



COMMUNITY TOURISM MARKETING: TRIP ADVISOR GUIDE: EDITING A LISTING

Jamaica Social Investment Fund

October 2018



TripAdvisor Guide to Editing a Listing

Step 1: Log in, or Join by clicking "JOIN" in the top Right-hand corner

Latest reviews. Lowest prices.

Hotel name or destination

Check In — Check Out


1 room, 2 guests


Find hotels




Steps are the same for creating a new account or logging in to an existing account


tripadvisor

I'm not a robot  reCAPTCHA Privacy - Terms

 Continue with Facebook

 Continue with Google

OR

 Continue with email

By proceeding, you agree to our [Privacy Policy](#) and [Terms of Use](#).

You can use either an existing Facebook or Google account

You may or may not come to this page, depending on if you already have a TripAdvisor account.

Success!

We've connected these accounts. You can now sign into TripAdvisor anytime using Google.



Solimar

@solimarinternationapco



Solimar

@solimarintern

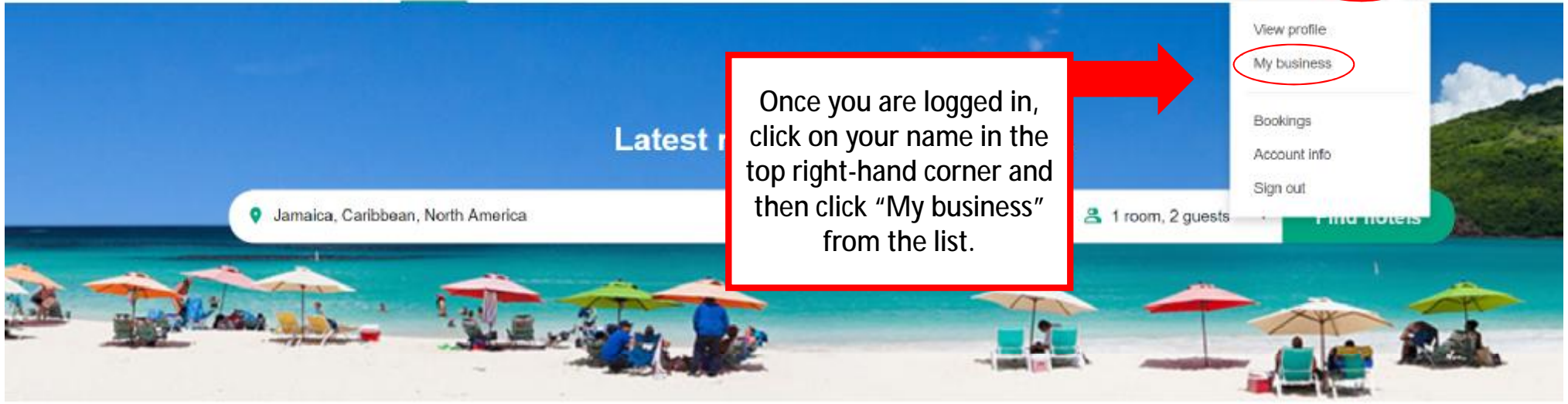
- Display **solimar** with your reviews and other contributions. You can change this in your profile at any time.

Done

Once the accounts are linked continue by clicking done

- View profile
- My business**
- Bookings
- Account info
- Sign out

Once you are logged in, click on your name in the top right-hand corner and then click "My business" from the list.



Will travelers find Cedar Ridge Lodge-Inn?
Put your property on local competitors' pages, on top of search results for your area, and more!

[Learn more](#)



Recently viewed

See all



Manage Your TripAdvisor Listings

Here you can see the listings you have and can then select the listing you would like to manage.

-  Cedar Ridge Lodge-Inn
Lot #2 Cedar Ridge | Bogue Hill, Montego...
-  Rastafari Indigenous Village
Montego Bay Street, Jamaica

Find and Claim Another Listing



Search for Your Business

Search

Business not listed? [Get listed now](#)

Rastafari Indigenous Village Management Center

- 1** **Respond to Reviews**
Let customers know you value their opinions by sharing thoughtful responses to feedback.
- 2** **Manage Listing**
Edit your location, description, and other details to ensure your listing is accurate.
- 3** **View Performance Dashboard**
See key trends and performance indicators for your property.
- 4** **View Media Suite**
Add new photos and videos, and highlight the media that shows your business at its best.
- 5** **Review Express**
The fast, free and easy way to get more traveler reviews.
- 6** **Guides and Articles**
Read best practices for managing your listing and building your business with TripAdvisor tools and services.

Property Overview

Total Reviews
87

TripAdvisor Ranking
#70 of 348 things to do in Jamaica

TripAdvisor Rating
4.5

[Rastafari indigenous Village on TripAdvisor](#)
PROPERTY ID# 2141115

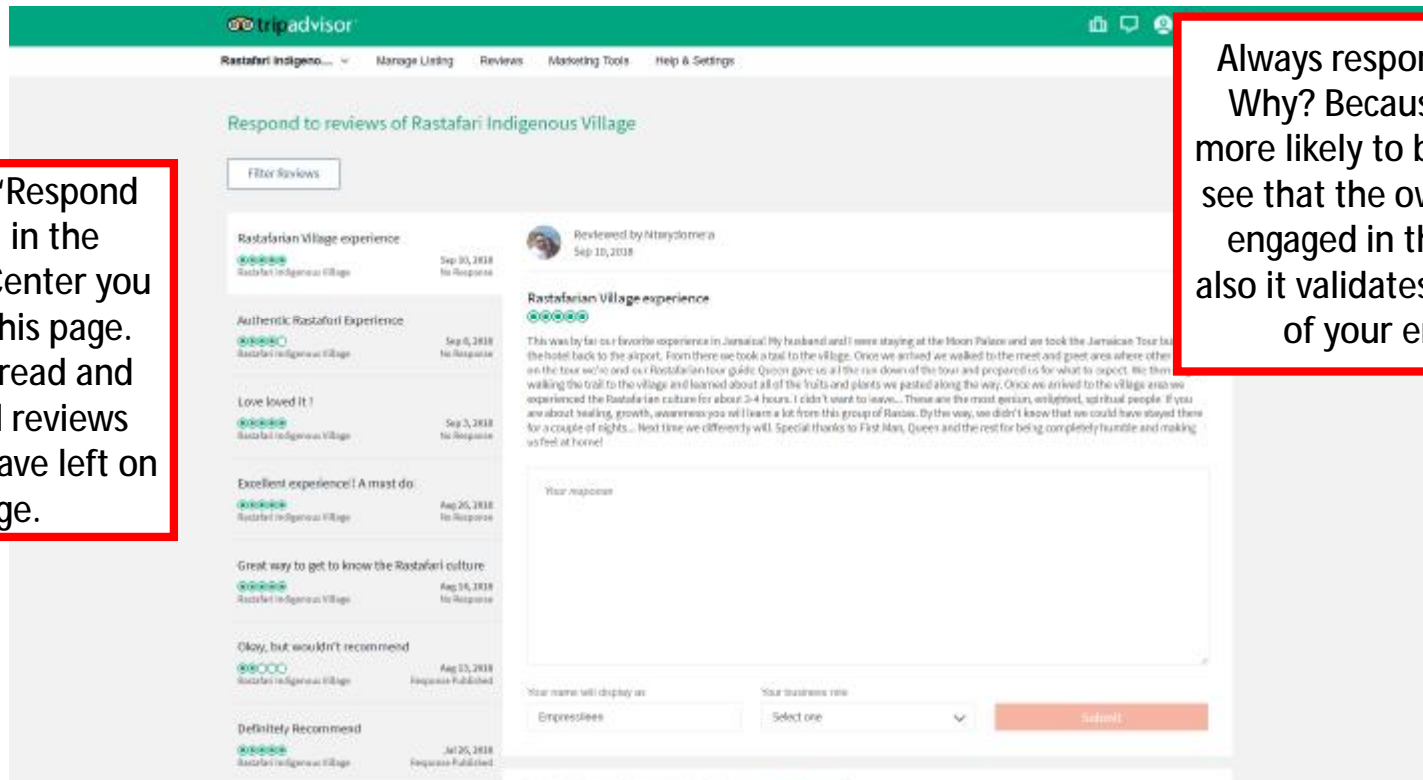
Contact TripAdvisor

[Get online help](#)

Here you can manage your listing in a number of ways, the following slides will provide you with helpful guidelines to follow in order to manage edit listing.

1

After clicking “Respond to Reviews” in the Management Center you will come to this page. Here you can read and respond to all reviews that travelers have left on your page.



Always respond to reviews!
Why? Because people are more likely to book if they can see that the owner is actively engaged in their business, also it validates the legitimacy of your enterprise.

This can be intimidating, especially if the review is not a positive one. For guidance here are some helpful links:
<https://www.socialtap.com.au/top-7-tips-for-responding-to-tripadvisor-reviews/>
<https://www.tourismtiger.com/blog/tour-operators-the-right-way-to-respond-negative-reviews-on-tripadvisor/>
<https://www.tourismtiger.com/blog/how-tour-operators-should-respond-to-positive-reviews-on-tripadvisor/>

2

You can add more information about your business by going to "Manage Listing," in the Management Center.

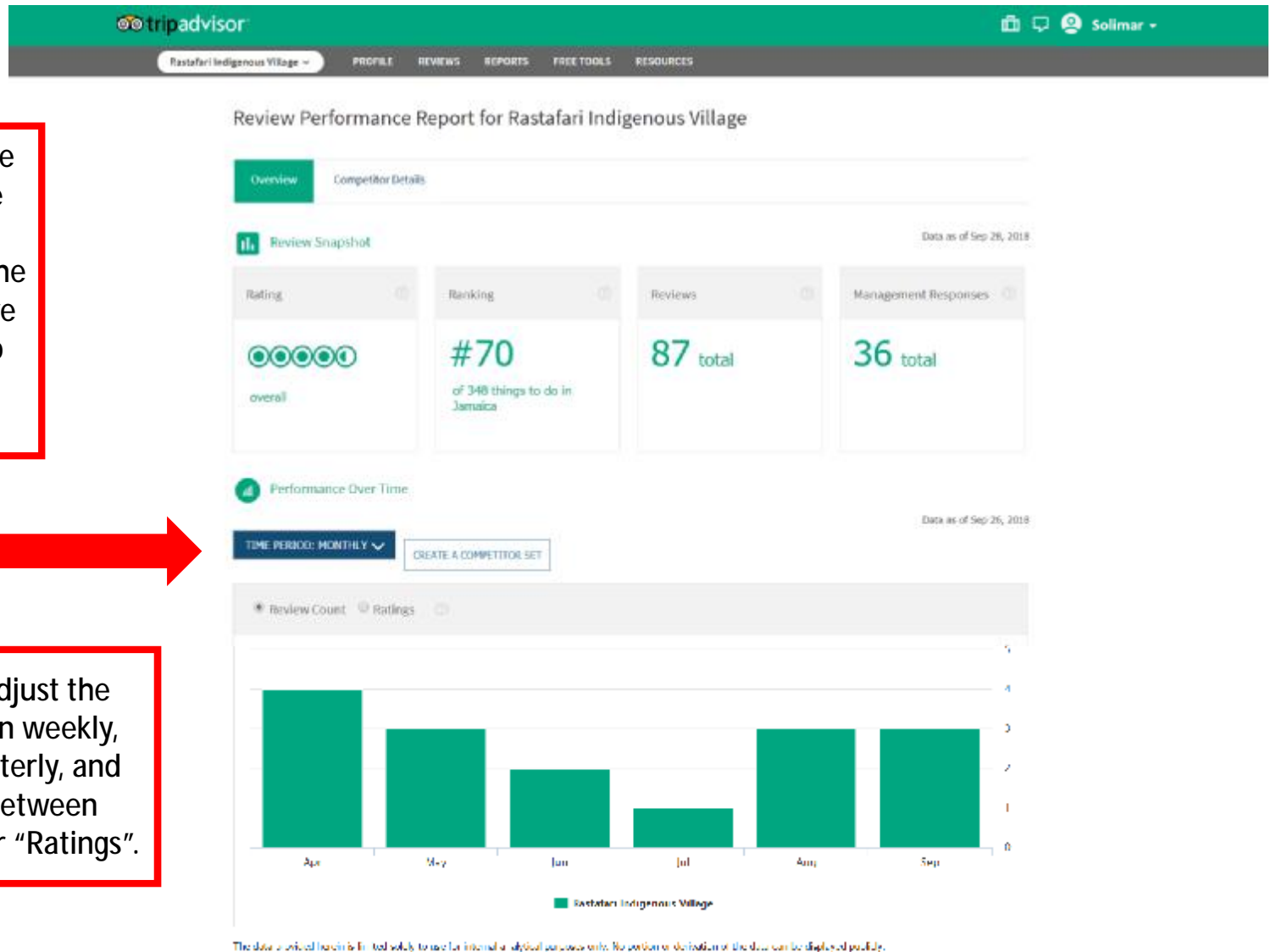
The screenshot shows the TripAdvisor Business Management Center interface. At the top, there's a green header with the TripAdvisor logo and navigation links: "Rastafari Indigeno...", "Manage Listing", "Reviews", "Marketing Tools", and "Help & Settings". Below the header is a navigation sidebar with a profile picture and five tabs: "GENERAL" (highlighted in green), "LOCATION", "HOURS", "ATTRACTION DETAILS", and "LISTING SUPPORT". The main content area is titled "Business Details for Rastafari Indigenous Village" and contains several sections: "General Information" with a "Business Name" field containing "Rastafari Indigenous Village" and an "Add Language" button; "Contact Details" with fields for "Country Code" (Jamaica [+1]), "Telephone number" ((876) 285-4750), "Website URL" (http://www.rastavillage.com/), and "Email Address"; and "Business Description" with a text area containing the placeholder "Please provide a description of your property...". A large red arrow points from the "GENERAL" tab in the sidebar to the "General Information" section.

Click on each of the tabs on the left-hand side of the page to add more information to your listing. The more information the better!

3

In the "View Performance Dashboard" You can see your Rating, Ranking, number of reviews, and the how many times you have responded. You can also view your competitors details.

Here, you can adjust the timeline between weekly, monthly, or quarterly, and you can filter between "Review Count" or "Ratings".



In the “View Media Suite”
You can add photos,
videos, as well as view
photos that travelers have
added.

By clicking on “Manage
Photos” you can change
the primary photo for
your business.

Quality photos are helpful
for travelers to gain a
taste of what the business
looks like or what they
might experience when
they visit.

TripAdvisor has a helpful
guide to best use these
features, click here on
the page to access it.

The screenshot shows the TripAdvisor interface for a business listing. The top navigation bar includes the TripAdvisor logo and links for 'Manage Listing', 'Reviews', 'Marketing Tools', and 'Help & Settings'. The main content area is titled 'Rastafari Indigenous Village Gallery' and features a 'MANAGEMENT PHOTOS (38)' section with a grid of photos. A red circle highlights the 'MANAGE PHOTOS' button in the left sidebar. Another red circle highlights the '+ Add More Photos' button in the top right corner. A red arrow points from the 'MANAGE PHOTOS' button to a 'Guidelines' link in the text above the photo gallery. A third red arrow points from the 'Click here to add photos or videos' text box to the '+ Add More Photos' button. A fourth red arrow points from the 'TripAdvisor has a helpful guide...' text box to the 'Guidelines' link.

Click here to add
photos or videos

Tips to choosing a primary photo:
Choose a landscape photo that's
at least 1200 pixels wide by 628
pixels tall.

Avoid choosing a primary photo
that features a photo montage,
includes a watermark or has text
layered on top of the image.
The photo must be in line
with trip advisor [guidelines](#).

5

If you are having trouble at any point along the way head over to "Guides and Articles" in the Management Center

tripadvisor | Insights

Get Started ▾ Build Your Business ▾ Manage Reviews ▾ Research & Trends ▾

BUSINESS TYPE

TripAdvisor Best Practices for Attractions

Learn how to optimize your attraction's listing and get bookings on the world's largest travel site.

The Basics Reviews Success Stories Trends

Start by clicking "Business Type" in the top Right-hand corner of the page and select your type of enterprise. This is what the Attraction page looks like. Scroll down to find helpful articles.