



How to Optimize Your TripAdvisor Restaurant Listing

adapted from: www.tripadvisor.com

TripAdvisor isn't just the world's largest travel site; it is also one of the world's largest restaurant sites. If you want to improve your activity and connect with millions of potential diners, optimize your TripAdvisor listing.

1. Confirm and edit business details

Confirm that all of the details on your listing are correct. In order to make changes, you'll need to register as an owner if you haven't already done so. Registering is fast and free. Once you've registered, double-check your restaurant's name, address, phone number, as well as the links to your website and email.

You should also provide the type(s) of cuisine offered, meals served, meal price range, hours of operations, business description, and other features or amenities you offer. Accurate and detailed information helps diners make a booking decision and gives them a better understanding of your restaurant and what you offer.

2. Upload photos

Diners shop with their eyes. In fact, a recent study shows that restaurants with 11-20 photos see double the amount of diner interaction over others with no photos at all. You can share photos of your food or pictures that give potential diners an idea of the atmosphere – romantic, family-friendly, etc. Update new images frequently so your listing stays fresh and continues to engage viewers over time.

3. Get your listing on the map

Maps help visitors place your restaurant within the area they are visiting and better plan their trip.

4. Add your menu

Adding a menu link to your restaurant listing is an easy way to display your restaurant's dishes to potential guests.

5. Add a reservation button

Allow diners to make reservations directly from your TripAdvisor listing by registering with TheFork or OpenTable (currently only available in the US). Sign up with any partner and a "Reserve" button will automatically be added to your TripAdvisor listing so you can begin converting visitors to your page into customers!

6. Allow users to order delivery

Give customers browsing your restaurant listing the convenience of delivery wherever they are. Register with any partner available in your country and an "Order Online" button will be added to your listing.

7. Encourage customers to write reviews

The more reviews your business has, the more content there is for travelers to consider before they finalize their plans. The more recent those reviews, the fresher and more relevant the content is to potential customers.

8. Showcase your TripAdvisor listing

Request a TripAdvisor sticker for your front window to show customers that you value their opinions and encourage them to review your property. If you've won a Traveler's Choice Award or Certificate of Excellence, you can also request special stickers or plaques to promote your victory.

9. Respond to reviews

According to a recent study, owners who respond to reviews can see as much as double the diner engagement with their TripAdvisor listings. For this reason, and others, we strongly recommend that business owners monitor their reviews and respond to select ones. If you receive a negative review, a Management Response demonstrates that you take customer service seriously and gives you an opportunity to explain how you have remedied any problems. A Management Response to a positive review shows that you're paying attention and appreciate customer feedback.

10. Drive Traffic to Your Listing with TripAdvisor Ads

TripAdvisor Ads is a new marketing solution available to restaurants on TripAdvisor. TripAdvisor Ads drive traffic to your TripAdvisor listing by promoting your restaurant in exclusive sponsored placements.

A) Decide if these sentences are true (T) or false (F)



T F

1. TripAdvisor is starting to grow as a restaurant site		
2. Registering on TripAdvisor is free of charge		
3. Photos are important because customers choose through their eyes		
4. "Reserve button" is available for any TripAdvisor registered customers		
5. The only stickers you can show on your restaurant window are Traveler's Choice Award or Certificate of Excellence		

B) Match the definition...



... to the correct word

1. a small piece of paper or plastic with a picture or writing on one side and glue or another similar substance on the other side, so that it will fasten to a surface	a. meal
2. an occasion when food is eaten, or the food that is eaten on such an occasion	b. sticker
3. to look at information on the internet	c. review
4. an arrangement you make to have a hotel room, tickets, etc. at a particular time in the future	d. browse
5. a report in a newspaper, magazine, or programme that gives an opinion about books, films, etc.	e. booking

C) Choose the correct option looking at the text



1. The verb *DOUBLE-CHECK* means:

- a. you make certain something is correct or safe, usually without examining it again
- b. you make certain something is correct or safe, because two people have verified it
- c. you make certain something is correct or safe thanks to a special software
- d. you make certain something is correct or safe, usually by examining it twice

2. *THE FORK* or *OPEN TABLE* are:

- a. the TripAdvisor apps to book a restaurant in real time 24 hours a day, 7 days a week
- b. the TripAdvisor apps to book a restaurant during their closing hours
- c. the TripAdvisor apps to order your meal directly to your house 24 hours a day, 7 days a week
- d. the TripAdvisor apps to book a restaurant in a foreign country 24 hours a day, 7 days a week

3. The expression *DINERS SHOP WITH THEIR EYES* means:

- a. people eat only when dishes have good looking
- b. people who go to the restaurant are not interested in food but only in the location
- c. people who go to the restaurant look at food pictures before choosing
- d. people who don't eat because they simply look at other people eating

D) Fill in the gaps using the given words



- a. available – b. traffic – c. tailored – d. decisions – e. exact – f. competitive –
g. subscribers – h. empowers – i. exciting – j. access

TripAdvisor Premium for Restaurants gives businesses the advantage they need with exclusive to powerful, subscriber-only tools. TripAdvisor Premium for Restaurants is an new subscription product for restaurants listed on the world's largest travel site. Developed to reflect the specific needs of restaurant businesses, this new product subscribers to stand out from their competition and influence millions of potential customers with new industry-leading tools. also have access to an Analytics Suite which can be used to make informed business based on real customer data. TripAdvisor Premium for Restaurants is a subscription-based product. The price of a Premium subscription is to each property based on a variety of factors such as location, size, and