

4 short-cuts to improve your hotel's ranking on TripAdvisor



Ask for Reviews:

When your guests check-out, probe them to post reviews about the hotel. TripAdvisor looks for latest reviews and if a hotel has minimum of 10 new reviews every week, then it will help boost your ranking.



Respond to Reviews:

If your guests have posted positive reviews then make it a point to acknowledge them. And if your guests have posted negative reviews, then make sure to rectify the issue immediately.



Star Ratings:

Just like reviews, star ratings also play an important role for the hotel. So, higher the ratings, higher the visibility on TripAdvisor.



Bid on TripAdvisor:

Participate in TripAdvisor's self-service auction platform to bid for a particular position on TripAdvisor. This is a sure short way to be listed on the top 4 or 5 listings on TripAdvisor.