

VISIT | **HENDRICKS**
C O U N T Y



CLAIM YOUR SPACES

Who the heck is this guy?

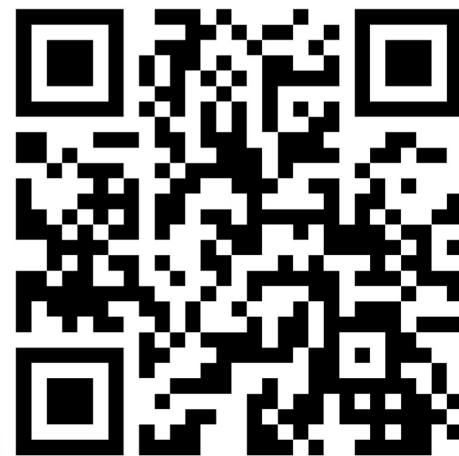
Tourism & Hospitality Industry Since 2003

Speaker at National, Regional & State Conferences

Director of Education & Strategy at TwoSix Digital



Connect on LinkedIn:



WHO WE ARE



100% Digital Agency Focused on the Travel, Tourism & Hospitality Industry

60+ Years of combined tourism industry experience



Headquartered in Brighton, Michigan



WHO WE WORK WITH

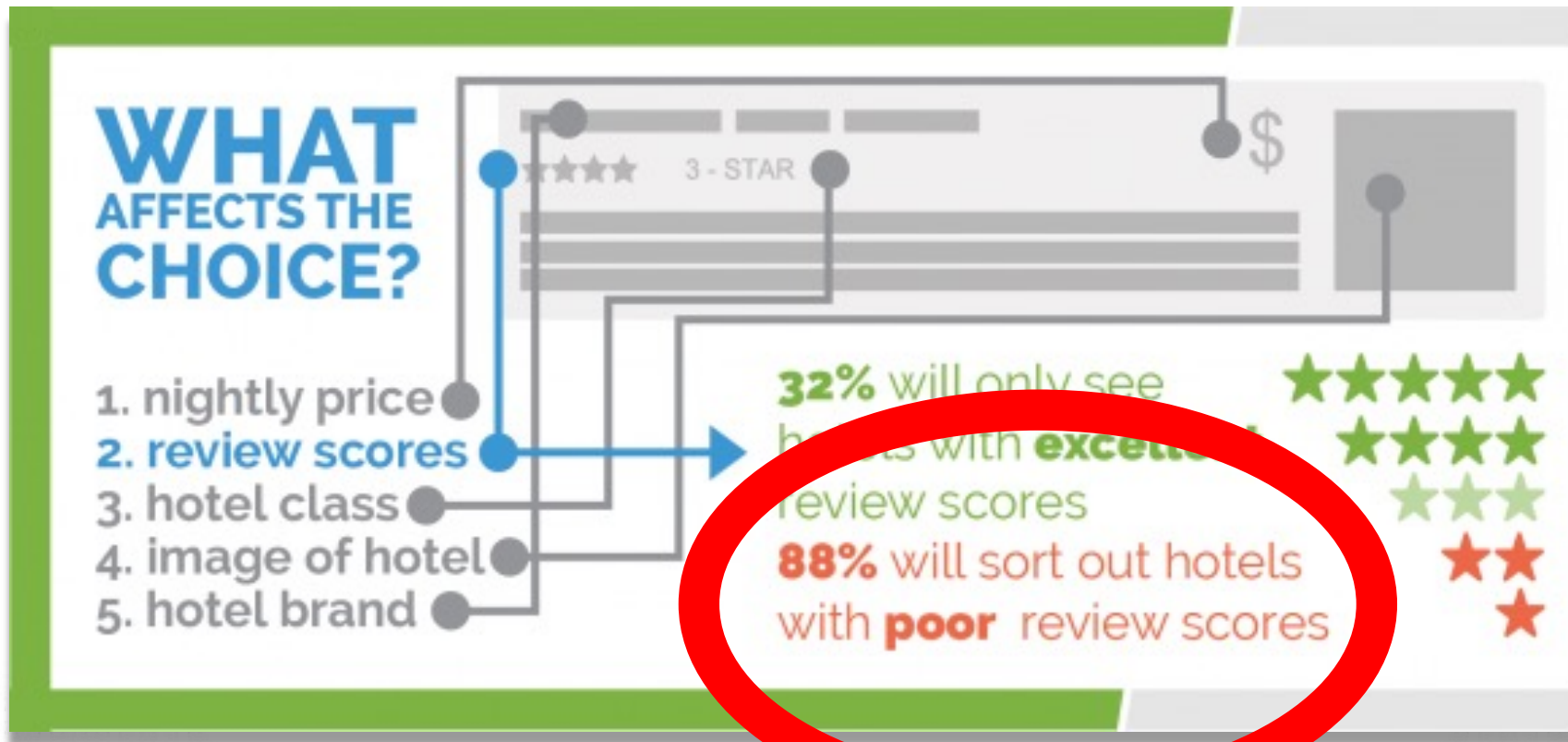


YOU'RE BEING JUDGED



CHOICE EVALUATION

TRAVEL



Source: TrustYou.com



23%
of travelers book their
accommodation directly
through *property provider*



27%
of travelers book
their accommodation through
OTA (Online Travel Agency)



53%
will not book an
accommodation without
TripAdvisor review



90%
of travelers take into account
other travelers' reviews
when booking hotel

Impact of Travel Reviews

USE RATINGS AND REVIEWS TO ACHIEVE HIGHER BOOKING RATES



70%
of Americans say they read reviews before taking the next step toward conversion.



61%
refer to traveler-submitted user reviews.

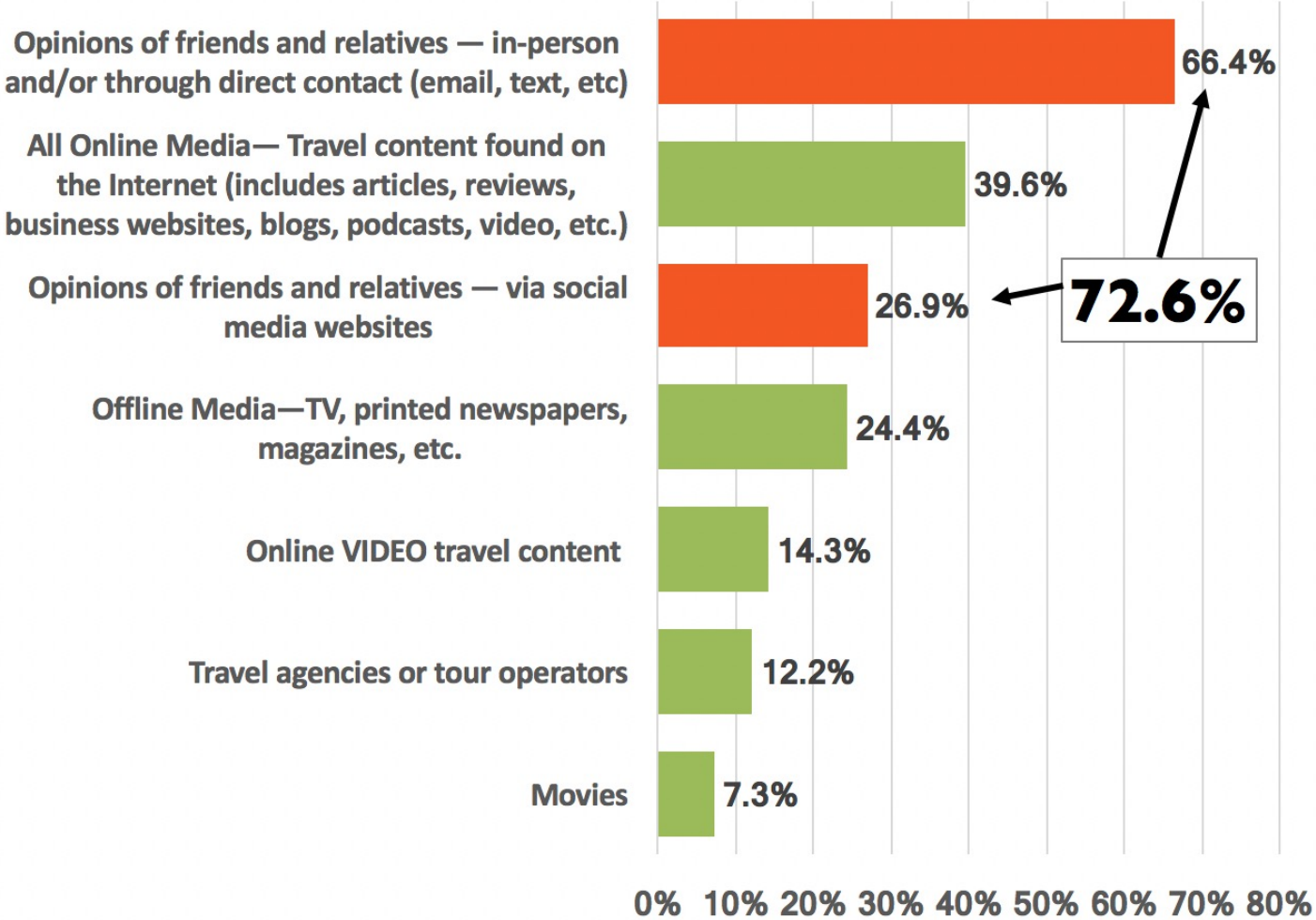


52%
read reviews from travel professionals.



32%
post reviews of places they've visited after traveling for business.

TRAVEL PLANNING INSPIRATION



CLAIM
YOUR
SPACES



TRAIN ME!



ASK

SELECTIVE ENABLER

AWARENESS

AWARENESS




How was your visit?

When you get home, please share your opinion of
Grand Canal Hotel Dublin

www.tripadvisor.co.uk/reviewit

Thank you for your candid comments.

 tripadvisor®

AWARENESS



RECOMMENDED

ON

THE WORLD'S LARGEST TRAVEL SITE



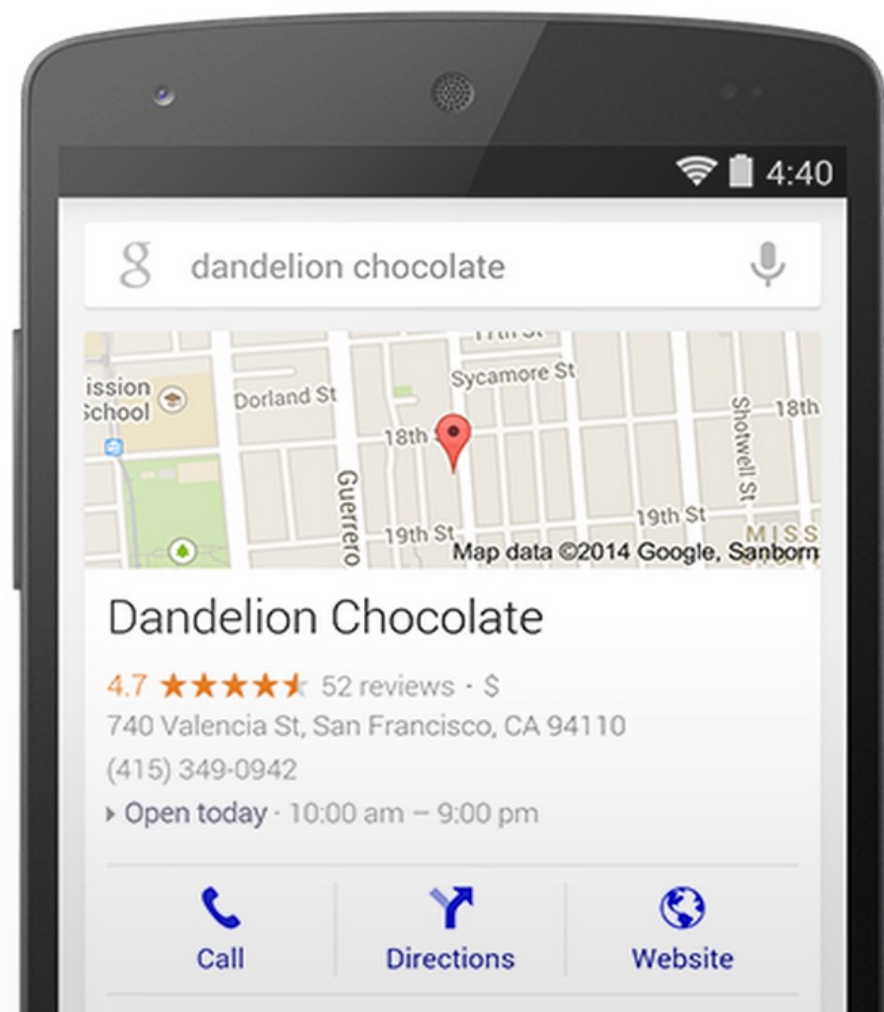
tripadvisor®



The best 10 minutes you can spend on your business today

New - It only takes 3 steps to get your business on Google Search, Maps and Google+ for free.

Get on Google



1 Tell us which business is yours

2 Verify we're talking to the right person

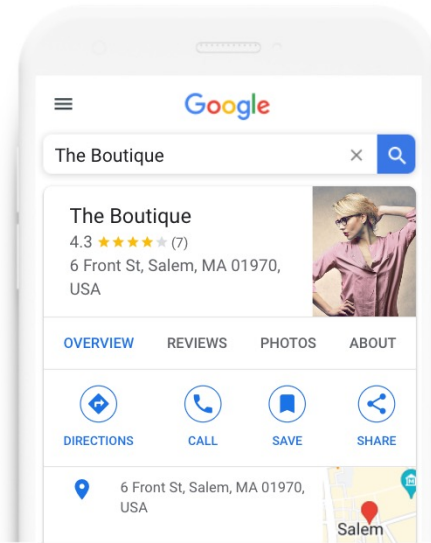
3 Help customers get in touch

Tip: If you would like to receive one-on-one guidance and tailored recommendations about your profile, [consider booking an appointment with Small Business Advisors.](#)

[Check your verification status](#)

STEP ONE: <https://business.google.com/create/new>

Google Business Profile Manager



Find and manage your business



Can

Add

Find and manage your business



TwoSix Digital

TwoSix Digital

Create a business with this name

TwoSix Digital

West Main Street, Brighton, MI



Your business on Google

207 views this month

Profile Strength

Complete Info



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Bookings



Calls

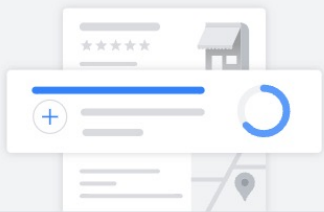


Q & A



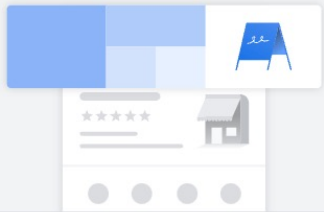
Complete your profile

Add details and get discovered by more customers



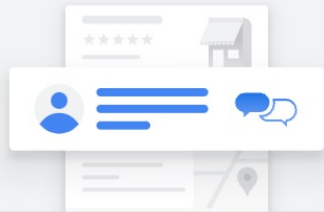
Add exterior photo

Help customers locate your storefront

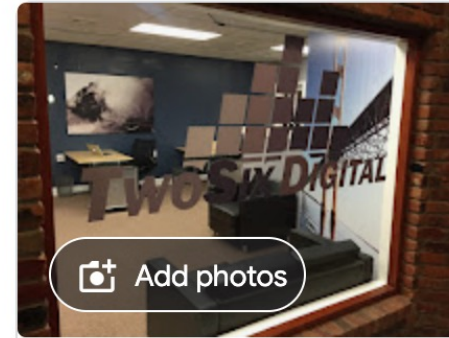


Turn on chat

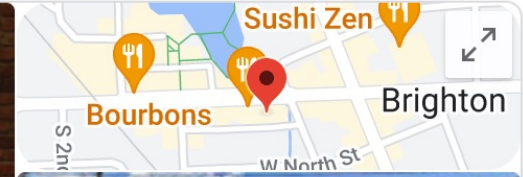
Let customers chat with you on Google for free



Only managers of this profile can see this



Add photos



See outside

TwoSix Digital



Website

Directions

Save

Call

Marketing agency in Brighton, Michigan

You manage this Business Profile

Service options: Onsite services · No online appointments

Address: 209 W Main St #107, Brighton, MI 48116

Hours: Open · Closes 5PM

Phone: (810) 623-1505

[Edit your business information](#)

Questions & answers

Be the first to ask a question

Ask a question

Complete your profile



Add details and get discovered by more customers

Add exterior photo



Help customers locate your storefront

Turn on chat



Let customers chat with you on Google for free

December performance...



See new interactions and understand how your business is performing

Create an offer



Let customers know about your sales and discounts

Get your first reviews



Share your review form with past customers

Claim your credit

More customers could be reached with your \$500 Ads credit



Set up booking

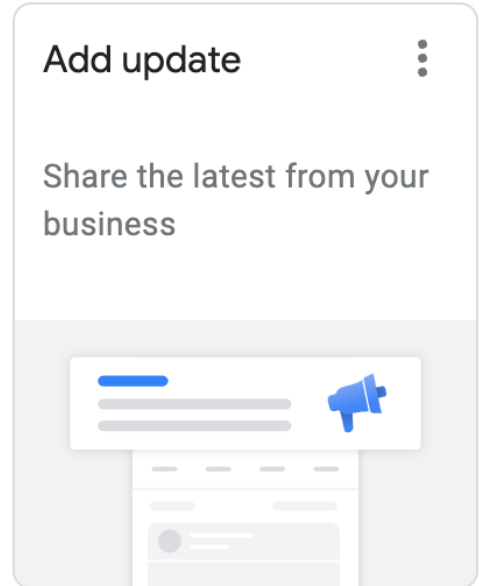
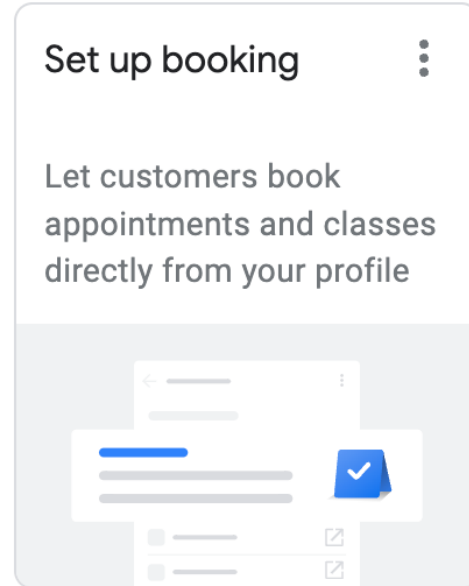
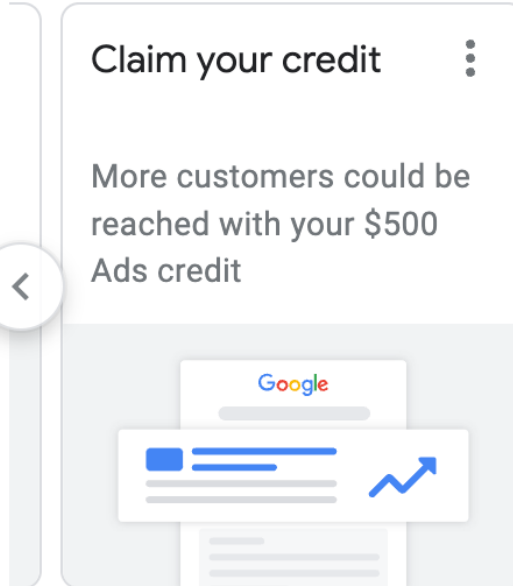
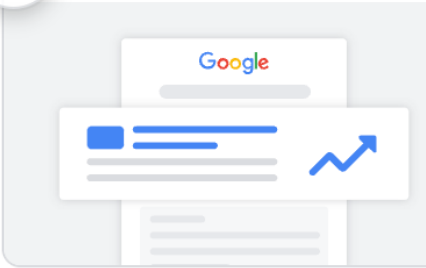
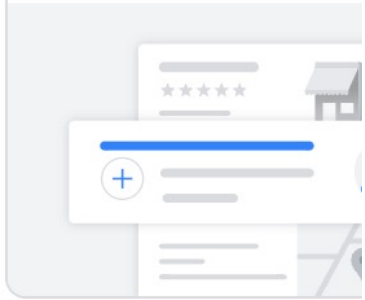


Let customers book appointments and classes directly from your profile

Add update



Share the latest from your business



← Add photo



Photo

Let customers peek inside your business

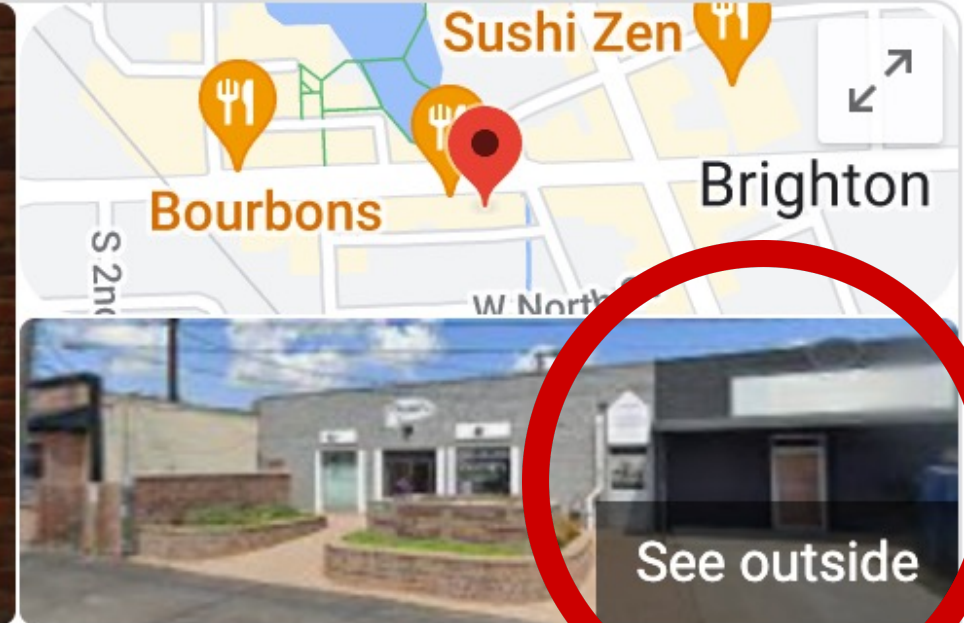
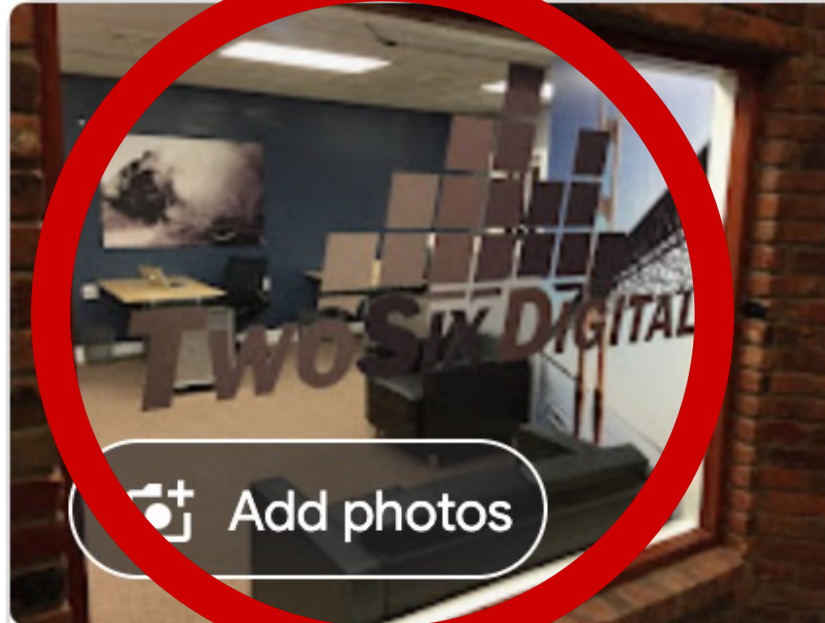


Logo

Let customers see your business

Cover photo

Showcase your business to customers



TwoSix Digital




Website

Directions

Save

Call

Edit incorrect Street View imagery

1. Go to your Business Profile. [Learn how to find your profile.](#)
2. Select **Edit profile** > **Business information**.
 - **Tip:** On your desktop, with Google Search, select **Edit profile**.
3. Near the top, select the **Location** tab.
4. Next to “Business location,” select the pencil icon .
5. To adjust your location, select **Adjust**.
6. Drag the pin to the correct business location.
7. Select **Done** > **Save**.

You can't preview the new Street View imagery from your Business Profile, but you can return to Google Maps to find how your change affected the imagery.

← Add update



Add a description

0 / 1500

Add a button (optional)

None



TwoSix Digital
on Google



Add update



Website accessibility ensures that all users, including people with disabilities, can...


[Learn more](#)





Add a post

Tell customers about a special event, deal, or product



Visible only to you


 Add update


 Add offer


 Add event

Recent updates

 TwoSix Digital 



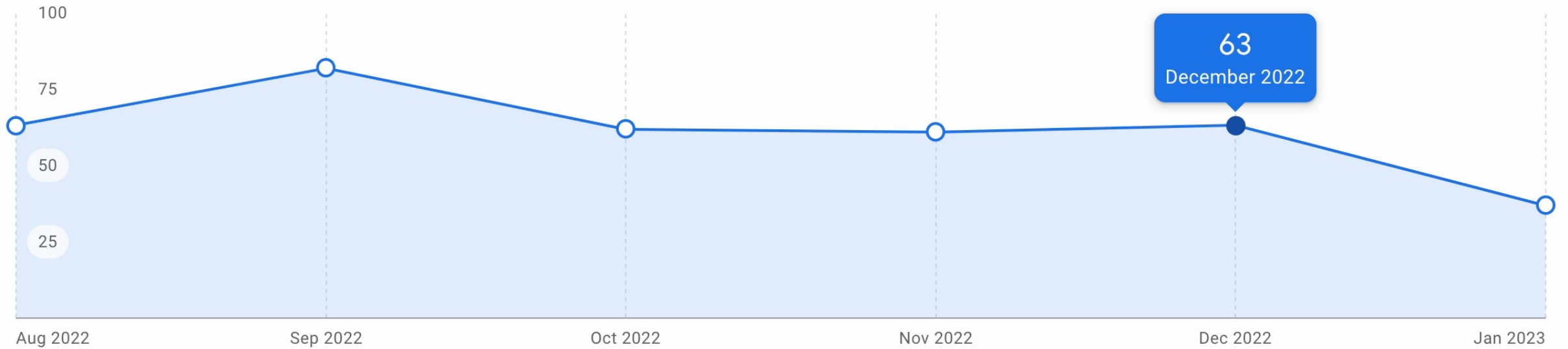
Website accessibility ensures that all users, including people with disabilities, can understand and engage with the information on your website. Here are the 7 things you can do to make your website more accessible! ... More

[Learn more](#) 

Overview Calls Messages Bookings Directions Website clicks

368

Business Profile interactions ⓘ



Only managers of this profile can see this

Questions & answers
Be the first to ask a question

Ask a question

Overview

Calls

Messages

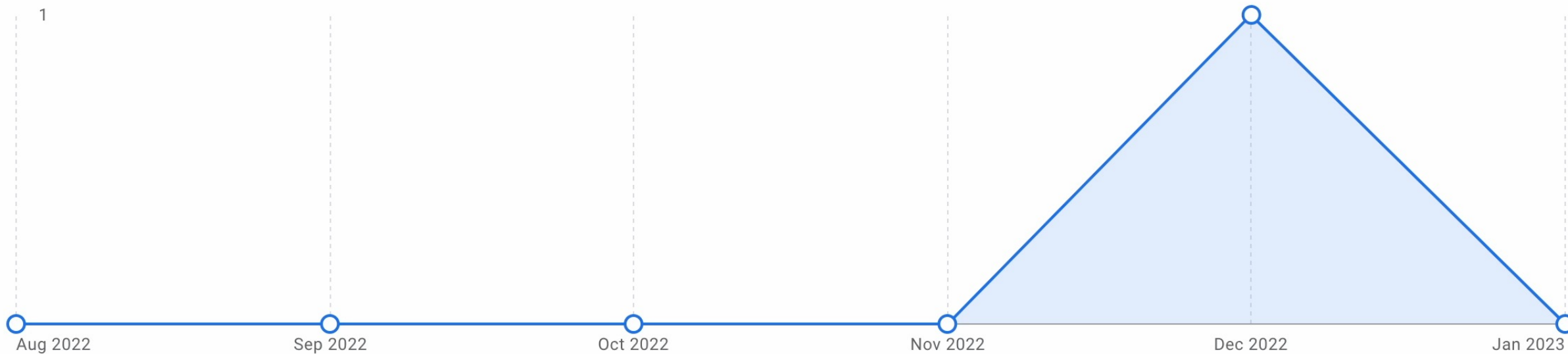
Bookings

Directions

Website clicks

1

Calls made from your Business Profile




Only managers of this profile can see this

Questions & answers

Be the first to ask a question

Ask a question



More than 80% feel
**TripAdvisor reviews help them
feel more confident in their
travel decisions and
have a better trip**

NEARLY 375 million

unique monthly visitors*

84 million

TripAdvisor members

250 million

reviews and opinions

160 +

user contributions
every minute

*Source: Google Analytics - does not include traffic to daodao.com

THE POWER OF REVIEWS



89% of global travelers say reviews are influential when choosing where to book



96% of global hoteliers say reviews are influential in generating bookings

CONSUMER TRUST

#1



92%

trust recommendations
from people they know

#2



70%

trust online
consumer opinion

HONOR SYSTEM

Please put money

In box below

*If you do not have change, please pay me
on your next visit.*

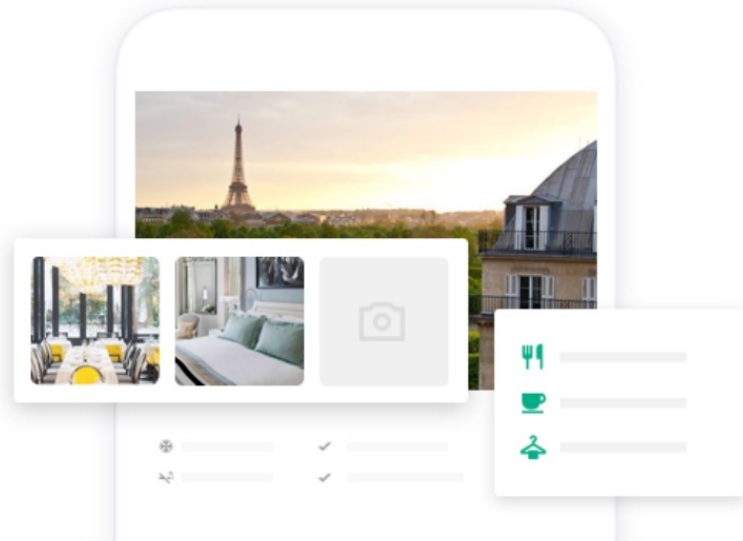
Thank You!!!

*Red 500 in machine
3rd box*



take

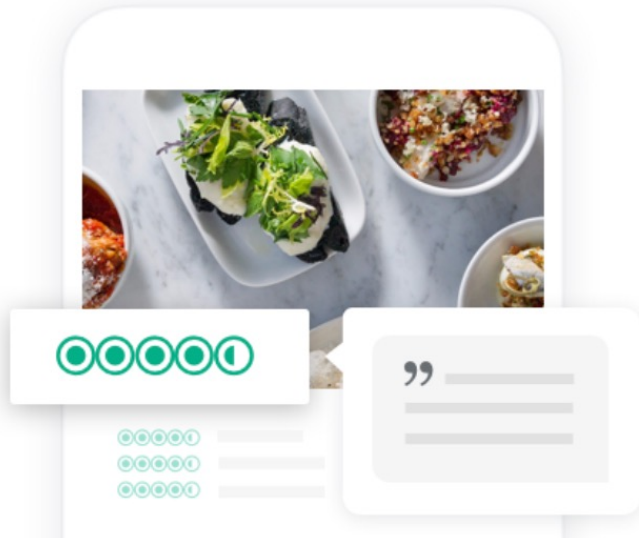
control



MANAGE

Take control of your listing

Customize your listing details, upload photos, and more to show customers what makes your business special.



CONNECT

Respond to reviews

Join the conversation – respond to reviews and access free tools to generate more feedback for your business.



GROW

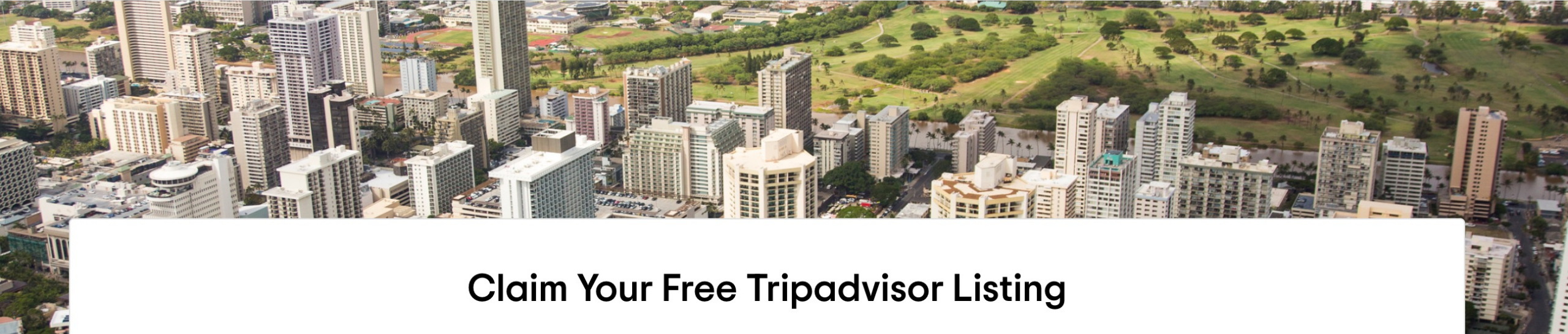
Track your performance

Access key insights to help you analyze – and build on – your performance.

TripAdvisor.com/Owners



[Sign in](#) [Claim Your Listing](#) [Products](#) [Marketing Tools](#) [Help](#)



Claim Your Free Tripadvisor Listing

Search

No results found

[+ Can't find your business?
List it now](#)

Grow your business with free tools from Tripadvisor



TRIPADVISOR

Go to the TripAdvisor for Business page and choose the kind of business that you own or manage: accommodation, vacation rental, restaurant, or attraction.



Hotels



Restaurants



Attractions



Vacation Rentals

Be sure to look at the policies for the different listings to make sure you fall in line with policy.

TRIPADVISOR

Once the correct business type is selected, fill out the form with the correct information about your business listing.

From here you may also update or correct an existing listing.

List an accommodation on TripAdvisor

If you are listing a vacation rental, please [click here](#).

TripAdvisor lists accommodations that offer multiple rooms/units at one specific address and can accommodate more than one party of guests at a time. Accommodations must have an official name and address, and must offer daily onsite management. Other rules apply: [read the complete TripAdvisor policy for accommodation listings](#).

Your information

Name *

Email *

Need to correct an existing listing?

This page is for adding new listings. To update or manage an existing listing, please visit the [Management Center](#)

What is your role at this business? *

TRIPADVISOR

Once you enter all the details and submit you will get the below message from TripAdvisor and if everything goes fine your business will appear within 5 days in TripAdvisor.

Once you get official communication that your business has been approved for listing in TripAdvisor, you can access your management center page.

The screenshot shows the TripAdvisor Business Management Center for Bear Country USA. At the top left is the TripAdvisor logo with the text "for business". On the right, it says "TRIPADVISOR CONSUMER SITE". The main heading is "Bear Country USA Management Center". Below this, there is a section titled "Are you affiliated with Bear Country USA?" with a "Register now" button. The page is divided into several sections with icons: "Manage your TripAdvisor page" (calendar icon), "Online marketing tools" (house icon), "Get help with your questions" (question mark icon), "Manage your reviews" (speech bubble icon), and "What TripAdvisor can do for you" (goggles icon). On the right side, there are two sidebars: "Quick Links" with a list of actions like "Write a management response" and "Update business details"; and "Your property overview" which shows a table with "Total Reviews: 216", "Ranking: 5/30", and "Rating: 5.0/5.0". Below the table is a "View Dashboard" link. At the bottom right, there is a "Contact TripAdvisor" section with an "Email us" link.

tripadvisor
for business

TRIPADVISOR CONSUMER SITE

Bear Country USA Management Center

Are you affiliated with Bear Country USA?
Register now to unlock free marketing tools, respond to reviews, track performance and more.

[Register now](#)

Manage your TripAdvisor page
Enhance your listing, upload photos and videos; update business details, rates and booking info; track performance, and more...

Online marketing tools
Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.

Get help with your questions
Can't solve your query? Use our FAQs. Our help center offers further guidance and direct links to support specialists.

Manage your reviews
Know what your customers are saying about you and post your reply.

What TripAdvisor can do for you
We want to help you grow your business through TripAdvisor's 50 million unique monthly visitors. Learn how with our collection of videos, guides, webinars, and master classes, and follow our blog for the latest updates!

Quick Links

- Write a management response
- Update business details
- Add photos
- Encourage customer reviews

Your property overview

Bear Country USA on TripAdvisor

Total Reviews	216
Ranking	5/30
Rating	5.0/5.0

[View Dashboard](#)

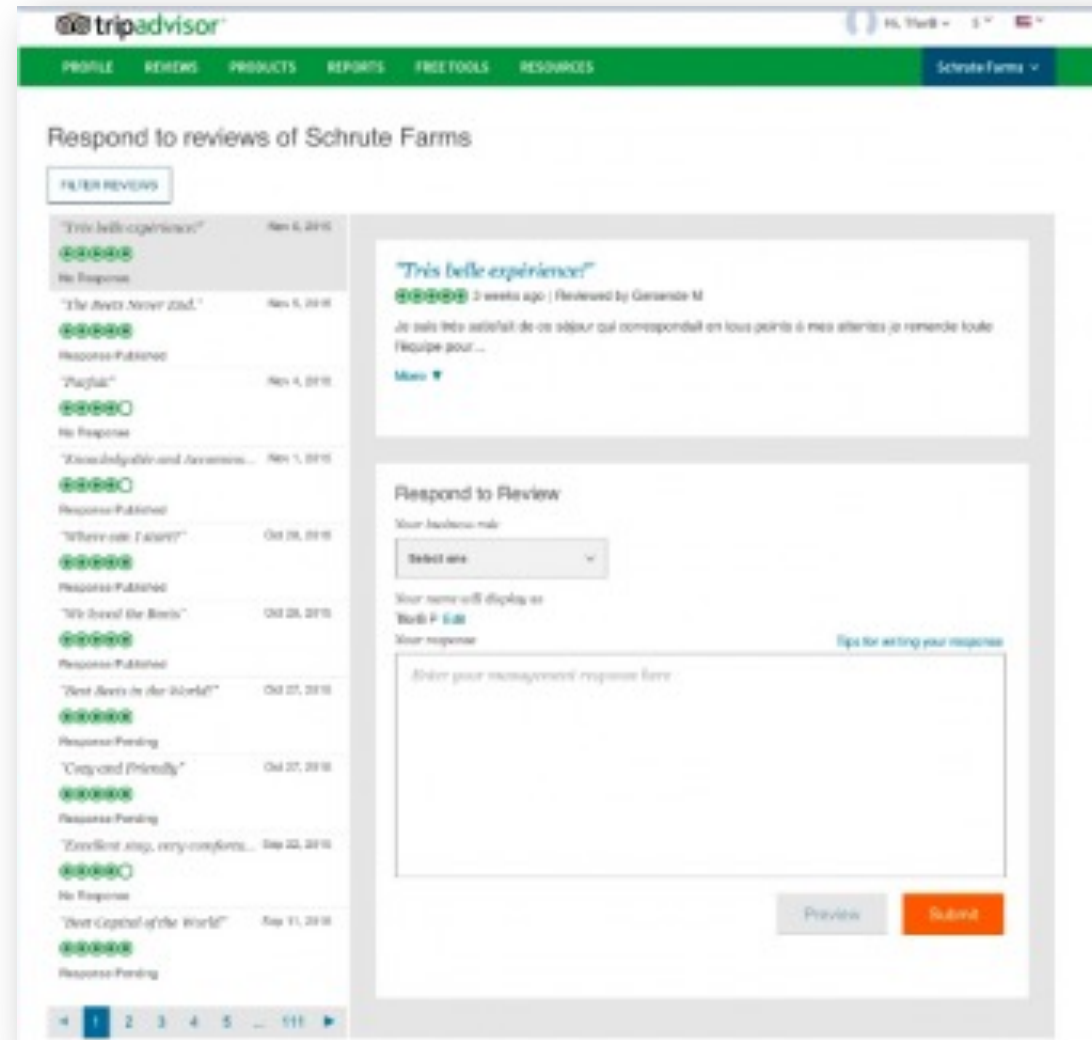
Contact TripAdvisor

Email us

TRIPADVISOR

You may sign up to receive an email notification every time a new review is published for your business. This will help bring new reviews to your attention and help identify which reviews to address.

Once you find a review you want to respond to you may do so from the TripAdvisor Management Center.



TripAdvisor Widgets

Want to enhance your website with valuable reviews, ratings, photos and more from TripAdvisor? Our free widgets make it easy.

<https://www.tripadvisor.com/Widgets>



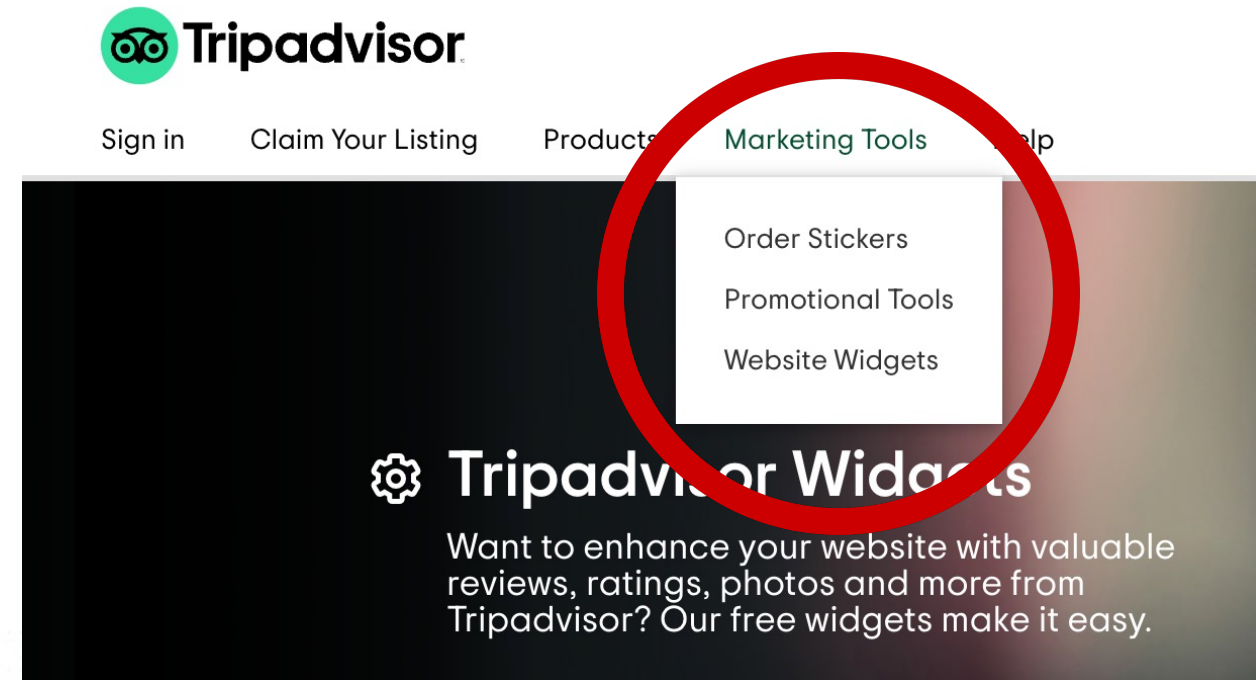
Search for your business to see available widgets for your website:



Get Started

TRIP ADVISOR: OPTIMIZATION TIPS

- Be sure to update all of your amenities and full descriptions with keyword rich content
- Upload photos and videos. Be sure to choose the best photo for the “primary” photo and use a high resolution image
- Don’t forget to label each photo and video with keyword rich descriptions of the images/video
- Add in the widget into your website:



TRIP ADVISOR: TRACKING

Tracking Performance

In the Management Center, TripAdvisor provides basic information to help hotels track review performance. You can track your rating, ranking, review volume, page views and the number of travelers who have viewed your photos. Subscribers to Business Listings receive more detailed information, including mobile and desktop search hits and appearance volume for Special Offers.

"Every property has its own Management Center on TripAdvisor, a resource opportunity to see property performance, with information about free and paid parts of your listing", said Brian Payea during the TripAdvisor webinar.

ReviewPro Tip

For deeper insight, ReviewPro's Online Reputation Management tool will help you track reviews and ratings on all review sources including TripAdvisor, as well as facilitating review responses, sentiment analysis, and performance comparisons with competitors.



Punta Cana ▾ Hotels ▾ Flights ▾ Vacation Rentals ▾ Restaurants ▾ Things to Do ▾

Caribbean ▾ Dominican Republic ▾ La Altagracia Province ▾ Punta Cana

The Reserve at Paradisus

★★★★★ Resort (All-Inclusive) | Plays de Bavaro, Punta Cana 23

Hotel website | E-mail hotel | 1-877-609-2457 | Hotel



Professional photos



1,360 traveler photos

73% of TripAdvisor users
use photos from other
travelers to help them
make a decision

Check dates to

Check Out

mm/yyyy

mm/dd/yyyy

Low Prices

Get the best prices from top travel sites



more sites!



Travelers' Choice® 2014 Winner
Family | All-Inclusive (2013) | Luxury

A recent review



"Great with some minor issues"

★★★★★ reviewed 3 days ago

edrvb Huntington, NY

Danville Royal Theater



#1 of 1 Fun & Games in Danville • Movie Theaters

Closed now [Write a review](#)

About

The Royal Theater has been on the square in Danville since 1914. A historic treasure that has been updated for modern use and comfort, the Royal plays current movies and much more. We offer entertainment for the family with low ticket and concession prices. Digital projection and sound equipment ...

[Read more](#) ▾

🕒 Duration: 2-3 hours

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



https://biz.yelp.com/claim



Finish claiming your free page. Then redeem your \$300 credit when you start Yelp Ads.

1

2

3

4

Business Information

Your Account

Verify

Claimed

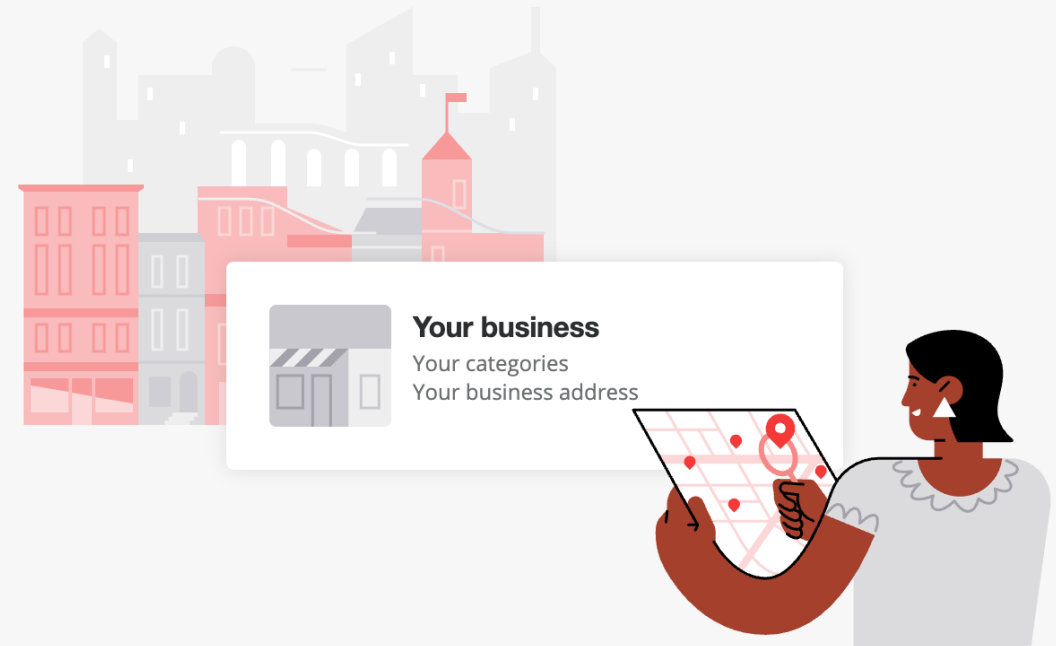
Hello! Let's start with your business name

We'll use this information to help you claim your Yelp page. Your business will come up automatically if it is already listed.

Your business name

e.g. Mario's Plumber

Continue




YELP SET UP



for Business Owners

Log In

Find and Claim your Yelp Business Page

 Get Started

4 results for Your Business near Your Location

[Need help?](#)



1. Your Business

(Your business address)

Claim This Business



Find harrisonburg high school

Near virginia



Log In

Sign Up

Home Services

Restaurants

Auto Services

More

Write a Review

Harrisonburg High School

[Unclaimed](#)

★ Write a Review

Add Photo

Share

Save

Middle Schools & High Schools [Edit](#)



1001 Garbers Church Rd
Harrisonburg, VA 22801 [Edit](#)

[Get Directions](#)

(540) 433-2651

web.harrisonburg.k12.va.us/hhs

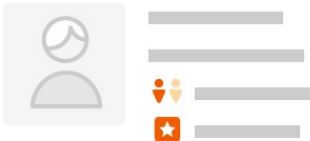
[Send to your Phone](#)

This business has not yet been claimed by the owner or a representative.

[Claim this business](#) to view business statistics, receive messages from prospective customers, and respond to reviews.



Add Photos



Today 7:00 am - 3:30 pm **Closed now**

Hey there trendsetter! You could be the first review for **Harrisonburg High School**.



VERIFICATION



Enter the code we sent to

(Your business phone number)

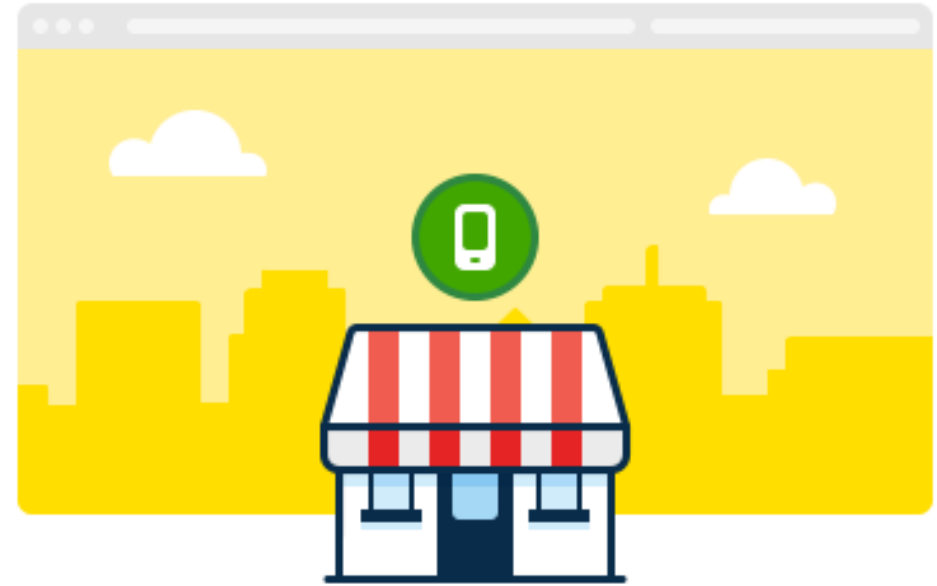
We just sent you an SMS with a 4-digit code. Enter it below to verify your phone number.

The code may take a few moments to arrive. Code never arrived? [Send another text message.](#)

Verification code

Continue

Problems? [Start over](#)



YELP SET UP

Adding your business to Yelp is easy if it does not already appear. Make sure you are signed up for a Yelp account and then select the option to Add Your Business.

From here, it's just a matter of filling out the information and then verifying everything. You will receive an email with instructions on how to officially claim the business once it has been added.



YELP SET UP

Once your account is set up and verified you'll be able to customize and edit the information about your business – including adding photos to show off your business. You will also be able to respond to reviews. Once you log in to your Yelp account you'll be able to visit "Reviews" to see what is being said about your business and will be able to respond publicly or through private message.

The screenshot shows the 'Customize Your Page' interface for a business named 'Darunee Thai Cuisine'. On the left is a navigation menu with options: Activity, Yelp Ads, Page Customization (highlighted with a 'NEW' badge), Business Info, Reviews, Photos, Inbox, Online Ordering, Reservations, Check-in Offers, Billing, and Review Badges. The main area is titled 'Customize Your Page' with the subtext 'Build your reputation by customizing your Yelp page. Businesses have seen up to 38% more leads on average.' Below this is a 'Buy now' button and pricing information: '\$10.00 6.00/day' with a '40% discount' badge. The interface is divided into three columns: 'TELL YOUR STORY', 'BRING PEOPLE IN', and 'GAIN CUSTOMER'S TRUST'. Each column contains several options with checkboxes and prices per day. To the right is an 'ILLUSTRATIVE BUSINESS PAGE' showing a sample business profile with sections for 'Sample Business', 'Verified License', 'HIGHLIGHTS FROM THE BUSINESS', 'PORTFOLIO FROM THE BUSINESS', and 'PHOTOS AND VIDEOS'. Further right is a 'Highlight your specialties' section with text about badges and a 'Learn more' link. At the bottom right is a mobile search results preview for 'Sample Business'.

Darunee Thai Cuisine
1001 W San Marcos Blvd
Ste 130
San Marcos, CA 92078

Customize Your Page

Build your reputation by customizing your Yelp page. Businesses have seen up to **38% more leads** on average.

Buy now
\$10.00 6.00/day
40% discount

TELL YOUR STORY

- Highlight your specialties \$2/day
- Edit slideshow \$1/day

BRING PEOPLE IN

- Hide competitor ads \$2/day
- Add an action button \$2/day

GAIN CUSTOMER'S TRUST

- Verified license \$1/day
- Showcase your work \$2/day

ILLUSTRATIVE BUSINESS PAGE

Sample Business
www.biz.com
(123) 456-7890

Verified License
Yelp confirmed this business's trade license.

HIGHLIGHTS FROM THE BUSINESS

- Locally-owned & operated
- Certified professionals
- Available by appointment
- Consultant available

PORTFOLIO FROM THE BUSINESS

- Outdoor Paradise 18 Photos
- Diamond Kitchen 12 Photos
- New Living 8 Photos

Call for a free estimate today
Contact Us

PHOTOS AND VIDEOS

Highlight your specialties

Family owned? 20 years in business? Pet friendly? Choose from 30+ badges to highlight on your page and help you stand out in search.

[Learn more](#)

*Illustrative search results

Contractor Current Location

Price Open Now Cash Back Outdoor Sea

Sample Business
Verified License • Contractors
Locally-owned & operated
Certified professionals

“

Reviews... they are
absolutely priceless.

”

DO RESPONSES MATTER TO THE CONSUMER?

YES:



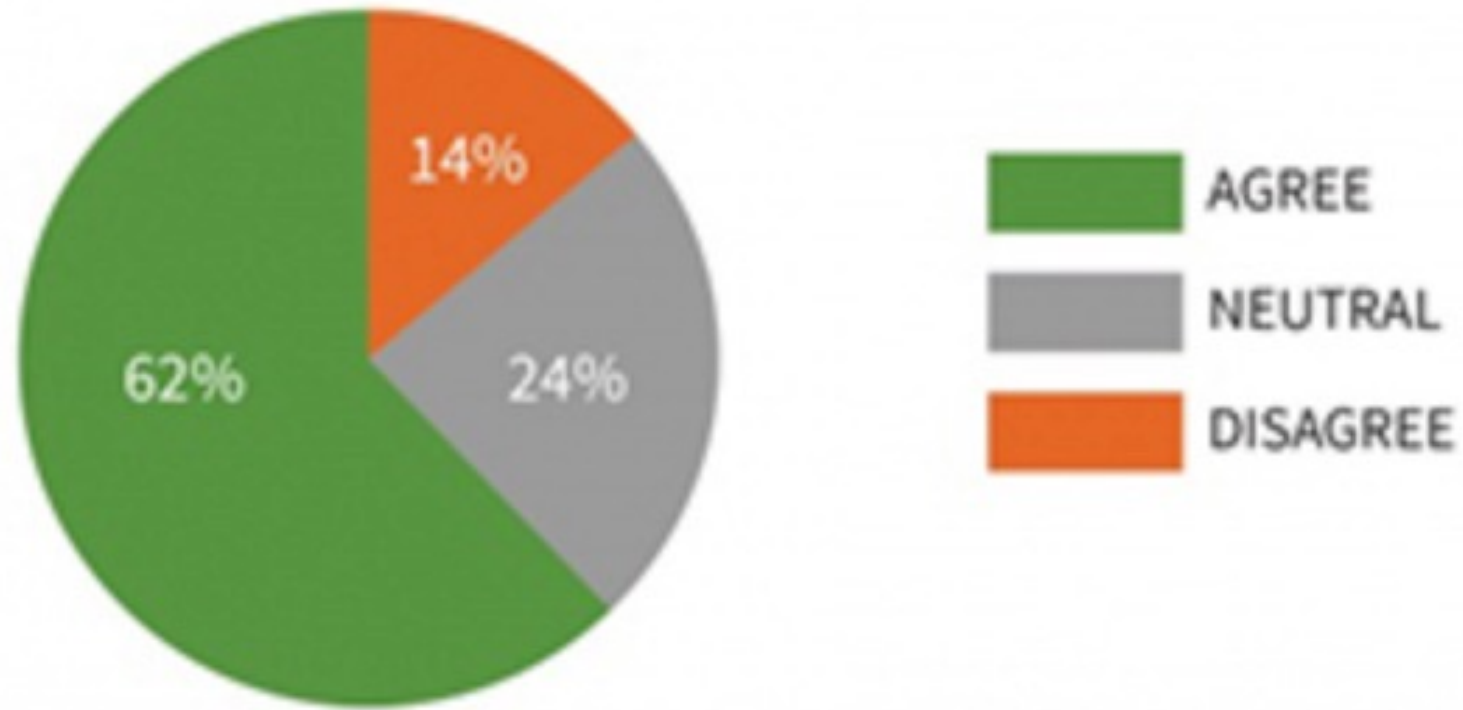
HOW A BUSINESS RESPONDS TO CRITICISM OFTEN HAS MORE INFLUENCE ON BOOKING OR VISITATION DECISIONS THAN THE CRITICISM ITSELF.

WHICH REVIEWS SHOULD YOU RESPOND TO?

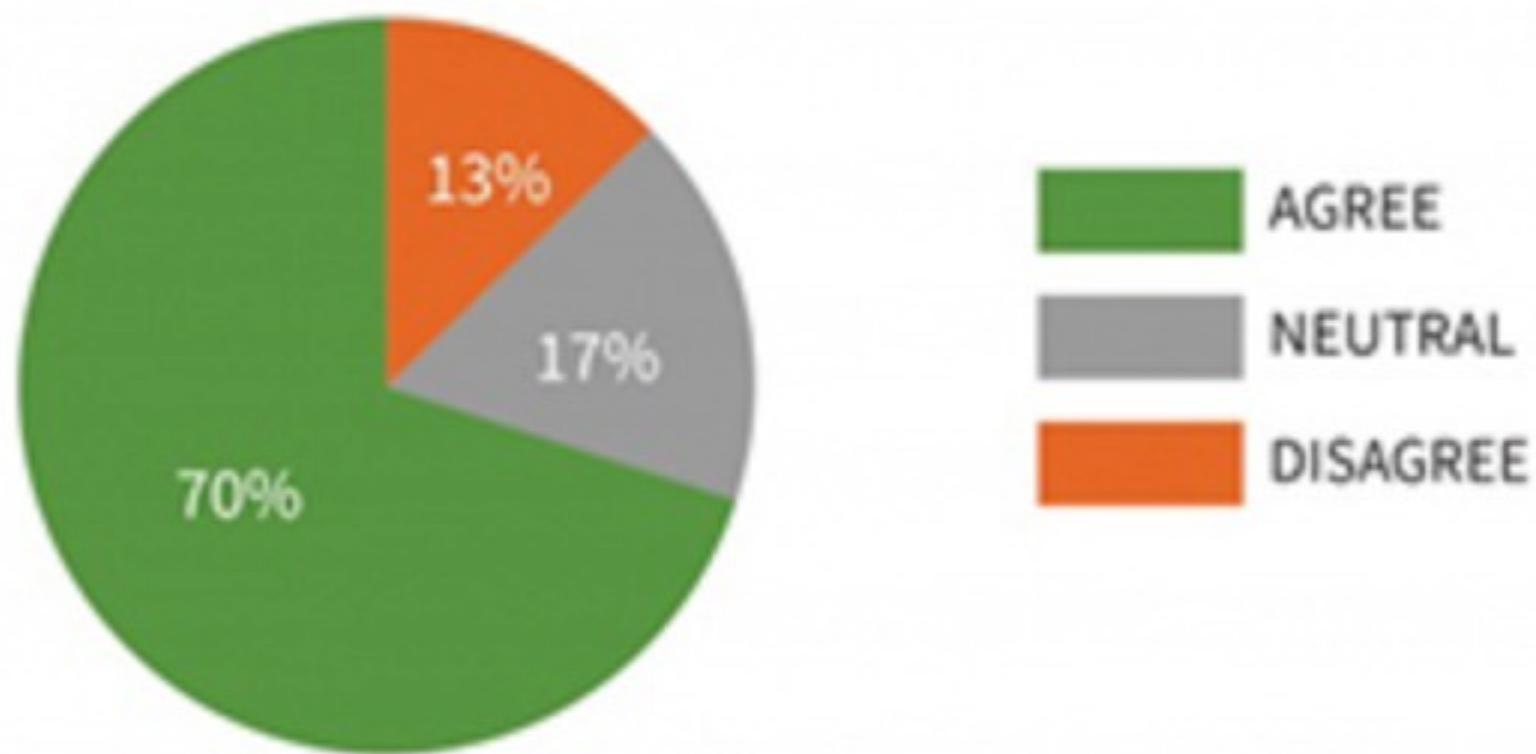


ALL OF THEM

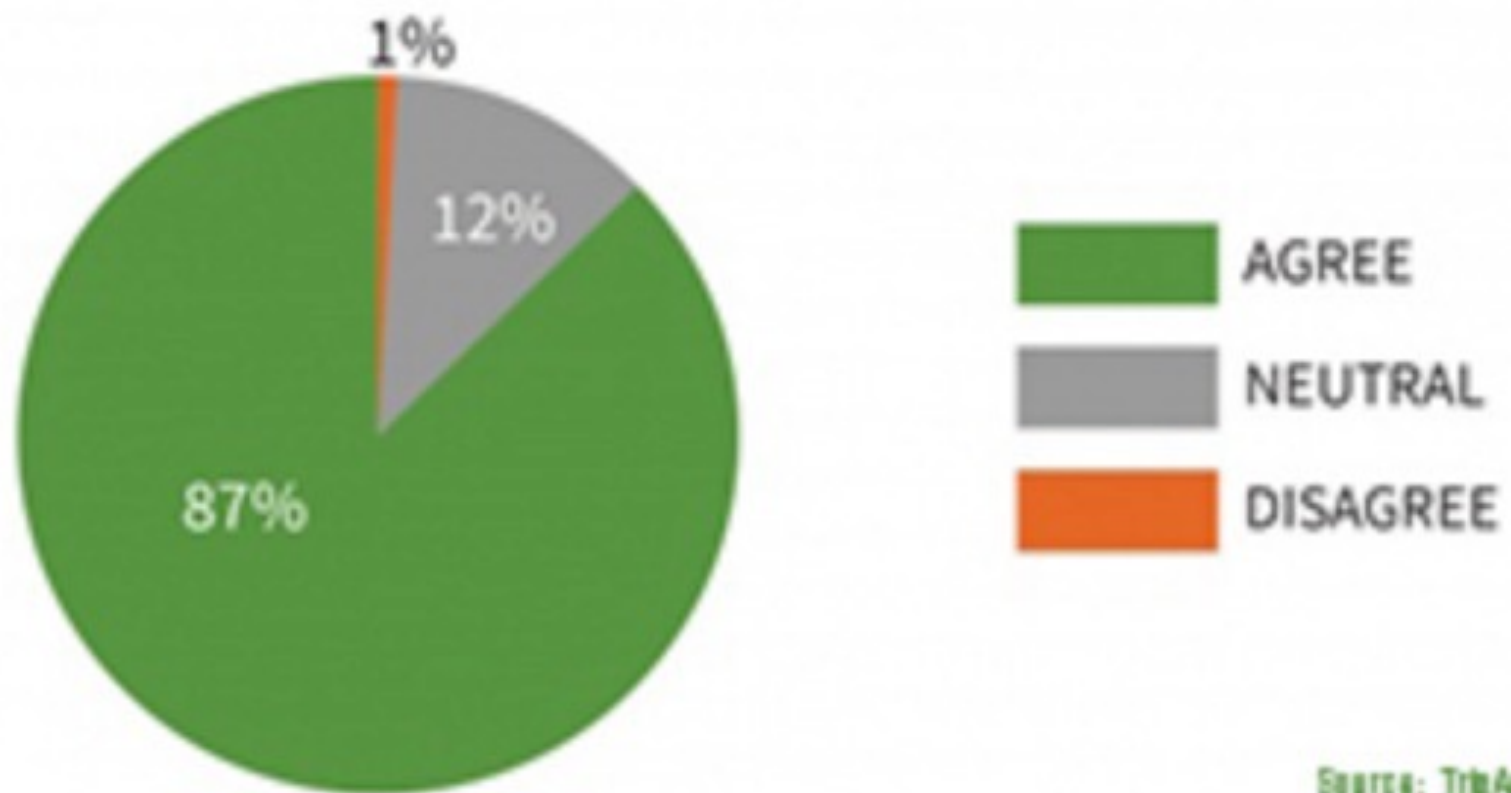
**SEEING HOTEL MANAGEMENT RESPONSES TO REVIEWS
GENERALLY MAKES ME MORE LIKELY TO BOOK (VERSUS A
COMPARABLE HOTEL THAT DIDN'T RESPOND TO TRAVELERS).**



**AN AGGRESSIVE/DEFENSIVE MANAGEMENT RESPONSE
TO A BAD REVIEW MAKES ME LESS LIKEY TO BOOK THAT HOTEL.**



AN APPROPRIATE MANAGEMENT RESPONSE TO A BAD REVIEW IMPROVES MY IMPRESSION OF THE HOTEL.



Source: TripAdvisor.com


MONITOR FOR INSIGHT

Overview | Rooms & Rates | Reviews (259) | Photos (70) | Location | Amenities | **Q&A (5)** | Room Tips (43)

Questions & Answers

Here's what travelers have asked, with answers from Summers Inn Ludington staff and other travelers.

5 questions [Ask a question](#)




Mlharrin

We would like to bring our bass boat along to visit our daughter who will be camping at the state park. Would we be able to unhook it and push it into a parking space in your parking lot overnight?

3 months ago

Show all answers (2) [Answer](#)



Sub1945 Chicago, Illinois | Reviewed this property

They might have an area to park a boat, but I would call and ask them. The owners are very nice and very helpful.


3 months ago


0 Votes


MONITOR FOR INSIGHT


Overview | Rooms & Rates | Reviews (259) | Photos (70) | Location | Amenities | Q&A (5) | **Room Tips (43)**


See which rooms travelers prefer

 "Nice and close!"
★★★★★ 140AndrewP, | [Read review](#)

 "All rooms are close to the office."
★★★★★ michigangirljms | [Read review](#)

 "Enjoy the library and the magazine/book exchange. Excellent lake perch fish fry at Scotts Restaurant a short walk away"
★★★★★ CanyonManAurora | [Read review](#)

 "Get a larger queen room....a very good price"
★★★★★ JudyB528 | [Read review](#)

 "Garden suite."
★★★★☆ fiveoavestwofish, | [Read review](#)

[Show next 5 room tips](#) 5 of 43

Questions? Get answers from hotel staff and past guests. [Ask a question](#)

REVIEW & REPUTATION MANAGEMENT

“Great staff and Hotel”



Front desk staff Renee, Jose, and Enrique went out of their way to be very helpful and extended a corporate discount for an additional night. Rooms are clean, comfortable and some even have water views. I would highly recommend this hotel to anyone looking for a great stay in Oakland.

Stacy Kincaid



MHochstatter, General Manager at Executive Inn & Suites, responded to this review

Dear D. Kincaid,

Thank you for the nice comments about our team. While we are currently working hard to renovate the lobby and lounge of the hotel, it's really the staff that make or break your stay experience. Our guys work hard to make sure your needs are met and you have everything you need to enjoy Oakland.

Thank you and we look forward to your next stay.

REVIEW & REPUTATION MANAGEMENT

“Over priced and beware nearby construction”



We stayed here for four nights part of town but beware there next to the hotel and if your room prepared for noise. In addition day plus tips. This is very expensive same car let unlimited my



Ashrafi_Matcheswala, General Manager at Taj Campton Place, responded to this review

Dear David E,

We try very hard to make our guests stays as pleasant as possible and it is always a disappointment when we learn one of them has left with a less than first-rate experience. I am so very sorry that you were disappointed in our hotel, but not knowing when you were here I cannot comment on what you paid as it may have been a very busy time in the city when rates are at their highest. As for the construction, Apple is building a flagship store across the street, but now that the old building has been demolished, construction is confined to daytime hours and we have had no noise complaints in a long time. The city is also building a central subway station by Union Square, but that is a block away and has not impacted our hotel greatly. You are correct that valet parking is expensive, but you are NOT correct that the same garage where our valet parks your car allows for unlimited exit and entry—none of the public garages allows that. In-and-out privilege comes only with our valet service--and without the convenience of door to door service.

REVIEW & REPUTATION MANAGEMENT

"Very Tired Hotel"



Unfortunately our stay here was one to remember....not for good reasons.

Upon arrival we found our room unclean with basic supplies not available. Used unmentionables were found in the nightstand drawers from the previous occupants. The shower had mold surrounding the base. The towels were spotted. The furnishing made one reluctant to sit and be comfortable. The drawers were stuck open.

These things were brought to the attention of the staff. They were kind, their response to these items was very helpful. Apparently management was gone for the week and the staff seemed unsure how to respond to any requests.

Being in the area for an extended period of time, we have stayed at many hotels and this was the worst experience we have had.



UCSFNick, Guest Relations Manager at University Club San Francisco, responded to this review

I am sorry for your dissatisfaction. We are improving everyday. Please come back and stay with us.

Nick McEaney
Guest Relations Manager

[Report response as inappropriate](#)

Should this possibly be a four star review as this is no longer.

Stayed 1 night

●●●● Value
●●●● Location
●●●● Sleep Quality

●●●● Rooms
●●●● Cleanliness
●●●● Service

REVIEW & REPUTATION MANAGEMENT

“Dreadful hotel”



We stayed one night having booked through booking.com, where the reviews and photos were helpful. The room was clean with a small basic bathroom, no central heating or air conditioning, no coffee machine had broken.



Helpful?



GMgph, Front Office

We're sorry that you were unhappy with the experience you experienced.

“It looks good in the ads...”



But the rooms feel like prison cells (small, square, small TV mounted on the wall) and, for me, the hallways were noisy and the plumbing was a ton of noise anytime someone flushed a toilet. I left after my first night and found a room somewhere else.

Helpful?



Report

GMgph, General Manager at Grant Plaza Hotel, responded to this review

We're sorry that you were unhappy – we'll work hard to fix the issue that you experienced. Thanks for letting us know.



REVIEW & REPUTATION MANAGEMENT

“What has happened? Will not be returning...”

●●○○○ Reviewed 4 weeks ago

Arrived at 18.00 to find nobody at 'home' and stood on the doorstep for an hour waiting for the manager to return... Then given a twin room instead of the double booked... The room in the bar did not have any windows, they were blocked by shutters which did not open. The bathroom was unclean and the towel like sandpaper. The excellent

co
an
re

georgianhouse1000, Owner at The Georgian House, reviewed 2 weeks ago

Honestly what do you expect. You pay little you get cheap.
We are a Budget hotel. Get real.
[Report response as inappropriate](#)

This response is the subjective opinion of the manager.
TripAdvisor LLC

REALLY?

REVIEW & REPUTATION MANAGEMENT



experience. Above all else, providing excellent customer service is our main goal and it is unfortunate you were not treated with the respect you deserve. Given the opportunity, I would like to learn more details about your case and to be able to make things right. Please contact me at your convenience.

Sincerely,

Austin Hyde,
Customer Relations Manager
623-934-5211
ahyde@earnhardt.com [Read less](#)

“Yay! Tripadvisor is right again!”



On a trip to the upper peninsula of Michigan I knew I was near the Gaylord area for the night. Pulled over and used my “better than I am” phone to use Tripadvisor and find a hotel. Was it at the top of the list? A small mom and pop type place, just off the path...

[More](#) ▾

Was this review helpful? 1

Scott B, Owner at Waters Inn, responded to this review

WOW, I love it when we both Win! It sounds like you got a good deal and we got a new customer. Thanks for taking time to write a review and thanks for taking a chance on our little family owned Inn, a lot of folks pass us by to stay at the big name chains. Our resident manager Bob...

[More](#) ▾



“Clean, friendly but lacks amenities”



By amenities I mean a blow dryer! The owners, who live on property, didn't even have a loaner blow dryer. I advise a trip to Wal-mart to pick up a couple cheap blow dryers. Otherwise nice. Rooms and bathroom especially are small. But was quite, very clean and well priced.

Scott B, Owner at Waters Inn, responded to this review

Thanks for your kind words and suggestion about the hair dryer! We've had lots of

requests for an iron and ironing board over the years so we have those on hand.

Now (thanks to your input) we've been to Walmart, bought a couple of blow dryers and we are ready for your next visit. If you let us know when...



YOU'RE THE BEST



#1 Thing You MUST Do

STRIVE *to* THRIVE

Power your health from the inside with Meta



HEALTH

FIBER

PROBIOTIC





DO:

- Keep your listing fresh
- Review traveler photos for accuracy
- Show regular activity
- Set up Email Alerts
- Setup post-visit emails with TA links
- Create widgets for the site
- Encourage staff
- Curate stories/reviews
- Learn from Reviews



DON'T:

- Don't forget to respond
- Take things personally
- Post fake reviews
- Pretend it doesn't exist
- Harass people about reviews



RE-USE THE GOOD ONES

“Interesting exhibits”

●●●●● Reviewed 1 week ago  via mobile

Great exhibits on the history of and life in Elizabeth City. Loved the layout from colonization until modern day. Objects from each Era were well-chosen and my teenagers were fascinated (you know how hard it is to keep their attention). Ended up spending the morning there.

Helpful?

 Thank KarenTP16

Report



USE THEM!





Andy King reviewed Denning Glass — 5★

January 26 · 🌐

Just a quick phone call and and Denning's took care of the rest! Not to mention the comfy chair and relaxing essential oils in the waiting room, I almost took a nap! Thanks!!

Like

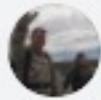
Comment

2



Denning Glass Your welcome Andy!

Like · Reply · 5w



Write a comment...



Bobbie Luckadoo reviewed Denning Glass — 5★

January 12 · 🌐

When I was about 5, I remember going to Dennings Glass to have glass for our living room table replaced. Here I am roughly 16 years later having my windshield replaced by them! Rose was kind enough to walk me through the whole process because I had never dealt with this before, and she made it all a breeze! I picked up my car within a hour and a half with impressively clean glass, and a curtesy car detailing!

Like

Comment

Share

Buffer



3



Denning Glass Our pleasure Bob! 2

Like · Reply · 7w



Rose Denning Thanks for the kind words Bobbie. 3

Like · Reply · 7w



Write a comment...





Corey Kwapich reviewed **Denning Glass** ...

— 5★

Nov 4, 2017 at 12:15pm

These guys are great. They put new windshield and back glass seals in my 1962 studebaker while I waited. They took their time and treated it like their own. I will be using them for all my glass work in the future.



autoglasstech • Following
Denning Glass

autoglasstech #FanFriday
★★★★★ doesitbest 🚗..

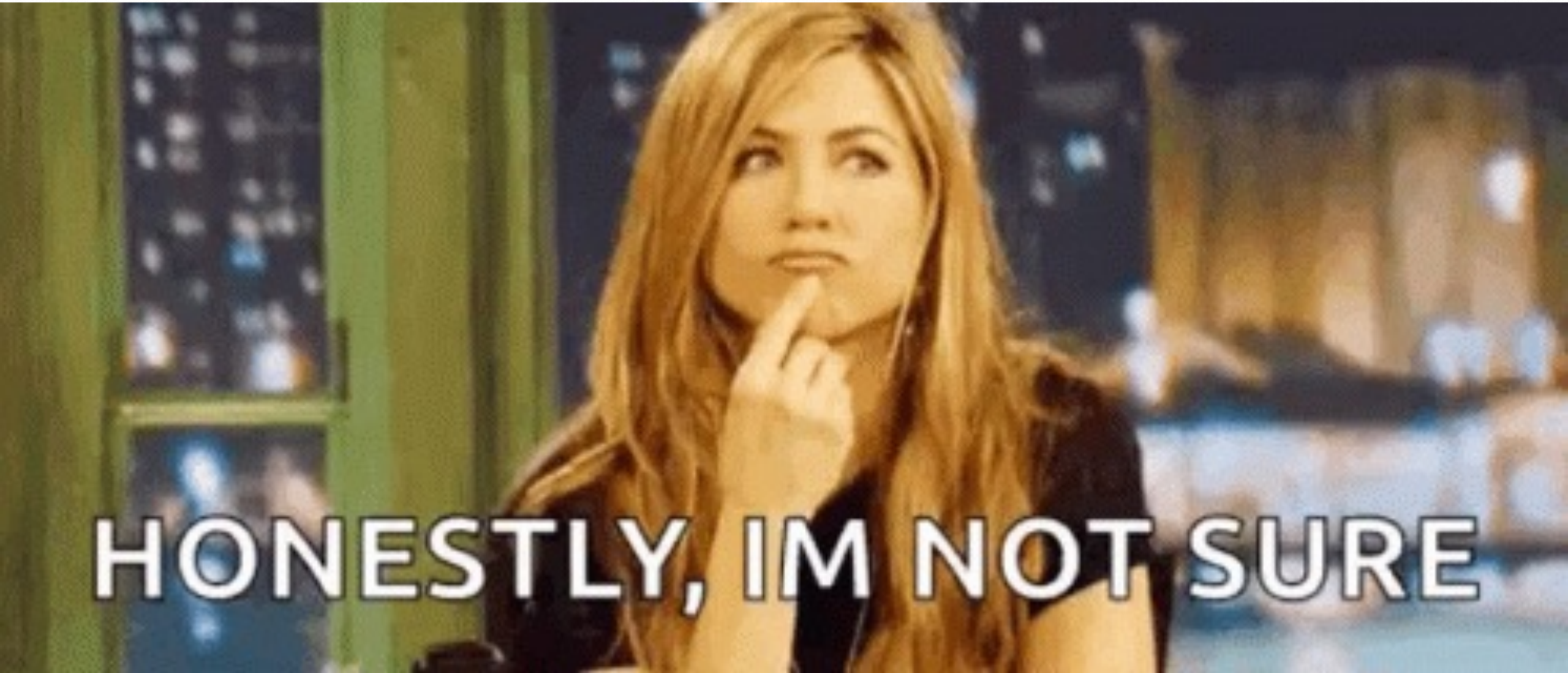


THE KEY TAKEAWAYS

- Claim your spaces
- Customize the information shown
- Respond to reviews
- Learn from feedback
- Be passionate about social media
- Be professional with negativity
- Always engage
- Think outside 9-5
- Just ASK
- Use Reviews to promote your business

SHOULD YOU PAY FOR ENHANCED LISTINGS?





HONESTLY, IM NOT SURE

IT DEPENDS.





I'M NOT SURE THAT I AGREE

A black and white photograph of two hands held palm-up against a dark background. The left hand has the words 'IF YOU NEVER TRY' written on it, and the right hand has 'YOU'LL NEVER KNOW' written on it. The text is written in a simple, hand-drawn style.

IF YOU
NEVER
TRY

YOU'LL
NEVER
KNOW





4GIFs

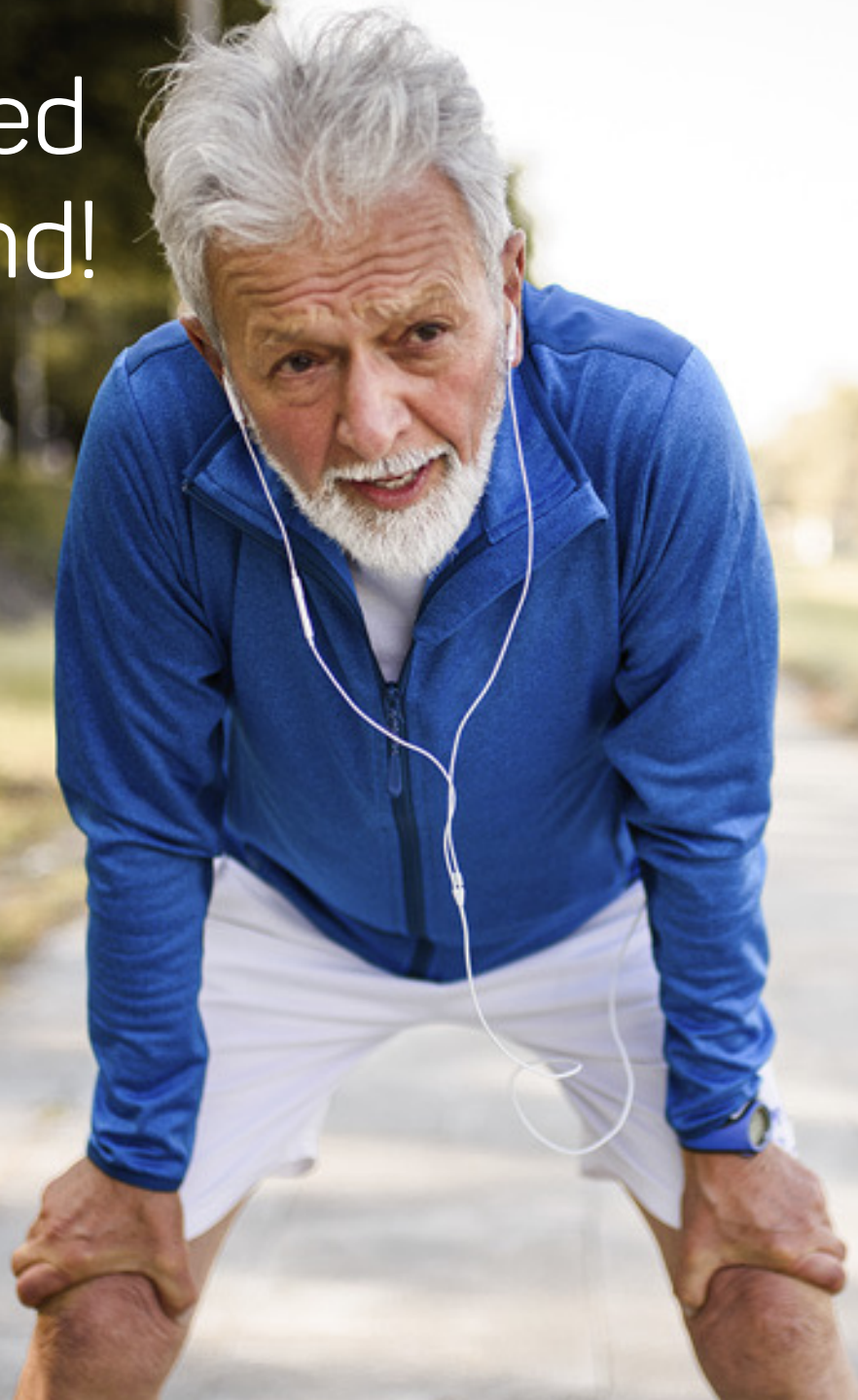
*HOPE
IS NOT A
STRATEGY*

A close-up photograph of a baby with light brown hair and blue eyes, looking slightly to the right with a determined, almost grumpy expression. The baby is wearing a light blue shirt with a bright green collar. The background is a blurred beach scene with sand and the ocean under a clear sky.

HEY

YOU CAN DO IT!

We've covered
a lot of ground!



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