

How to Get More Great Guest Reviews: The Ultimate Checklist

Improving your online reputation is one of the most effective ways to take your business to the next level. Follow the steps in this checklist to take control of your hotels online reputation and turn your guests into brand advocates.

Use multiple review sites including TripAdvisor, Facebook, Google. When you have a presence on numerous sites, you have more chances to build your reputation. Bonus: having more reviews boosts your hotel's own search ranking!



Make it easy and make it mobile: Simple review processes often have more guest reviews. Also, make sure your review request process is mobile. Don't forget to let them know how much you appreciate them taking the time to give you feedback.

More customers than you think will happily write a review when asked to do so. Nearly half of a hotel's reviews are solicited by the hotel themselves.



95% of travelers read reviews before booking a hotel. Integrate positive reviews on your hotel website to help encourage direct bookings.

Guests are more likely to give when they have an incentive – so give customers that final push by offering them little extra's and unexpected surprises.



Stay Active on Social: Post engaging images and content on your social channels regularly. Guests won't join in and take part in the dialogue if there's nothing to talk about!

Make sure you're giving customers a positive experience. Cleanliness, wifi and location tend to be rated most everywhere. Take care of your guests, and your online reputation will reflect it.



Use positive reviews on your website, Facebook and other social media pages to inspire guests to contribute their own experiences at your property or about an upcoming stay.

Monitor & Listen: The most important aspect of managing a brand reputation is to know what people are saying about you. Leverage the right tools and technology to make this process as efficient and effective as possible.





Respond to every negative review, and make it right. Don't get defensive – offer some type of solution or explain your side of the story in a professional way. Add a personal touch. Use that opportunity share a special token of appreciation.