


TRIPADVISOR FUNDAMENTALS

Fact Sheet for Businesses

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TOURISM AUTHORITY

Tripadvisor - Claim Your Listing

Claiming your Business Listing on Tripadvisor



Claim Your Free Tripadvisor Listing

Search

Step 1: Visit <https://www.Tripadvisor.com/Owners>

Step 2: Type in the location and name of your business.

Step 3: If your business exists on Tripadvisor, select “Claim Your Free Listing”

Claim your free listing

Not your business? Search again

151
REVIEWS

26
PHOTOS

If your business does not exist yet on Tripadvisor, start here to create your listing.

Tripadvisor Tips and Tricks

Make Sure Your Information is Accurate & Consistent

This is one of those common-sense recommendations, but it's also one of the things businesses tend to miss. You don't want to lose out on opportunities by having a potential customer get to the point of calling - and then having them dial an outdated number (or having them not find a phone number at all). So make sure that your information is complete.

Spinner's Revolving Bistro Claimed


4.5 3,405 reviews #21 of 106 Restaurants in St. Pete Beach \$5 - \$\$\$ American, Seafood, Vegetarian Friendly

5250 Gulf Blvd Grand Plaza Hotel, St. Pete Beach, FL 33706-2408 +1 727-360-1811 Website Menu Open now: 11:00 AM - 11:00 PM

Reserve a table OpenTable

2 Mon, 10/5 8:00 PM

Find a table



All photos (1,119)

Ratings and reviews

4.5 3,405 reviews

#13 of 76 American in St. Pete Beach

#21 of 106 Restaurants in St. Pete Beach

Travelers' Choice

RATINGS

- Food 4.5
- Service 4.5
- Value 4.5
- Atmosphere 4.5

Mentioned in

The 100 most scenic restaurants in the US insider.com By Business Insider

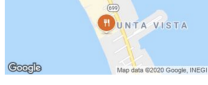
Sunny Days in St Pete Beach, Florida... hondaluggage.com.au By Hand Luggage Only

Food and ambiance

Local cuisine, American, Seafood, Vegetarian Friendly, Vegan Options

A delicious seafood ravioli in a cream...

Location and contact



5250 Gulf Blvd Grand Plaza Hotel, St. Pete Beach, FL 33706-2408 Website Menu +1 727-360-1811 Email

Improve this listing

It is essential that your business name, address and phone number are listed exactly the same on Google, Yelp, Tripadvisor and other online platforms. When your business information is consistent across the many sites where your information appears, it can support increased trust and authority for search algorithms and Google Business Profile accuracy. When it's not consistent across platforms (including your own website), it can negatively impact your SEO (resulting in lower visibility for your listing), in some cases. Yes, accurate and consistent information is a simple thing, but that doesn't mean it doesn't require attention sometimes. You'd be surprised how often businesses get surprised by the information that's online about them.

Write Detailed Descriptions

No matter what platform you're using, making sure that you're taking advantage of content opportunities is critical. This is especially true on Tripadvisor, where travel-facing businesses are often shown in lists with other nearby businesses from the same category (i.e your competitors!). Be succinct with your description, but make sure you hit on all the major points that can help to differentiate your business. What are your specialties? What is the vibe like? Do you offer a service/product/brand that no one else does locally? Use that to your advantage. The best descriptions are ones that help to set expectations for consumers. No one needs several paragraphs of you telling them you're the best. Show them what makes you special instead.

Details		Manage this business?
ABOUT <p>Located at the base of the downtown St. Pete Pier! Doc Ford's St. Pete is as stunning as it is delicious. With inside and outside views of both downtown St. Pete, and Tampa bay, there's a seat in the house for everybody. Enjoy the sea-breeze on the seawall while enjoying a couple Doc Ford's Mojitos and Yucatan Shrimp!</p>	PRICE RANGE <p>\$10 - \$30</p> MEALS <p>Dinner, Lunch, Drinks</p>	CUISINES <p>American, Caribbean, Seafood</p> FEATURES <p>Reservations, Seating, Table Service, Gift Cards Available</p>

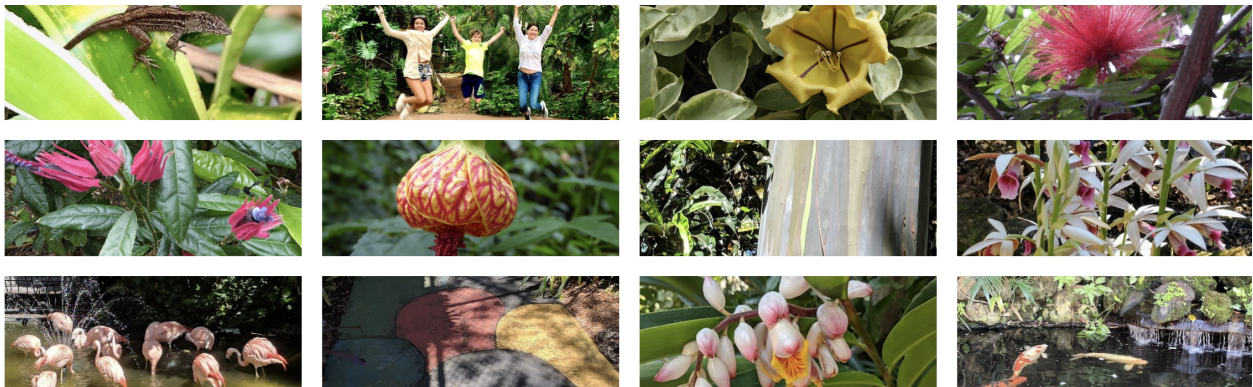
Don't Forget Keywords

While you're thinking about writing, it's a good idea to add targeted keywords to your description. Don't over-do it and stuff them into every phrase. But, if your bread and butter is that you're a family-friendly hotel, or you're known as a vegetarian restaurant, make sure those terms are included in your description in a way that helps readers and search engines understand the specific nature of your business.

Upload Great Photos

Needing great photos doesn't have to mean a professional photoshoot. With advances in smartphone cameras over the past few years, you can get a sufficient shot on a sunny day with a phone in many cases. A few tips: Make sure the lighting is good. Be authentic. Show people what they want to see – what the business looks like, what they can expect experience-wise, and why they should visit.

Once you've uploaded photos, think about which one should be your primary listing photo. Which image will grab someone's attention immediately? Your listing photo is like an elevator pitch. You need to capture someone's attention quickly. You don't get a second chance to make a great first impression.

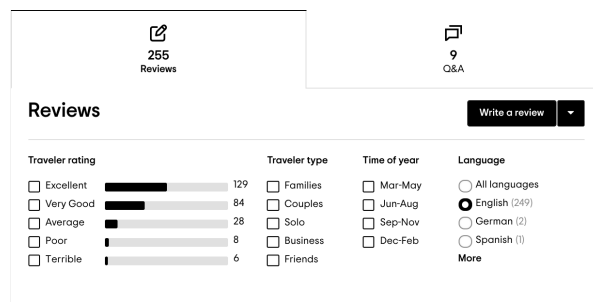


Responding to Reviews

Actively managing your reviews is one of the most valuable things you can do to increase both your visibility and your ability to convert lookers into bookers. First, because of Tripadvisor's scale, you should be paying attention to reviews because it's a great opportunity to get direct feedback from

consumers. Even if you just focused on service improvements that lead to consistently higher review scores, that would be a great way to increase visibility on the platform. There's a huge value in appearing among the top spots on Tripadvisor for your local category.

Follow the same guidelines on page 4 for responding to reviews. .



Increase the Amount of Reviews You Receive

An important aspect of visibility - meaning how often your listing surfaces high on a Tripadvisor page - is the total volume and regularity of reviews received by your business. If you're a location that receives consistent high marks, then machine learning is likely to increase your visibility over competitors who don't get reviewed as often. In this way, reviews function as a proxy for popularity. There's a potentially big upside to creating strategies to increase the number of reviews you get from satisfied customers. A couple different strategies for increasing the reviews you receive would be to

1. Ask guests or customers to leave a review. Tripadvisor promotes asking guests and customers to leave reviews on listings.
2. Download printable "review us" graphics https://brandfolder.com/ta_general
3. Bring dynamic content from your Tripadvisor listing to your website using widgets <https://www.tripadvisor.com/Widgets>