



# the essential TripAdvisor Checklist

Leverage the popularity of TripAdvisor and use it to drive direct bookings. First, ensure you have a listing on TripAdvisor and then use our checklist to make it great. Once you've done that, you're ready to sign up to GuestRevu and boost your reviews and ultimately your ranking!

## GET SET UP

- Claim your listing on TripAdvisor** for [free](#) or upgrade to a [business listing](#) for more features
- Make sure you don't have any duplicate listings** that could have been created by guests
- Ensure all your details are correct and up-to-date** so potential guests can easily find and contact you
- Provide clear headlines and descriptions** – the more details the better. Use your headlines to capture attention, list all amenities and nearby attractions and remember that using popular keywords will improve your search ranking
- Add your exact location** to ensure you are listed in the right area
- Upload high-quality photos to showcase your best features** – the more photos, the more likely you are to receive enquiries

## BE BOOKABLE

- Publish your rates** on at least one OTA (online travel agency) so that TripAdvisor can display these on your listing
- Maintain accurate rates** – outdated or incomplete rates are top reasons travellers don't look at a property
- Keep your calendar updated** on all booking portals (like OTAs or TripAdvisor's Instant Booking) to show your availability. This will improve your search ranking and limit enquiries about unavailable rooms

GuestRevu offers powerful, easy-to-use, online guest feedback and reputation management solutions specialised for the hospitality industry. Monitor all your online guest feedback and boost your TripAdvisor reviews and ratings with GuestRevu.

GuestRevu is one of only three [TripAdvisor Platinum Review Collection partners](#) worldwide



## GET MORE REVIEWS

- Ask guests to review your service** when they checkout
- Send 'thank you' emails** with your TripAdvisor page embedded in your guest feedback questionnaire
- Monitor reviews** on a regular basis, or use an automated system
- Use social media** to direct potential guests to your listing

## DELIVER GREAT SERVICE

- Directly respond to positive and neutral reviews** to show you value guest feedback
- Reply to [negative reviews](#) quickly and respectfully** – bad situations can be turned around
- Correct any real problems** that are contributing to bad reviews
- Create actions based on guest responses** to improve where necessary
- Listen** and take comments and feedback seriously

## BOOST DIRECT BOOKINGS

- Display any TripAdvisor awards** you have on your listing, website and social media pages
- Add a widget to your website** to display your latest reviews ([free](#))
- Get the Traveller Reviews Facebook App** so guests can review you without leaving Facebook ([free](#))
- Get Instant Booking from TripAdvisor** so prospective guests can book directly from your listing page and save the OTA commission fee

[Help me drive direct bookings \[click here!\]](#)