

USING REVIEWS AND UGC TO INCREASE ON-SITE CONVERSIONS:

How to optimize your website with reviews
and user generated content

WHY REVIEWS AND USER-GENERATED CONTENT ARE IMPORTANT

Trust and Confidence During the Booking Process

Reviews and recommendations from friends play an important role in travelers' purchase decisions. Travelers seek out reviews online prior to booking. According to a recent TripAdvisor study, 93% of travelers say their booking decisions are impacted by online reviews, and 96% of global hotels say reviews are important for booking. Furthermore, 53% of travelers say they will not book a hotel that doesn't have reviews.

Search Engine Optimization (SEO)

It is therefore no surprise that many travelers will use search engines to seek out reviews. Reviews add fresh content to your site (which search engines love) and improve your keyword rankings when users search for 'your brand' + reviews, so the more reviews you have, the better for search engine optimization. And, the higher you are ranked in search engine results, the more likely that travelers will click through to your website. In fact 60% of all organic clicks go to the top three organic search results, according to MarketingSherpa.

BENEFITS OF USING REVIEWS ON YOUR WEBSITE



Keep Users on Your Website

Because the majority of travelers think reviews are important, they will leave your site to seek out reviews elsewhere if you don't have reviews on your site. Adding reviews ensures that consumers have all they need to make a booking decision directly through your website, rather than elsewhere.

Increase Conversions

Seeing positive reviews on your site also helps travelers feel confident in their booking decision. For you, this means increased conversion rates and more bookings.

Add Objectivity

Even the best marketing and PR can only get you so far. Reviews offer users an objective view of what other travelers really have to say about their stay.

OPTIMIZING REVIEW PLACEMENT ON YOUR WEBSITE

Next to Your Booking Engine

Perhaps the most obvious place to place reviews is right next to your booking engine. Just prior to booking, users can read other reviews as a final validation or final 'push' to close the sale.

Pages with High Bounce Rates

Are there some pages on your site that just can't seem to keep keep users? Reviews are engaging content that may serve to keep users on these pages longer.

On A Dedicated Review Tab Or Landing Page

Sometimes it is easiest to have an entire section carved out for reviews and review summaries. Just make sure that the section is easy for users to find.

LINDNER
HOTEL PRAGUE CASTLE
Prague

Hotels Online Booking Hotel Reviews Meetings & Events Holiday & Wellness Contact

ARRIVAL: 21.10.2013
DEPARTURE: 22.10.2013
ROOMS: 1
ADULTS: 1
Book Now!

HOTEL PRAGUE
CONTACT
ROOMS & RATES
RESTAURANTS & BARS
LEISURE & WELLNESS
CONFERENCES & EVENTS
ARRANGEMENTS
DIRECTIONS
HOTEL REVIEW
DOWNLOADS
ONLINE BOOKING

500 MILES & MORE!

THE THINGS WE COULD TELL YOU...

Uncensored kiss and tell stories!
Lindner Hotel Prague Castle

TRUSTSCORE
Excellent
87

We, ourselves, can tell you anything we want. Read what our guests have to say. Authentic, personal, uncensored and above all written by real guests. Read uncensored kiss and tell stories about our hotel!

ALL REVIEWS
Those who do not seek will nevertheless find!

If you want to find out more about what guests staying at Lindner Hotels & Resorts have to say, look no further! Reviews of our hotels in all leading hotel review portals are just a click away!

Name	Score	Reviews
Booking.com	88 (8.8/10)	196
TripAdvisor	80 (4/5)	138
Atrapalo.com	80 (8/10)	127
HolidayCheck	87 (5.2/6)	85
Expedia	90 (4.5/5)	84
Hotels.com	90 (4.5/5)	83
TrustYou Survey	89 (4.47/5)	58
TOPHotels.ru	80 (4/5)	41
Hotel.de	79 (7.9/10)	33
HRS.de	81 (8.1/10)	18

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SOME EXAMPLES OF BUSINESSES USING REVIEWS TO INCREASE CONVERSIONS

Von Schweiz Tourismus empfohlen

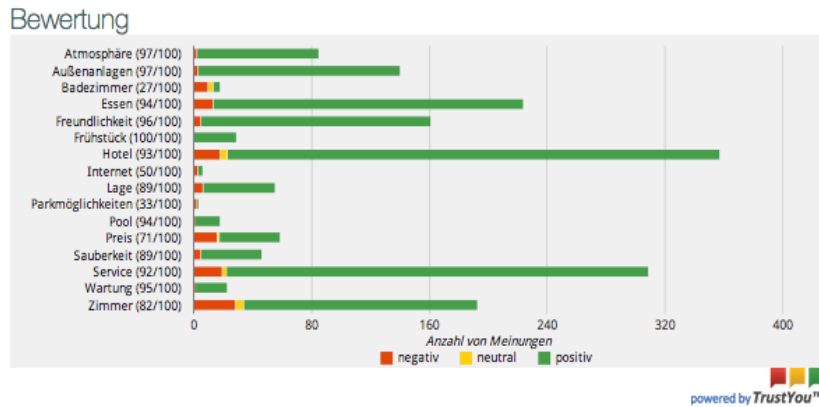
Fotos (17) Webcams (6)

TRUSTSCORE
Ausgezeichnet
94 by TrustYou™

Lenkerhof gourmet spa resort *****^S

Lenk

Das jugendlichste 5-Sterne Superior Hotel der Schweiz im Berner Oberland. Das seit 2002 mehrfach ausgezeichnete Wellness-Hotel hat eine über 300-jährige Badetradition und verfügt über eine eigene Schwefelquelle. Gestyltes Interieur in allen Zimmern und Suiten, 2 Spitzen-Restaurants und das inspirierte Team setzen neue Massstäbe in der Hotellerie.



My Reservations

WORLDHOTELS
where discovery starts

FIND A HOTEL

By map | By list

Country/ State/ City/ Hotel
The Regency Hotel, London

Arrival: 25.11.20 | Departure: 28.11.20 | Promo Code
clear date

Find & Book

INSPIRATION

SPECIAL OFFERS

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FOR HOTELIERS

Queensgate Double Room Best Available Rate	GBP 159.00	Book Now
Contemporary Deluxe Room Best Available Rate	GBP 179.00	Book Now
Contemporary Mini Suite Best Available Rate	GBP 225.00	Book Now

The Regency Hotel, London, offers 203 rooms and 13 suites exuding modern elegance while retaining many original features. Rooms are equipped with satellite TV and minibar. Internet access is available.

The Regency Hotel

REGENCY HOTEL LONDON

Like 88

Worldhotels latest reviews

4113 Reviews - Trust Score: 80/100 - Number of review sources: 2

Eyal - September 2013, Booking.com 75/100
"Only the location. No free internet in this days the must hotels in the world give a free internet!"

Joanne - September 2013, Booking.com 92/100
"good location, near 2 underground stations, museums and the royal albert hall, friendly staff who co"

- September 2013, Booking.com 79/100
"Location and reasonable price. Rooms very small Wifi separate charge and costly"

Worldhotels latest reviews are powered by TrustYou™

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TRUSTYOU

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.