



Website Style Guide for See Monterey Members

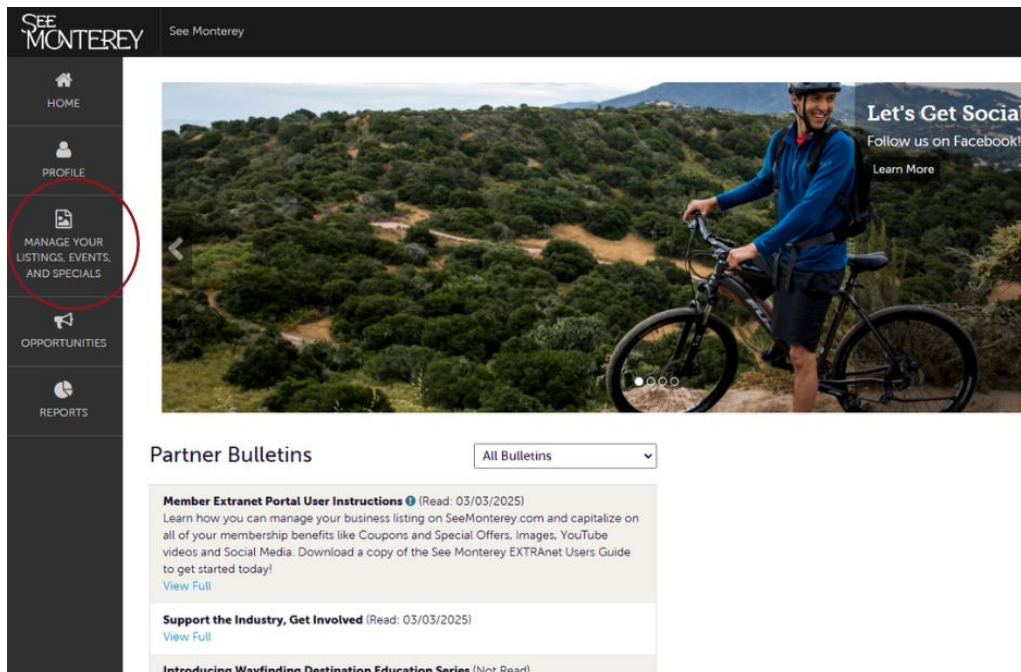
Welcome to the Website Style Guide for See Monterey members. This guide serves as a foundation for creating listings, events, and specials that seamlessly integrate with SeeMonterey.com, ensuring consistency and professionalism across all content.

Inside, you'll find key principles on tone, voice, visual style, and best practices for crafting engaging content and uploading high-quality images. By following these guidelines, we can present your information in a clear, easily digestible format, while creating a cohesive and recognizable experience for our visitors.

This is solely a *style guide*, for in depth instructions on how to navigate the EXTRANet Portal, please use [this document](#) as a resource.

Homepage

After logging in to the EXTRANet, you'll land on the Homepage. For the purposes of this guide, we'll focus exclusively on the "Manage Listings, Specials & Events" section, as this is the only area in the EXTRANet that directly corresponds with the external-facing SeeMonterey.com website.





1. General Guidelines

Tone and Voice

- **Audience-Centered Approach:** Keep the audience's perspective in mind when creating content. You are speaking to potential visitors planning a trip to the destination, or those already in the destination seeking activities and experiences to explore. Rather than describing the broader destination—that's See Monterey's role—focus on highlighting your specific program, offering, or experience in a way that is engaging, informative, and relevant to travelers.
- **Professional Yet Inviting:** Maintain a welcoming and polished tone that reflects what your organization offers.
- **Clear and Accessible:** Use simple, concise language for easy readability. Avoid industry-specific jargon and technical terms that your audience may not understand.
- **Length:** You typically have 7 seconds to capture a reader's attention so keep it as short as possible. If you have a lot of information to share, use bullet points or lists if needed for easy readability.
- **Evergreen Content:** Avoid mentioning dollar amounts or operating hours to keep information relevant over time.
- **Avoid Using "We" or "Our":** Keep in mind that using "we" or "our" in your content can create confusion for consumers on the SeeMonterey.com website, as it's unclear who the "we" refers to. To avoid this, it's best to refrain from using these pronouns and instead adopt a neutral, third-person perspective. Replace "we" and "our" with specific nouns or phrases that clearly identify the subject.

What To Do

CANNERY ROW

With its picturesque charm and colorful history, Cannery Row captivates visitors from all over the world. The unique appeal of this fabled street is what makes Cannery Row the most popular vacation destination on California's Central Coast. With luxurious waterfront hotels, enticing restaurants and captivating boutiques, Cannery Row is the ideal place to soak up the culture and beauty of Monterey Bay.



Grammar and Punctuation

- **Correct Grammar:** Maintain professionalism and clarity at all times; avoid using emojis in all instances.
- **Abbreviations & Acronyms:** Use abbreviations and acronyms only when necessary and ensure they are defined or clear to the audience. Avoid excessive abbreviations that might confuse readers. Do not use abbreviations in headlines, except those that are widely recognized such as the U.S. Spell out an acronym the first time it's used, followed by the acronym in parentheses.
- **Capitalization:** Use proper capitalization in titles, headings, and key terms. Capitalize proper nouns and the first word in a sentence. Do not capitalize common nouns. In headlines, titles and email subject lines, capitalize primary words but not secondary words (at, or, in, the, etc.). Capitalize the first word after a colon.
- **Numbers:** Numbers one through nine should be spelled out and numbers 10 and over should be numerical. Exception to this rule is dates, times, addresses.
- **Time:** Maintain consistent formatting when stating times, following this example: 3:00 P.M. in all instances.
- **Verb Tense:** Ensure verb tense (past, present, or future) is consistent and appropriate for the subject matter. Avoid shifting tenses within a single sentence or paragraph.
- **Punctuation:** Use punctuation sparingly. Limit the use of exclamation points to one or two per listing to maintain a professional tone.

2. Listings

Listing Details

- Clicking the “Collateral” icon labeled “Manage your listings, events and specials”, displays options for listings, special offers, calendar of events, and media (i.e. images).

SEE MONTEREY

SEE
MONTEREY

See Monterey

HOME

PROFILE

MANAGE YOUR LISTINGS, EVENTS, AND SPECIALS


OPPORTUNITIES



REPORTS

Listings

Filters (0)

Me

You have not added any filters. You can click the manage filters link in the top right corner or click the  icon from the grid to add filters for available list and set a default value to use in the future.

Actions	Company	Listing Type	Category	Sub
<div></div>	See Monterey	SeeMonterey.com	Meeting Services	Ever

- The pencil icon will allow you to edit your listing information. By clicking the eyeball icon, you can view your listing information.
- When you hit the pencil icon, you will have the option to edit the following:
- This is what you will see in the back end when you are editing your listing.

HOME

PROFILE

MANAGE YOUR LISTINGS, EVENTS, AND SPECIALS

OPPORTUNITIES

REPORTS

Update Listing

SAVE

CANCEL

Sections:

Listing Information

Categories

Details

Website Notifications

Listing Image

Social Media

Listing Information

Account: Required

See Monterey

Type: Required

SeeMonterey.com

Contacts:

--Choose One--

Hide Address on Website:

YES

NO

Address Type:

Physical

Description:

Source

B

I

S

I

X

Text

Table

Image

Link

Quote

There are so many options for your meeting or conference; why not choose a destination that will increase attendance, inspire your participants, and make your work easier? Monterey County offers meeting planners all of those benefits. Our team is ready to help you create the perfect Monterey program. Contact sales@seemonterey.com or 831-657-6426 today.

Keywords:

SEE MONTEREY

This is how listing images will display to visitors on the website:



Listing Information

The key focus in this section is the “Description”.

Listing Description: Craft an engaging and unique description of your organization, keeping it **between 100 and 150 words**. Be sure to follow the grammar and punctuation guidelines outlined above. This is where you can highlight some of the unique aspects of your organization, for instance, if you have a dog-friendly hotel or if you are certified in sustainability. Think about what facts will set you apart and highlight them here. Make sure this content is original, avoid copying and pasting directly from your website, as this can negatively impact SEO.

Listing Category and Sub Category

This section will be filled out by the See Monterey team based on your organization type. No action here.

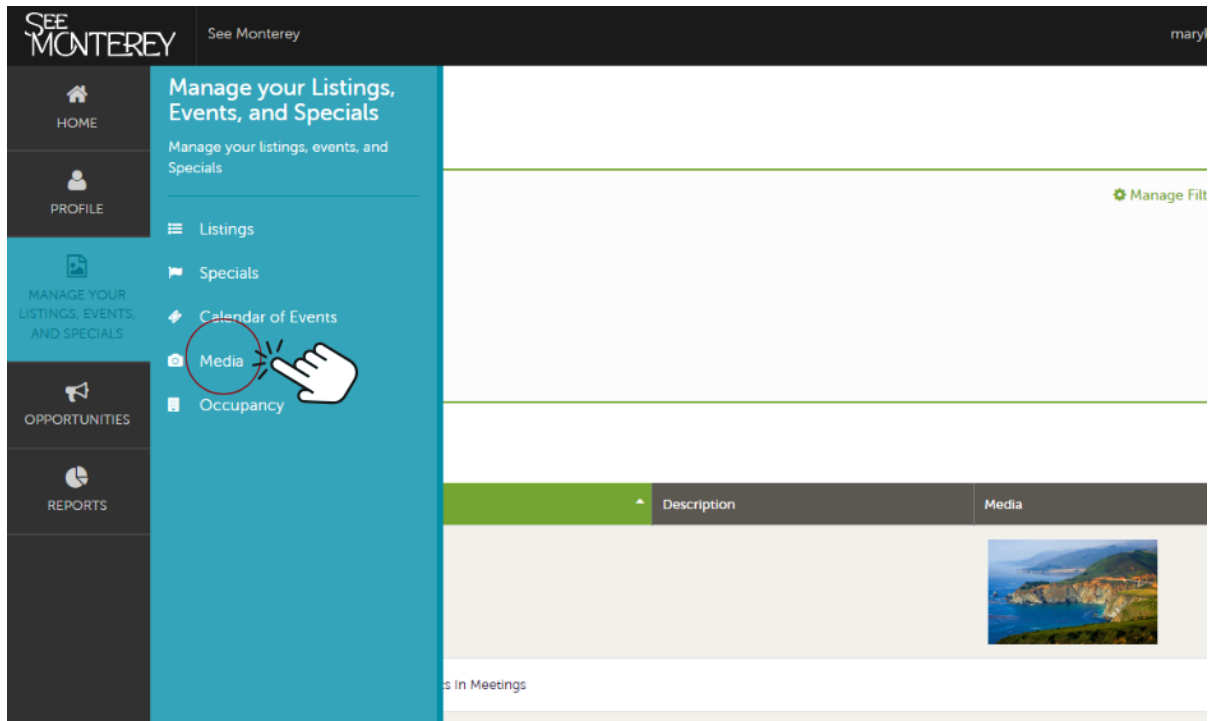
Details

For info on how to edit this section, please see the [EXTRAnet User Instructions](#).

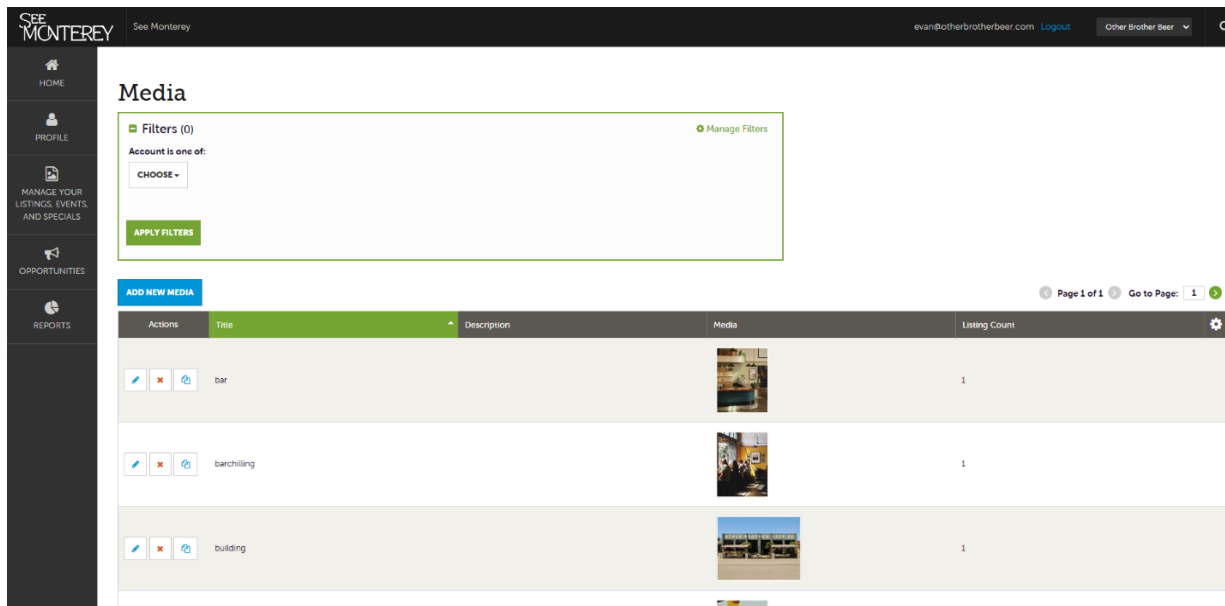
SEE MONTEREY

Listing Image

- In order to edit the “Listing Image” section, you’ll have to “Save” your work and then navigate over to the collateral icon again, which will display options for listings, special offers, calendar of events, and media (i.e. images).
- Navigate to “Media” and click the “Add New Media” button.



SEE MONTEREY



Recommended Images:

- Upload 5-7 professional, high-resolution images showcasing rooms, amenities, and surroundings. Use colorful, eye-catching images that provide an enticing representation of your brand.
- Do not use logos, posters or pdfs that include any kind of text overlay here. Text can get cut off and become unreadable.
- Ensure that the "Title" is clear, concise, and contextually relevant, accurately describing the image's content while incorporating key details or functionality, without redundancy or unnecessary phrases.

Optimal Image Sizes:

Hero Image: 1600 x 1000 PX (desktop/tablet) / 800 x 1000 PX (mobile)

Our website generates thumbnail sizes automatically allowing you to upload a larger image that the system can scale and size as needed. We recommend uploading the highest quality version of the file that you have to ensure ability to reuse elsewhere on the site.

Recommended Formats:

All of the following are optimal formats, Choose the most suitable format from the optimal options below based on needs.

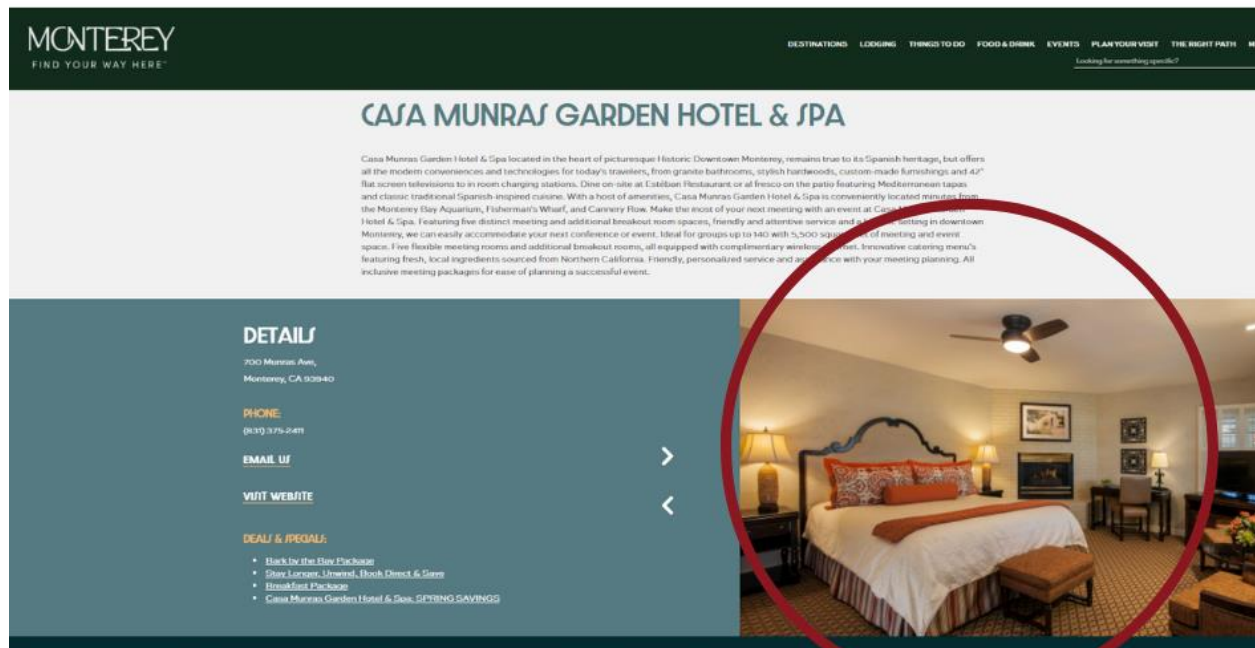
SEE MONTEREY

- **JPEG:** Best for high-quality photos.
- **PNG:** For images requiring transparency.
- **SVG:** Best for icons and illustrations.
- **GIF:** Use for simple animations.
- **WEBP:** For high-quality photos with transparency.
-

Image Rights & Formats:

Ensure images have proper permissions for use.

This is how listing images will display to visitors on the website:



Social Media

Please share the links to the social media accounts your organization actively manages.

3. Events

Calendar of Events

Here you can add an upcoming event that your organization is putting on and it will be displayed on either the [Visitor Facing calendar](#) or the [Community Connection calendar](#) (depending on which calendar you select).

- The **Visitor-Facing Calendar** is designed for tourists and visitors, showcasing events that enhance their experience in the destination. It highlights public events, festivals, attractions, and activities that appeal to travelers.
- The **Community Connection Calendar** is intended for local businesses, industry partners, and residents. It includes networking events, industry meetings, workshops, and other happenings relevant to the local community and tourism stakeholders.

To add or edit an event, navigate to the “Calendar of Events” and click on the “Add Event” button to create a new event.

The screenshot displays the SEE Monterey web application interface. The top navigation bar includes the SEE Monterey logo, the text 'See Monterey', and the user email 'marykelley@se'. A left sidebar contains navigation links: HOME, PROFILE, MANAGE YOUR LISTINGS, EVENTS, AND SPECIALS (highlighted), OPPORTUNITIES, and REPORTS. A secondary sidebar under 'Manage your Listings, Events, and Specials' lists: Listings, Specials, Calendar of Events (circled in red with a hand icon pointing to it), Media, and Occupancy. The main content area features a 'Manage Filters' link and a text box stating: 'can click the manage filters link in the top right corner or click the icon from the grid to add filters from the to use in the future.' Below this is a table with the following data:

	Title	Rank	Start Date	End Date
	Test event	Special Events	11/05/2023	11/05/202
	Test event	Special Events	02/22/2024	02/22/202
	Test event	Special Events	02/22/2024	02/22/202

SEE MONTEREY

Events

Filters (0) [Manage Filters](#)

You have not added any filters. You can click the manage filters link in the top right corner or click the icon from the grid to add filters from the available list and set a default value to use in the future.

[ADD EVENT](#)

Actions	Event ID	Title	Rank	Start Date	End Date	Event Category
	11094	Test event	Special Events	11/05/2023	11/05/2023	Food & Drink
	11253	Test event	Special Events	02/22/2024	02/22/2024	Food & Drink, Arts
	11254	Test event	Special Events	02/22/2024	02/22/2024	Arts

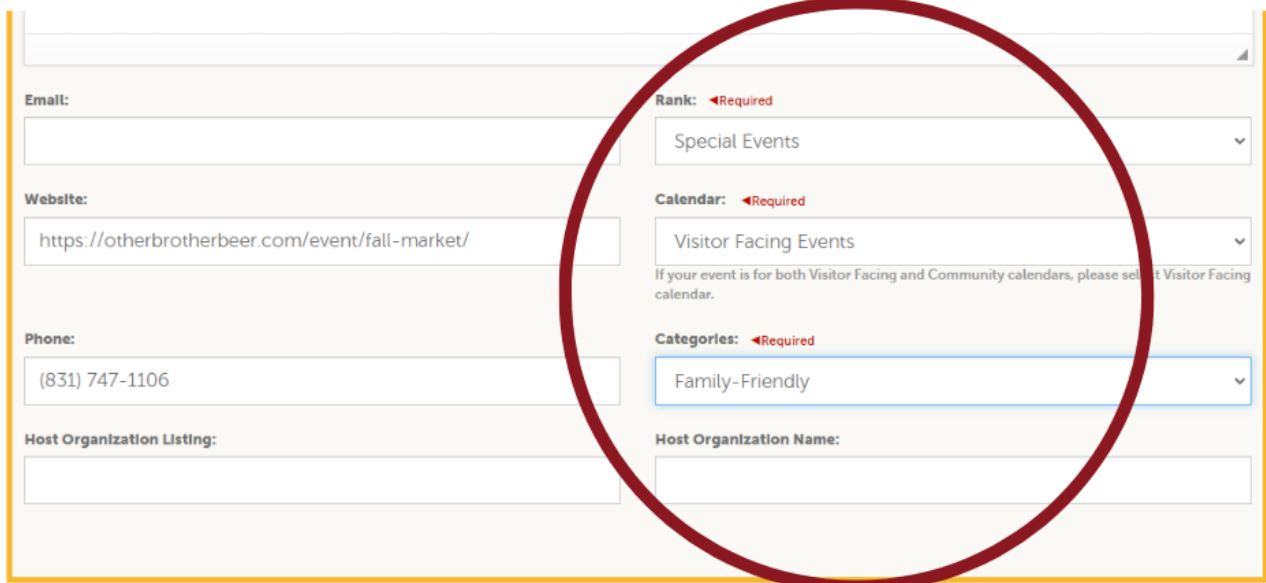
Page 1 of 1 Go to Page: 1

Event Information

- **Event Title:** Craft a brief and compelling title that grabs the audience's attention. Ensure proper capitalization and avoid using emojis. Please also leave out dates from event titles. Keep it concise and descriptive (max 10 words).
 - Avoid all caps unless part of branding.
- **Example:** *Monterey Wine & Food Festival*
- **Event Admission:** Clearly state any admission requirements. Specify whether the event is free, ticketed, or requires an RSVP. The "Buy Tickets Link" field is where you will add any ticket links. This field is for the ticket link only and any text related to tickets/admission belongs in "Event Admission"
- **Event Description:** Offer a concise and informative overview that highlights key details to entice potential attendees. Keep it **between 100 and 150 words**, and refrain from including dates and times, as this information is provided elsewhere.
- If you have a lot of information to share, use bullet points or lists if needed for easy readability.
- This event listing summarizes the highlights and uses key facts to draw excitement. The event speaks in third person and doesn't reference "us" or "we".

SEE MONTEREY

- Make sure this content is original, avoid copying and pasting directly from your website, as this can negatively impact SEO.
 - Highlight key attractions: Special guests, performances, unique experiences.
 - Avoid unnecessary fluff.
 - Indicate if there is an age restriction here.
- In this section you will also need to indicate the following:
 - **Which calendar this event corresponds to** (Community Connection or Visitor Facing)
 - Reminder, if your event is for the local community, select “Community Events,” if your event is for visitors, select “Visitor Facing Events”.
 - **Category of event** (Arts, Family Friendly, Food & Drink, History, Live Music, Monterey Car Week, Sports, etc.) Choose the category that best represents your event.



The image shows a screenshot of a web form for submitting an event. The form is divided into two columns. The left column contains text input fields for 'Email:', 'Website:' (with the URL 'https://otherbrotherbeer.com/event/fall-market/' entered), 'Phone:' (with the number '(831) 747-1106' entered), and 'Host Organization Listing:'. The right column contains dropdown menus for 'Rank:' (with 'Special Events' selected), 'Calendar:' (with 'Visitor Facing Events' selected), and 'Categories:' (with 'Family-Friendly' selected). A red circle is drawn around the 'Rank:', 'Calendar:', and 'Categories:' dropdown menus. Below the 'Calendar:' dropdown, there is a small note: 'If your event is for both Visitor Facing and Community calendars, please select Visitor Facing calendar.' At the bottom of the right column, there is a text input field for 'Host Organization Name:'.

Event Location

This section is straightforward, but please double-check the location details and ensure the correct address and location name are provided to avoid any confusion.



Event Dates

Follow the prompts here to indicate the most accurate days and times for the event.

Image Gallery

Recommended Images:

- Upload 7-10 professional, high-resolution images showcasing rooms, amenities, and surroundings.
- Use a colorful, eye-catching image that provides an enticing representation of your event.
- Do not use logos, posters or pdfs that include any kind of text overlay here. Text can get cut off and become un-readable.
- Ensure that the "Title" is clear, concise, and contextually relevant, accurately describing the image's content while incorporating key details or functionality, without redundancy or unnecessary phrases.

Optimal Image Sizes:

Hero Image: 1600 x 1000 PX (desktop/tablet) / 800 x 1000 PX (mobile)
Our website generates thumbnail sizes automatically allowing you to upload a larger image that the system can scale and size as needed. We recommend uploading the highest quality version of the file that you have to ensure ability to reuse elsewhere on the site.

Recommended Formats:

All of the following are optimal formats, Choose the most suitable format from the optimal options below based on needs.

- **JPEG:** Best for high-quality photos.
- **PNG:** For images requiring transparency.
- **SVG:** Best for icons and illustrations.
- **GIF:** Use for simple animations.
- **WEBP:** For high-quality photos with transparency.

SEE MONTEREY

Image Rights & Formats:

Ensure images have proper permissions for use.

General -> [Buy Tickets Link](#)

- Include a link directly to where people can take action by buying a ticket to your event.
- Save your work and navigate out of the section.

This is how an event will display to visitors on the website:



SEE MONTEREY

SEA OTTER CLASSIC

A four-day "Celebration of Cycling," [Sea Otter Classic](#) is regarded as the largest and most comprehensive gathering of cycling enthusiasts in the world. Part recreational biking, part competitive event, part festival, part expo and 100 percent fun. This action-packed cycling extravaganza features amateur and pro cycling events as well as family activities for all ages, attracting 71,000 fans from around the world.

A FAMILY-FRIENDLY FESTIVAL

Sea Otter is for all ages, with special activities for kids, including races on a course designed to stretch skills and build confidence. The Kids Ride Zone allows kids to try out budding skills on obstacles appropriate for their age and riding level. For those 21 and up, enjoy the view from the beer and barbecue garden. There is also an all-ages international food court, where you can kick back and relax with family and friends.

See the Festival Guide at the [Sea Otter Classic website](#) for more information.

DETAILS

WHEN

April 10th, 2025 - April 13th,
2025

WHERE

WeatherTech Raceway Laguna
Seca Vinton Monterey
Salinas Highway,
Salinas, CA 93908

[VISIT WEBSITE](#)



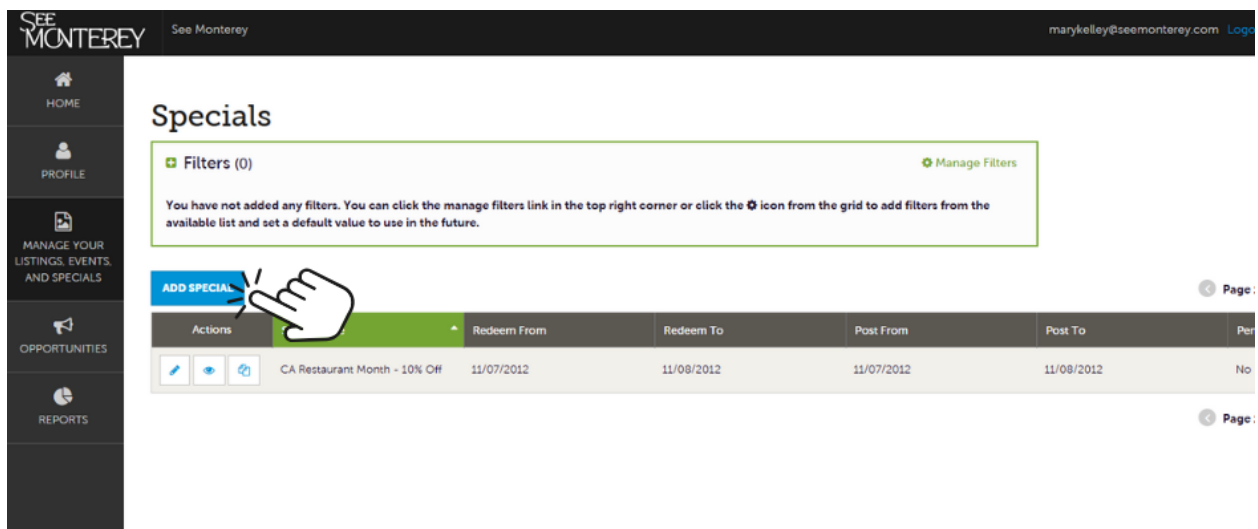
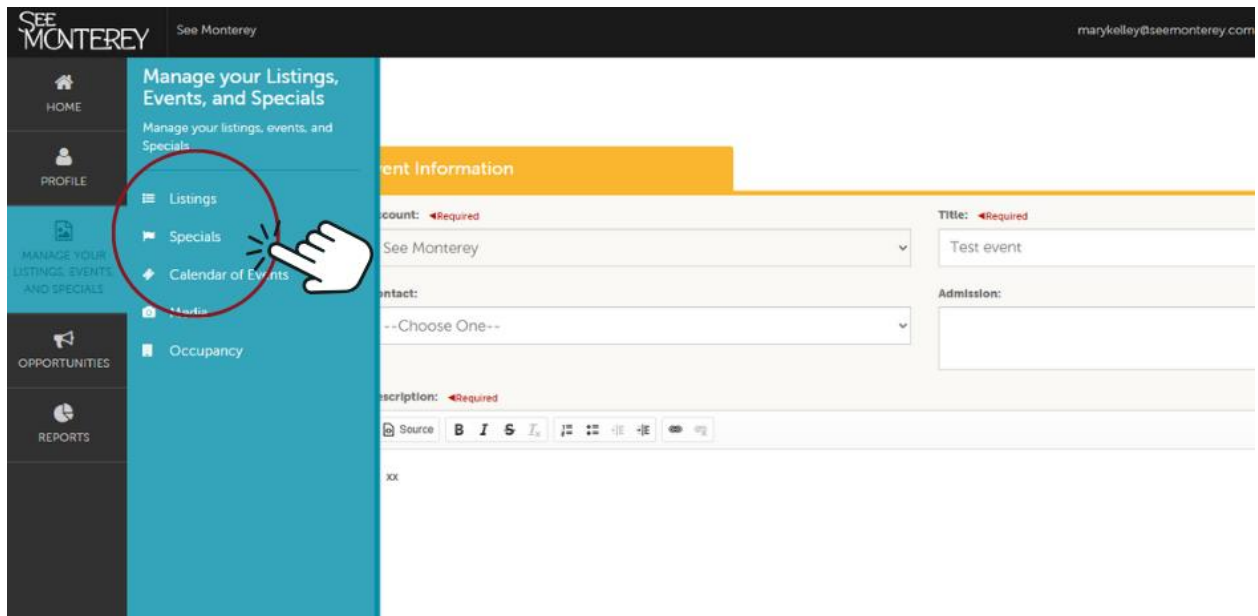
4. Specials

Specials

Here you can add any upcoming specials that your organization is offering and it will be displayed on our [Deals & Specials](#) page on the website.

- Click on "Specials" from the Collateral menu to get to this section and add a special. Next click on the "Add Special" button.

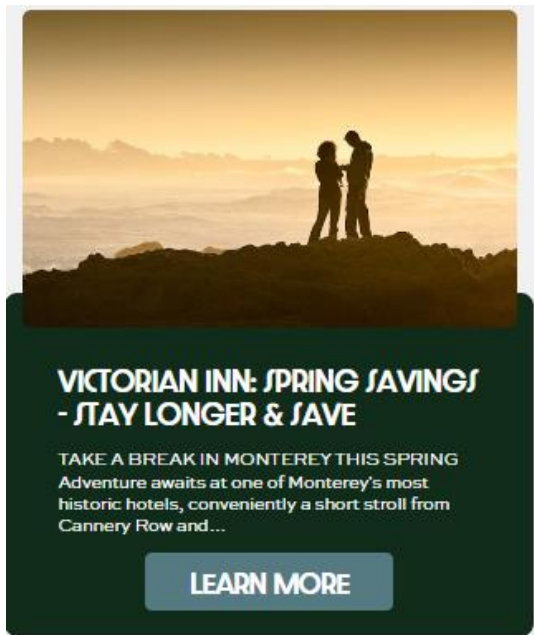
SEE MONTEREY



Special Information

- **Special Title:** Craft a brief and compelling title that grabs the audience's attention and indicates the offer being presented. Ensure proper capitalization and avoid using emojis. Keep it concise and descriptive (max 10 words). Include your business name in the event title, so visitors know which business this special refers to. Ex:

SEE MONTEREY



- **Example:** *2 Night Special, 10% Off.* This title highlights exactly what the offer is and draws the audience in with the discount listed in the title.
- **Special Description:** Offer a concise and informative overview that highlights key details to entice potential attendees to take action. Keep it between 100 and 150 words, and refrain from including dates as this information is provided elsewhere. Make sure this content is original, avoid copying and pasting directly from your website, as this can negatively impact SEO. In the description, be specific about the discount, added value, or perk.
 - **Highlight the Value:** Explain why this deal is special and how it benefits the audience. Example: *"Enjoy oceanfront views, complimentary breakfast, and a free wine tasting – all included in your stay!"*
 - **Include Key Details:** Specify eligibility, blackout dates, restrictions, and expiration. Avoid using a generic title that lacks specific details about the offer. A more descriptive title will better capture the audience's attention and encourage them to take action.
 - **Use Action-Oriented Language:** Encourage an immediate response with clear calls to action.

SEE MONTEREY

Special Image

- Select an image to highlight for this event from the selection of your media library. Make sure that it is high quality and captures the essence of the event. Use best practices for images listed earlier in this guide.

Special Dates

- Follow the prompts here to indicate the most accurate days and times that the special is running. If the special is ongoing, no date range is needed.

Special Categories

- Choose from the category options to indicate which best represents your special.

Special Listings

- Select your organization name for the drop down menu.
- Save your work and navigate out of the section.

This is how a special will display to visitors on the website:



SEE MONTEREY

VICTORIAN INN: SPRING SAVINGS - STAY LONGER & SAVE

TAKE A BREAK IN MONTEREY THIS SPRING

Adventure awaits at one of Monterey's most historic hotels, conveniently a short stroll from Cannery Row and the Monterey Bay Aquarium. Victorian Inn features garden courtyards, charming, oversized guest rooms, and marble fireplaces.

Guests start the day with a leisurely, complimentary continental breakfast buffet and finish the day by lingering at our welcoming wine and cheese reception in the main lobby of the original Lang House. Victorian Inn is the perfect home-base to see all the sights of Monterey County.

Start your Spring right; when you stay 3 nights, you will receive 15% off any room type that includes a flexible cancel plan. Stay 4 nights, and you will save 25% off any room type.

Stay longer and save during your Spring getaway. Call us at 800-232-4141 or visit our website using the link below.

DETAILS

WHEN:

March 31st, 2025

VISIT WEBSITE

LOCATION:

[Victorian Inn](#)

5. Summary

By following the above guidelines, See Monterey members can ensure that their profiles on the website are consistent, professional, and look their best on the website. By submitting content to the See Monterey EXTRANet for display on SeeMonterey.com, you agree that See Monterey may review, modify, and adjust your content to align with our brand guidelines and quality standards. This may include changes to tone, formatting, visuals, and messaging. We aim to preserve your content's integrity while ensuring it aligns with our platform and brand identity. If you have any questions about this style guide, please email marketing@seemonterey.com.