# [www.VisitWilliamsburg.com](http://www.VisitWilliamsburg.com)   Photography Instructions

*You have the ability to log into the data engine for the new VisitWilliamsburg.com to add, change and improve your tourism business and event photos.*

1. *Log in to the data portal (see separate instructions)*
2. *Watch the photo "How To" video, found here:  [https://vimeo.com/144982842](https://vimeo.com/144982842)*
3. *Further details are below.*

**Please ensure all photos you upload are the appropriate size, ratio and quality to look the best they possibly can. We reserve the right to reject photos that do not meet the necessary standards. Photos specs are as follows:**

There are **three** locations within VisitWilliamsburg.com your photos will show.

1. A small preview picture will be on a **category** page, with other similar businesses.
   *Important note:  "category" photos are called "thumbnail" when you upload them in the data engine.*
   Here is a sample category page:  [http://www.visitwilliamsburg.com/hotels-lodging](http://www.visitwilliamsburg.com/hotels-lodging)
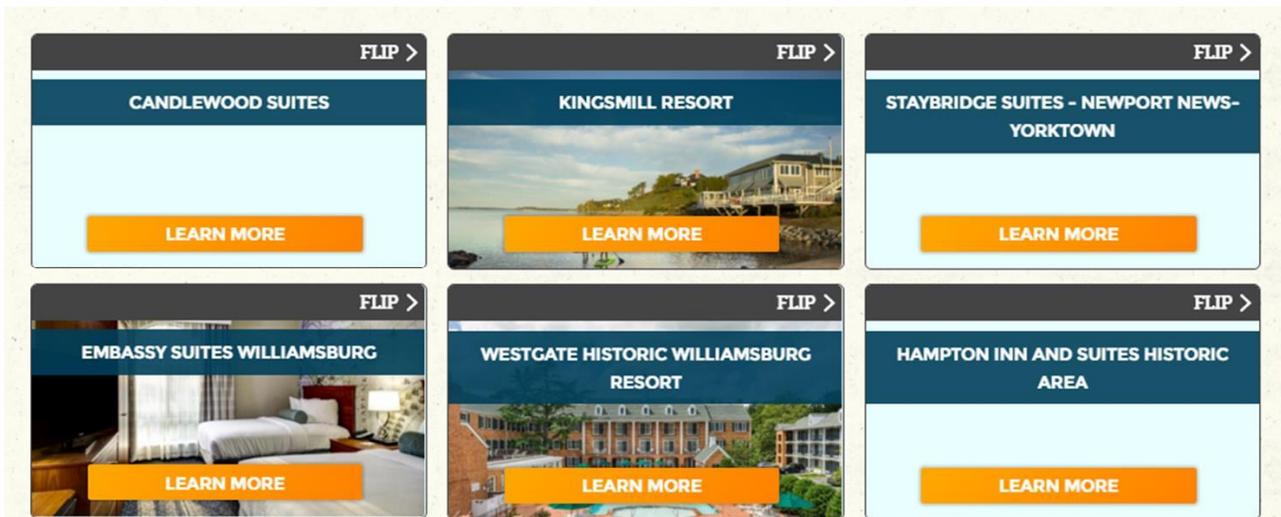
2. One or more smaller pictures & videos will be in a slideshow on the RH side of your profile page
3. One large **primary** photo will show on the top of your profile page.
   *This benefit is available for events, lodging properties and GWCTA members.*
   Here is a sample profile page: http://www.visitwilliamsburg.com/hotels-lodging/doubletree-hilton-williamsburg
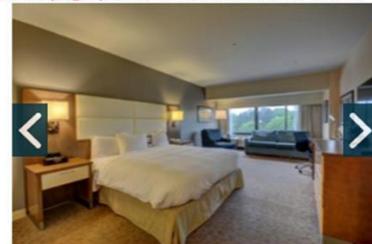


**Minimum** size requirements for each of the three photo locations
- Category & Slideshow photos: 640x426 pixels
- Primary Photo: 1280x535 pixels
- Larger photos are A-OK, as long as they maintain the required 3:2 ratio
- Images that are smaller than 640px x 426px or have a different ratio will not work on the site and will be rejected

Other important Info
◊ Logos **will not be approved** for use in any of the first three photo locations. If you would like to have a logo be one of your *additional* slideshow photos, it will be approved if the size and ratio fit the specifications.
◊ Vertical images do not fit the design of the site and will be rejected.
◊ You may have up to 10 horizontal photos for the slideshow

Within the data engine, click the "Add Photo" button. Follow instructions to upload a new image.



After the photo is uploaded, you can click on the photo and then:
1. Add a caption
2. Change the "category" if needed. *See below.*
3. Select if you want it to be the primary photo. *Note: There may only be **one** primary image.*
4. View what the picture will look like on the website.

To mark a photo as "thumbnail", click on it, then select "thumbnail" from the dropdown menu highlighted above.



If you would like your **primary** photo and your **category** photo to be the same, simply load the same image twice. Then mark one as primary, and one as thumbail.

*PHOTO TIP:*

*When you are uploading your photos, please remember to give them a detailed caption. An easy way to remember what to include is how would you explain the image to a stranger? For example, "Queen Suite" is rather broad, so try "Queen Suite at the Clarion Historic District in Williamsburg, VA". Something slightly descriptive is always helpful as well. For example, "Schooner Alliance" is okay, but "sunset sail on the Schooner Alliance in Yorktown, VA" is great!*