



Optimize Your Hotel's Visibility on Search Engines

GUIDE



Index

Introduction	3
Understanding Search	4
Managing Content for Organic Search Results	12
Paid Options in Google Search Results	21
Google Reviews	28
About Us	32



Introduction

For hotel marketers, Google's search algorithm is a powerful and sometimes mysterious gatekeeper to the global community of online travel shoppers. As soon as you think you have it figured out, it changes.

In this guide we'll explain the latest developments in Google search results. We'll discuss trends in the traveler search behavior, understanding Google's algorithm and key differences between search engine optimization and search engine marketing.

We'll share insight into how to manage your website content, your Google My Business listing, paid advertising campaigns and Google reviews to increase your hotel's visibility and prominence on the world's most popular search engine.



Understanding Search

Travel Planning Starts with Search

For an increasing number of travelers, the trip planning process starts with online search. Google's 2014 Ipsos MediaCT Travel Study found that 57% of leisure travelers and 64% of business travelers in the U.S. always start their travel booking and shopping process with search.

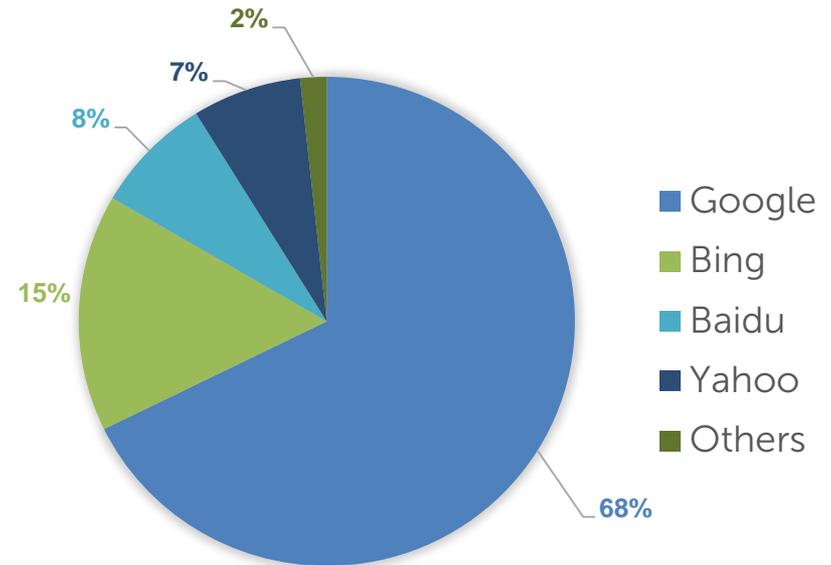
([Google](#), 2014.)

For most travelers, the search engine of choice is Google. With almost 68% of the global market share, Google is the most popular search engine in the world.

([NetMarketShare](#), 2016). Google's market share is particularly high in Europe, reportedly at over 90%, but low in China, where the search engine is banned and Baidu dominates.

In the United States, Bing and Yahoo have search engine market shares of 21.4% and 12.2% respectively, compared to Google's share 64%. ([comScore](#), February 2016).

SEARCH ENGINE MARKET SHARES



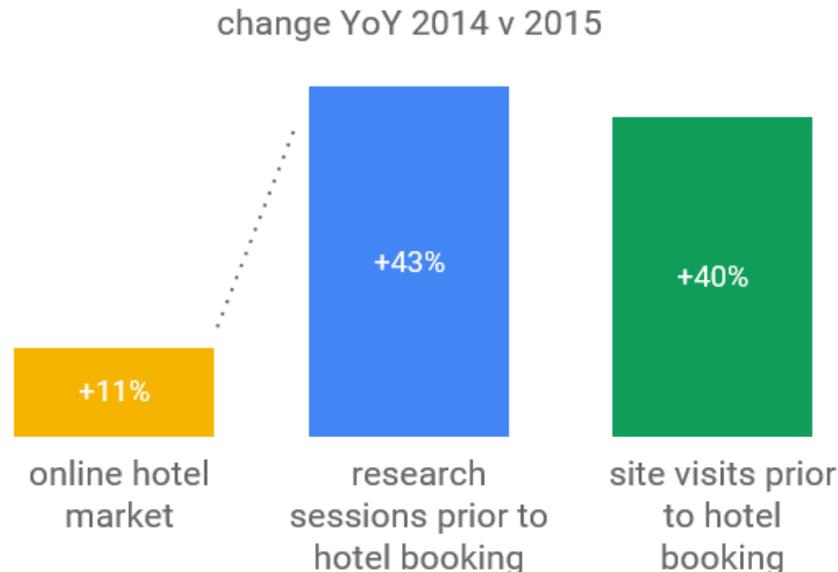
Source: [comScore](#), February 2016



Hotel Search Behavior

Travelers are more active than ever in shopping for hotels online. Phocuswright research indicates that the desktop online hotel market in the U.S. grew by 11% in the first half of 2015 compared to the first half of 2014, whereas the number of research sessions prior to booking a hotel grew by 43%, from 7 to 10. The number of sites visited prior to booking grew by 40%, from 15 to 21. ([Phocuswright Online Travel Review](#), 2014.)

Increasingly, travelers are turning to mobile devices to research hotels. On Google, mobile's share of travel visits grew by 48% in the past year, and mobile hotel queries are up by 49%. ([Think with Google](#), 2015.)



Hotel's Visibility in Search Results

Whether travelers use desktop computers, a tablet or smartphone—or all three devices—to shop for hotels, your hotel's visibility in search results plays a critical role in your ability to attract visitors to your website and booking channels.

Google's mission is *"to organize the world's information and make it universally accessible and useful."* The company has always maintained that the user experience is its top priority. If users aren't happy with search results, they will go elsewhere.

At the same time, Google has been selling more of its prime real estate on search engine results pages to advertisers. In 2015, the search giant earned one third of the total share of global digital advertising revenue, a total of US \$67.39 billion.

How does Google determine how businesses are displayed and ranked in search results? Links on results pages can be divided into two types: paid results and organic (or unpaid) results. To appear in the areas dedicated to paid or sponsored links, you must purchase advertising from Google, whereas organic results are determined using Google's algorithm.



Source: iManila



What is an Algorithm?

An algorithm is a formula or a step-by-step list of rules to follow in order to solve a problem. Think of an algorithm like a recipe. When making a cake, you blend a list of ingredients following step-by-step instructions. If the cake doesn't turn out the way you expected, you find a better recipe.

Google Search, Facebook's News Feed, TripAdvisor's Popularity Index and online travel agencies like Expedia and Booking.com all run on algorithms that decide which content users see and in what order.

Like Google, all these platforms strive to provide the best user experience. Results can be different for each user, or personalized, based on factors like user preferences, interests and previous behavior. As with Google,

businesses can advertise on all of these platforms in order to enhance their visibility.

Algorithms are somewhat mysterious because they are proprietary; these companies don't disclose all the ingredients that go into them and their relative weighting.



SEO and SEM

Search engine optimization (SEO) is the process of analyzing and understanding how search algorithms work and developing strategies to increase a business's positioning in organic search results. Because we don't know all the ingredients that go into algorithms and they evolve over time, some of this is guesswork and speculation.

Search engine marketing (SEM) is the process of increasing the visibility of websites on search engine results pages primarily through paid advertising.

Internet marketing companies can help hotels with both SEO and SEM, ensuring that your website is search-engine-friendly and managing cost-per-click campaigns to optimize site visits and conversions.

Visit our Resource Hub

The leading source of Guest Intelligence best practices and information for the Hospitality Industry.



[Learn More](#)

How Search Works

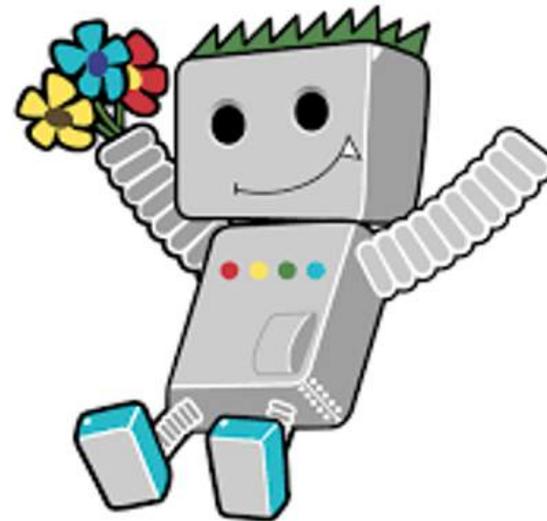
According to Google, the World Wide Web is made up of over 60 trillion individual pages, and it's still growing. Google navigates and delivers organic search results using three key processes: crawling, indexing and serving.

Crawling. This is the process by which Google discovers and retrieves new and updated pages to be added to the Google index. The Googlebot visits websites, detects links on pages and adds them to its list of pages to crawl. New sites, changes to existing sites and dead links are noted and updated in the Google index.

Indexing. This is the process of compiling a massive index of all the words Google sees and their location on each page, as well as key content tags and attributes.

Serving. When a user enters a query, Google searches the index for matching pages and returns, or serves, the results it believes are the most relevant to the user.

For your hotel's website to rank well in search results pages, Google must be able to crawl and index your site correctly. Follow Google's [Webmaster Guidelines](#) to help Google find, index and rank your site. For additional information visit [How Search Works](#).



Local Search Results on Google & Reviews

According to Google, more than 200 factors go into its algorithm, but unless you're an SEO expert, you need to know only the most important ingredients. Recently, Google shared information that helps us understand local search results.

In a post entitled [Ranking of local results on Google](#), Google confirmed that local search results are based primarily on three factors: relevance, distance and prominence.

The meaning of these terms can be summarized as follows:

- **Relevance:** how well a local listing matches what the user is searching for.

- **Distance:** how far the business is from the location term used in the search.
- **Prominence:** how well-known a business is, as well as information Google has about the business from across the web, like links, articles and directories.

Google states that "Google review count and score are also factored into local search ranking—more reviews and positive ratings will improve a business's local ranking." We'll discuss the implications and what to do about Google reviews in Section 5.



Managing Content for Organic Search Results

Optimizing Your Hotel's Ranking

Optimizing your presence in Google search results is a multi-faceted process that encompasses managing content on your website, on Google products and on third-party websites. In this guide we focus on two key areas: your hotel's website and Google My Business listing.

To put things into perspective, imagine that you manage a hotel in Paris near the Louvre. When a user searches the term "hotels near the louvre paris" on a desktop computer, Google will display the most relevant results (see image on next page). The first links are paid and can range from zero ads to a maximum of four. If you want your hotel to appear there, you must bid on Google AdWords pay-per-click advertising. We discuss paid advertising options in the next section.

Below the paid results are the organic or unpaid results, which Google selects using its algorithm, as discussed in

the previous section. The first organic results are called the "hotel search unit" of local listings. Below the hotel search unit are more organic links, listed in order of relevance.

Typically, the higher a hotel appears in organic listings, the more traffic it will receive. The top results receive the vast majority of clicks. The lower a link is displayed on the page, or on subsequent results pages, the fewer clicks it will receive. This effect is even more acute on smartphones, where users have smaller screens and do less scrolling.

Competition for the top spots is fierce, especially for broad terms like "hotels in Paris". Not only are you vying with other hotels in the area, but also with big travel companies like TripAdvisor, Booking.com and Expedia.

So what can you do to optimize your hotel's ranking in organic search results? Let's start with your website.



Google Search Results

Google search results for "hotels near the louvre in paris". The search bar shows the query and a search button. Below the search bar are navigation tabs: Todos, Maps, Noticias, Imágenes, Shopping, Más, and Herramientas de búsqueda. The results section shows "Carca de 6,120,000 resultados (0.96 segundos)". The first result is an advertisement for "Museo del Louvre, Paris, Francia. Reserva ahora tu hotel" with a "Mejor precio garantizado" badge. The second result is an advertisement for "Hotel Louvre Paris - hyatt.com" with a "parishoteldulouvre hyatt.com" badge. The third result is an advertisement for "K+K Hotel Cayré Paris - Guaranteed Best Rate - kkhoteles.com" with a "www.kkhoteles.com/Cayré" badge. The fourth result is an advertisement for "Lujoso Hotel Boutique en Paris - Buddha-Bar Hotel Paris" with a "www.buddhabarhotelcollection.com/Paris/Budda-Bar" badge.

Paid links

Organic (unpaid) links

Continuation of Google search results for "hotels near the louvre in paris". It features a map of Paris showing the Louvre Museum and surrounding hotels. Below the map is a filter section with date ranges (dom., 30 oct. to lun., 31 oct.) and sorting options (Precio, Calificación, Categoría del hotel, Servicios, Ordenar por). The organic search results list: "Tonic Hotel Du Louvre" (3.5 stars, EUR92), "Renaissance Paris Vendome Hotel" (4.2 stars, EUR263), and "Hotel Lumen Paris Louvre" (4.3 stars, EUR141). Below the list are links to "Más hoteles" and "Acerca de los precios". At the bottom, there are three organic search snippets: "The 10 Best Hotels Near Musee du Louvre, Paris - TripAdvisor", "The 10 Best Hotels Near Louvre Museum from \$72/night | Hotels.com", and "204 Hotels near Louvre, Paris, France. Book your hotel now! - Booking ...".

Your Website

Basic search engine optimization (SEO) best practices are fundamental to website marketing. Even if an outside agency manages your website, you should strive to understand the basics so that you know the questions to ask and can ensure that your website is getting the attention it needs.

Website optimization is a complex topic. In this guide we'll review the basics of good content management without getting too technical. For more information, consult a web marketing agency or visit the references provided in this guide. Here are some of the key areas to consider when managing content on your website:

Objectives. Typically, the objectives of a hotel website are to attract, inform and convert travelers. Your website should help travelers plan their trip, answer their questions, convince them to book with you direct, and encourage them to return. This means providing the best

possible user experience. Another key objective is to structure your website so that search engines can find it and will drive relevant traffic to it.

Best Practices. Your goal isn't to deceive search engines or to trick people into visiting your site and clicking links. So called "black hat" SEO tactics like keyword stuffing and link purchasing can result in penalties from search engines that will affect your site's ranking and traffic. Instead, follow best practices in SEO to ensure that your content is of high quality and the traffic you attract is interested in your hotel and destination.

Relevancy. Google determines the relevancy of websites using a number of factors, including the type of business, the text and content on pages, and the titles and descriptions provided.



Website Optimization

User Experience. Google's priority is to refer users to websites that provide the information they are seeking as quickly as possible. Your website and pages should load quickly and should be easy to navigate, and there should be no dead links or pages with little or no information.

Quality Content. The quality of the content is important both to visitors and search engines. If visitors "bounce" from your site frequently (exit soon after landing on your page), it signals to Google that your site is not delivering the information users are seeking. Provide a clear, accurate description of your hotel and its location, amenities and key value propositions. Include information about the local area, activities, events and attractions. Think about the questions people have about your hotel and destination and the keywords they enter into search engines to find your pages, and include these elements in the content you publish on your site.

Tags and Meta Descriptions. Each page on your site should have a title and description and should be labeled with title tags and meta descriptions to help search engines find it and crawl pages. This will require a basic knowledge of web coding. Your meta descriptions and title tags should be unique to each page, descriptive, specific and accurate. If you use a content management system like WordPress, be sure that pages are formatted to be crawled by search engines.

Authority. Google determines how important a website is using factors like the quality and authority of websites that link to your site, or backlinks, in addition to the volume of visitors the site receives and how long they stay. When you create great content on your website, businesses will link to it, helping to increase traffic. Links from your local tourism bureau and nearby businesses can help too. Be aware, however, that engaging in paid link activities can result in penalties to your site.

Attract, inform and convert travelers

Imagery. Include quality photographs and videos on your site to help visitors visualize your property, destination, the amenities you offer and the activities and attractions in the area. Be sure to tag imagery so that it is searchable.

Compatibility. These days, travelers use all types of devices for search, and an increasing number are using smartphones. Your website should be designed for all types and sizes of devices, including desktops, tablets and smartphones. If you're not sure if your website is mobile-friendly, try Google's [Mobile-Friendly Test](#). Test your

website on a range of devices to see how it is displayed, and talk to your web designer about the options you have for ensuring it is mobile compatible.

Analytics. Monitor visitor traffic to your site, referral sources, visitor behavior, conversions and other data so that you know which content is working and where changes are needed. Google [Analytics](#) and Google [Webmaster Tools](#) provide a wealth of free data and insight in these areas.



Webmasters who spend their energies upholding the spirit of the basic principles will provide a much better user experience and subsequently enjoy better ranking than those who spend their time looking for loopholes they can exploit.”

Google [Webmaster Guidelines](#)



Your Google My Business Page

Getting back to that search of Paris hotels, if a user clicks on Hotel du Louvre in Paris, for example, he or she will see a display of what Google deems as the most relevant results. (See image.)

On desktop search result pages, in addition to the paid and organic results displayed on the left side of the page, you may see a [Knowledge Panel](#) on the right side of the page. This panel features a snapshot of information about the business that Google has pulled from various sources.

For hotels, it includes links to photos of the property, the hotel website, phone number and the location on Google Maps. It also includes the property's rating and class, a link to Google reviews, a hotel description and

contact information. Below this are paid Hotel Ads that feature booking options.

The image shows a Google search for "Hotel du Louvre". The search bar at the top contains the text "Hotel du Louvre" and a search icon. Below the search bar, there are tabs for "All", "Maps", "Images", "News", "Videos", "More", and "Search tools". The search results show "About 16,100,000 results (0.58 seconds)". The first result is an advertisement from Expedia: "Hôtel du Louvre - Expedia Guarantees the Best Price" with a link to "www.expedia.ca/Hotels-Paris". Below this are other search results from booking.com, TripAdvisor, and a Paris 5 Star Hotel near Louvre. On the right side of the search results, there is a Knowledge Panel for "Hôtel du Louvre, a Hyatt hotel". The panel includes a photo of the hotel, a map showing its location near the Louvre, a 4.5-star rating with 192 Google reviews, and a 5-star hotel classification. It also provides a description, address (Place André Malraux, 75001 Paris, France), phone number (+33 1 73 11 12 34), and a "Book a room" button. The panel is highlighted with a red rounded rectangle.



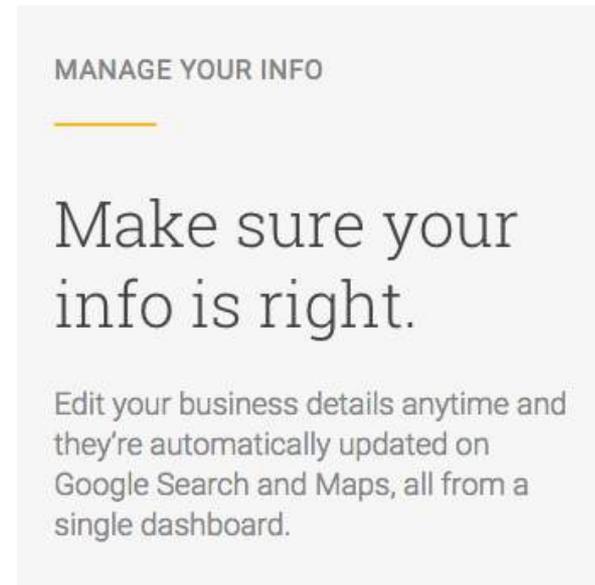
Edit & Update Your Listing

Where is this content pulled from, and how can you ensure that it is accurate and helpful to travelers? According to Google, amenity information is sourced from its own research and from third-party data providers. Photos come from a variety of sources, including those uploaded by the hotel on their Google My Business page.

Google My Business is a free tool that helps businesses manage their presence across Google, including in Search and Maps. By verifying and editing your business information, you can help users find your hotel on Google and learn about its location and offerings. It's important to keep this information up to date. Even if the information you provide does not appear directly on Google, it helps Google understand more about the business to provide relevant search results.

To claim or register your hotel, visit the [Google My Business](#) site. Once you have verified your listing, you will

be able to add or edit the description, photos, virtual tours and contact information. You can also engage Google users by responding to reviews.



Source: Google



Key Takeaways from Google

In the recent ReviewPro webinar, [How to Optimize Your Hotel's Presence in Search Results](#), guest panelist Cliff Galitz, Partnership Development Manager at Google, shared his top three takeaways for hotel marketers:

1

Focus on mobile users and providing a great mobile experience for guests.

2

Encourage guests to write Google reviews to benefit your local search ranking and presence on Google.

3

Be aware of the evolving features of Google My Business, including responding to reviews & uploading pictures.



Cliff Galitz

Partner Development Manager
Google



Paid Options in Google Search Results

Google Search Results

Four Ads Now On Top

Google search results for "times square hotels". The search bar shows "times square hotels" and the results indicate "About 79,100,000 results (0.42 seconds)". Four ads are listed at the top:

- Hotels near Times Square - Booking.com**
Ad www.booking.com/Times-Square-Hotels
New York. Best Price Guarantee! Hotels near Times Square, New York.
Ratings: Selection 10/10 - Website 9/10 - Travel info 9/10 - Service 9/10
- Times Square Hotels - Hotels.com**
Ad www.hotels.com/Times_Square (866) 660-1716
Book Great Times Square Hotels. Save on Exclusive Hotel Deals.
Ratings: Selection 10/10 - Service 9/10 - Fees 9/10 - Website 8.5/10
Last Minute Hotels - View Hotels on Map - Romantic Hotels - Top Hotel Deals
- Times Square Hotels NYC - Expedia.com**
Ad www.expedia.com/Times_Square_Hotels
Expedia Guarantees the Best Price. New York Hotels in Times Square.
Amenities: Free Wifi, Free Parking, Free Breakfast, Free Airport Transport, Spa Servic...
Ratings: Selection 10/10 - Website 9/10 - Prices 9/10 - Fees 9/10
Top 10 Luxury Hotels - Top 10 Budget Hotels - Top 10 Business Hotels
- The Time Hotel, NYC - thetimehotels.com**
Ad www.thetimehotels.com/ (212) 257-0391
Relax in Comfort & Luxury at a True Sanctuary Located in Times Square.
Same-Day Laundry - Over-Night Shoe Polish - Personal Shopper - WiFi Access

Annotations: A red box highlights the four ads. A black arrow points from the text "Four Ads Now On Top" to the ads. Another black arrow points from the text "Sidebar Ads on Right Rail Removed" to the right side of the search results area.

Sidebar Ads on Right Rail Removed

Local Results Now Serve a Three-Pack

Local search results for Times Square hotels. A map at the top shows the area with red pins. Below the map, filters for "Sun, Mar 13" and "Mon, Mar 14" are visible. A "Crowdsourced Information" box highlights the "Amenities" filter. Three hotel listings are shown:

Hotel Name	Price
Renaissance New York Times Square Hotel	\$183
DoubleTree Suites by Hilton Hotel	\$170
W New York - Times Square	\$159

Annotations: A black arrow points from the text "Local Results Now Serve a Three-Pack" to the map. A blue box labeled "Crowdsourced Information" highlights the "Amenities" filter. A red arrow points from the text "Hotel prices come from Google's partners who use a service called the Hotel Prices Application Programming Interface (API)." to the price information.

Hotel prices come from Google's partners who use a service called the Hotel Prices Application Programming Interface (API).

Source: Tambourine, 2016





During the ReviewPro webinar, *How to Optimize Your Hotel's Presence in Search Results*, panelist Shannon DeFries, Director of Search and Analytics at Tambourine, discussed the options for hotels in paid advertising on Google. Tambourine provides hotels with a one-stop source for the technology, people and answers they need to outperform their comp set.

DeFries stressed the importance of understanding where the information displayed on Google results pages is coming from, and whether it is paid or owned content. *"Hotels must leverage their positioning in search to drive more direct revenue,"* she said.

Google recently made changes to how search results are displayed. As shown in the image on the previous page, Google now displays four paid links at the top of the page (vs. the previous three links) and has removed the right side column of paid links.

DeFries said that these changes have resulted in lower organic clicks to hotel websites. As an example, she cited a hotel client whose clicks have decreased by 10 to 15%.

To help offset these losses and to enhance overall positioning in search results, DeFries recommends a combination of SEO and paid advertising strategies on Google. Hotels should strive for "page dominance", she said—owning and controlling as much of content as possible on results pages.

She stressed the importance of bidding on your hotel's brand name. *"You really should dominate results for your brand name because the OTAs are bidding on it,"* she said. *"A lot of hotels don't realize that you can negotiate with the OTAs so that they cannot bid on your brand in Google pay per click or maybe not outbid you."* She also reiterated the importance of claiming and updating your hotel's page on Google My Business.



Anatomy of a Google SERP

Branded Search Query

PPC Ad Extensions

Competition

Organic Description and Site Links

Direct Link to Hotel Website via Google Plus

Hotel Price Ads (HPA)

Crowdsourced Data

the betsy hotel south beach

All Maps Images News Shopping More Search tools

About 360,000 results (0.46 seconds)

thebetsyhotel.com - The Betsy Hotel South Bch
www.thebetsyhotel.com/Exclusive-Deals
Luxurious Ocean View Accommodations Best Rates Are One Click Away
Highest Reviews 10/10 - Best Online Rate 10/10 - Official Hotel Site:
1440 Ocean Dr, Miami Beach, FL - (866) 792-3879
Yoga Classes at Sunrise Miami's Only Outdoor Spa
24-Hour Fitness Center

Betsy Hotel South Beach - expedia.com
expedia.com/Betsy-Hotel-South-Beach
Expedia Guarantees the Best Price No reservation costs. Great rates.
2015 World's Leading Online Travel Agency - World Travel Awards
Ratings: Selection 10/10 - Website 9/10 - Prices 9/10 - Fees 9/10
Best Price Guarantee - Hotel Photos - Get Rewarded for Travel - Guest Reviews

The Betsy Hotel South Beach - Best Price Guarantee
hotels.com/The-Betsy-South-Beach-FL
Book this Hotel in Miami Beach FL

The Betsy Hotel South Beach - BookIt.com
betsy-hotel-south-beach.bookit.com (866) 277-8402
Save On Betsy Hotel - South Beach. Best Rates Guaranteed, Book Today!

Miami Beach Ocean Drive Hotels | The Betsy Hotel | Miami ...
www.thebetsyhotel.com
Welcome to the finest choice of Miami beach ocean drive hotels at The Betsy Hotel, featuring beachfront Ocean Drive location, luxurious accommodations, and ...
Gallery - BLT Steak - Accommodations

Boutique Hotel South Beach | Photo Gallery | The Betsy ...
www.thebetsyhotel.com/photo-gallery
beautiful photos of our boutique hotel in South Beach through The Betsy Hotel photo gallery. View photos of our interior, exterior of the Betsy Hotel.

BLT Steak Miami | The Betsy Hotel | Miami Beach, Florida
www.thebetsyhotel.com/blt-steak
View BLT Steak dining menus and wine list or enjoy private dining at the Betsy Hotel in Miami Beach, FL.

The Betsy - South Beach
4.4 stars
4-star hotel
Across the street from a palm-tree-lined green area and the beach, on South Beach's Ocean Drive, this upscale boutique hotel dating to the 1940s features elegant Georgian Revival ... More
Address: 1440 Ocean Dr, Miami Beach, FL 33139
Phone: (305) 531-6100
Suggest an edit

Book a room

Check in Sun, Mar 13 Check out Mon, Mar 14

Booking.com Read Real Guest Reviews - Get Instant Confirmation \$475

The Betsy - South Beach \$475

View more rates

Amenities

Free Wi-Fi Accessible Outdoor pool

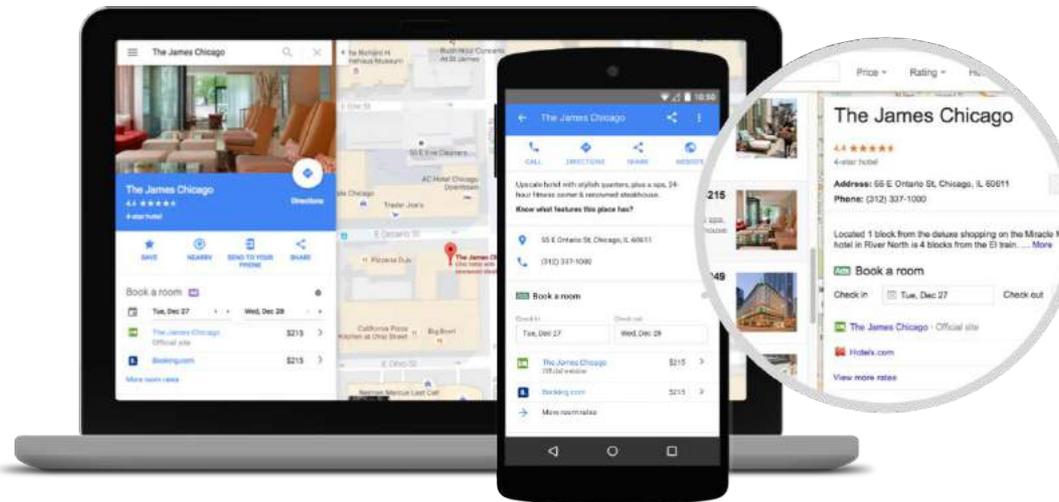
Source: Tambourine, 2016



Hotel Ads

Hotels have a number of options when it comes to paid advertising on Google. Hotel Ads appear on Google.com and Google Maps, on desktop, tablet and mobile devices. Hotels can add rates to listings and advertise key features, amenities, packages and special offers. You can manage your daily budget and track the performance of your ads across devices.

Hotels have the option to work direct with Google or to work with an authorized integration partner. Tambourine is a Google authorized integration partner. You can see other partners by clicking [here](#). For more information about Hotel Ads, [click here](#).



Book on Google

Book on Google allows users to book a hotel without leaving the page in a seamless flow. The commission model ranges from an average of 10% to 12% of the room rate. Leads generated via PPC Hotel Ads Bidding can also use the Book on Google flow.

Much like Instant Booking on TripAdvisor, Google doesn't complete the booking but facilitates it, sending the details to the hotel or its booking engine provider to complete.



Webinars

Optimizing Your Hotel's OTA Strategy

OTAs are a critical source of business for hotels as a key booking channel.

Watch this free webinar to hear our panel of experts talk about how hotels can build an effective OTA strategy, manage listings and maintain mutually beneficial relationships.

[Watch Webinar](#)

DeFries' Top Strategies for Hotels:

- 1. Focus on mobile.** Make sure your website and booking engine are mobile-friendly.
- 2. Focus on conversions, not just traffic.** Conversion rate optimization is the new SEO. Be sure to measure conversion rates.
- 3. Take advantage of all earned media slots.** Ensure that your hotel's name, address and phone number are consistent on your website, third-party sites and directories across the web. On your website, ensure that meta titles, meta descriptions and keywords are accurate and effective.
- 4. Diversify across all search products.** This includes Google Ads, Google My Business, Bing, Yahoo! and YouTube.
- 5. Track online, offline and micro conversions.** Booking is not a linear process; people bounce around sites and devices, and many people complete bookings on the phone. Do offline conversion and call tracking to get the full picture.

To sum up, DeFries shared the following three key takeaways:

- Be willing and ready to adapt.
- Be willing to test new things. Not everything will work, and things change at a rapid pace.
- Paid and organic search efforts should no longer be treated separately or delegated across multiple vendors. To maximize your direct booking potential, implement a comprehensive strategy in which search, revenue management and reputation management all work together in tandem.

For more information, check out [Tambourine's Hotel Marketing Blog](#).



Shannon DeFries
Director of Search & Analytics
Tambourine



Google Reviews

The Importance of Google Reviews

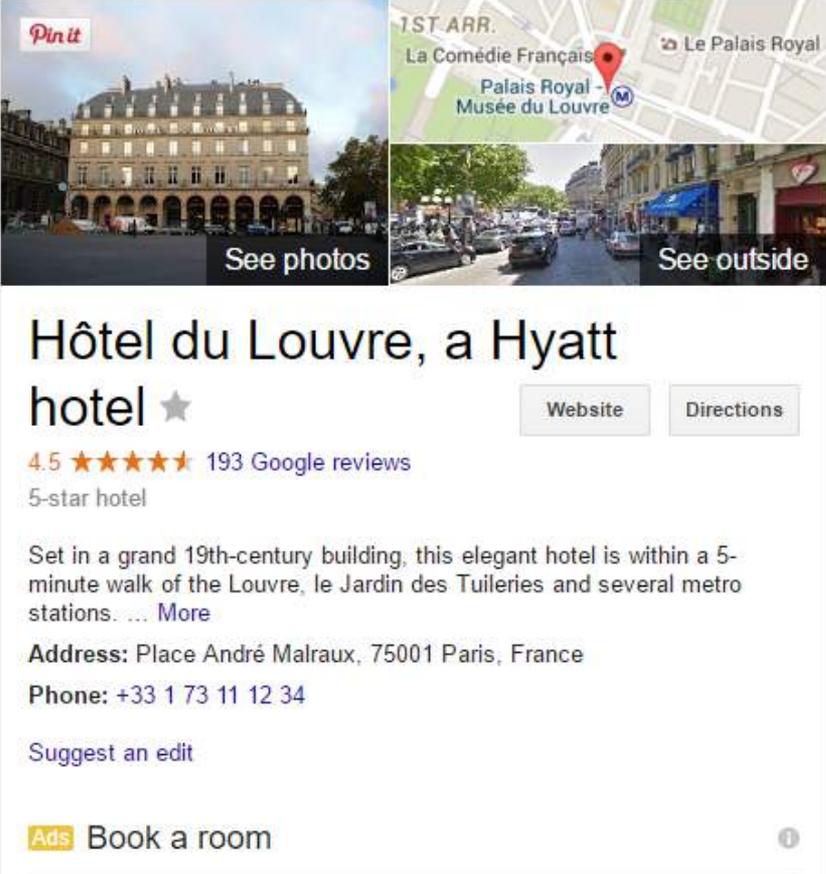
When a user searches a hotel, like Hotel du Louvre, as pictured here, the Knowledge Graph displays the hotel's Google review count and rating. Google review count and score are factored into local search rankings.

Why are Google reviews important?

Google Reviews appear everywhere a user searches:

- Knowledge Graph
- Google Maps
- Google+
- Google mobile versions of the above products

More reviews and positive ratings will improve a business's local ranking. A positive rating will help to gain traveler trust during hotel search process. This will result in more traffic to your website and more direct bookings. You can also strengthen relationships with your guests by directly engaging with reviewers on Google.



Hôtel du Louvre, a Hyatt hotel ★

4.5 ★★★★★ 193 Google reviews
5-star hotel

Set in a grand 19th-century building, this elegant hotel is within a 5-minute walk of the Louvre, le Jardin des Tuileries and several metro stations. ... [More](#)

Address: Place André Malraux, 75001 Paris, France
Phone: +33 1 73 11 12 34

[Suggest an edit](#)

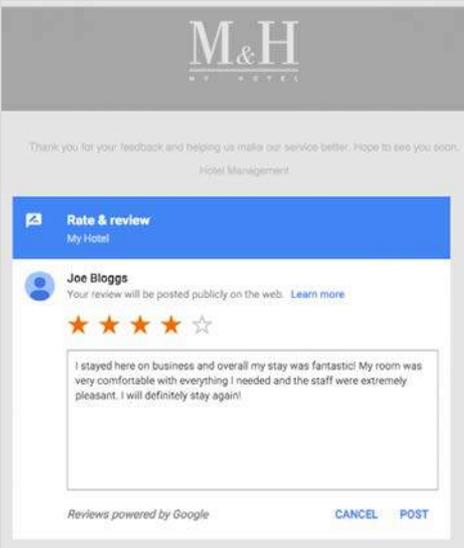
Ads [Book a room](#)

How to Increase Google Review Volume

The majority of hotels have a relatively low volume of Google reviews. Travelers want to see a minimum number of recent reviews of a hotel before they are confident they are making the right decision.

ReviewPro has partnered with Google to allow clients who use its Guest Satisfaction Surveys to add the Google review collection widget to their internal survey. By implementing this widget, hotels can push reviews directly to Google, building their review volume and boosting their presence on the search giant. Here's how it works:

- Guests receive an email after check-out inviting them to answer the post-stay survey.
- After completion of the survey, on the 'Thank You' page, the guest has additional options to review the hotel on other sites.
- If the guest has a Gmail address, the Google button will appear as an option (if the ReviewPro hotel client has opted to do so).
- By clicking on the Google button, the Google Review Form is activated.
- The Google review collection widget opens.
- Guests can rate their experience on a scale of 1-5.
- They are also encouraged to leave a comment before submitting their feedback.
- Ratings and reviews are published instantly.



Google Review Collection Widget



Choose Where to Drive Review Volume

Your hotel's success will depend on by your ability to prioritize operational and service improvements that focus on increasing ratings not only on Google but also on the other leading sources like TripAdvisor, Booking.com, Expedia and other sites.

With ReviewPro's Guest Satisfaction Surveys, your hotel can choose between implementing the TripAdvisor Review Collection Program, the Google Review Collection Widget or the HolidayCheck Review Collection Program - whichever best meets your needs.

TripAdvisor Review Collection Program

HolidayCheck Review Collection Program

Happy Guests. Profitable Hotels.

ReviewPro's Guest Satisfaction Surveys (GSS) enables individual hotels and groups to gather direct feedback from guests using customizable surveys.

Discover today how this highly flexible, cloud-based tool can help you turn insight into action to improve operational and service excellence, while driving revenue.

**Request a
Free Demo now**

About Us

ReviewPro is the leading provider of Guest Intelligence solutions to independent hotel brands worldwide.

The company's comprehensive suite of cloud-based solutions includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), which enable clients to obtain a deeper understanding of reputation performance as well as operational/service strengths and weaknesses. We provide actionable insight to increase guest satisfaction, rankings on review sites/OTAs and ultimately revenue.

The company offers the industry-standard [Global Review Index™ \(GRI\)](#), an online reputation score, which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from more than 175 online travel agencies (OTAs) and review sites in more than 45 languages. More than 30,000 hotel brands worldwide are currently using ReviewPro's solutions.

[Request a Free ReviewPro Demo now](#)

Visit our Resource Hub

The leading source of Guest Intelligence best practices and insights for the hospitality industry



[Learn More](#)



www.reviewpro.com
info@reviewpro.com
[@reviewpro](#)