

6 Top Tips to Ace Your Reputation Management

Use these best practices to take control of
how your accommodation is perceived online

1. Get fantastic reviews



1 in 5 travelers are most influenced by existing guest reviews when they choose a place to stay.

To get great reviews, you have to earn them! Go above and beyond by offering guests:

- a hassle-free contactless check-in
- a collection/drop-off service for transportation to/from local stations
- restaurant bookings prior to arrival

TOP TIP

Ask guests to leave you a review at check-out and/or email them after their stay with your feedback request.

2. Respond to reviews (negative and positive!)



Responding to **negative reviews** is your chance to spin a less-than-ideal situation. Responding to **positive feedback** shows your appreciation. Both show you care about the guest experience.

Our tips for your responses:

- Use templates.
- Close all responses with a positive
- 100 words max. per response
- Follow a 'tone of voice' guide

TOP TIP

Tweak templates to make them your own! 77% of travelers are more likely to book with a property owner who leaves personalized responses to reviews.

3. Manage all your website reviews from one place



82% of travelers view online reviews as “extremely or very important” for accommodations. Use your website as a shopfront for your best reviews – but make sure you can manage and respond to them easily.

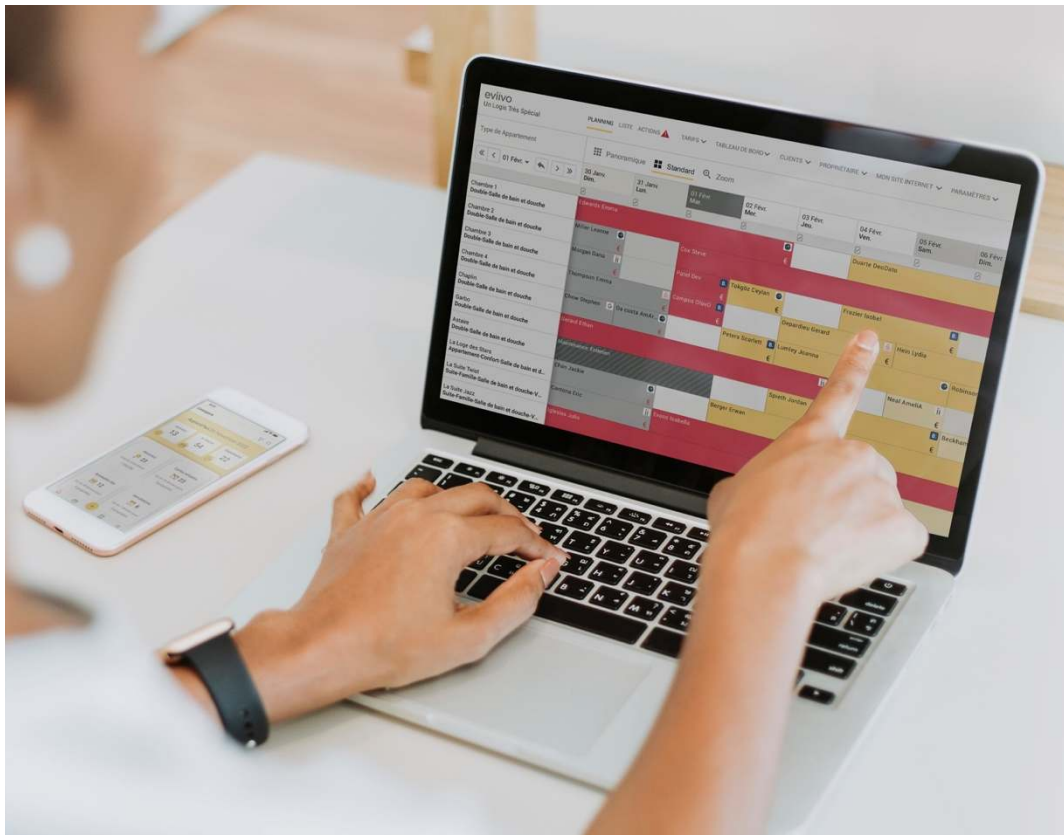
eviivo [Guest Manager](#) is a centralized hub where you can:

- Keep track of and reply to reviews effortlessly
- Link reviews to booking info for a complete picture of the guest
- Select which reviews you display on your site

TOP TIP

Don't forget to keep track of reviews from other channels like Google, Tripadvisor and your partnered online travel agencies (OTAs).

4. Automate your reputation management



94% of travel and hospitality industry leaders believe digital transformation is important to their business.

With the right guest management software, you can use automation to:

- Email guest's useful pre-arrival information and post-stay feedback requests
- Publish guest reviews to your website
- Send customized OTA re-confirmation emails
- Set up rules to send automated emails around payments, cancellations & fees

TOP TIP

Use automated communications to free up your on-site team for extra-special face-to-face interactions with guests.

5. Engage your audience on social media



Global internet users spend an average of **149 minutes per day** on social media.

Social media platforms like Instagram, Facebook and TikTok are the online spaces to showcase your accommodation and interact with your audience.

Build and manage your rep on social by:

- Posting regularly and replying to comments
- Uploading up-to-date, high-quality photos and videos
- Showcasing your brand's voice and personality

TOP TIP

Keep your brand voice coherent and consistent across all social channels.

6. Keep your website optimized for search engines



51% of travelers prefer to book directly with the accommodation. That's part of why it's so important to keep your website and other owned media optimized for the top of online search engines.

Optimize for search by:

- Making your website responsive
- Providing a great user experience of your site
- Creating quality content (blogs, videos, etc.)

TOP TIP

eviivo **Website Manager** makes it easy to set up a stunning new site using mobile and SEO-friendly templates.

Conclusion



Start turning searches into bookings! [Book a demo](#) of eviivo Suite to see how our automation can help you build a sparkling online reputation.

[EVIIVO.COM/REQUEST-DEMO/](https://eviivo.com/request-demo/)

S O U R C E S

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- Tripadvisor and Ipsos MORI survey, Dec 2019
- Tripadvisor 2021 Review Transparency Report,
<https://www.tripadvisor.com/PowerOfReviews>
- Skift & Amazon Web Services, The 2022 Digital Transformation Report,
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