

# Demystifying Tripadvisor's Popularity Ranking

Grow your business with Tripadvisor, the leading travel website in the US. Join us in our mission to help our partners gain visibility online through training and dedicated one-on-one support.



## Watch this training video to take a deeper dive!

Learn how to attract more guests to your profile and keep travelers engaged. This video covers navigating the management center, managing reviews, and more.

### Truth:

Popularity Index is re-calculated daily based on all published reviews

### Myth:

Having a commercial relationship with Tripadvisor improves your ranking

## Tripadvisor Popularity Ranking - DID YOU KNOW?

Tripadvisor is a review-driven travel guidance platform. Your business' visibility on Tripadvisor is based on a unique system called the "Popularity Ranking." The recipe for ranking higher than your competitors is based on three factors that are all related to reviews and ratings.

### 1. Quality

First and foremost, you need to provide an excellent experience to your customers. Your business' bubble rating is a direct measure of customer feedback. A consistent flow of "excellent" and "very good" ratings is critical to your rank.

### 2. Quantity

Travelers typically look for multiple perspectives, so the quantity of reviews is also an important factor. While a listing with more reviews than its competitor won't automatically rank higher, having a high number of quality reviews gives the algorithm more reliable insight on customer satisfaction.

### 3. Recency

Travelers want to learn from the recent experiences of others, which is why Tripadvisor places higher value on newer reviews. Encourage high-quality reviews regularly to inspire confidence in potential customers and improve rank.

## Three FREE Opportunities to Increase Traveler Engagement

### 1. Claim & Update Your Listing

First, visit [Tripadvisor.com/Owners](https://www.tripadvisor.com/Owners). Make sure you've claimed your free Tripadvisor listing.

Help travelers connect with your business by updating your business hours, website, phone, and email. Publish a business description; tell customers your story. Next, make your business discoverable by adding additional business categories (up to five), amenities and attributes.

### 2. Keep Content Fresh

According to Tripadvisor, businesses with 30 or more photos have 41% more traveler engagement than those with 10 or fewer. In fact, "number of photos" is one of four factors Tripadvisor identifies as influencing traveler engagement, so add great new photos regularly.

### 3. Respond to Your Customers

Engagement is also influenced by both the quantity of reviews you have received and your responses from management. Show customers you care. Respond to both positive and negative reviews regularly and consider prioritizing responses to detailed, long-form reviews.

### Truth:

Your rank is relative to nearby businesses in your category - rank can change based on both your and your competitors' performance

### Myth:

Management responses to reviews are calculated in ranking



## Need Help? Get Free Support!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

Book an Office Hours session with Miles - it's FREE for TN Department of Tourist Development Partners.

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