

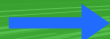
# RAPID OCCUPANCY GROWTH CHEAT SHEET

The 3 big levers (you can pull today) to increase your online visibility and grow your occupancy rates overnight!

In the rapidly changing tourism and hospitality landscape, it is critical that your online visibility is optimized to ensure you keep a steady flow of enquiries coming to your hotel from online. Unless you are easily found on the web, you will struggle to maintain your occupancy. This cheat sheet provides you with 3 simple actions you put in place today which will rapidly improve your online visibility and therefore help to drive your occupancy rates higher.



ONLINE  
VISIBILITY



TRAVEL BOOKER



HOTEL  
OCCUPANCY



## 1 Google Maps – Optimizing for Google Local Search

### Am I on Google Maps?

- Go to [www.googlemaps.com](http://www.googlemaps.com) or simply [www.google.com](http://www.google.com)
- Search your business name.
  - ☐ Claim your Business (if found)
    - ✓ If the “are you the business owner” link displays it hasn’t been claimed yet.
    - ✓ If this link isn’t displayed, then it has been claimed and you need to find out under what gmail account it has been claimed (could be yours)
  - ☐ Add your Business (if not found)
    - ✓ Go to [www.google.com/business](http://www.google.com/business) and click on the ‘Get On Google’ button.
    - ✓ Again search for your business, then click on magnifying glass to see options for adding your business.
    - ✓ Populate the basic necessary fields and submit.
    - ✓ An authentication postcard will be sent to your physical address which you will use to come back here and enter to authenticate that you are the owner.
- Check out this [Google Help Video](#) to follow the steps in more detail.

### Optimize your Profile

- Sign in to Google (your gmail account)
- Go to [www.business.google.com/manage](http://www.business.google.com/manage) to edit your profile in more detail.  
Checklist;
  - ☐ Myphone# and address details are accurate
  - ☐ My website URL is listed.
  - ☐ My office hours are accurate
  - ☐ I have selected appropriate categories that best represent my property. **This is important!**
  - ☐ My story (introduction) is congruent with my other online channels.
  - ☐ I have added good quality photos and images
  - ☐ My photos demonstrate logical sequence and include bedrooms & amenities

## 2



## TripAdvisor Engagement – Own & Engage your Listing

### Optimize TripAdvisor Listing

- I have a TripAdvisor listing
  - ☐ Yes, go to next
  - ☐ No, go to [www.tripadvisor.com/owners](http://www.tripadvisor.com/owners)
    - ✓ Sign up and submit your property.
    - ✓ Be sure to be clear, honest and accurate about your property to ensure you are categorised appropriately.
    - ✓ Wait for authorisation from TripAdvisor
- Optimize
  - ☐ Optimize my Image Library using this [TripAdvisor Guide](#)
  - ☐ Check my listing details are accurate
  - ☐ Review my ‘Story’ and ensure it is congruent with other channels.
  - ☐ Add Videos to my listing – [Video Guide](#)
- Encourage Reviews
  - ☐ Place promotional material in rooms encouraging reviews
  - ☐ Ask for online reviews upon checkout
  - ☐ Send a post stay email/sms with links to TripAdvisor for reviews.
  - ☐ Add one of the many [TripAdvisor Widgets](#) to your website.
- Respond to Reviews
  - ☐ Make it a priority to respond personally to all TripAdvisor reviews.
  - ☐ Make it a part of your daily routine.

## 3



## Tourism Website – Quality Backlinks.....Quickly

### Single National Platform for Tourism Websites

- Go to [www.atdw.com.au](http://www.atdw.com.au)
- Check if you already have a listing
  - ☐ Yes, go to next step
  - ☐ No, create an account > sign in > Build Profile
- Optimize your listing by again ensuring consistency of imagery and story.
- Watch this [ATDW Guide](#) to making the most of your listing