

ONLINE REPUTATION

WATCH THE VIDEO HERE

TOPIC 1: UNDERSTANDING THE TOOLS YOU HAVE AT YOUR DISPOSAL

ITEMS TO CHECK

ACTIONS ARISING

Head over to your Tripadvisor management console number (log into Tripadvisor and click on your business to be taken to the management console). Go through each of the menu items, have a good look around at what is available to you.

Head over to your Google Business Profile (Google.com/business). Go through each of the menu items, have a good look around at what is available to you.

In your Google Business Profile give your different team members access from within the Users menu.

TOPIC 2: CHECK YOUR ONLINE REVIEWS

ITEMS TO CHECK

ACTIONS ARISING

Head over to your Tripadvisor listing and browse through your reviews, like a potential guest would. Locate your mentions.

Head over to your Google Business Profile and browse through your reviews, like a potential guest would. Locate your mentions.

TOURISM TROPICAL NORTH QUEENSLAND

TOPIC 3: DEVELOP YOUR REPUTATION MANAGEMENT PLAN

ITEMS TO CHECK

ACTIONS ARISING

Think about your goals. Do you have any? Do they need to be adjusted?

Are you happy with your current customer-centric approach? Do you need to make adjustments?

Do you need to review your online reputation procedures and manuals?

Are you tracking monthly? What steps do you need to review and/or implement?

Make a note of what you could do to increase your reviews before, during and after the experience/service delivery.

Are you happy with your current thank you email? Is it using direct links? Does it need adjusting?

TOPIC 4: USE YOUR REVIEWS TO YOUR ADVANTAGE

ITEMS TO CHECK

ACTIONS ARISING

Are your reviews displayed on your website? A testimonial page is recommended, as well as displaying relevant reviews on relevant product pages. Do they need to be updated?

Are you happy with your current customer-centric approach? Do you need to make adjustments?