

YELP & TRIPADVISOR FUNDAMENTALS

Fact Sheet for Businesses

Brought to you by



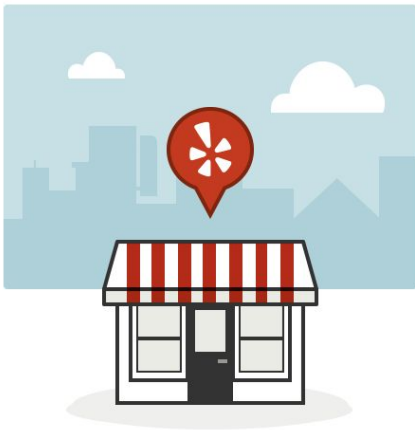
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When you're thinking about how and where to invest time managing and optimizing your business' presence online, there are no shortage of options, so it's important to prioritize. While Yelp may not be the most important channel for every type of business, there is a lot of potential value for businesses such as restaurants, service providers and others.

Yelp - Setting Up Your Listing

Claiming Your Business Listing on Yelp



After claiming your business page, you'll be able to:

- Respond to reviews with a direct message or a public comment
- Track the User Views and Customer Leads Yelp is generating for your business
- Add photos and a link to your website
- Update important information such as your business hours and phone number

Step 1: Click [this link](#) and search for your business

* If there is no option to claim the page:

- It may have already been claimed by someone else

If your business page doesn't have the **Is this your business?** or the **Work here? Claim this business** link, then:

- The business page may have recently been submitted and is still [pending approval](#)
- The business page may have already been claimed by one of your colleagues
- The business page may be recently submitted and pending approval

Step 2: Add your business contact information

Step 3: Begin filling out your Yelp listing

Yelp Best Practices

Fill Out Business Information Completely & Keep It Updated

Yes, this seems like obvious advice, but if there's one thing that businesses consistently forget to do, it's this exact thing. And it's not necessarily as simple as it might sound. For example, it's actually really important that the information you provide (your business name, address and phone number, in particular) are identical to what you have in Google and other platforms. This consistency of data can actually help you in more places than just Yelp. So be sure to check that it's exactly the same.



The Dalí Museum ✓ Claimed



949 reviews

[Details](#)

Art Museums [Edit](#)

Closed 10:00 AM - 5:30 PM

★ [Write a Review](#)

📷 [Add Photo](#)

🔗 [Share](#)

🔖 [Save](#)

🌐 thedali.org

📞 (727) 823-3767

📍 [Get Directions](#)

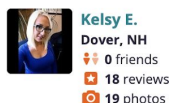
One of the reasons potential customers are looking for your business is because they want specific information. If you don't have your business hours listed or secondary info — such as whether you accept credit cards, wheelchair accessibility, etc. — then you're missing out on an opportunity to help someone who wants to spend money with you.

Lastly, don't skip the "From the Business" section. It might seem unnecessary to give someone a history of the business or a profile of the owner, but these specialty pages are a key opportunity to add contextual information, plus they support your ranking (meaning visibility) for a broader set of keywords, and differentiate your offerings from competitors. Make sure you're including some search term variations and long-tail search terms (key phrases that are more specific – and usually longer than most commonly used keywords) in these sections of text.

Increase the Number of Reviews You Receive (But Not by Asking for More Reviews)

It's technically a violation of Yelp's policies to actively solicit reviews from customers (not that it stops some businesses), but there is an easier way to potentially remind customers who are active on Yelp that you'd like them to leave a

review: Ask them to check-in on Yelp. This will help you out in several ways, potentially.



★★★★★ 9/9/2020

The food was surprisingly great. Of course the drinks are cheap but they don't skimp on the alcohol in them. The food was also cheap and really great. I loved the sweet Thai chili chicken tacos. Our server Christina was so sweet and bubbly and just the right amount of attentive. Always there right when we needed her. I highly recommend this place for anyone visiting downtown st Pete. We got lunch but walked by it at night and they had a dj and everything. Looked like everyone was having a great time.

👍 Useful 😄 Funny 😎 Cool

First, once a person has checked in, they will get a reminder from the platform later on asking them to write a review, so you get that taken care of automatically. Second, Yelp has pretty aggressive spam filters weeding out reviews that might not be credible. If a user has checked into your business prior to leaving a review, then that helps ensure the review will show up for your business. If you want to let people know that you'd like them to engage on Yelp, you can order decals for your business to put on the door, near the cash register or wherever makes the most sense.

Here are some tips to avoid hurting your Yelp rating:

- Don't ask customers, mailing list subscribers, friends, family, or anyone else to review your business.
- Don't ask your staff to compete to collect reviews.
- Don't run surveys that ask for reviews from customers reporting positive experiences.
- Don't ever offer freebies, discounts, or payment in exchange for reviews — it will turn off savvy consumers, and may also be [illegal](#). Yelp has a [Consumer Alerts](#) program to let people know about businesses that engage in this sort of activity. For the same reason, you also shouldn't offer incentives for users to remove reviews.

Be Sure to Respond to Reviews (Positive and Negative Reviews Alike)

Demonstrating that you're actively monitoring reviews on Yelp can help support improved visibility in some cases, and it can show potential customers that you care. Don't sweat it if all of your reviews aren't 5-star ratings. A couple of bad reviews mixed in makes your business seem real, and if there are only a couple of bad reviews then it can make the good reviews look even better. Just make sure that

when you respond, you remember that other people can see your responses, so always try to stay calm, cordial and professional. Here are a few tips for responding to reviews:

For really good reviews: Thank the person for coming by and for taking the time to leave a review. To help make sure that good review remains visible, you can click on the boxes to rate the review “funny,” “useful, and “cool.” For particularly great reviews, you might also send that person a friend request, which can also help ensure their review doesn’t get filtered out later. Don’t try to pitch them on all sorts of additional stuff at this point. They had a great experience and will be back. Play it cool.


For reviews that include constructive criticism: Thank that person for their input. You might explain why you do things a certain way (if it’s different from what they’re suggesting), or you might say you’ll consider it (but only if you’re serious). Either way, don’t get too deep in the weeds about store policies or processes in a review. If you really want to continue the conversation, have them reach out to you offline.

For negative reviews that you deserve: Everyone has bad days for lots of different reasons. Don’t worry about it. But you can try to make it right with that person, if they didn’t have a positive experience at your business. First and foremost, apologize for the experience they had. If you want to try and make it up to them somehow, suggest they contact you offline to talk about it. The last thing you want to do is tell them in this public forum that you’ll give them a discount or a freebie because then everyone who leaves you a bad review will expect the same. If you can resolve the issue with the reviewer who had a bad experience, politely request that they update their review to reflect the resolution.

For negative reviews you don’t deserve: If you’re being trolled by someone (or a competitor), do your best to ignore it. You can flag these reviews for removal and try to minimize their visibility. If several of the reviews go out of their way to mention a specific competitor, then it may be a planned effort to drive customers away from your business to them. Try getting those reviews removed for a violation of Yelp policy by flagging the review.

Tripadvisor - Claim Your Listing

Claiming your Business Listing on Tripadvisor



Claim Your Free Tripadvisor Listing

Search

Step 1: Visit <https://www.Tripadvisor.com/Owners>

Step 2: Type in the location and name of your business.

Step 3: If your business exists on Tripadvisor, select “Claim Your Free Listing”

Claim your free listing

Not your business? Search again

151
REVIEWS

26
PHOTOS

If your business does not exist yet on Tripadvisor, [start here](#) to create your listing.

Tripadvisor Tips and Tricks

Make Sure Your Information is Accurate & Consistent

This is one of those common-sense recommendations, but it’s also one of the things businesses tend to miss. You don’t want to lose out on opportunities by having a potential customer get to the point of calling - and then having them dial an outdated number (or having them not find a phone number at all). So make sure that your information is complete.

Spinner's Revolving Bistro

Claimed

3,405 reviews • #21 of 106 Restaurants in St. Pete Beach • \$\$\$ - \$\$\$, American, Seafood, Vegetarian Friendly

5250 Gulf Blvd Grand Plaza Hotel, St. Pete Beach, FL 33706-2408 • +1 727-360-1811 • Website • Menu • Open now: 11:00 AM - 11:00 PM

Reserve a table

2 • Mon, 10/5 • 8:00 PM

Find a table

Ratings and reviews

4.5 • 3,405 reviews

#13 of 76 American in St. Pete Beach

#21 of 106 Restaurants in St. Pete Beach

Travelers' Choice

RATINGS

- Food: 4.5
- Service: 4.5
- Value: 4.5
- Atmosphere: 4.5

Mentioned in

The 100 most scenic restaurants in the US

Sunny Days in St Pete Beach, Florida...

Food and ambiance

Local cuisine, American, Seafood, Vegetarian Friendly, Vegan Options

A delicious seafood ravioli in a cream...

Location and contact

5250 Gulf Blvd Grand Plaza Hotel, St. Pete Beach, FL 33706-2408

Website • Email

+1 727-360-1811

Improve this listing

As noted in the section on Yelp, it's essential that your business name, address and phone number are listed exactly the same on Google, Yelp, Tripadvisor and other online platforms. When your business information is consistent across the many sites where your information appears, it can support increased trust and authority for search algorithms and Google My Business accuracy. When it's not consistent across platforms (including your own website), it can negatively impact your SEO (resulting in lower visibility for your listing), in some cases. Yes, accurate and consistent information is a simple thing, but that doesn't mean it doesn't require attention sometimes. You'd be surprised how often businesses get surprised by the information that's online about them.

Write Detailed Descriptions

No matter what platform you're using, making sure that you're taking advantage of content opportunities is critical. This is especially true on Tripadvisor, where travel-facing businesses are often shown in lists with other nearby businesses from the same category (i.e your competitors!). Be succinct with your description, but make sure you hit on all the major points that can help to differentiate your business. What are your specialties? What is the vibe like? Do you offer a service/product/brand that no one else does locally? Use that to your advantage. The best descriptions are ones that help to set

Details		Manage this business?
ABOUT Located at the base of the downtown St. Pete Pier! Doc Ford's St. Pete is as stunning as it is delicious. With inside and outside views of both downtown St. Pete, and Tampa bay, there's a seat in the house for everybody. Enjoy the sea-breeze on the seawall while enjoying a couple Doc Ford's Mojitos and Yucatan Shrimp!	PRICE RANGE \$10 - \$30 MEALS Dinner, Lunch, Drinks	CUISINES American, Caribbean, Seafood FEATURES Reservations, Seating, Table Service, Gift Cards Available

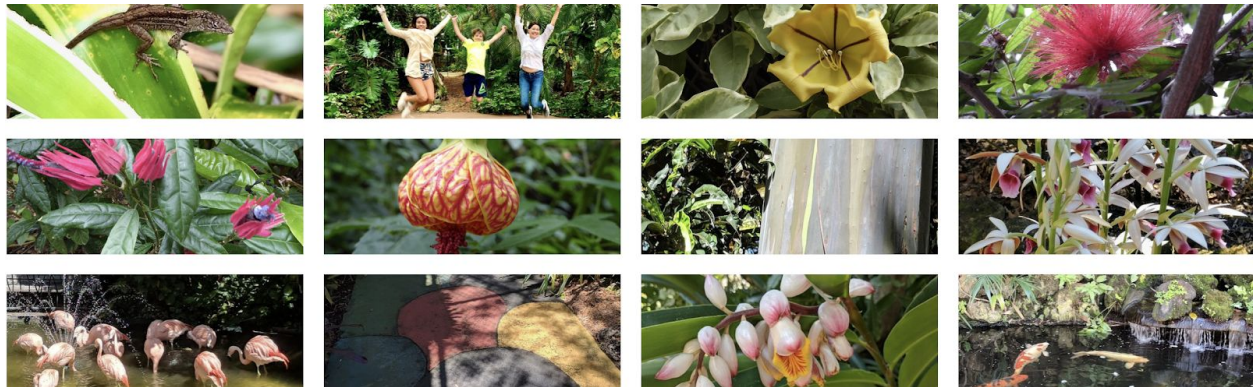
expectations for consumers. No one needs several paragraphs of you telling them you're the best. Show them what makes you special instead.

Don't Forget Keywords

While you're thinking about writing, it's a good idea to add targeted keywords to your description. Don't over-do it and stuff them into every phrase. But, if your bread and butter is that you're a family-friendly hotel, or you're known as a vegetarian restaurant, make sure those terms are included in your description in a way that helps readers and search engines understand the specific nature of your business.

Upload Great Photos

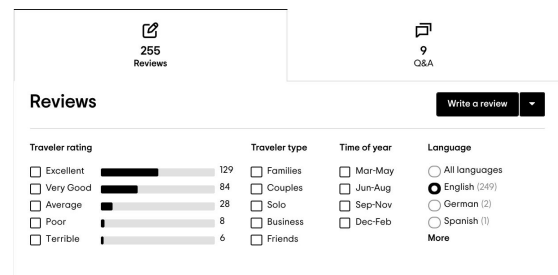
Needing great photos doesn't have to mean a professional photoshoot. With advances in smartphone cameras over the past few years, you can get a sufficient shot on a sunny day with a phone in many cases. A few tips: Make sure the lighting is good. Be authentic. Show people what they want to see – what the business looks like, what they can expect experience-wise, and why they should visit.



Once you've uploaded photos, think about which one should be your primary listing photo. Which image will grab someone's attention immediately? Your listing photo is like an elevator pitch. You need to capture someone's attention quickly. You don't get a second chance to make a great first impression.

Responding to Reviews

Actively managing your reviews is one of the most valuable things you can do to increase both your visibility and your ability to convert lookers into bookers. First, because of Tripadvisor's scale, you should be paying attention to reviews because it's a



great opportunity to get direct feedback from consumers. Even if you just focused on service improvements that lead to consistently higher review scores, that would be a great way to increase visibility on the platform. There's a huge value in appearing among the top spots on Tripadvisor for your local category.

Follow the same guidelines on page 4 for responding to reviews. .

Increase the Amount of Reviews You Receive

An important aspect of visibility - meaning how often your listing surfaces high on a Tripadvisor page - is the total volume and regularity of reviews received by your business. If you're a location that receives consistent high marks, then machine learning is likely to increase your visibility over competitors who don't get reviewed as often. In this way, reviews function as a proxy for popularity. There's a potentially big upside to creating strategies to increase the number of reviews you get from satisfied customers. A couple different strategies for increasing the reviews you receive would be to

1. Ask guests or customers to leave a review. Unlike Yelp, Tripadvisor promotes asking guests and customers to leave reviews on listings.
2. Download printable "review us" graphics https://brandfolder.com/ta_general
3. Bring dynamic content from your Tripadvisor listing to your website using widgets <https://www.tripadvisor.com/Widgets>