

LOOKERS INTO BOOKERS

TRIPADVISOR CHECKLIST

WORKSHOPS FORTY

TRIPADVISOR CHECKLIST

Check you are not listed already

Guests can create a listing/review if you did not have one. Make sure you are not already listed.

Claim your listing

You can use the free listing or upgrade to the business listing for more featured (recommended).

Make sure your details are up-to-date

This makes it easier for customers to find you.

Add clear headlines and descriptions

The more details you can add the better. Capture your customers attention through your headlines. List all amenities and nearby attractions. Use popular keywords to improve your rankings.

Add your location

Make sure this is accurate!

Upload high-quality images and video

The more you add the better you increase your chances of enquiries and bookings.

Publish your rates

Give your customers the information they require. Don't leave them guessing. Select an Online Travel Agency (OTA) to allow this.

Maintain your rates

Out of date rates is one of the top reasons customers don't select your business.

Keep an up-to-date calendar

Show availability. This improves search rankings and makes the booking/enquiry process smoother.

Ask customers for a review

When they checkout or finish your tour/activity. Recent reviews carry more weight in your rankings.

Send a 'thank you' email

With a link to your TripAdvisor page.

Run a competition

Ask past customers to leave a review with a chance to win one of your products.

Monitor your reviews

Do this on a daily basis.

Use social media

Direct customers to your TripAdvisor listing.

Share your guides name

Ask them to provide their name to the customer and ask for a review on TripAdvisor. Helps make it personal which adds an element of trust.

Display your TripAdvisor awards

Add these everywhere you can. Build that trust!

Link your TripAdvisor listing to your website

Comment on each and every one as quickly as you can. Don't just say 'thanks'. Welcome them back and, in a soft way, use this opportunity to entice repeat business.

Respond to negative reviews

Ignoring your customers plea's will only make you look bad. Responding tactfully and showing that you are trying to help can bring trust to your brand and possibly turn that review to a positive one.

Provide photo opportunities

Add this during your product offering. Encourage guests to post with their review.

Above all else

Provide a great service from start to finish. Make your product exceptional.