Managing online reviews

Online reviews are part of today's tourism industry. Most review sites provide business owners with tips on how to manage feedback – both negative and positive. In summary:

- Remain polite and diplomatic and do not take the review personally
- Be prompt in addressing any complaints, focus on the complaint details and not the person who wrote the review
- Take responsibility and apologise if that is appropriate
- Provide an explanation or let readers know what your business will do to address any complaints or problems raised
- Remember: your response will help others form their opinion of your business

For many tourism review sites, the first step to managing reviews is to **claim your business**. This allows you to post responses as the business, share your own stories and images and in some cases, to receive data on how many page views your business is receiving. Look up 'claim your business' on each review site you appear on.

Be on the front-foot: keep your profile up to date, share plenty of positive images and news of what you offer.

Most business review sites offer valuable tips for business owners. You can find some here:

Stayz http://support.stayz.com.au/articles/en_AU/Article/Responding-to-Guest-Reviews-Handy-Hints-and-Guidelines

Yelp https://biz.yelp.com/support/responding_to_reviews and https://www.yelp-support.com/article/The-DOs-and-DON-Ts-of-Yelp-for-Business-Owners

TripAdvisor https://www.tripadvisor.com.au/TripAdvisorInsights/n1965/three-insider-tips-better-tripadvisor-performance

Facebook https://www.facebook.com/business/help/943402562439928

More articles about managing online reviews:
http://www.socialtap.com.au/top-7-tips-for-responding-to-tripadvisor-reviews/

http://www.huffingtonpost.com/darius-fisher/how-to-handle-negative-ye_b_10324196.html

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