

WhereCanWeGo ~ Britain's No.1 guide to family & community events

Organisers' Update

Summer 2016

from Kimble Earl and John South, Founders, WhereCanWeGo.com

More people at your events...Bank Holiday, Googlebot etc:

With the peak summer upon us, user numbers are climbing as usual, so please remember to ensure that all your August & September events are entered and kept up to date. It is well worth doing so in good time for the August Bank Holiday...during the May 2016 Bank Holiday month, for example, 427,248 visitors in 13,775 towns and villages made 1,669,386 searches and saw 25,040,790 event announcements. Plus the Googlebot and other search engine trawlers visit our site several times a day to update their records, so you will get noticed for sure!

Events further ahead...

Did you know you can enter events up to a year ahead? This is quite safe, because:

- i) if you need to change them later you can do so by clicking Manage Events then Edit Event.
- ii) we have set up a system to automatically remind you to check such advanced entries nearer the date of the event.

Special Announcement option...widening your reach

You may be interested to know that there is now a way to widen out your message if you want to. You can choose to display your event to a higher proportion of visitors: for example everyone searching in one or more postcode regions, or throughout the UK. This means that your event entry will be seen over a much wider area than might be the case with a regular or premium event entry, as it will appear to all searchers within whatever area you select, effectively over-riding the usual closest-first criterion. This could be especially useful for major events where visitors might be attracted from further afield. Please get in touch for details, these Special Announcements are handled and priced individually.

Video and QR facility...

These extras have proved popular since we launched them a couple of years back. A significant number of organisers now feature YouTube videos of previous events or upcoming trailers, and are featuring QR codes to activate instant smart-phone links to their websites.

Both these facilities are available to organisers who upgrade their basic free entries to Premium status, for the small charge of £ 4 inc VAT. Premium upgrade also means you can upload a still image, extra words, and a linked pdf of a poster or leaflet, plus your entry will appear in a bold box within the results.

PS If you don't want to upgrade, worry not - the basic entries remain free and always will be, we're delighted to have you on board too.

A reminder about Facebook and Twitter...

If you have a Facebook account, it's always worth clicking on the Facebook link button we add automatically to every WhereCanWeGo event entry - that way all your contacts will hear of your event.

And we still Tweet details of your events (to Twitter users who've asked us to do so) a few days beforehand.

Events like yours - do a friend a favour!

We're sure you've found WhereCanWeGo.com useful, so why not forward this update to friends, contacts, and charities who also run family and community events. It'll help them to find new support at no cost - apart from a few minutes of their time to register and input their event details like you do....

Regards

Kimble & John

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