

HOW TO MANAGE YOUR TRIPADVISOR LISTING

SET UP A LISTING IF YOU DON'T HAVE ONE

Check your listing

Before you request a listing, go to www.tripadvisor.com/Owners to see if a traveller has already added your business to Tripadvisor. Type the name of your business in the box. If it appears in the results drop down, a traveller has already initiated a listing. Select your business from the drop down and then click the "Claim Your Business" button to confirm that you are affiliated with the property.

Request a listing

If your business is not listed yet, there won't be any matches in the drop-down search results. In that case, click the "Get listed now" link below the search box. This will bring you to a page where you can request a listing for your property. Follow the guide to set up your listing with as much information as you possibly can.

WHATS THE DIFFERENCE BETWEEN 'RATING' & 'RANKING'?

First, let's clear up some confusion around terminology. Your Tripadvisor rating is different from your Tripadvisor ranking. Here's how it works:

- Based on their experience with you, travellers rate and review your property.
- Based on those reviews, your property receives an overall Tripadvisor rating, with 5 being the highest.
- Your Tripadvisor rating then factors into your property's overall Tripadvisor ranking among other properties in your location. Tripadvisor rankings are also known as the Popularity Index.
- The better your ratings – and the more recent your reviews – the higher your property's Tripadvisor ranking can potentially go.

A RATE & REVIEW



Chris H
Alderney,
United
Kingdom

Reviewed 2 days ago

Amazing honeymoon in a beautiful location

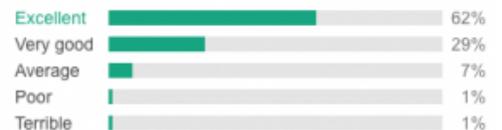
Recently returned from a 10 night stay for our honeymoon and wish that we could've stayed far longer. Tamassa resort has everything you could possibly ask for. The food is top notch, with great variety throughout the restaurants, and the burger van is to highly... [More](#)

Thank Chris H

AN OVERALL RANKING

4.5

514 reviews



ADD LOTS OF IMAGES!

1. Log into the Management Centre.
2. Under **Manage Listing** in the top menu select **Photos**
3. Click the **Add More Photos** button in the top right.
4. Then, choose photos from your computer or drag and drop them right into the photo uploader.
5. Click the box authorizing that you are a representative of the business and that you have the rights to post the photo.
6. Then, click the "Upload" button.

*Hint - make your best image the primary photo by clicking the **Primary Photo** tab on the left & click **Change Photo**



HOW DO I RESPOND TO A POSITIVE REVIEW?

Responding to reviews clearly demonstrates – to both former and prospective guests – that you are interested in feedback, and that you take customer service seriously.



Thank the reviewer for taking the time to share their experience. Avoid using the same standard reply for every response, as that can come across as repetitive and insincere - maybe have a bunch of templates ready to go. Refer to the reviewer's positive comments about your business to both personalize your response and reiterate the compliment to your potential visitors.

HOW DO I RESPOND TO A NEGATIVE REVIEW?

Responding to negative reviews can be tough, but doing so is important. In fact, **87% of travelers agree** that a thoughtful response to a bad review improved their impression of the property. Here are five tips to keep in mind when you receive a negative review.

Respond quickly

A prompt response shows prospective guests that you take customer service seriously and adds your perspective on the situation to the original review. This allows future guests to hear your side of the story as soon as possible.

Be courteous and professional

When replying, remember that your Management Response will be seen not just by the reviewer, but also by potential guests who are considering booking or visiting your restaurant or attraction. Therefore, if you don't agree with the reviewer, or feel they are being unfair, relay your side of the story in a polite and unemotional way. The last thing you want to do is turn off potential visitors with an aggressive or defensive Management Response.

Thank the reviewer

Express your appreciation for the traveler's business and for writing a review. Demonstrate that all feedback is important to you, be it good or bad. Also, if possible, provide an empathetic apology for any shortfalls.

Address the specific issues

If the review contains a specific complaint, explain what you have done to fix the issue so potential guests are reassured that the problem is resolved.

Highlight the positives

Highlight any positive comments the reviewer has made. You can even take the opportunity to mention related services or planned upgrades that you would like to share with potential visitors.

WHERE DO I GO ON TRIPADVISOR TO RESPOND?

Access the **Management Centre** by clicking on your profile icon and selecting **My Business** in the top-right corner of any page and follow the steps below. If you receive review notification emails, you can also click on the **Respond** link from the email.

1. Click on the **Respond to Reviews** card under your primary photo or the **See all reviews** button at the bottom of the page.
2. Choose the review you would like to respond to by clicking on the review in the left-hand sidebar. Reviews can be filtered by response status, bubble rating, date and language.
3. Write the response into the box provided. There is no character limit but be concise – nobody wants to read an essay!
4. Enter in your display name and select your business role.
5. Click submit.
6. Before drafting your response, read our Management Response guidelines. In order to be published, your response will need to meet these guidelines.