

Hotel Online Reputation Checklist

Reviews, Google Business Profile, listings and brand mentions

Tick what you already do. Be honest: the unticked boxes show where guests may be losing trust, or where direct bookings may be slipping away. It takes about 15 minutes.

1. Google Business Profile

- ☐ The profile is claimed and verified, and only people you trust can edit it.
- ☐ The primary category is the most accurate one for your property, and relevant secondary categories are added.
- ☐ Name, address and phone number match your website and every other listing, character for character.
- ☐ Hours, check-in and check-out details are correct, including holidays and seasonal changes.
- ☐ The website and booking links point to your own direct booking page, not to an OTA.
- ☐ Amenities and attributes are complete and accurate (parking, pets, accessibility, breakfast, pool, Wi-Fi).
- ☐ Photos cover the exterior, rooms, common areas, food and surroundings, and you add new ones regularly.
- ☐ The description says in plain words what makes your property different and where it is.
- ☐ You post updates, offers or events when you have news worth sharing.
- ☐ You check the dashboard monthly for suggested edits and unexpected changes made by others.

2. Reviews

- ☐ You reply to every Google review, positive and negative.
- ☐ You also reply on TripAdvisor, Booking.com and Expedia, wherever replies are allowed.
- ☐ Negative reviews get a calm, specific reply that acknowledges the issue and offers to continue offline.
- ☐ Replies sound like your brand and mention details of the stay, not copied templates.
- ☐ You reply quickly, ideally within 48 hours.
- ☐ You invite happy guests to leave a review using a direct link (thank-you email, checkout message).
- ☐ You never offer discounts or gifts for reviews, and you ask all guests, not only the happy ones. Platforms prohibit both practices.
- ☐ Every month you look for patterns (check-in, noise, cleanliness, staff) and share them with your team.

3. Listings and OTAs

- ☐ Your TripAdvisor listing is claimed and complete.
- ☐ Booking.com, Expedia and other OTAs show the same photos, descriptions and policies as your website.
- ☐ Your property is claimed on Apple Business Connect and Bing Places.
- ☐ Facebook and Instagram profiles show the correct address, phone, website and booking link.
- ☐ Local directories and tourism board listings use the same name, address and phone number.
- ☐ You searched for duplicate or outdated listings and merged or removed them.

4. Website and direct booking

- ☐ Your site loads fast on a phone and the booking button is visible without scrolling.
- ☐ The direct booking page shows clear prices and policies, and gives guests a reason to book direct.
- ☐ The site uses HTTPS and shows your address, phone and email as text, not only inside images.
- ☐ Photos and descriptions match what guests actually find when they arrive.
- ☐ Recent guest reviews or press mentions appear on your site.
- ☐ Google Search Console is set up and you have checked how guests find you.

5. Brand mentions and social media

- ☐ Last month you searched your property name on Google and the first page showed accurate information.
- ☐ You set up alerts (for example Google Alerts) for your name and common misspellings.
- ☐ You reply to comments, tags and messages on social media within a day or two.
- ☐ You credit and tag local partners, creators and venues when you collaborate.
- ☐ Press, blogger and creator mentions are collected and shared (with permission) on your site or social profiles.

Your score (count your ticks out of 35)	
28 to 35	Strong base. Review the unticked items and keep everything current.
15 to 27	Solid start with real gaps. Fix the unticked items that guests see first.
0 to 14	Big opportunity. Start with the Google Business Profile and your review replies.

A rough self-assessment guide, not an official rating.

Want me to check it for you?

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