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Online Reputation Management for the Hospitality Industry

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What is Reputation Management?

- Are you aware of your property's reviews on Tripadvisor.com?
- Do you know what a blog is? Have you ever posted to one?
- Are you aware that guests book based on reviews they've read about your property?

If you answered "No" to any of these questions, you need to learn more about managing your online reputation.

Managing your business's online reputation is key to owning your "brand." For the hospitality industry, this becomes increasingly important as new review sites and travelogues are started every day. With the advent of new and easier ways to research travel choices, making sure your property's online reputation is positive can be the difference between low occupancy and higher profits. What past guests say about a property is far more important than what any sales or promotional material has to say.

Essentially there are **four steps** to managing your reputation online.

Consciousness

being aware of what is being said

Monitoring and classification

watching various resources for information on your property and determining the type of review

Action

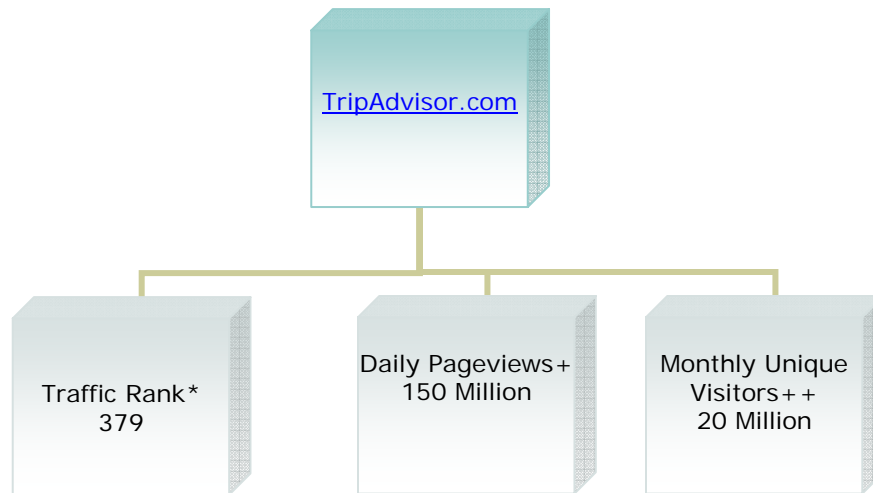
taking action against negative reviews or complaint-speech (often called "flames")
extenuating positive reviews.

Cultivation

Encouraging guests to review your property

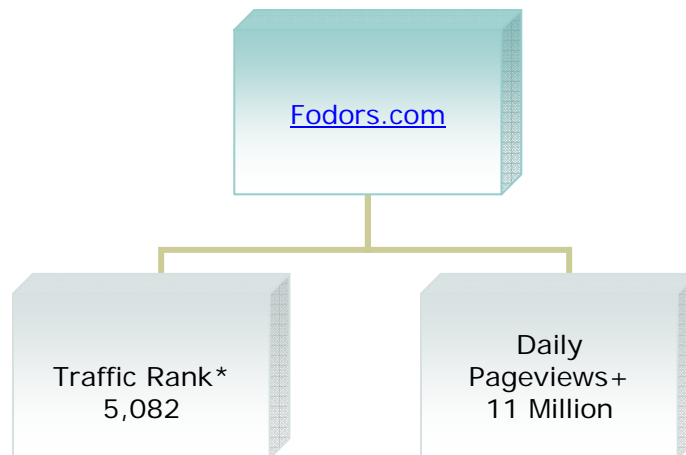
Section 1 - Consciousness of Existence

Being aware that an online reputation exists for your property is the first step to effective management. Before you take this step, you may ask yourself, "Why is this important?" Addressing this question involves basic economics 101 – Your property is your "brand." **If a brand has a good reputation in its niche, shows innovation and advancement, and is concerned with the opinions of its users, the good press will abound, and the bad press will fall away.**



You will hear us talk a lot about TripAdvisor.com. Their **search engine rankings are consistently on top** for almost every city hotel or lodging term from Napa, CA to Boston, MA.

Currently traffic to TripAdvisor.com exceeds that of many popular name brand websites. For comparison let's look at TripAdvisor.com vs. Fodors.com, a site related to various travel topics around the world.



*Traffic Rank -

The traffic rank is based on three months of aggregated historical traffic data from millions of [Alexa](#) Toolbar users and is a combined measure of page views and users (reach). The lower the number the better i.e. [Google](#) is #1 but [Ask.com](#) is 169

+Daily Page views

Page views measure the number of pages viewed by Alexa Toolbar users.

++ Monthly Unique Visitors

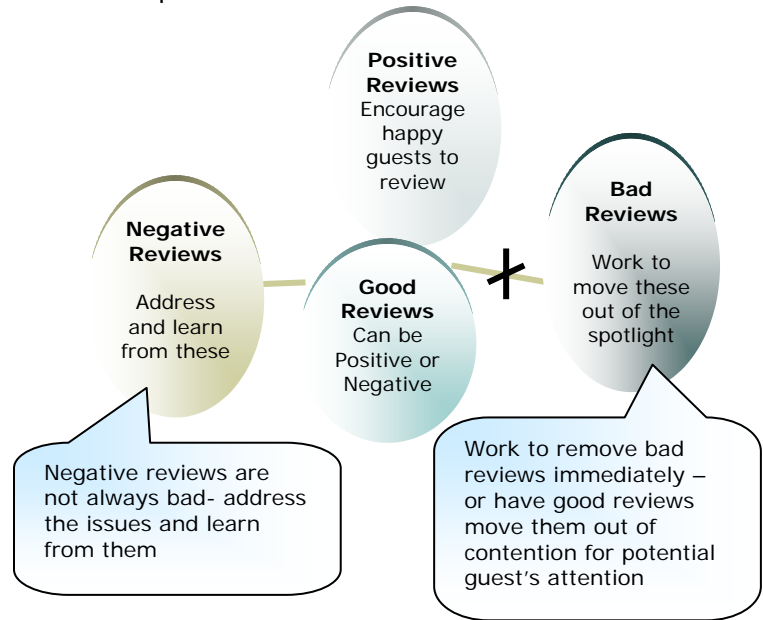
Defines the number of different visitors that visit a site each month. Basically these are visits that are not repeat visitors.

Section 2 - Monitoring and Classifying Reviews

For this section, we need to define a few terms. A "[Good](#)" review is a review that paints an honest picture, be it negative or positive. A "[Positive](#)" review is the opinion of a happy guest; someone who would recommend your services. "[Negative](#)" reviews are those that express discontent and outline problems encountered during the visit. A "[Bad](#)" review is one given with malicious intent. These can be posted by disgruntled employees or possibly even the competition.

Good Reviews

Good reviews are important; they give a potential guest an idea of what to expect when they stay. Reviews that contain many positive aspects, and a negative comment are still good reviews. Although it is important to address the negative, and appreciate the positive, it is not necessary to combat this type of review with a ready defense. Swallow your pride a bit and thank the reviewer for their feedback. Suggest they get in touch with the general manager to discuss the problem at their convenience. Don't be afraid to include an email address or phone number, this information is probably available on the website – providing it will just make it easier for them to contact you. A polite and earnest response will go a long way in earning you "points" with future readers of that review.



Below we see an example of a good review, although it may contain a negative comment, it's important to realize that not everyone is going to be 100% happy with everything they experienced during their stay.

Traveler rating: ●●●●●

Lake Tahoe: [Redacted] "Memorial Day weekend"

May 31, 2006: A TripAdvisor Member, California

We just got back from [Redacted] We went for Memorial Day Weekend 2006 and had a wonderful time. I reserved a 1 bedroom loft and was upgraded upon arrival to a 2 bedroom loft townhouse. Our townhome was very clean and spacious, especially with 2 kids. The kids program, which runs during the summer, was well organized. We had such a fun, relaxing, enjoyable time at [Redacted]. The only problem we had was with the shuttle pickup. Drop off was great but when we were ready to be picked up it took them a half an hour to arrive. After that we felt that it would be much easier to drive ourselves around instead of relying on the shuttle.

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Criticism, but constructive. It tells future guests to drive themselves, not to rely on the shuttle. You could address the delay in a [Mgt. Response](#), or leave it alone

Positive Reviews

Obviously positive reviews are by far the most valuable. These are the reviews we want to dominate any type of [SERP](#). We also want the first reviews encountered on a review website to be positive. As with most [Consumer Generated Content \(CGC\)](#) being **truthful is more important than being perfect**. The review posted above is an example of a good review that is also positive.

Negative Reviews

Nobody is perfect, everyone has a bad day, and you can't please everyone. From the front desk attendant to the housekeeping staff, there are dozens of issues that can crop up during a guest's stay. Eventually you will need to deal with a negative review. The steps are simple, but clear. Respond, Address, Reassure, and move on.

Respond Through any means you can find, respond to the negative review. We will outline the steps to take to respond in a particular review site in a later section of this paper.

Address If your staff is not performing to their potential, address that problem. Offer training and support to help alleviate this problem in the future. One negative service review is not great but it can be dealt with. Three negative service reviews can be detrimental to your online reputation.

Reassure Make it clear that through a blog post or comments associated with a blog post that you have addressed the problem and you invite them to try out your facility. Offer a small incentive that is redeemable with a special "code" word associated with your comment. Show the public you want their business.

Move On Watch, but don't dwell. Things like this happen in business. Work hard to garner more positive reviews that will do wonders for canceling out that one negative comment.

The following negative review, although not strongly vehement in its tone, outlines some issues that should be dealt with through a management response. This is constructive criticism and gives resort management the opportunity to see what things would make a guest's stay more enjoyable.

Traveler rating: ●●●○○

Lake Tahoe: [REDACTED] Not bad for the p

Jul 28, 2006: A TripAdvisor Member, Rochester, NY

We stayed in a studio suite. It was spacious, comfortable and clean. It had a small well-equipped kitchenette that we made good use of, esp. since there was a Safeway just a block away. The resort is fairly well situated--on the lake, not too far from shops, etc.

The resort was not without problems. (1) The staff did not seem to be the most knowledgeable about the area. They knew the basics but if you wanted something more specific they weren't that helpful. We asked if there was a bagel shop anywhere. After looking completely bewildered by the question, they suggested Safeway (no offense, but we could've come up with that ourselves). Not two hours later, we stumbled on a bagel shop (called "Bagel..." something or other) less than a 10 minute walk (2 minute drive) down the street. Take the story for what it's worth. (2) We also had problems with housekeeping. They did a good job when they came but then they did not always come. We had to call on two occasions over the course of a week. (3) Noise was a bit of an issue, especially on the weekends. In addition to the throngs of people who came for the weekend, their shuttle bus for some reason though honking incessantly at midnight right outside our window was a good idea. (4) Their communal BBQ did not work but they were willing to get us one to set up outside the lodge on the grass for something like \$35... go figure.

Even so, for the price, the resort was perfectly fine. Don't go expecting an unbelievable experience, and then you probably won't be disappointed.

Problems are outlined and detailed – you can pinpoint how to fix these and move on.

Here is an example of a Management Response to an unhappy reviewer.

5 out of 10 TripAdvisor users found this review to be helpful.

Did you find this review helpful?

[Write a review of this hotel](#)
[Post your photos of this hotel](#)

Lake Tahoe: [redacted] **Management response**
Jun 6, 2006: Jerry [redacted] General Manager, [redacted] (management representative)

I would like to offer this TripAdvisor guest my apologies for their recent stay. They did not experience the high standards of service for which our resort is known. Our bedding standard is of first class quality, with duvet comforters and 300-thread count triple sheeting, and this guest did not experience this high quality product. Our 210 units have no long-term rentals as described by this guest. We also make every effort to return any lost items to guests as soon as they are received and we are notified, and we will communicate this information to our managers for action. We offer room service, though we do not have on-site room service, we have available to our guests multiple excellent choices for in-room dining which allow for service from 11am-11pm.

Again, my apologies to this guest for their experience, which is not the normal high quality on which we pride ourselves, as seen in many of the other TripAdvisor comments on [redacted]. This guest is encouraged to contact me at [redacted] or [redacted] if I can be of any assistance to them in the future or if they would like to discuss their stay further. Thank you.

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

Make sure **senior management** responds to these negative reviews – it's important for the reviewer to know that their problem is being handled from the top.

Not only is it important to address the problem online – it is **important to address it from within.**

Bad Reviews

Although these will be (hopefully) few and far between, all types of business have rivals, and employers can make enemies. If you ever run across a review that you believe is malicious in content or the origin of that review is dubious, contact the site or blog owner and request they take a look at it. Most sites have ways of tracking posts, etc. through IP addresses and member emails. Explain that you believe the poster has a vendetta against you and you'd like for the review and/or comments to be removed from their site. They may not accommodate you, but it's worth the effort to make an attempt. You also can mark bad reviews as "not helpful" – this should not hurt your standing with Tripadvisor.

Traveler rating: ○○○○○

Lake Tahoe: [redacted] **"Don't stay here!"**
Jun 1, 2006: A TripAdvisor Member, Cambria, California

We stayed at the [redacted] resort for three days and two nights. We have stayed at other "resorts" in South Lake Tahoe, [redacted] is NOT a resort it is just a bunch of run down buildings in front of what would be a great view except that this "resort" is half permanent rental buildings and the other half the Inn. All of the Permanent housing is in front of the lake and all of the overpriced townhouses are looking at all of the rundown grounds. The units we more expensive than the other resorts, the staff we RUDE and the beds were not just OLD but also UNCOMFORTABLE as hell. We accidentally left an item behind and I have left several messages and still no one has gotten back to me about returning it to me, I am starting to wonder if housekeeping stole it and that is why I still have had no return phone call. TINY bathrooms, you can barely turn around in them! You can hear everything going on in the townhouses around you. The worst so called "resort" we have ever stayed at. Don't waste your money, there are beautiful resorts in South Lake Tahoe for the same price and with great service, and great amenities that [redacted] does not offer. A caution for other families with children [redacted] does not have room service, they have an outside company bring in food and they don't offer all hours of delivery so if your toddler wants milk before bed you better go to the store and buy it because even at \$350.00 a night they are not going to go out of their way to make sure you have a pleasant stay.

The content of this review is completely negative and almost vicious in its discontent. We would recommend management ask TripAdvisor investigate the source and also ask them to voice their concerns as to its validity privately with TripAdvisor. Do not post responses to these types of posts until TripAdvisor has concluded their investigation – if they choose not to remove the review – post management response asking the guest to contact the general manager.

Section 3 - Action and Supervision

Once you have classified the reviews you find in your research, you must decide whether action needs to be taken. Management response must be posted, contacts should be made, and a game plan for addressing a bad or negative review must be formed.

Not only do you need to monitor your reputation, you need to **OWN your brand**. Ranking most of the listings on the first page of search engine results for your name is imperative for keeping negative reviews from appearing next to listings for your website. This issue is so important; we have begun to ask our clients to devote at least 30 minutes a week to this.

If you have only 10 Minutes a week

Set Up Alerts on Google & Yahoo and subscribe to the TripWatch Newsletter at Tripadvisor.com for your area (See Section 6)

Search your key terms in Google & Yahoo

Be aware that you should be spending more than 10 minutes a week

The number of review websites available on the web grows every day. For the hospitality industry, we have a few sites we actively watch and some that we give passive attention to. There are tools available that can assist you in finding out what people are saying about your website.

****TIP****

If your presence on the first page of SERPs is limited, contact your promotion company and request they step up efforts to "own" that page. Ranking for your name can be one of the more simple achievements a good promotion company can make for you.

If you have 30 Minutes a week

Set Alerts in Yahoo & Google

Check Tripadvisor.com and Yahoo! Travel along with IGoUGO.com

Search your main keyword phrases – know what's in the SERPs for your name, URL & key terms – OWN that page.

Comment on any blogposts you find when you search your name or URL

Address any negative reviews IMMEDIATELY!

In addition to searching your reviews on TripAdvisor.com and Yahoo! Travel, you can set up [search engine alerts](#) in Yahoo! and Google that notify you every time a page is indexed and contains a keyword phrase that is important to you. Instructions on setting up alerts are in [Section 5](#) of this paper.

****TIP****

Watching a variety of resources is important. You don't need to see the same sites every week – rotate through a list of 20 or so. [Section 8](#) contains a variety of review sites and travelogues that can help get you started

Ideally, we all have unlimited time to complete necessary projects. Realistically that isn't the case. If you have extra time to devote to this subject - all the better. Keep in mind that **always viewing the same resources is not necessary; varying what you look at can give you an overall idea of what is being said.**

If you have 30 minutes or more per week.

Take all of the steps outlined above

Seek out **travel blogs** specific to your area and become a regular contributor

Search out sources at Technorati.com for your town city region or state

Watch reviews for your property on additional review resources, outlined in Section 7 of this document.

***Tip!**

Buy your name in your PPC Campaigns. If you own your search results page through review and directory sites, along with a listing in the PPC ads along the top or side, you're saturating your position on the web.

Section 4 - Cultivation

One of the simplest but most effective tools for cultivating reviews is the question. Ask. This can be done using various methods, or come up with some new innovation that encourages participation in a [forum](#) or [blog](#).

Add a media room or blog to your current website.

Allows guests to post a blog-type review or comment right on your website - offering YOU complete control of information.

Other guests can post comments which might refute some negative information given. If a guest posts that their service wasn't up to par, don't erase the post, respond to it.

The beauty of having these reviews added directly to your site are three-fold

They have to leave an email address to leave a post. You can then have management contact them directly to resolve the problem.

Other visitors to the site can see reviews right there, without going to a third-party review site where they can potentially get sidetracked and end up booking at your competitor.

Every blog post builds a page on your site. The potential is that your on-site reviews can show up in Search Engine results for your property name - this moves back to the goal of helping you OWN your brand in the Search Engines.

Place a business card in each room that encourages the guest to review their stay at one of the review sites mentioned above. I would start with [Tripadvisor.com](#) and [Yahoo! Travel](#). Have 2 sets of cards and place the cards where you need the most help. If you recently received a negative or bad review in Yahoo! Travel, use a card requesting a guest review at Yahoo! Travel in an attempt to move that poor review from the first page.

Gather email addresses when reservations are made, or when guests register. Following their stay, send a short email thanking them for their business and offering a "perk" for future business or referrals from family or friends. Ask them for a review by placing links directly to the page your listing appears on - make it as easy as possible for them to share their experience with others.

Most of you give your guests a receipt when they leave. Add a short line to the bottom of the receipt thanking them for their business and **asking them to take a few minutes to review their stay**. Give 2 options so they can make a choice between them. Offering choice is key to portraying your desire for impartial reviews.

Overall, managing your online reputation is not difficult, but it can be time consuming. Following the steps outlined above, you can effectively and efficiently control the reputation your name garners in the public's eye.

Section 5 – How to Guide

Google Alerts

Go to: <http://www.google.com/alerts>

The screenshot shows the Google Alerts (BETA) interface. At the top right, there are links for 'FAQ' and 'Sign in'. The main heading is 'Welcome to Google Alerts'. Below this, it explains that Google Alerts are email updates of the latest relevant Google results. It lists some handy uses: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. A 'Create an alert with the form on the right' instruction is present. The form on the right is titled 'Create a Google Alert' and includes fields for 'Search terms', 'Type' (with a dropdown menu set to 'News'), 'How often' (with a dropdown menu set to 'once a day'), and 'Your email'. A 'Create Alert' button is at the bottom of the form. A callout box on the right side of the form contains the following text: 'Fill in the Term, URL or Property Name, Select the type "News & WEB" from the dropdown. Then select "Once a day" from the next drop down and enter the email address you want to alert sent to.'

Yahoo! Alerts

Go to: Yahoo! Alerts

The screenshot shows the Yahoo! Alerts interface. At the top right, there is a link for 'Yahoo! - Help'. The main heading is 'YAHOO! ALERTS'. Below this, there is a banner with the text 'Stay in the know, wherever you go.' and an image of a smartphone and a speech bubble. The main content area has three sections: 'Instant real-time updates.' (with a sub-heading 'Breaking news, stock value increases or decreases, airline flight deals and more are available via Yahoo! Alerts.'), 'Track any type of web content.' (with a sub-heading 'Get an alert whenever new content is available on your favorite blog or website.'), and 'You choose how you get your alert.' (with a sub-heading 'Alerts can be sent via email, Yahoo! Messenger, or your mobile device.'). On the right side, there is a form for signing up or signing in. The form has two sections: 'Don't have a Yahoo! ID?' with a 'Sign Up' button, and 'Already have a Yahoo! ID?' with 'Sign in.' text, 'Yahoo! ID:' and 'Password:' input fields, a 'Remember my ID on this computer' checkbox, and a 'Sign In' button. A callout box on the right side of the form contains the following text: 'Sign up for a Yahoo! Id'.

Once you have signed up for a Yahoo! ID – return to the above screen and sign in

YAHOO! ALERTS Welcome, [redacted] [\[Sign Out, My Account\]](#) [Alerts Home - Help](#)

[Create an Alert](#) **My Alerts** Click on the "My Alerts" Tab

Yahoo! Alerts - select from more alerts -

TYPE	ALERT NAME	STATUS	EDIT	DEL
You have not created any alerts				
Create Alerts				

Most Popular Alerts

[News](#)
Only the news you want, delivered!

[Stocks](#)
Stay connected to the market with price quotes and more.

[Weather](#)
Get weather forecasts delivered to you.

Do you have a blog or feed?

[Add a Yahoo! Alerts button](#) to your site!

Then click on "Create Alerts"

On the Next Screen choose "News"

Select one of the alert types from the list below.

Amber/Missing Children	Market Summary <small>NEW!</small>
Auctions	Movie Recommendations <small>NEW!</small>
Autos Custom <small>NEW!</small>	Music
Avatars	News ←
Best Fares	Snowfall
Breaking News	Sports
Fantasy Sports	Stocks
Feed / Blog <small>NEW!</small>	The Apprentice: Donald Trump <small>NEW!</small>
Games	Traffic <small>NEW!</small>
Health News	Travel Destinations <small>NEW!</small>
Horoscopes	Weather
Mail	Yahoo! 360

Then Choose "Keyword News" and click on "Set Up Alerts"

STEP 1: Choose an Alert **STEP 2: Select Options**

Set up the types of News Alerts you want:

<input type="checkbox"/> Breaking News See major news stories as they happen. View Sample Alert Available via: 	<input checked="" type="checkbox"/> Keyword News Use keywords to create custom news searches for topics of interest to you. View Sample Alert Available via: 	<input type="checkbox"/> Daily News Digest View summaries of top news stories in your choice of categories. View Sample Alert Available via:
--	--	--

Enter the keywords or URLs, Choose "Email" and click on "Set up Alerts"

STEP 1: Choose an Alert **STEP 2: Select Options**

Select news stories, topics, and delivery options.

Keywords News
Enter keywords to the right. Use quotes to search for entire phrases. Separate words with spaces. Example: "Federal Reserve"
[View a Sample Email Alert](#)

Include:

Do not include:

* You will not receive articles containing ANY word in the "Do not include" field.

Deliver to:

Email None selected

Messenger

Mobile [add a mobile device](#)

[Change Delivery Options](#)

Be sure you check the box to send the alert to your email address. This will go to the email associated with the Yahoo Account. Choose the email address by selecting "Change Delivery Options"

Enter the Keyword, URL or Property Name here. Place names and keyword phrases inside quotes and for the URL be sure to add the .com. You will have to do an alert following these steps for each phrase/url you want to track

Choose "Done" on the **next screen** – then you will be taken to the management area:

YAHOO! ALERTS Welcome [redacted] [Sign Out, My Account] Alerts Home - Help

Create an Alert My Alerts

Yahoo! Alerts - select from more alerts - Go

TYPE	ALERT NAME	STATUS	Deliver to:	EDIT	DEL
News	Keyword News ("Online Reputation Management") <i>No history</i>	ON	[Email] [SMS] [RSS]	[Edit]	[Del]

Turn All Alerts [on](#) | [off](#)

Most Popular Alerts

- [News](#)
Only the news you want delivered!
- [Stocks](#)
Stay connected to the market with price changes and more.
- [Weather](#)
Get weather forecasts delivered to you.

Do you have a blog or feed?

Add a [Yahoo! Alerts button](#) to your site!

Don't go overboard with setting up these alerts; just **use your main keyword phrase along with your URL and property name**. You may want to also set up your closest competitor. If you're inundated with emails from these alerts, they will lose importance and become an annoyance rather than a tool.

Management Response to Reviews:

If you would like to leave a Management Response to a review in Tripadvisor, first navigate to that review:

Traveler rating: [5 stars]

Lake Tahoe: [redacted]: "Memorial Day weekend" [CHECK RATES!](#)

May 31, 2006: A TripAdvisor Member, California

We just got back from [redacted]. We went for Memorial Day Weekend 2006 and had a wonderful time. I reserved a 1 bedroom loft and was upgraded upon arrival to a 2 bedroom loft townhouse. Our townhouse was very clean and spacious, especially with 2 kids. The kids program, which runs during the summer, was well organized. We had such a fun, relaxing, enjoyable time at [redacted]. The only problem we had was with the shuttle pickup. Drop off was great but when we were ready to be picked up it took them a half an hour to arrive. After that we felt that it would be much easier to drive ourselves around instead of relying on the shuttle.

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

4 out of 5 TripAdvisor users found this review to be helpful.

Did you find this review helpful? [YES](#) [NO](#)

[Write a review of this hotel](#)
[Post your photos of this hotel](#)

My experience with this property took place in: May, 2006

My ratings for this hotel are:

- Value: [5 stars]
- Rooms: [5 stars]
- Cleanliness: [5 stars]
- Service: [5 stars]

I traveled to this hotel with: spouse/partner, small children

I recommend this hotel for: An amazing honeymoon, Older travelers, Families with young children, Families with teenagers, Tourists

My visit was for: out-of-town getaway

Would I stay at this location again: absolutely!

Click on "Write a review of this hotel"

Click on "Write a review of this Hotel!"

You will see assorted information along with this warning:

We have zero tolerance for fake reviews!

A message to our travelers:

We commit to you that we do everything we can to protect our property reviews from fraudulent submissions that affect ratings and rankings.

In the rare case that we find a fake review, we remove it immediately and take steps to ensure that the property in question is penalized in our rankings and on our site. [Learn more.](#)

A message to property owners/management:

Are you tempted to write your own review? **Don't do it!**


While we support your efforts to encourage honest feedback from guests, we encourage you to submit information through one of our alternative methods set up exclusively for owners/management. [Learn more.](#)

Tripadvisor.com will not tolerate reviewing your own property – and you may lose your reviewing ability for doing so. This could hinder your online reputation management as you will be banned from posting Management Response.

At the bottom of this page you will see the link to the “Management Response Form.” Click on this link.

See our [Review guidelines](#) for more information about our review criteria.

NOTE: If you represent the management of this property and would like to respond to a review, please use the [management response form](#).



You will be taken to the actual form, with some information already added pertinent to that review.

All fields on this form are required.

Select the title and date of the review you are responding to from the list below:

Name of the establishment you represent:

City, state/province (if applicable) and country in which it is located:

Your connection with this establishment (e.g., owner, manager, public relations manager):

Your e-mail address (e.g., user@yourproperty.com):

TripAdvisor will not sell your e-mail address to anyone or send you any spam.

Do you want to display your e-mail address? Remember, name and position are posted for all management responses:

- Display my name, position and e-mail address
- Display only my name and position

Write your response here:

Fill in all information on this form and submit it. Make sure you do not target a specific reviewer – apologize for the negative experience and address the **ISSUES** only.

Subscribe to the TripWatch Newsletter at Tripadvisor.com

TripAdvisor now offers the TripWatch newsletter. This enables you to view recent reviews, specials and offers for your competition and also serves as a reminder to you to look at your listing and maintain your online reputation.

Go to TripAdvisor.com

tripadvisor
get the truth. then go.™

Unbiased reviews of hotels, resorts and vacations

Sign in • Sign up

Rants & Raves
The good, the bad and the ugly: Real stories from real travelers

Browse By Region:

World map showing various regions.

• [United States](#) • [Canada](#) • [Caribbean](#) • [Mexico](#)
[Africa](#) • [Asia](#) • [Central America](#) • [Europe](#)
[Middle East](#) • [South America](#) • [South Pacific](#)

NEW
Download your **FREE** Summer Travel Guide and enter our **Getaway Giveaway**

Site Search
Lake Tahoe, CA

5,000,000+ unbiased reviews and opinions you can trust, updated every minute, every day.

Search Again
Lake Tahoe, CA
(e.g., Boston hotels, Las Vegas, Paris art museum)

Key to Symbols

- Attraction
- Flight
- Hotel
- Restaurant
- Reviews
- Special deal
- Tourism overview
- Travel resource
- Weather
- Weekend getaway
- Forums
- Inside Guide
- goLists™

Lake Tahoe Travel Deals Sponsored links *

[Lake Tahoe: Hotel Deals](#)
[Expedia.com](#) Get the lowest price on your vacation with our Best Price Guarantee

[Lake Tahoe: Low Prices](#)
[Orbitz.com](#) The faster, easier way to find the best prices on hotels, flights, and more.

[Lake Tahoe: Great Prices on Hotels](#)
[Hotels.com](#) We Know Hotels. We Know Deals. Click or call now: 1-800-914-6835

Results 1 - 10 of 54 for Lake Tahoe, CA

- [Lake Tahoe](#), California
- [Lake Tahoe](#), California
- [Howard Johnson Express Inn S. Lake Tahoe, CA](#), Lake Tahoe, California
- [Holiday Inn Express South Lake Tahoe](#), Lake Tahoe, California
- [Tahoe Beach and Ski Club](#), Lake Tahoe, California
- [Marriott Grand Residence Club Tahoe](#), Lake Tahoe, California
- [Embassy Vacation Resort Lake Tahoe](#), Lake Tahoe, California
- [Lake Forest Glen Condos](#), Tahoe City, California
- [Marriott's Timber Lodge Tahoe](#), Lake Tahoe, California
- [Tahoe Driftwood Lodge](#), Lake Tahoe, California

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Section 6 - Glossary

SERP Acronym for Search Engine Results Page. These are the results given by the search engine when a search for a specific keyword or keyword phrase is performed.



Blog Common slang for the “Web Log.” Defined by Merriam Webster as, “A Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.” Blog entries are listed in reverse chronological order, with the most recent news at the top of the page.

Brand Brand in regards to this whitepaper is you! The name of your hotel and how the public “knows” you.

Blogpost An article submitted to a blog. Generally these are commented on and/or linked to by other blog owners and readers. This post can create a network of links and information that is very user friendly.

Online Alert A tool used to recognize when certain keywords and URLs are indexed by the search engines. When a Google Alert is set up – every time a page is indexed by Google that contains the contents of your alert (whether it’s the URL or a keyword phrase or property name) Google will send an email to you notifying you of the information.

Travelogue A website aimed at providing information for helping people to learn assorted information in preparation for travel. Generally contains personal reviews and recommendations of area lodging, attractions and dining.

CGC An Acronym for Consumer Generated Content. This is information added to the web generated by the consumer – the people who use and function with these products and services. Service and product reviews generated by the consumer are generally better received than those done by professional organizations or manufacturers or service providers

Forum An online discussion group, where participants with common interests can exchange open messages.

Section 7 – Additional Review & Blog Resources

[Judy's Book](#) – Local Search engine that is allowing reviews. Great format and easy to use.

[OpenList.com](#) – Review Aggregator – this site scrapes reviews from other sites such as Tripadvisor, Travelocity and Yahoo! Travel

[IGoUGo.com](#) – This is more of a travelogue or travel journal site. Allows reviewers to post articles about their trips and stays.

[EPinions.com](#) – Online review site of products and services. This is less about travel and more about everything.

[CitySearch.com](#) – City Search offers Travel Guides to major metropolitan areas across the US.

[LonelyPlanet.com](#) – Lonely Planet also offers a travel journal/guide format. Articles focus on trips more than hotels, but it's still important to monitor the contents of these sites.

[Yelp.com](#) – Yelp is also a local search engine that allows reviews of everything from grocery stores to pizza parlors. Hotels and other attractions are also reviewed. Local search is definitely the future of search.

[Insiderpages.com](#) – InsiderPages is an online yellow pages that allows reviews and ratings of their listings.

[VirtualTourist.com](#) – Offers travel reviews and guides for cities all over the world.

[TravelPost.com](#) – contains travel blogs and hotel reviews for properties across the US. This is an important one to watch.

[MyTravelGuide.com](#) – Offers online attraction and hotel reviews for destinations across the world. Allows you to collect activity information in your own travel guide to print and take with you on vacation or just save online.

[www.Fodors.com](#) – Features destination, hotel & restaurant information along with reviews. Also feature information on guide books and a forum for travelers to compare and discuss options.

Additional Reading Resources

Here are some additional resources for articles and information pertaining to Online Reputation Management. If you have any questions about whether or not you should be doing this, these resources can help.

In all instances we attempted to include free resources, but there may be some that require payment or subscription. Blizzard Internet Marketing, Inc. is not responsible for fees incurred while accessing these articles.

[Amateur reviews changing approach of small businesses](#) – [SF Chronicle](#) Sept. 3, 2006

[Help for the Merchant in Navigating a Sea of Shopper Opinions](#) – [NY Times](#) Sept. 4, 2006

[The Reputation Vortex – Online Reputation Management](#) – Terry Walsh – Available at Amazon.com

[SEO PR: Buzz-worthy or Just Hype?](#) - [Techlinks.Net](#) - Sept. 05, 2006

[Reputation Monitoring & Management](#) – [SE Roundtable](#) – Aug 8, 2006

[Online Reputation Management, Are You Doing It?](#) – [SearchEngineGuide.com](#) – Aug. 23, 2005

About the Author

Carrie Hill is a Certified Search Engine Marketing and Promotion Account Manager for Blizzard Internet Marketing, Inc. She specializes in Online Reputation Management research and problem solving with an emphasis on hospitality industry clients. Keeping Blizzard on the cutting edge of technology and innovation in website promotion requires research and test implementation on a wide spectrum of hospitality websites.

Specializing in all phases of Search Engine Marketing, Blizzard Internet Marketing uses sophisticated tracking software and hours of in-depth research to implement and analyze industry innovations for our clients.

Blizzard Internet Marketing, Inc.

[Blizzard Internet Marketing, Inc.](#) was founded in 1996 by Trent and Susan Blizzard. Today they specialize in website design, hosting and promotion for travel and tourism industry clients across North and South America, and in the Caribbean. Named one of the Top 50 Family-Owned Companies in Colorado in 2005, Blizzard's mission continues today with a focus on delivering high return-on-investment online marketing solutions to the hospitality industry. By specializing in hotel, resort and vacation rental properties, we can increase our depth of research and work to utilize findings for all of our clients.