

How To
Get The Most
Out Of Your
TripAdvisor Listing



Quick Tips & Tricks

TRUSTYOU 

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Quick Tips & Tricks

- **Make sure your hotel's information is accurate and up to date.** You want it to be as easy as possible for travelers to find you, right? Then, make sure that your address is up to date, the description of your hotel is accurate, relevant deals are posted, and photos are uploaded.
- **Focus on excellent service first.** Sometimes we get so concerned with reviews and what is happening in the online world that we forget the basics. Deliver exceptional service. Give guests an experience that they want to talk about, both on- and offline, and your TripAdvisor reviews will shine.
- **Proactively ask guests for reviews.** More reviews = better rankings. It is part of TripAdvisor's rank algorithm. So, encourage guests to voice their opinions. Train reception staff to ask guests to write a review upon checkout, and follow up with a post-stay "Thank You" email that includes a link to write a review.
- **But don't incentivize reviews.** First of all, this could influence the content/accuracy of a guest review. Secondly, incentivizing reviews violates TripAdvisor rules, and if your hotel is caught, the review will be removed, won't count towards your ranking, and you could be further penalized.

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- **Don't brush off negative reviews.** A negative review will happen every once in a while, even for the best of hotels. Don't hide the negative; embrace it. Recent PhoCusWright research shows that 84% of travelers agree that an appropriate management response to a bad review improves their impression of a hotel. When responding, be diplomatic, apologize for any shortcomings and take the opportunity to mention any changes/fixes that you have made to address the issue.
- **Respond genuinely!** As mentioned above, management responses are very important to travelers. When drafting a response, always respond to reviews in a genuine, friendly way, and try to avoid the cookie-cutter response.
- **Market your TripAdvisor accolades.** TripAdvisor awards hotels with distinctions such as “Travelers’ Choice” and “Bravo” badges. Has your hotel won? Share the good news!
- **Report renovations to TripAdvisor.** Have some negative reviews complaining about a part of your property that has recently been renovated? Wipe them off your record! With valid proof of renovation, TripAdvisor allows you to start over with a clean slate. Find the feature in the Management Center.

About TrustYou



TrustYou's mission is to positively influence travelers' decisions. We know that customers digest and leverage lots of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences.

Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers and to use these authentic conversations to successfully market online reputations. We aggregate all reviews across the internet and compile updates, sentiment and trends into one central dashboard for hoteliers to understand what is being said about them online and proactively manage its reputation.

Learn more about us here: www.trustyou.com or [contact us](#) for a free demo.