



**4 QUICK STEPS TO GET  
MORE BOOKINGS WITH  
YOUR **TripAdvisor** REVIEWS**



**TRAVEL LIFE**  
MEDIA

As consumers, we use reviews all the time to **validate our choices** between products or services. As an owner and operator in tourism, you might say: “Reviews are one more thing I need to do on my business?” I know, it is just one more thing; however, the effort will be worth it because:

**Reviews are one of the most efficient (cost saving) and effective (business generating) ways to market your business and grow your sales, hands down.**

Most importantly, your guests are using it as a vital tool to **decide whether to book with you or not.**

Just in case you are debating the value that reviews bring to your business note that:

- **91%\*** of people regularly or occasionally read online reviews
- **84%\*** trust online reviews as much as a personal recommendation

Moreover, **one happy guest can lead to 9 referrals.\* --- That’s right, 9 referrals!** These are more than enough reasons to **create your review strategy.**

## **Review rating systems - what you need to know**

Algorithms are the proprietary systems and set of rules that Google, Booking.com, TripAdvisor, Yelp, Airbnb, and all other rating sites use to calculate the sequence of their rankings.

*\*Inc and bright local survey 2018*



We will never know precisely how they work, but we have some clues. Generally, *similar principles* apply with all sites, so you can use these tips as a way to understand reviews. Let's review the most significant review site as an example because of its size and scale globally: **Trip Advisor**.

## The three important factors in ranking reviews:

### #1 The Age of Reviews

Recency and regular reviews matter now more than ever. In fact, you may have seen changes in your ranking on TripAdvisor at the beginning of 2019, because this factor has more bearing than the other two elements.

Age (recency) is not just an arbitrary rating because **your guests care about the age of your reviews too**. For example, 80%\* of surveyed travelers say they focus on reading the **newest** review comments.

### #2 Quality of Reviews

- Descriptive, helpful, and useful comments beat out the short, less explanatory comments. The more 4-or 5-star reviews, the higher you rank on your category page and the higher the probability your business will be searched.
- The more satisfied and pleased a guest is, the more detailed and useful their review will be.
- You can influence better reviews (see further)

**Important note:** Quality reviews mean you must have high-quality customer service, and consistently make improvements based on the feedback you receive.

### #3 Quantity of Reviews

The number of reviews matter, but it is not the top-ranking factor. I have seen clients earn TripAdvisor Awards of Excellence when their competitors have hundreds of more reviews than they do. So, quantity plays a role, but not the most significant part.

**If you focus on reviews as part of your marketing plan each year, you will improve your rankings for all three factors.** Here are some examples of how to do this:

- Ask for reviews every time and remind guests to complete one. Earning a review is important enough to your business to follow up and ask again.
- Create a review plan as part of your annual marketing plan each year, so reviews become embedded into your day-to-day business.

## 4 Steps to Better Reviews & Winning Guests



We have developed a handy checklist for your reference as you manage your review plan.

# The Review Checklist

## 1. Develop A Competitive and Engaging Business profile

*All review sites are slightly different, but the same principles apply*

- ✓ Claim your business and create your profile.
- ✓ Research your competitors' profiles and related brands – what grabs your attention? What doesn't? What headlines make you want to read on?
- ✓ Write your profile addressing your guests needs (your target guest).
- ✓ Research the top keywords in your industry. Include them in your profile to improve search.
- ✓ Create a compelling headline that grabs attention. (get feedback)
- ✓ Choose your categories (you want to be where your competitors are).
- ✓ Choose your best pictures – Include your best pictures, add videos to improve your listing, get feedback from your target guest on your best, highest attention-grabbing photos.
- ✓ Select your main image. It must be the most engaging, best quality and it best represents your brand. (Again ask for feedback from your target guest).
- ✓ Ask guests to use their photos – to continually improve your profile (and also use their pictures on your social media).
- ✓ Include your contact details – Include your website, your location/address, phone number/what's app (if possible). If you use express booking, ensure complete and updates prices, calendar, and details.
- ✓ Continually update your profile with new photos, key words, copy, the more information you learn about your guest.

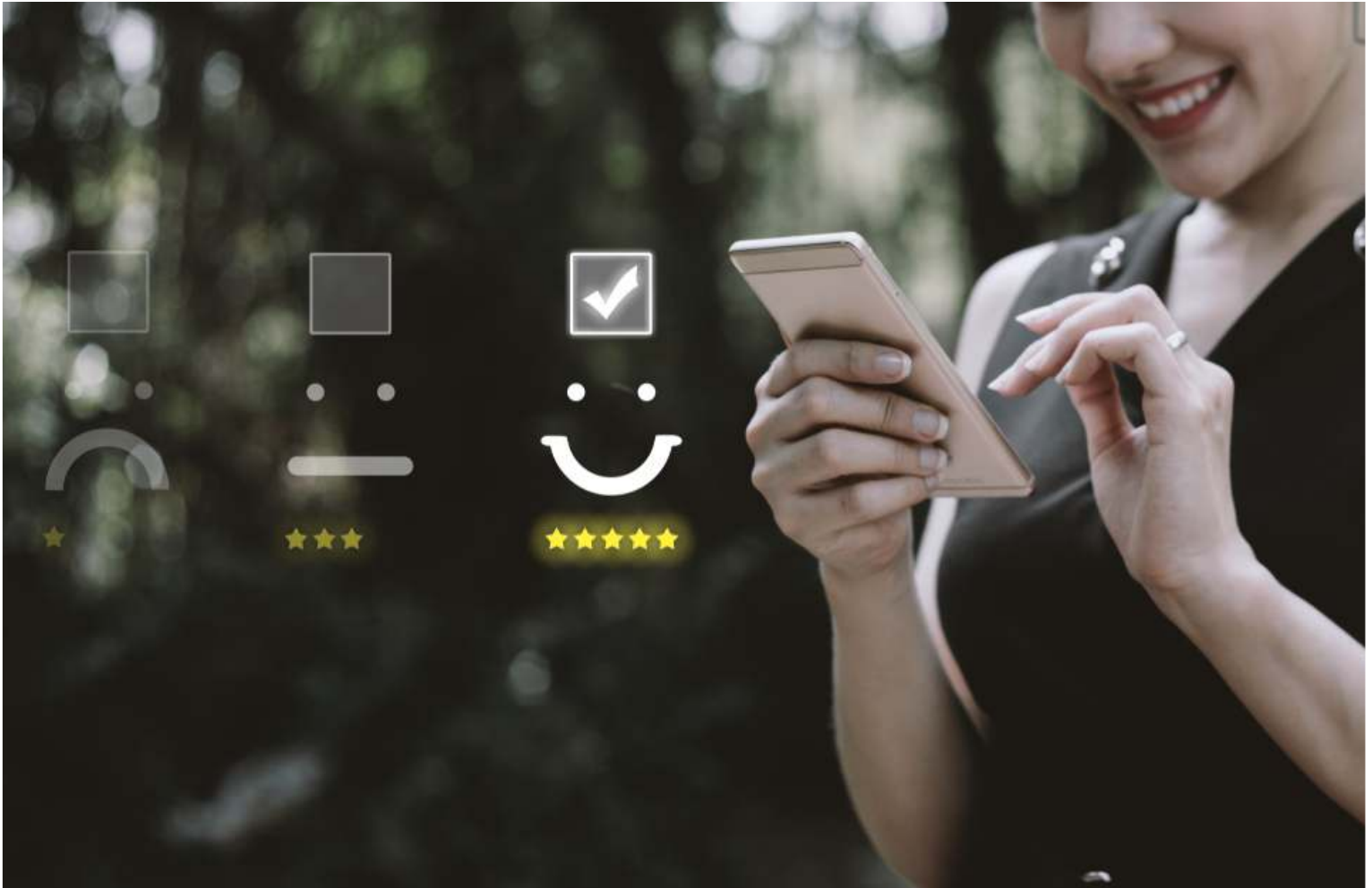


## 2. How To Ask For Reviews



- ✓ You have nothing to lose by asking, the more you ask and remind, the better your chances.
- ✓ Determine the team member to ask for reviews (direct contact with guests).
- ✓ Determine the team member to manage reviews – review daily and who responds.
- ✓ Ask at booking –Auto-response after booking mention the importance of reviews and provide the review links.
- ✓ Ask nearing the end of activity/visit – A personal ask from staff/guide.
- ✓ Use tools to accept reviews – Trip Advisor widget, Links on website and FB page, include in your email signature.
- ✓ Prominently display the review sites you use and any awards you have won. Display on website, email signatures, and all marketing materials.
- ✓ Send thank you and reminders for completing a review by email with links to your sites and ask again if they don't respond.
- ✓ Share reviews with your staff to incent them to ask for them and learn how to improve.

### 3. How To Answer Positive Reviews



- ✓ Answer all positive reviews – it shows you care and their comment matters, answer within 24 hours.
- ✓ Personalize your response if you know information about them.
- ✓ Invite them to come again, share any new information you want to highlight about your business.
- ✓ Share reviews with your staff to motivate and reward them.
- ✓ Do not use an autoresponder and vary your responses. You want to sound and feel more personal.

## 4. How To Answer Negative Reviews



- ✓ Cool down if you need to collect your thoughts, and any relevant details to answer.
- ✓ Reply immediately to minimize the damage, and the response should come from a senior staff member (owner/manager) to show the importance to your business.
- ✓ Greet the guest by name.
- ✓ Acknowledge their feedback (the goal is not about winning the fight). The goal is a **peaceful** resolution.
- ✓ Share how you have resolved the problem/positive steps.
- ✓ Take it offline if the conversation becomes heated.
- ✓ Communicate the issue to staff and discuss the full resolution plan, so it doesn't happen again.





**These 4 tips will be a big start with improving your review management.**

But sometimes it's just easier to follow a plan step- by-step.

With video and examples to walk you through it all

**That's why we created a step by step video course to make it even easier to improve your reviews on your business today!**

**Including: video instruction, examples and templates on how to:**

- Ask for reviews
- Answer positive and negative reviews
- How the rating system can work to your advantage

**Bonus sections:**

- What do you do if you don't rank #1?
- Which review sites should I focus on?
- How to get over the fear of reviews

You can access the course [here](#).

**Mastering Reviews To Grow Your Sales**