



# NAPLES • MARCO ISLAND EVERGLADES<sup>SM</sup>

FLORIDA'S PARADISE COAST

Welcome to the Tripadvisor Partner Webinar!  
Maximize Your Tripadvisor Presence

## Presenters



**Michael Kosowicz**  
**Vice President, Client Strategy**



**Luisa Laurelli**  
**Account Director**

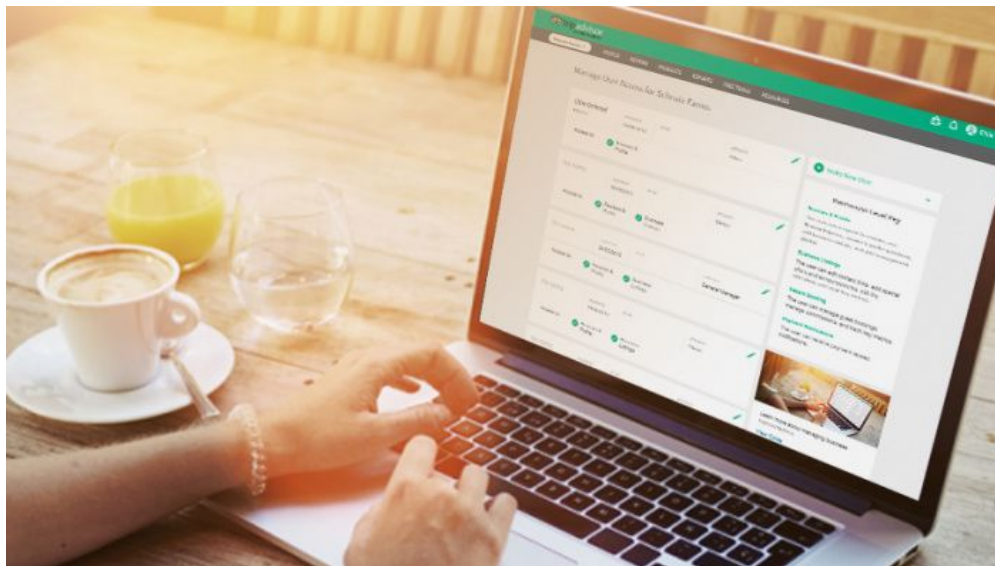
## **Maximize Your Tripadvisor Presence**

**This presentation will not only highlight the unmatched influence of Tripadvisor in guiding tourists' decisions but will also provide you with actionable strategies to enhance your business's presence, helping you increase your summer bookings!**



# AGENDA

- 1) The Power of Tripadvisor
- 2) Business Listing Essentials
- 3) What is the Tripadvisor Algorithm?
- 4) Optimizing Your Business Listing
- 5) Paid Advertising
- 6) Data Insights
- 7) What Do I Do Now?
- 8) Q & A







1

**The Power of  
Tripadvisor**

- Increased Visibility
- Trust and Credibility
- Marketing and Promotion
- Competitive Advantage
- Global Reach
- Boosting Bookings
- Reputation Management



## Accommodations: Most Important Review Elements

Cleanliness is the most important element that respondents look for in an accommodation review. Elements like service and amenities are ranked lower in importance—these are likely viewed as “nice-to-have” features that are less impactful to an individual’s stay.

Top 10 Important Elements	Total	AMER (N=600)	EMEA (N=1200)	APAC (N=1200)
Cleanliness	57%	62% D	57%	54%
Location	37%	40%	31% J	43%
Value	34%	32%	41% D	29%
Rooms	30%	25%	34% D	28%
Safety	21%	26%	16% J	24%
Service	19%	19%	20%	19%
Amenities	18%	23%	12% J	22%
Wifi	15%	13%	12%	18% D
Quality of food	14%	8%	22% D	9%
Early/late check-in	9%	8%	6%	12% D

## Restaurants: Most Important Review Elements

Food is the most important element when looking at a restaurant review, particularly in AMER. Over half of respondents also consider service and value to be core elements of a review. Logistical components (e.g., wait time, parking reservation process) are significantly less important across all regions. Value is more important in EMEA, mirroring accommodation findings-perhaps this groups is more pennywise.

Top 10 Important Elements	Total	AMER (N=600)	EMEA (N=1201)	APAC (N=1200)
Food	80%	87% D	79%	78%
Service	56%	67% D	54%	53%
Value	55%	40% J	63% D	56%
Location	28%	28%	25%	31%
Atmosphere	25%	29% D	24%	23%
Wait time	19%	19%	20%	19%
Parking	8%	6%	8%	8%
View	6%	6%	5%	7%
When best to dine	6%	6%	5%	7%
Reservation Process	6%	6%	5%	7%





## 3 out of 4

respondents said online reviews were “**extremely or very important**” when making travel decisions

This holds true across types of reviews

ACCOMMODATIONS

82%

ATTRACTIONS

77%

RESTAURANTS

70%

88%

of respondents rated **long form reviews** of high or very high quality

**Tripadvisor is winning the category for accommodations**, with 100% long-form reviews – the preferred type of review for travelers around the world – that are **3x longer** than those from leading OTAs and online tech giants.

Between snippets, bubble ratings, and long form reviews, travelers prefer long form reviews when...



BOOKING  
ACCOMMODATIONS

76%



RESEARCHING  
RESTAURANTS

74%

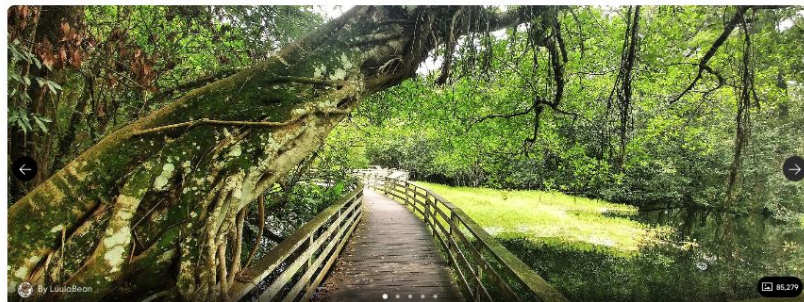


EXPLORING  
ATTRACTIONS

69%

This translates to a higher booking propensity. **68% are more likely to book** after reading a long review.





## PLAN YOUR TRIP

## Naples

Serenity, sunshine, and sophistication meet in Naples, an upscale seaside town on Florida's Gulf of Mexico coast. The miles of pristine beaches are home to world-class resorts, soft white sand, and gentle ocean surf, while the land between beach and bay...

[Read more](#)

## Essential Naples

Pick a category to filter your recs

Travelers' Choice

Must-see attractions

Great food

Top hotels

Family friendly

Hidden gems

Museums

Outdoors

## Things to do

[See all](#)

**Naples Botanical Garden**  
4.4/5  
Gardens



**Sweet Liberty Catamaran Sailing & Boat Tours**  
2.1/7  
Sightseeing Tours, Boat Tours



**Naples Pier**  
7.4/41  
Piers & Boardwalks

PLAN YOUR TRIP

## Naples

Serenity, sunshine, and sophistication meet in Naples, an upscale seaside town on Florida's Gulf of Mexico coast. The miles of pristine beaches are home to world-class resorts, soft white sand, and gentle ocean surf, while the land between beach and bay...

[Read more](#) ▾

### Essential Naples

Pick a category to filter your recs



Travelers' Choice

Must-see attractions

Great food

Top hotels

Family friendly

Hidden gems

Museums

Outdoors

# Naples Botanical Garden



4.4 (4,481 reviews) • #8 of 171 things to do in Naples • Gardens

[Write a review](#)

## About

Naples Botanical Garden is a 170-acre world-class garden paradise that features the plants and cultures of the tropics and subtropics between the latitudes of 26 degrees North and 26 degrees South including Brazil, the Caribbean, Southeast Asia, and Florida. The Garden also offers 9... [Read more](#)

[Suggest edits to improve what we show.](#)  
[Improve this listing](#)

## Tours & experiences

Explore different ways to experience this place.

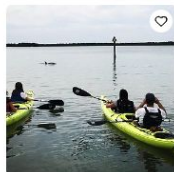
[See options](#)



## Top ways to experience Naples Botanical Garden and nearby attractions



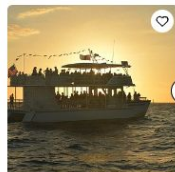
**BEST SELLER**  
**Naples Sightseeing Boat Tour**  
4.5 (361)  
 Recommended  
Historical Tours  
from \$53.50 per adult



**Rookery Bay Beginner Kayak Tour**  
Kayaking Tours  
from \$65.00 per adult



**SPECIAL OFFER**  
**Naples Florida Electric Trike Tour**  
4.5 (23)  
 Recommended  
Segway Tours  
from ~~\$74.00~~ \$66.60 per adult



**Gulf of Mexico Sunset Cruise from Naples**  
4.5 (128)  
Day Cruises  
from \$57.78 per adult





**Ruth Y**

Jefferson City, Tennessee • 951 contributions



### We were wowed by the Gardens!

It is the most beautiful botanical garden I have ever been to. It was easy to find & easy to park. The entrance is even lovely. The layout of the gardens is so well done. I found the labeling in the gardens easy to read. The various areas were labeled well. The paths were well done, and there were numerous sitting areas. I do feel a few more are needed on the south side back where the new construction is going on. There were numerous water fountains. We went on a heat advisory day, so water & shady rest spots were appreciated. The gardens were simply spectacular. If I lived closer, I truly believe I would be there constantly. Also, a huge plus was the Café. The service & food was wonderful. We were delighted! They do have a store that actually had plants you could purchase and a wonderful variety of nature & gardens related merchandise. I was so delighted to find a perfect gift for a friend. Well worth the visit and a huge Bravo to the Gardens!



Visited July 2023 • Traveled with family

Written July 22, 2023



This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.



**Terrence**

Tallahassee, Florida • 284 contributions



### Beautiful

The botanical garden is absolutely worth checking out. It's not my favorite Botanical Garden, but definitely was a highlight for my little weekend get away. Be mindful that some areas have significant mosquitoes.... I will say the Asian Garden, may have been the best I've ever seen.



Visited **July 2023** • Traveled with friends

Written July 15, 2023



Helpful (0)

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.



# 2

## Business Listing Essentials

## 1) Improving visibility and engagement on your Tripadvisor business listing:

- Complete Your Profile
- Encourage Reviews
- Offer Incentives
- Engage with Customers
- Optimize Keywords
- Update Regularly
- Promote Your Listing

## 2) Harnessing Tripadvisor for Growth

- Utilize Tripadvisor Widgets and Badges
- High-Quality Visuals
- Encourage User-Generated Content
- Monitor Analytics and Insights





## Brooks Burgers

Claimed

Review Save Share

3,362 reviews #13 of 634 Restaurants in Naples \$ American, Bar, Vegetarian Friendly

330 9th St S, Naples, FL 34102 +1 239-262-1127 Website Menu Closed now See all hours Improve this listing



See all (720)

### Ratings and reviews

4.5 3,362 reviews

#13 of 634 Restaurants in Naples

Travelers' Choice 2023

#### RATINGS

Food Service Value Atmosphere

### Details

#### PRICE RANGE

\$6 - \$12

#### CUISINES

American, Bar

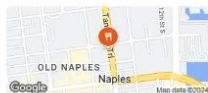
#### SPECIAL DIETS

Vegetarian Friendly, Gluten Free Options

#### View all details

Meals, Features

### Location and contact



330 9th St S, Naples, FL 34102

Old Naples

Website Email

+1 239-262-1127

Improve this listing

### Menu

#### APPETIZERS

Fried Pickles Served with garlic herb mayonnaise.	\$10.25	Famous Wings Hand-breaded and tossed in your choice of sauce: Buffalo Cajun sauce, Korean BBQ sauce and Honey BBQ sauce.	
Coconut Shrimp Basket Served with French fries and honey mustard.	\$14.99	Stuffed Onion Rings Jalapeno cream cheese, green onions, and crispy bacon.	Each \$2.50
Chicken Tender Basket Served with French fries and coleslaw	\$14.75	Wisconsin Cheese Curds Pepperoni chips and housemade ketchup	\$11.75
Brooks Chips House made potato chips topped with BBQ pulled pork, crumbled Bleu cheese, and Cheddar cheese	\$13.99		

#### SALADS

House Salad Iceberg and Romaine lettuce.	Small \$6.99 Large \$10.99	Chili or Soup of the Day	Cup \$4.99 Bowl \$8.25
Grilled Chicken	\$5.00		
Coconut Shrimp	\$5.00		
8 oz Hamburger	\$5.00		
Salmon	\$6.00		
Caesar Salad Iceberg and Romaine lettuce.	Small \$5.99 Large \$12.99	Cobb Salad Chicken breast, sliced egg, crisp bacon bits, diced tomato, avocado, and shredded Cheddar.	Grilled Chicken \$16.50 Coconut Shrimp \$5.00 8 oz Hamburger \$5.00 Salmon \$6.00
Grilled Chicken	\$5.00		
Coconut Shrimp	\$5.00		
8 oz Hamburger	\$5.00		
Salmon	\$6.00		
Autumn Salad Crisp apples, bacon, cranberries, onions, roasted pecans, and goat cheese.	Grilled Chicken \$13.50 Coconut Shrimp \$5.00 8 oz Hamburger \$5.00 Salmon \$6.00	Greek Salad Iceberg lettuce, tomatoes, green peppers, onions, kalamata olives, and Feta cheese with Greek dressing.	Grilled Chicken \$13.50 Coconut Shrimp \$5.00 8 oz Hamburger \$5.00 Salmon \$6.00

Show full menu

## T-Michaels Steak and Lobster Claimed

1,406 reviews | #8 of 634 Restaurants in Naples | \$\$\$\$ American, Steakhouse, Bar

4050 Gulf Shore Blvd N The Village on Venetian Bay, Naples, FL 34103-2212 | +1 239-261-0622 | Website | Menu | Closed now See all hours | Improve this listing

### Reserve a table

OpenTable

Thu, Apr 18

7:00 PM

2

Find a table

### Ratings and reviews

4.5 1,406 reviews

#8 of 634 Restaurants in Naples

Travelers' Choice 2023

#### RATINGS

Food 4.5  
Service 4.5  
Value 4.5  
Atmosphere 4.5



See all (454)

### Food and ambience

Local cuisine, American, Steakhouse, Bar, Seafood, Vegetarian Friendly

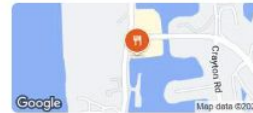
"Beef Wellington was perfect, side dish of lobster risotto complemented perfect..."

"The surf and turf was cooked to perfection! Do not think of leaving with out..."

"A lovely mixed green salad with a beautiful balsamic dressing and of course..."

"...to the shrimp sambal, pan seared scallops and Colorado rack of lamb..."

### Location and contact



4050 Gulf Shore Blvd N The Village on Venetian Bay, Naples, FL 34103-2212

Park Shore

Website

+1 239-261-0622

Improve this listing

### Reviews Q&A

4.5 1,406 reviews



Search reviews...

Filters English Most recent

#### Popular mentions

steak seafood trio prime rib beef wellington lobster tail crab cakes  
chicken sea bass surf and turf mashed potatoes risotto caesar salad bread  
venetian bay cooked to perfection window table our waiter water view happy hour

Coastal52717

North Myrtle Beach • 2 contributions

Excellent food and service

Apr 2024 • Business

The food and service was outstanding! I would highly recommend this place! The staff was excellent. We had a very large party and we had no wait! Annalee, Maria, Max and Philip were outstanding waiters and waitresses!

Written April 16, 2024

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparent review process](#) to learn more.



Robin B

1 contribution

Damian is the best server!

Apr 2024 • Family

At 59 years old, this was the absolutely best restaurant I have ever been to. The service, the food, everything was fantastic.

Written April 11, 2024

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparent review process](#) to learn more.

Isla F

1 contribution

Amazing

Apr 2024 • Family

This restaurant was amazing and our waiter Harrison was unbelievably funny, very kind, and very informative and intelligent. The food was really really tasty as well and we all felt very welcome.

Read more

Written April 4, 2024

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparent review process](#) to learn more.

Isla F

2 contributions

Amazing experience

Apr 2024 • Family

Had a lovely meal here, but especially with having Harrison on an excellent server, very polite and



3

**What is the  
Tripadvisor  
algorithm?**

# What is the Tripadvisor algorithm?



## Quality

- The **bubble ratings** that users provide as part of their reviews are used to rank the quality of the experience at each business.
- Your Tripadvisor bubble rating is a summary of your ratings from guests who reviewed you. In other words, think of your rating as the answer to, **“What do guests think of their overall experience with you?”**

## Quantity

- The **number of reviews** has become a critical indicator for their Popularity Ranking algorithm.
- It's worth noting, however, that Tripadvisor relies on users' "statistical confidence" towards a property listing. While numerous reviews can truly affect your Tripadvisor search engine ranking, a **property with 500 positive reviews would still rank higher than a property with 1,000 reviews but with a negative rating.**



**Bubble Rating**



# What is the Tripadvisor algorithm?



## Recency

- Tripadvisor recognizes the need to provide its users with an accurate and current representation of each business listing. Because of this, the relevance of each customer review is weighed upon the details stated and the time the review is submitted. **This means recent reviews are more valuable than older reviews when it comes to ranking.**
- Reviews' **quality, quantity, and recency determine a profile's Popularity Ranking.** The quality and quantity of reviews provide proof of a business's consistency, while quantity and recency provide accuracy. Businesses are less likely to rank if they sacrifice one element over the other.



# 4

## Optimizing Your Business Listing

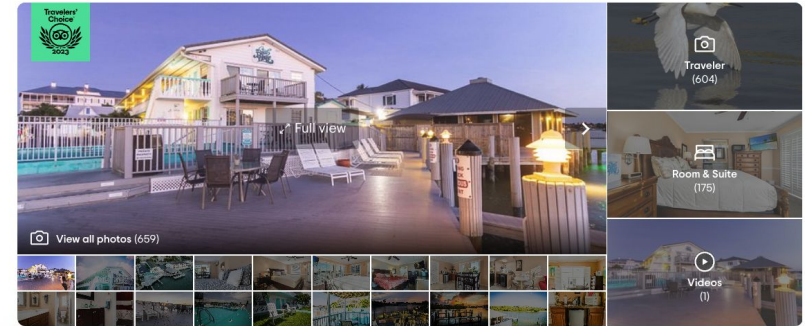
## Crafting a Compelling Profile:

- Detailed Business Description
- Correct Contact Information
- Unique Amenities and Facilities
- Highlight Accolades and Awards
- Use High-Quality Images

### The Boat House Marco Island

1,171 reviews [NEW AI Review Summary](#) #1 of 1 motel in Marco Island  
1180 Edington Pl, Marco Island, FL 34145-2063  
[Visit hotel website](#) [1 \(239\) 329-7800](#) [E-mail hotel](#) [Write a review](#)




[Check availability](#)



#### View prices for your travel dates

Check In:  - / - /  Check Out:  - / - /  Guests:  1 room, 2 adults, 0 children




[Hotel direct offer!](#) Book Direct for the BEST of Marco's #BestKeptSecret!

 Expedia	✓ Get rewarded with One Key	Only 1 left at <b>\$171</b>	<a href="#">View deal</a>
 Hotels.com	✓ Get rewarded with One Key	Only 1 left at <b>\$172</b>	<a href="#">View deal</a>
 priceline	✓ Go to your Happy Price	Only 1 left at <b>\$172</b>	<a href="#">View deal</a>

[View all 8 deals from \\$171](#)

## Practical Tips for Optimization

- Provide clear and up-to-date headlines and descriptions
- Manage Reviews Proactively
- Answer Negative Responses Respectfully
- Ensure accurate rates across booking platforms
- Enable online booking / Include the Book Now/View Deal button.

	<ul style="list-style-type: none"><li>✓ Fully refundable before Sun, Apr 21</li><li>✓ Get rewarded with One Key</li></ul>	<p>Only 1 left at</p> <p><b>\$399</b></p>	<a href="#">View deal</a>
	<ul style="list-style-type: none"><li>✓ Fully refundable before Sun, Apr 21</li><li>✓ Get rewarded with One Key</li></ul>	<p>Only 1 left at</p> <p><b>\$399</b></p>	<a href="#">View deal</a>
	<ul style="list-style-type: none"><li>✓ Multiple ways to pay</li></ul>	<p><del>\$399</del></p> <p>Only 1 left at</p> <p><b>\$358</b></p>	<a href="#">View deal</a>

[View all 7 deals from \\$358](#) ▾



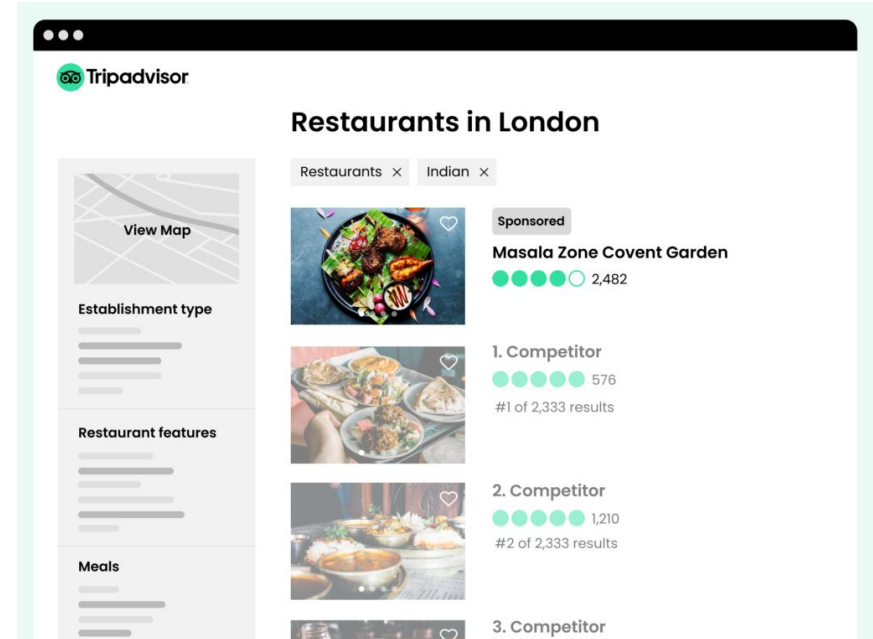


5

**Paid  
Advertising**

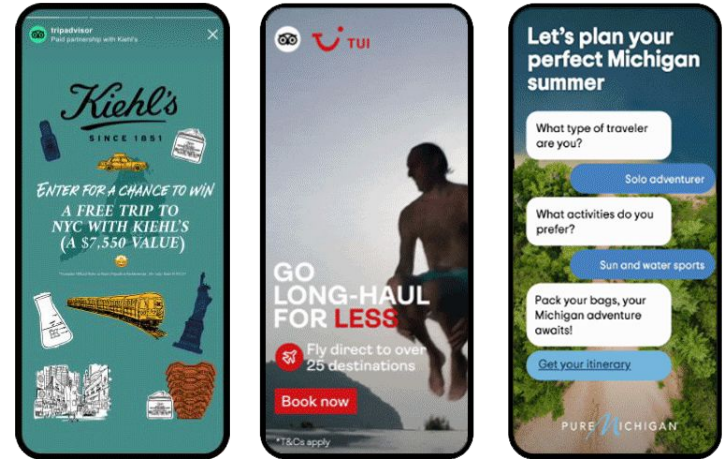
### Tips for the most effective ad campaign:

- Recent, high-quality photo
- Up-to-date and accurate information
- Feature specials and promotions
- Set a budget
- Be competitive



### Tripadvisor Ad Express

- Increased Visibility and Targeted Reach
- Cost Control + Budget Flexibility
- Enhanced Tools and Insights

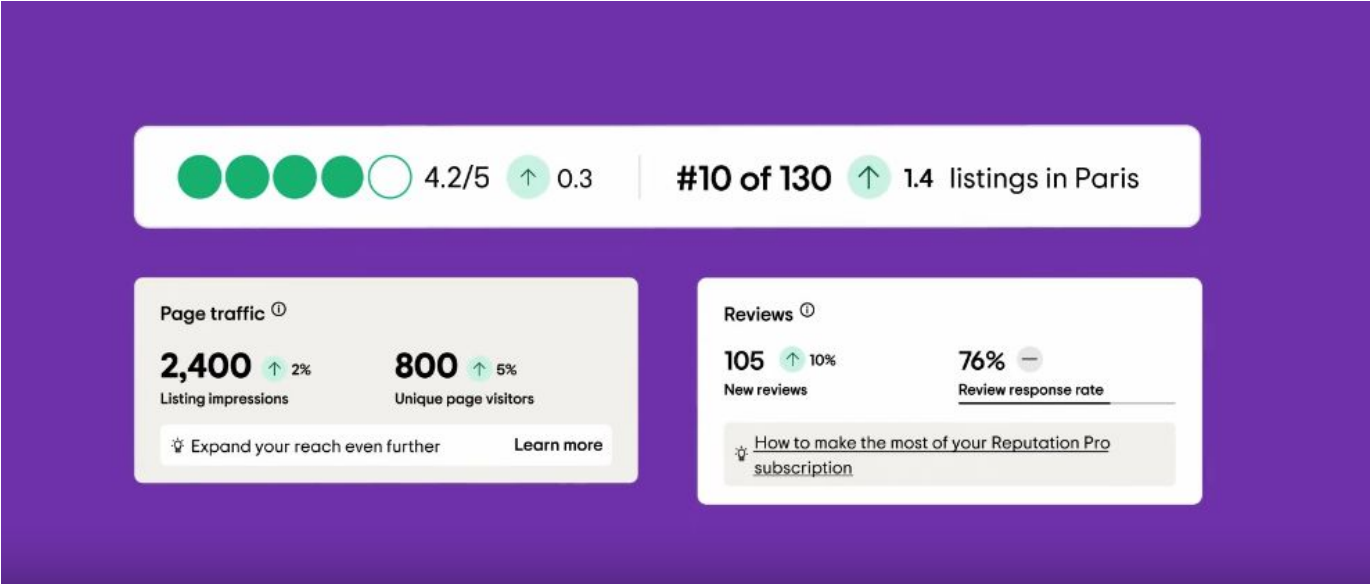






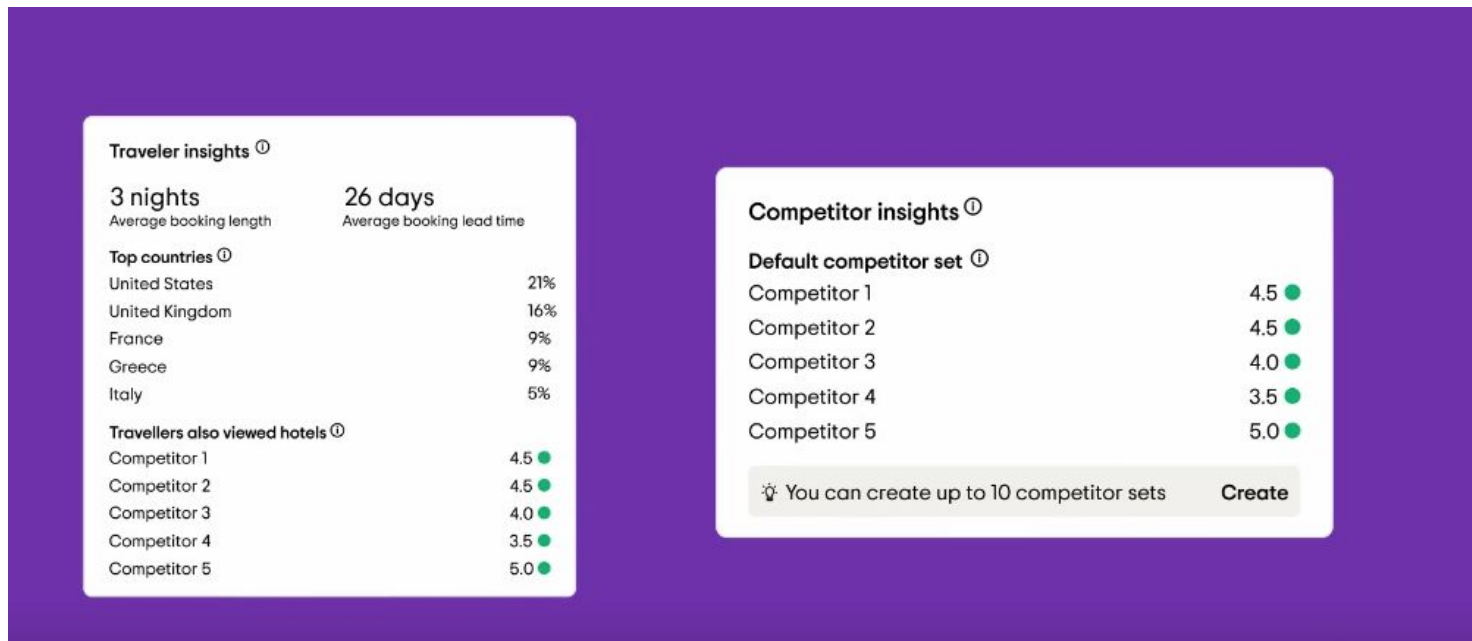
6

Data Insights









### **Assess performance at a glance**

- Get a high-level summary of the most important Analytics Suite metrics.

### **Benchmark your performance against competitors**

- You can create up to 10 different competitor sets – each with five properties

### **Monitor your online reputation**

- How many reviews are you getting every month? Are they coming from couples or families.

### **Track traffic and rankings in your market**

- Once your competitor sets are in place, you can monitor trends on traffic and rankings in your market.

### **Find out what travelers are clicking on**

- Discover what travelers care about most by tracking clicks to your Special Offers and Contact.

### **Assess photo engagement & amenities**

- See how travelers are engaging with your photos in the Photos & Amenities section.
- Compare your amenities side by side with those in your custom competitor sets to identify advantages and shortcomings. If you notice that most of your competitors offer dry cleaning to their guests, consider adding this service to appeal to travelers looking for this convenience during their stay.

### **Analyze demand**

- The Demand Trends section gives you access to key visitor data including the top countries, cities and times when visitors are searching for your property, as well as their booking lead times and length of stay.



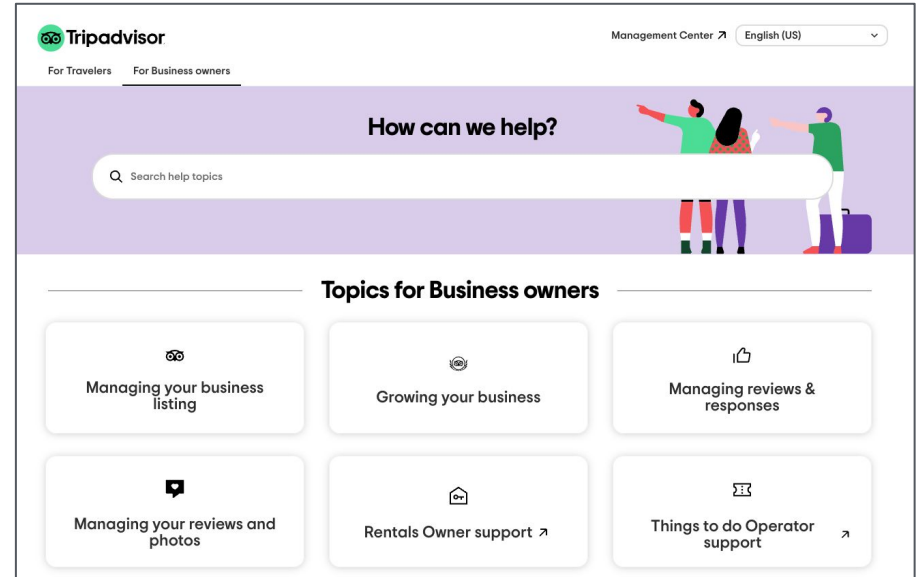
7

**What Do I Do Now?**



## What Do I Do Now?

- 1) [Claim your listing and optimize it.](#)
- 2) Enhance your visuals.
- 3) Monitor reviews and Respond Quickly
- 4) Understand Ratings and Rankings.  
Improve them.
- 5) Leverage [Tripadvisorsupport.com](https://Tripadvisorsupport.com) for Businesses



**Questions?**

