

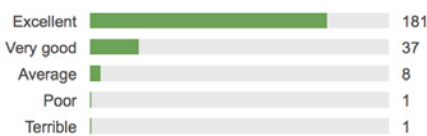


How to make the most of



TripAdvisor Reviewer Highlights

Visitor rating



Rating summary

Food ○○○○○
Value ○○○○○

Service ○○○○○
Atmosphere ○○○○○



How to Make the Most of TripAdvisor



An Important Marketing Tool

There is no doubt that travellers go online to source reviews about hotels, destinations, travel deals and many other aspects before they make a travel decision. Sites like TripAdvisor are hugely popular for people to talk about anything related to travel and tourism.

As the world's largest travel review website with over 300 million monthly users and millions of opinions from travellers around the world, TripAdvisor is a key marketing opportunity for all tourism businesses.

People want to know other people's experience with tourist attractions and accommodation. If people can find you on TripAdvisor, they can compare between you and competing businesses. If they don't find you, then it is as if your business does not exist at all.

Ideally, every tourism business and destination should include a TripAdvisor page as part of their digital marketing strategy and ensure regularly management and optimisation.

- Your customers can rate and review your business which provides useful feedback on the quality of your service and where improvements can be made.
- The reviews on TripAdvisor have a significant impact on visitor traffic and conversions.
- As TripAdvisor is an online directory accredited by Google, by having an optimised account it provides your website with a quality inbound link – which is good for your rankings
- Shows your business as being transparent as the TripAdvisor platform is used by the customers to aid their decision-making process
- Photos, along with reviews, give potential guests reasons why to choose your property for their next trip.
- You can add widgets on your website to display your TripAdvisor ratings and reviews

If your business
can't be found
online - you
don't exist



How to Get on TripAdvisor

The idea behind TripAdvisor is that anyone can start a new business listing – a business owner or customer and it will be available for everyone to see. It is important that you (as a business owner) are aware of whether your business has been listed in order to be able to manage it, as it is your business' reputation at stake.

- Create an account. First you will need to set up a personal account with TripAdvisor.
- Search for your Business Name

Once you've got your personal account set up, search your business in the search box. You can also type in your location/region (for example Dunedin Central) and see if your business is listed within your chosen region.
- Usually TripAdvisor creates a listing for your business itself as it crawls the Internet. If your business name doesn't come up, it may be typed in incorrectly, or using other words, so do a few different combinations to eliminate all the options. If you still cannot find your listing, simply create a new one.
- Claim your Listing and Update Details

If you find a listing that is meant to represent your business, you can claim this and in the upcoming section click on the button called 'manage your listing'. From there, you'll be directed to the Management Centre of that listing.

12 Steps to Improve your TripAdvisor Ranking

1. Write a short but rich **description of your business**. Avoid sales pitches and clichés, instead focus on highlighting the key features that distinguish you from your competition.
2. Keep your **contact details up-to-date** and ensure your company is listed under the **appropriate category**. Are you an attraction, activity, sports tour, adventure tour or sightseeing business? TripAdvisor has massively improved the categorisation of "Things to do". If you have an old profile, make sure you are taking advantage of the new categories.

TripAdvisor Reviewer Highlights

Visitor rating

Excellent		181
Very good		37
Average		8
Poor		1
Terrible		1

Rating summary

Food		Service	
Value		Atmosphere	

Vinkeles
#1 of 2,751 Restaurants in Amsterdam
 274 reviews

"What an experience" 25/01/2016
"Great Restaurant but not worth the..." 18/01/2016
Price: \$163 - \$244 Map Visitor photos (170)

Cuisines: [French](#) [International](#) [Contemporary](#)

Ivy & Bros
#2 of 2,751 Restaurants in Amsterdam
 187 reviews

"Delicious" 29/01/2016
"Fresh food relaxed vibe" 25/01/2016
Price: \$8 - \$17 Map Visitor photos (110)

Cuisines: [Vegetarian](#) [Delicatessen](#) [Cafe](#)



marksdavison
London
Level 4 Contributor
39 reviews
37 hotel reviews
29 helpful votes

"Not bad, not great"

Reviewed 2 days ago

This place looks good on the website, although I just never really enjoyed staying there. The room felt like a small box and was very cold especially in the bathroom. The shower was weak, water went everywhere (no shower curtain) and left condensation for the next hour or so. I thought the service could have been better, on asking if...

More ▾

Helpful?

Thank marksdavison

Report



Dhutch1989
Level 2 Contributor
8 reviews
3 helpful votes

"Amazing service, massive bed, fantastic location!"

Reviewed 5 days ago

I booked an executive room for January and wasn't disappointed! My girlfriend and I were checked in by an extremely friendly blonde lady, who immediately gave us a map which was to prove invaluable! It also set the tone for our stay at Hotel Roemer. I cannot praise the staff highly enough- everyone we encountered at reception (sorry I don't...

More ▾

Helpful?

Thank Dhutch1989

Report

According to TripAdvisor,
92% of travellers
choose a business with
detailed property
descriptions over
ones where information
is missing.

SEO

BENEFITS

travellers engage
150% more
with pages that have
20+ photos



3. Make sure that your company is listed in the **correct location on the map**. This helps travellers find you quickly and ensures that you appear correctly under the “Near me now” search function on mobile devices. If your company is not located on the map, or is displayed in the wrong location, you can update it from your Management Centre.
4. **TripAdvisor pages can help your web ranking.** TripAdvisor listings regularly appear on search engine results pages. Keyword-stuffed descriptions don’t read well and actually work against you in Google rankings. By being equally search-engine-friendly and visitor-friendly, you put yourself in a good position to convert TripAdvisor users into customers.
5. According to TripAdvisor, travellers engage 150% more with pages that have 20 or more photos. Add authentic, **high-quality, striking images** that showcase your business and special features.

If your TripAdvisor photo content is fully optimised, you will have a primary photo that showcases your organisation. By uploading 20+ photos you encourage visitors to spend more time in your listing page.

Make sure that your photos are optimised for all sizes – from desktop to tablet to mobile. This helps ensure travellers on-the-go can still see your photos. Your photos should reflect the latest and greatest at your product like seasonal change, special events or facility upgrades.

6. Let visitors know about any **visual updates** (renovations, new menus, new location) by regularly updating your primary listing photo on TripAdvisor.
7. Optimisation of your Trip Advisor page is all about increasing visibility and communication. That’s why it’s so important to have an **online review management strategy** in place. It helps create the positive impression that your organisation is engaged and that you care. Assign responsibility to a team member to track your reviews. Listen to customer feedback and respond to reviews when necessary. TripAdvisor offers some reasonable [guidelines](#) for composing your responses but in general you should: keep it professional and polite, address the issue, correct any misstatements, and avoid being defensive or aggressive. Schedule reviews of settings, description as well as feedback.
8. Ensure greater online visibility and improve overall search performance, add [TripAdvisor apps](#) or links not only to your website but across your social networks. You can also engage your fans by adding TripAdvisor reviews and photos to your Facebook page with an App.

9. A great way to increase sales is to openly **display your customer reviews on your website**. Showing your reviews inspires trust in travellers and lets them know that you're a quality, professional company standing behind the tours and activities you offer. TripAdvisor offers a multitude of tools to do this, but the best way to display your TripAdvisor reviews is to [connect your profile](#) directly with your TrekkSoft Account.
10. TripAdvisor regularly rewards the best-reviewed and most highly-rated businesses with badges like "Travellers' Choice" and "Certificates of Excellence". If your business has been honoured, then let people know. TripAdvisor offers press release templates for Certificate of Excellence recipients and other top businesses. You can also visit the [TripAdvisor Widget Center](#) and **display your awards** on your business website. These widgets are linked to your TripAdvisor page where potential customers can click through to browse your reviews, information and photos.
11. Make sure you send a post-trip email to all of your guests/clients not only thank them but to let them know how important their feedback is and to ask them to please review your company on TripAdvisor. **Tip:** Ask your guests to contact you directly if they had any problems or were not satisfied with their experience. This will allow you to turn a potential negative review into a positive one.

12. **The TripAdvisor Popularity Index** is becoming a critical metric for many hotels. Based on traveller feedback, a property's ranking on the *Popularity Index* reflects how it compares to other hotels within a geographic area.

TripAdvisor says that the *Popularity Index* algorithm is based on three key ingredients:

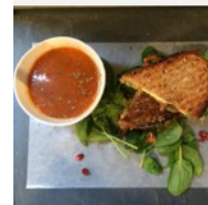
- quality
- quantity
- recency of reviews

But it doesn't explain the weighting of each of these key factors. Revinat Blog did some research and determined that in order to move up on the *Popularity Index*, improving customer experience is far more important than getting a greater volume of reviews.

Improving customer experience is far more important than getting a greater volume of reviews.



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Cuisines: French International Contemporary



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Price: \$8 - \$17 | Map | Visitor photos (110)
Cuisines: Vegetarian Delicatessen Cafe





We are a Digital Marketing agency dedicated to creating better online results

Digital marketing is at the core of every service we offer. Our approach is simple: we work with our diverse range of B2B and B2C clients to understand their products and services and provide digital solutions to grow their businesses.

We create, produce and manage all work in-house. This enables us to keep an obsessive eye on the detail and direction to ensure nothing strategically or creatively, is lost in third party translation.

Our marketing services are designed to generate as much 'buzz' as possible using conventional media and online marketing.

- Digital Marketing Strategy
- Websites
- Search Engine Optimisation
- Google Analytics
- Google Adwords
- Search Engine Marketing
- Email Marketing
- Remarketing
- Content Marketing
- Social Media Marketing

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