

Content Accuracy Checklist

Content Review Checklist & Guidelines to help us keep your content pages accurate and current.
Use to correct outdated information or to make specific additions.

Only submit items that need to **CHANGE**. Accurate items need no update.

☐ Contact Information

· [Display Name](#) · [Website URL](#) · [Public phone & email](#) · [Physical address](#)

☐ Logo

· [PNG](#) · [300 × 300 px minimum](#) · [Square](#) · [Transparent background](#)

› Only needed if your organization has rebranded or updated its logo.

☐ Copy Corrections

REVIEW & FLAG

· [Factual errors](#) · [Outdated info](#) · [Missing context](#) · [Misrepresentations](#) · [New additions](#)

› Describe each change in a Word Document and include links for reference.

› See page 3 for Content Guidelines on what we manage vs. what you can always change.

☐ Content & Slideshow Images

· [JPG or PNG](#) · [Horizontal: 570 × 380 px](#) · [Vertical: 253 × 380 px](#) · [No collages, text, or logos](#)

› Review your current slideshow and copy images. Note any to remove in your Word Doc.

› Provide new image files for anything to add.

› Use descriptive file names that reflect the image content.

☐ Hero/Header Image

· [1108 × 360 px](#) · [Single photo only](#) · [No collages, text, or logos](#)

› Name the file "New Hero" if it needs to be replaced.

☐ Updated Visitor Guide/Rack Card PDF

· [PDF only](#) — [no Flipbook or HTML links](#) · [50 MB max](#)

☐ YouTube Video or Video File

· [.mov or .mp4](#) · [95 MB max](#) · [5 min max runtime](#)

› Provide a direct video URL — not your channel page.

› Include an description: destinations shown, tone/feel, and any key messaging.

☐ Social Media & App Links

· [Facebook](#) · [X](#) · [Pinterest](#) · [Instagram](#) · [TikTok](#) · [Booking & ticketing pages](#) · [Newsletter sign-up](#) · [iOS & Android apps](#)

Submission Form

Fill in any fields that need updating and include this completed page with your upload.

Contact Information Updates

IF CHANGED

Display Name

Website URL

Public Phone

Physical Address

Public Email

How to Submit Your Files

Materials should be uploaded in a single .zip file.

File names must not contain special characters — no commas, apostrophes, ampersands, quotation marks, or parentheses. Max upload size is 99 MB total; split into more than one upload if needed.

1. Go to **materials.ajrmediagroup.com** and select TourTexas.com as the publication.
2. In the instructions field, write:
Updates to our Tour Texas content pages.
3. Choose your file(s) and hit the green Submit Materials button.

Content Review Checklist:

- ☐ Logo
- ☐ Word Doc with copy
- ☐ Content & Slideshow Images
- ☐ Hero Image
- ☐ Visitor Guide/Rack Card PDF
- ☐ Video Link
- ☐ This page of the document (filled in)

Questions? Reach out at **admin@ajrmediagroup.com**

Social Media Link Updates

IF CHANGED

Facebook

X (Twitter)

Pinterest

Instagram

TikTok

Apps, Booking & Video Link Updates

IF CHANGED

YouTube URL

Booking Page

Ticketing Page

Newsletter Sign-Up

iOS App

Android App

Visitor Guide Leads Contact Update

IF CHANGED

Name

Contact Email

Report User(s) Update, if different from Leads User

PRO TIP ★

If you haven't already added a Visitor Guide PDF, we highly recommend it. It's the feature that enables lead capture on your content page — without it, you're missing the primary benefit of Tour Texas turning brochure requests into highly-qualified visitor leads.

Content Guidelines

What our editorial team manages — and where you always have a voice.

The Tour Texas editorial team writes and manages all page content. The guide below outlines exactly what we write, what you can always change, and what you can suggest.

EDITORIAL TEAM MANAGES

Word-for-Word Rewrites

All copy is written in the Tour Texas voice — we won't publish client copy verbatim.

SEO / GEO Language

Keyword placement and search-optimized phrasing are calibrated for performance.

Superlatives & Claims

Phrases like "best in Texas" require a sourced link from a credible outlet.

Marketing Language

Promotional copy is translated into a conversational voice that retains SEO/GEO value.

Cross-Site Consistency

Consistent formatting and voice are maintained across all destination pages.

CLIENT CAN ALWAYS CHANGE

Factual Errors

Wrong names, addresses, hours, dates, phone numbers, descriptions, or outdated visitor guide, header, or slideshow images.

Outdated Information

Businesses that have closed, relocated, rebranded, or changed services.

Missing Context

Important details we left out that visitors would need before planning.

New Additions

Attractions, things to do, events, or experiences you'd like included.

Misrepresentations

Anything that doesn't accurately reflect your destination or a business.

CLIENT CAN SUGGEST

Tone Adjustments

If something feels off-brand, we'll find the right balance in the Tour Texas voice.

Emphasis & Priority

Want an attraction featured more prominently? Tell us what matters most.

Structural Changes

If the content organization doesn't match visitor experience, we can rework it.

Headlines & Subheadings

We consider all suggestions; final headlines follow SEO/GEO and editorial standards.

New Website Coming Soon

TourTexas.com Redesign Underway

COMING EARLY 2027

AJR Media Group is proud to announce the relaunch of a completely rebuilt TourTexas.com — the #1 Texas travel website, connecting millions of visitors each year with destinations, attractions, and events across the state. Built from the ground up with stronger visual storytelling, streamlined navigation, and a modern technical foundation for AI-driven search.

- › Improved search visibility
- › Enhanced mobile experience
- › Better traveler discovery tools
- › Stronger SEO performance
- › AI-friendly content structure