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.
- **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.
- **Editorial**  
VSPC has right to change/accept all copy.