

How to Set Up & Manage your



Business Listing

A step-by-step process to claim, optimize and promote your listing on TripAdvisor, and to encourage more positive reviews from your customers

Some of the following information is based on a blog post from [tourismeschool.com](http://tourismeschool.com/http://tourismeschool.com/how-to-manage-your-tripadvisor-listing/)

Whether you love or hate TripAdvisor, tourism businesses simply cannot ignore it! As the world's largest travel review website with over 150 million reviews and opinions from travelers around the world, and with more than 4 million businesses and properties in 140,000+ destinations, TripAdvisor is a key marketing opportunity for all tourism businesses.

“Every business should be managing their online reviews!!! This needs to be at the forefront of what businesses are doing for marketing for the summer of 2015. This is the most important "SOCIAL MEDIA" our businesses should be participating in.”

“Interest and trust in brand messages has essentially been replaced by trust in peer opinion. So although it is still important to put time and thought into creating a brand, what people are saying about you is the more powerful message. Instead of talking, businesses are being forced to start listening. Finding ways of participating in on-line dialogue requires very different tools, talent and thinking than in traditional top-down brand management practices.”

“The Region is embarking on a TripAdvisor Campaign: Our goals are to improve listings for attractions/things to do, update town information, add articles about background, activities, dining, etc., and educate and encourage local businesses to join and/or update their listings as a critical component the overall region's online presence.”

From the “Post-Disaster Economic Recovery Marketing Plan” Developed by B4 Studio for RWEACT, Rio Grande, Mineral, Hinsdale and Archuleta Counties in 2015.

Why manage your TripAdvisor listing?

- It is **FREE Word of Mouth marketing**, which the most trusted form of advertising;
- It is a **FREE tool for your customers to rate and review your business**, and for you to build relationships with your customers
- **It is a FREE, high-quality inbound link** into your website, which helps your business to be found in search engine results by your potential customers.
- **It offers transparency for your business** – TripAdvisor is popular as it is an unbiased platform in which customers can use in their decision-making process, and;
- It gives businesses an **indication about the quality of their product/service** – which is a great way to collect information for ongoing improvements to business management.

Should you invest in a paid TripAdvisor Listing?

B4 Studio does not recommend you pay for any TripAdvisor features. Focus on your free listing and increasing your number of reviews! We recommend that you consult with a marketing professional (NOT directly associated with TripAdvisor) before signing up for paid services!

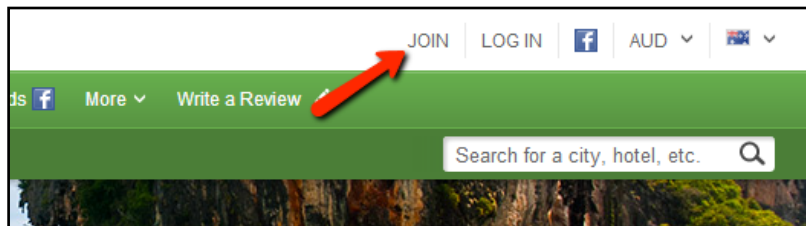


Section One

Create an administrator's account on TripAdvisor

In order to manage an account you will need to set up a personal account with TripAdvisor.

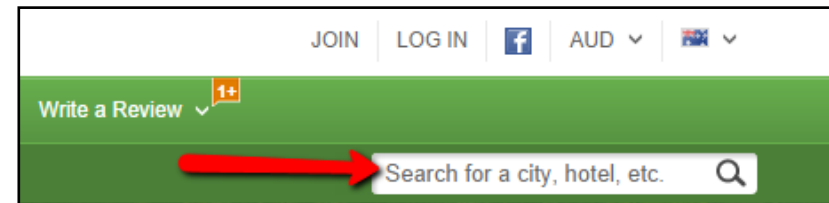
- Click on the 'Join' link at the top right hand corner of the page and follow the prompts.
- Use your business credentials, not your personal info! (email address, contact info, etc). You want to look as professional as possible



Section Two

Search for your Business Name

The idea behind TripAdvisor is that **anyone** can start a new business listing – a business owner, or customer... and it will then appear for everyone in the world to see. So 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.



Start typing your business name in the search box in the top right hand corner under the website header.

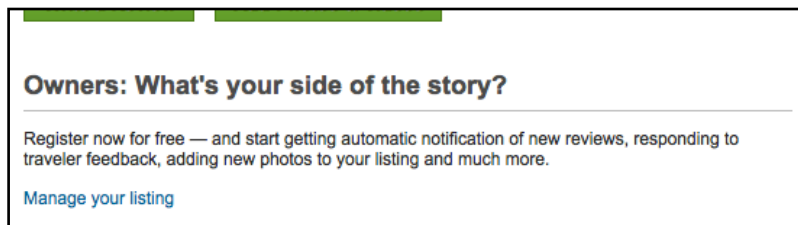
- If your business name doesn't appear as it should, it may be typed in incorrectly, or using other words, so do a few different combinations to eliminate all possible options.
- Also type in your location/state/town (eg. South Fork, Rio Grande County, etc) and see if your business is listed within your chosen town or state.
- Look through the results **CAREFULLY**. Your business may be listed, but with some incorrect information. That's okay; you will be able to correct it later!
- **It is ALWAYS better to correct an existing listing than to create a new one!**

**If you DON'T find your business listed anywhere,
please skip to Section 3**

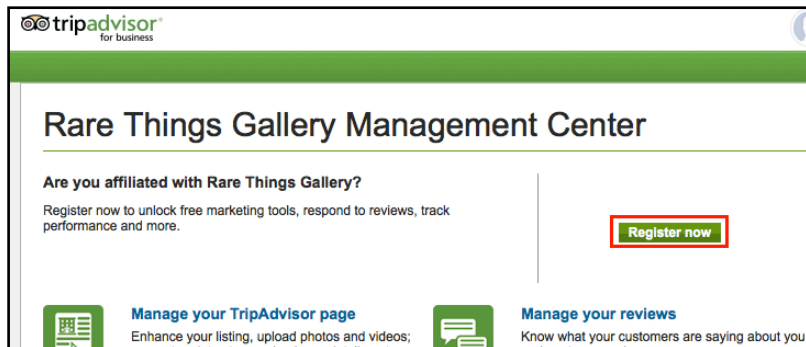
Claim your Listing

1. If you find a listing that is meant to represent your business, scroll right down to the bottom of the listing

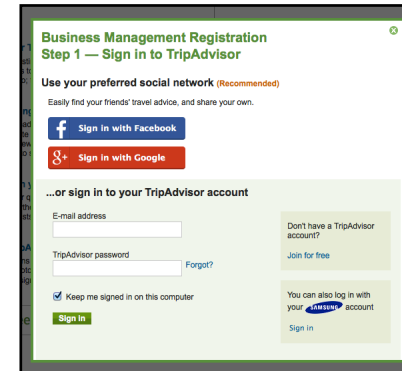
- There will be a section called *'Owners: What's your side of the story'*
- Just below, click on *'Manage Your Listing'*
- From there, you'll be directed to the Management Center of that listing.



2. Once you're in the **Management Center**, click on "Register Now"

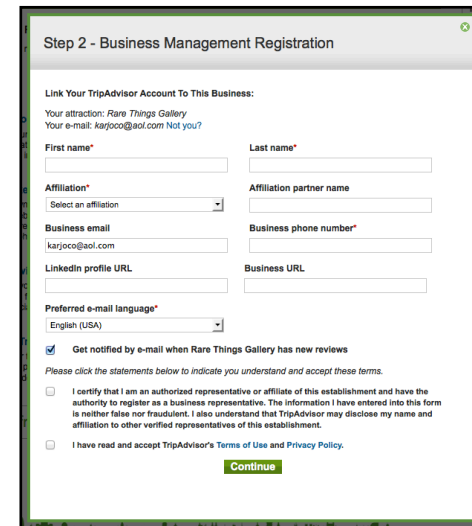


3. Sign into your TripAdvisor account

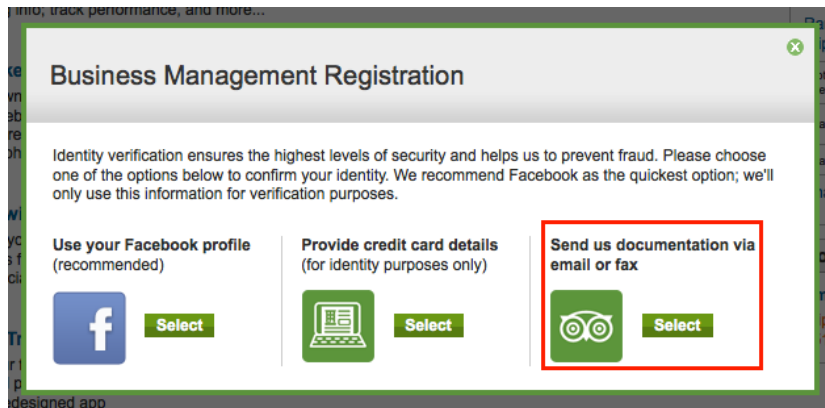


4. At Step 2, click Continue

5. Fill in the requested information



6. At Step 3, choose how you would like to verify your identity. B4 Studio recommends you verify by the third option. You will need a copy of an “Acceptable Document” to upload for verification. It will take about 5 days to become verified.



Acceptable Documents – From TripAdvisor website

Acceptable documents must provide a clear link between the applicant and the business. All documents must include the name of the applicant and the name and address of the business. Any personal information such as name, postal address, telephone number, and email address given via this website will only be used to provide access to the Management Center and will not be disclosed to any third party without your prior permission. We accept ONLY these forms of documentation:

- A property tax document (Council tax, Government tax etc.) *
- A bill of sale for the business *
- A utility bill for the business dated within the last 3 months *
- A pay slip (please blank out any details you don't want us to see)
- A notarized authorization letter written by a senior person within the organization, submitted on headed paper, in PDF format, from an email address associated with the business in question, accompanied by the business card of the signatory. * (Please note that in this instance we reserve the right to contact the signatory to verify his/her identity).

Please note that we require only ONE of the above.

* If your documentation does not meet the above requirements, please include a copy of your driver's license or passport as well.

Section Three

Skip this section if you found and verified your business listing. Skip to Section Four.

If you cannot find your businesses ANYWHERE on Trip advisor, proceed.

Create a New Business Listing on Trip Advisor

1. Log into your TripAdvisor Account
2. Visit: www.tripadvisor.com/GetListedNew
3. Fill in the requested information and upload a photo
4. Click submit

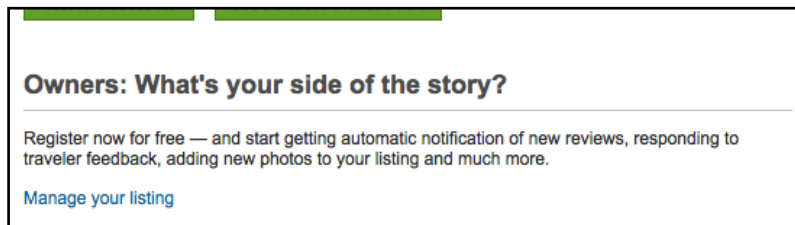
Wait until you are notified of verification from TripAdvisor to proceed to Section Four. You may need to take additional steps to complete verification. (see previous page)

Section Four

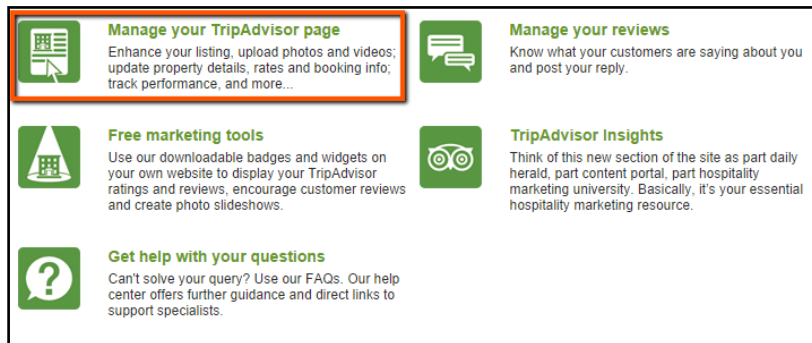
Update your Listing Details

Once your account has been verified, navigate to your business's page on trip advisor. Scroll down to the section called 'Owners: What's your side of the story'

- Just below, click on 'Manage Your Listing'
- From there, you'll be directed to the Management Center of that listing.



Once you're in the **Management Center**, click on the 'Manage your TripAdvisor page' icon and follow the prompts to update your business' contact & location details.



1. Add/Update photos
2. Edit business description/amenities. Put in as many complete details as possible!
3. Note that all updates will take a few days to appear on the public page!

Content Recommendations:

- Make sure you upload at least FIVE high quality photos
 - We recommend that you use a photo, rather than just a logo (or a photo with a logo in one corner, as one file)
 - AVOID using "scenic" photos. Visitors to Colorado already know about our beautiful mountains, aspen leaves, hiking trails, rivers, etc. **Website viewers are MORE interested** in your facilities, amenities, merchandise, property, etc. and how it compares to local competitors.
- Be very intentional about your business description!
 - Include all the important details in the first 300 characters. Avoid flowery/overly descriptive writing within those first couple of sentences. Get right to the "meat and bones" of your business! People scanning for a business want to know right away if you meet their requirements.
 - You can go into detailed descriptions with 'flavor' in subsequent paragraphs

NOTE. You do not need to pay anyone to update your listing – you can do this easily yourself!

We recommend you decline any phone calls or 'offers' from TripAdvisor or companies that work for them to "enhance or update" your listing! These are often 3rd party businesses that will charge you a lot for very simple tasks (such as those outlined above).

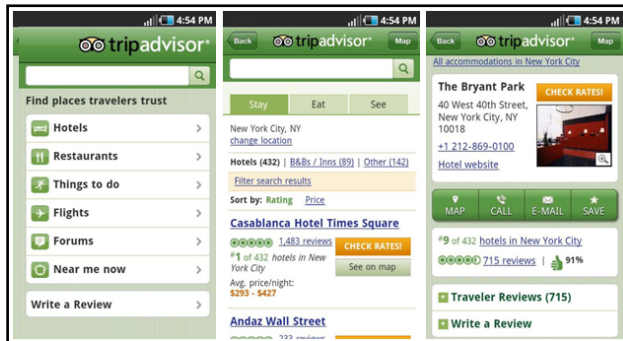
When in doubt, contact your marketing professional!

Check that your listing is appearing on the TripAdvisor app

As one of the most downloaded ‘rate and review’ apps across the world, it is essential that your business appears where it should on the TripAdvisor App.

So, if you haven’t already downloaded the app from the Android Market, or Apple Store, then this is your first job!

Once you’ve downloaded it onto your smartphone/ipad, see if you can find your listing through a regular search (eg. search for your business name, and also search for a location and see if your listing comes up where it is supposed to). If the listing is appearing as it should – that’s fantastic... if not, then you will need to go back into your management center and make adjustments to your listing as required.

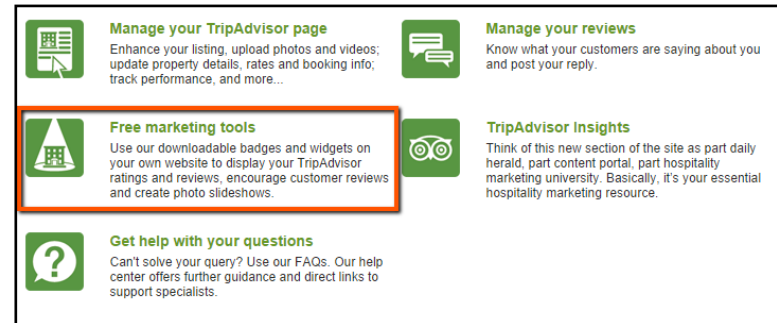


Link your listing to your Website & Facebook Page

Lastly, it is important that businesses promote TripAdvisor on their website and Facebook page. This reciprocal linking is fantastic for Search Engine Optimization, as TripAdvisor is a high quality inbound link for your website – giving your website credibility, and helping to improve your site’s ranking in search engine results pages.

Website Integration

You can add a widget to your website by simply cutting and pasting some code from ‘Free Marketing Tools’ section on your listing’s Management Center.

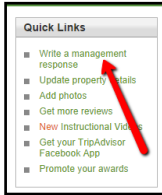


Facebook Integration

Within the *Free Marketing Tools* section, you can also set up a TripAdvisor Tab on your Facebook Page – which is a great way for your likers to see your reviews without having to leave Facebook.

Even if your listing has fairly average reviews, it is still important that the listing is promoted, as this shows that your business is being transparent, that you are aware of the reviews and that you value the reviews of your customers for ongoing improvement. Conversely, if the listing has excellent reviews – then what are you waiting for – start promoting them!

Manage & Respond to Customer Reviews



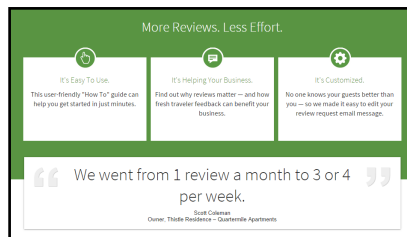
Once you have got confirmation from TripAdvisor that you have control over your listing, you can go into your Management Center and click on the 'Write a Management Response' link in the 'Quick Links' in the **top right** hand corner of the page, under the header. From there, you have the ability to write responses to any review on your listing. **Remember, you can not delete reviews.**

If you are tackling a negative review, ensure you address their concerns in a positive way, thanking them for their feedback, identifying what steps you intend to take to bring about a resolution for their issues. It's important to remember that when writing managerial responses to reviews you are not only responding to the person who made the comment, but your comments are also being read by potential customers, too.

If you are concerned about negative reviews on your listing, do have faith that most people can 'see through' unwarranted reviews, and will look more holistically at all of your reviews to form an opinion on your business!

Use Review Express to Encourage more Reviews

Review Express is a new tool by TripAdvisor that makes it easy to invite recent customers to write a review on TripAdvisor, through a customized email solution. Find it in the *Management Center*



Final Notes:

B4 Studio does not recommend you pay for any TripAdvisor features. Focus on your free listing and increasing your number of reviews! We recommend that you consult with a marketing professional (NOT directly associated with TripAdvisor) before signing up for paid services!

You do not need to pay anyone to update or "enhance" your listing.

We recommend you decline any phone calls or 'offers' from TripAdvisor or companies that work for them! These are often 3rd party businesses that will charge you a lot for very simple tasks (such as those outlined above).

When in doubt, contact your marketing professional!

The creation of this document was funded by a DOLA Grant secured by RWEACT (www.rweact.org) and Rio Grande County.



This document was assembled by B4 Studio, LLC (www.b4studio.com)

April 2015