WIFI
Network: ECS
Password: downtown

SANTA BARBARA SOUTH COAST CHAMBER OF COMMERCE
FROM GOLETA TO CARPINTERIA

VISIT SANTA BARBARA
THE AMERICAN RIVIERA

Get Discovered:
A Digital Visibility Workshop

Kim Palmer, Destination Optimization Program Director

Miles Partnership

NOVEMBER 2026

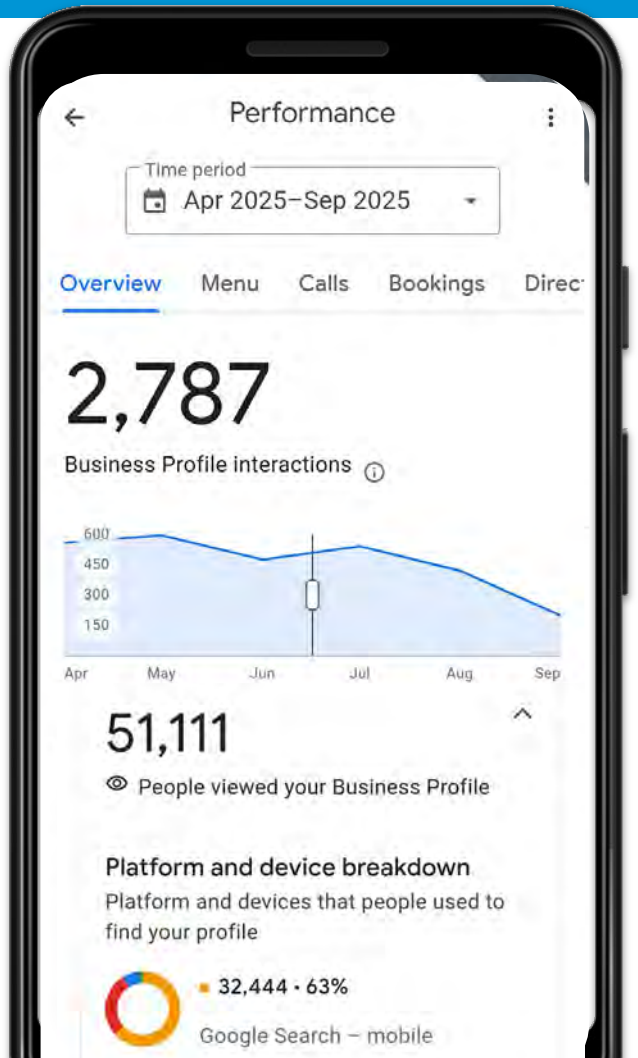
miles PARTNERSHIP

With You Today



Kim Palmer

Destination Optimization
Program Director



Destination Optimization Learning Program

🗓️ **Personalized Report** Maps exactly how your business appears across major platforms and identifies quick wins for improvement

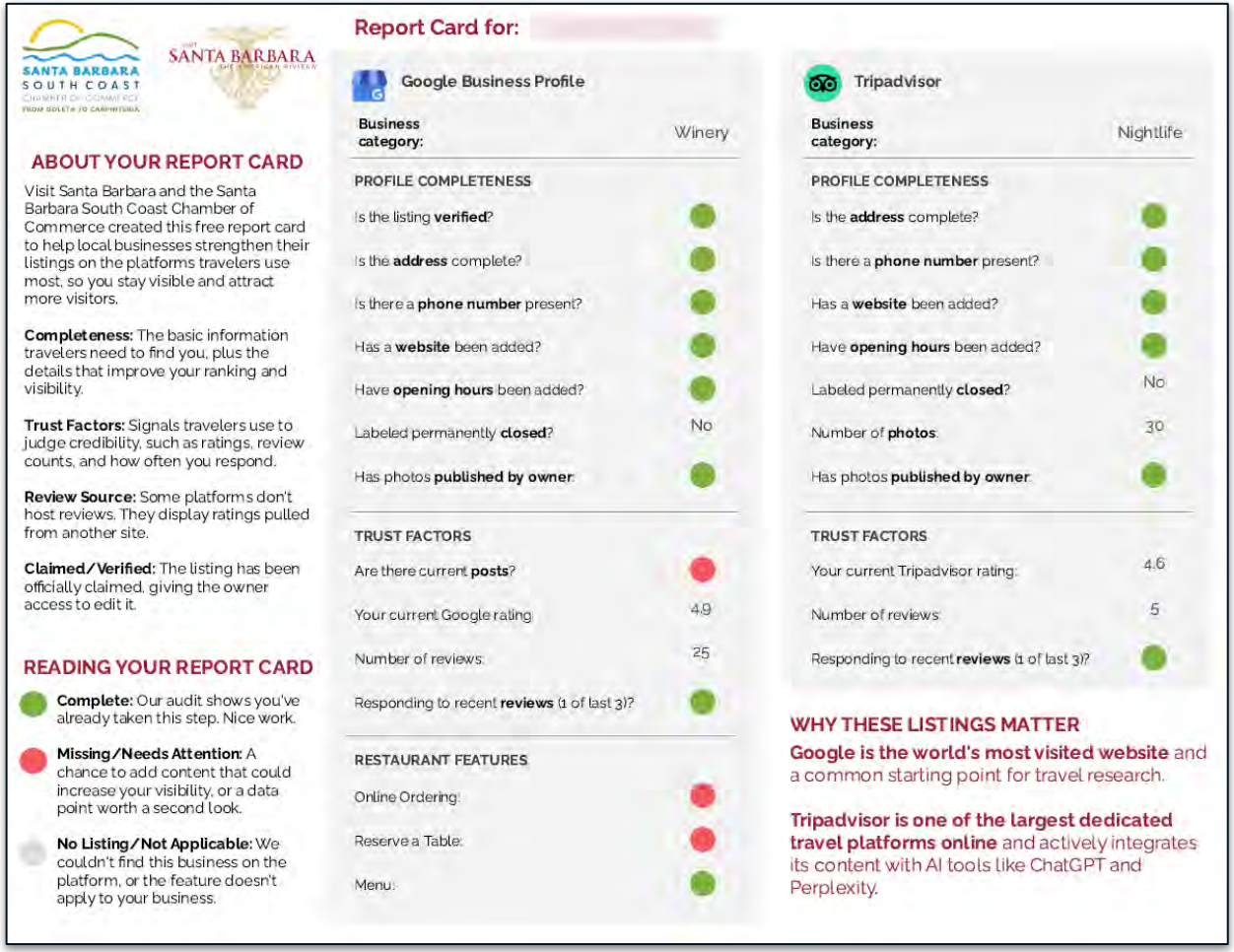
🛠️ **Online Toolkit** Access easy-to-follow video tutorials and downloadable guides created specifically for busy business owners **SantaBarbara.AcademyForTourism.com**

🧩 **Access to Experts** Get free personalized guidance from specialists who speak your language, and tackle your challenges

⭐ **See Your Success** Track results as you put your new skills to work, watching your business become more visible to travelers and locals alike

Business

Report Card



SANTA BARBARA SOUTH COAST CHAMBER OF COMMERCE
FROM SOLÉ'A TO CARPINTERIA

VISIT SANTA BARBARA

Report Card for:

ABOUT YOUR REPORT CARD

Visit Santa Barbara and the Santa Barbara South Coast Chamber of Commerce created this free report card to help local businesses strengthen their listings on the platforms travelers use most, so you stay visible and attract more visitors.

Completeness: The basic information travelers need to find you, plus the details that improve your ranking and visibility.

Trust Factors: Signals travelers use to judge credibility, such as ratings, review counts, and how often you respond.

Review Source: Some platforms don't host reviews. They display ratings pulled from another site.

Claimed/Verified: The listing has been officially claimed, giving the owner access to edit it.

READING YOUR REPORT CARD

- **Complete:** Our audit shows you've already taken this step. Nice work.
- **Missing/Needs Attention:** A chance to add content that could increase your visibility, or a data point worth a second look.
- **No Listing/Not Applicable:** We couldn't find this business on the platform, or the feature doesn't apply to your business.

Google Business Profile

Business category:	Winery
PROFILE COMPLETENESS	
Is the listing **verified**?	
Is the **address** complete?	
Is there a **phone number** present?	
Has a **website** been added?	
Have **opening hours** been added?	
Labeled permanently **closed**?	No
Has photos **published by owner**:	
TRUST FACTORS	
Are there current **posts**?	
Your current Google rating:	4.9
Number of reviews:	25
Responding to recent **reviews** (1 of last 3)?	
RESTAURANT FEATURES	
Online Ordering:	
Reserve a Table:	
Menu:	

Tripadvisor

Business category:	Nightlife
PROFILE COMPLETENESS	
Is the **address** complete?	
Is there a **phone number** present?	
Has a **website** been added?	
Have **opening hours** been added?	
Labeled permanently **closed**?	No
Number of **photos**:	30
Has photos **published by owner**:	
TRUST FACTORS	
Your current Tripadvisor rating:	4.6
Number of reviews:	5
Responding to recent **reviews** (1 of last 3)?	

WHY THESE LISTINGS MATTER

Google is the world's most visited website and a common starting point for travel research.

Tripadvisor is one of the largest dedicated travel platforms online and actively integrates its content with AI tools like ChatGPT and Perplexity.

Agenda

What You'll Learn

1. **How Search & Discovery Are Changing**
   See how travelers and AI find, check and choose Santa Barbara businesses

2. **Take Control of Your Digital Identity**
   Establish a compelling online presence and ensure your business gets noticed

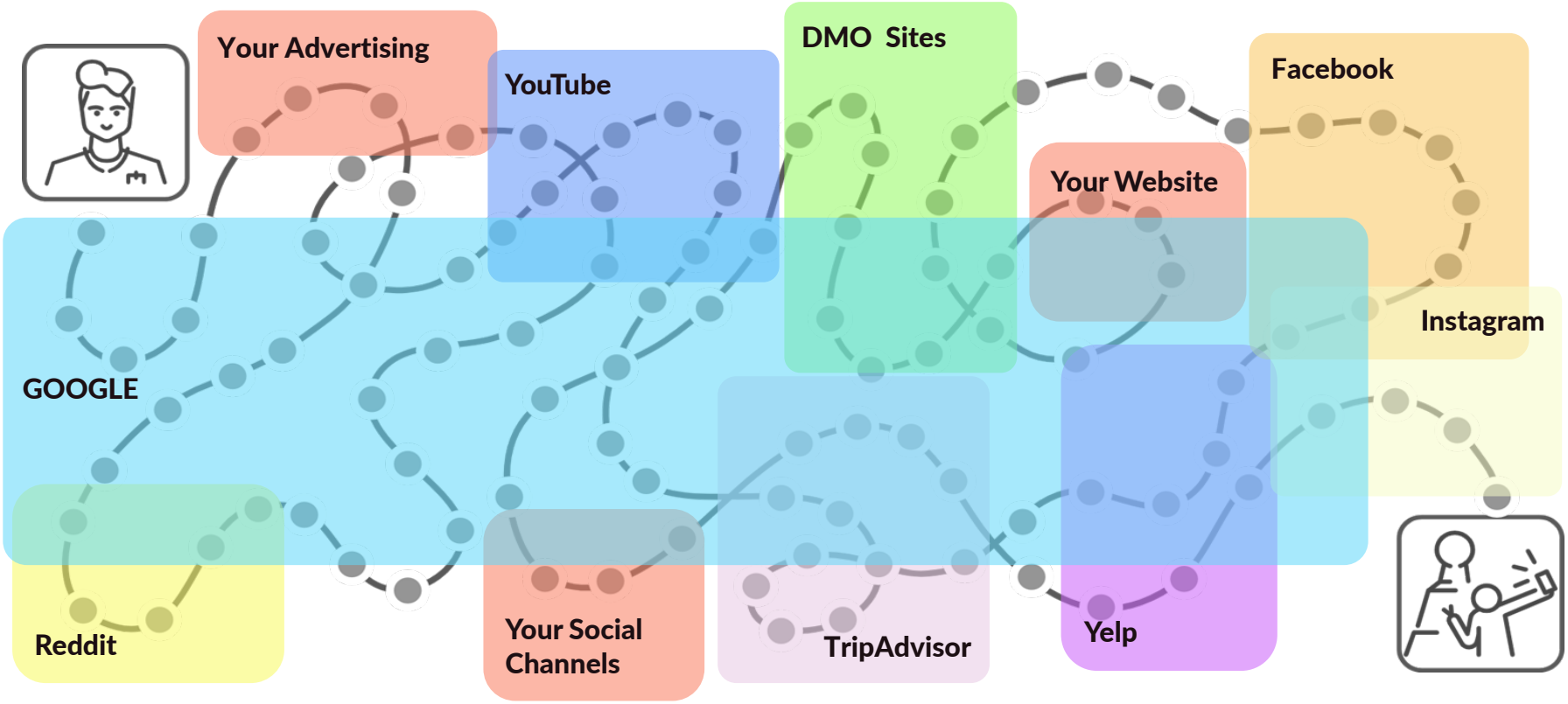
3. **Tell Your Unique Story with Photos & Video**
   Showcase the best of your brand with visuals that captivate and inspire visitors

4. **Ace Reputation Management**
   Unlock tips and proven strategies to manage, enhance, and grow your customer feedback

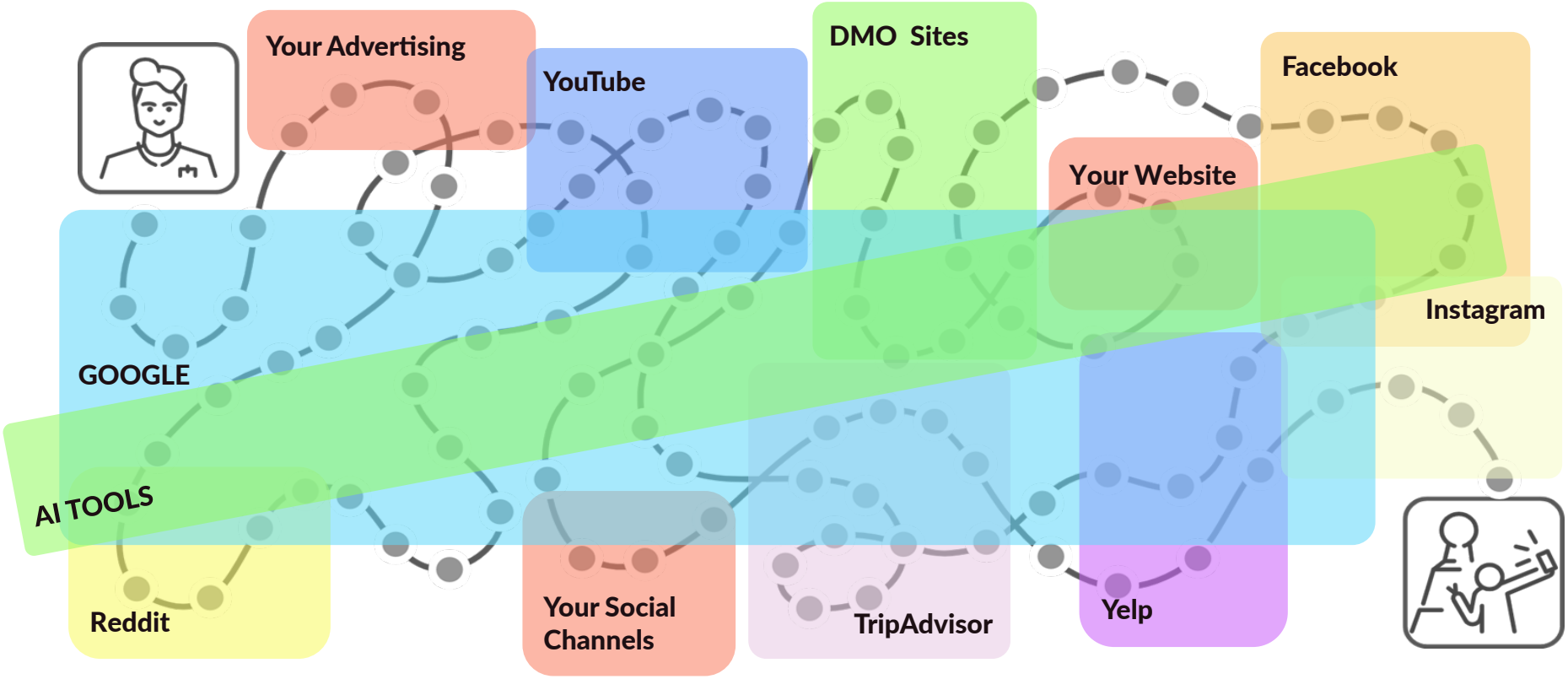
GET DISCOVERED

How Search & Discovery Are Changing

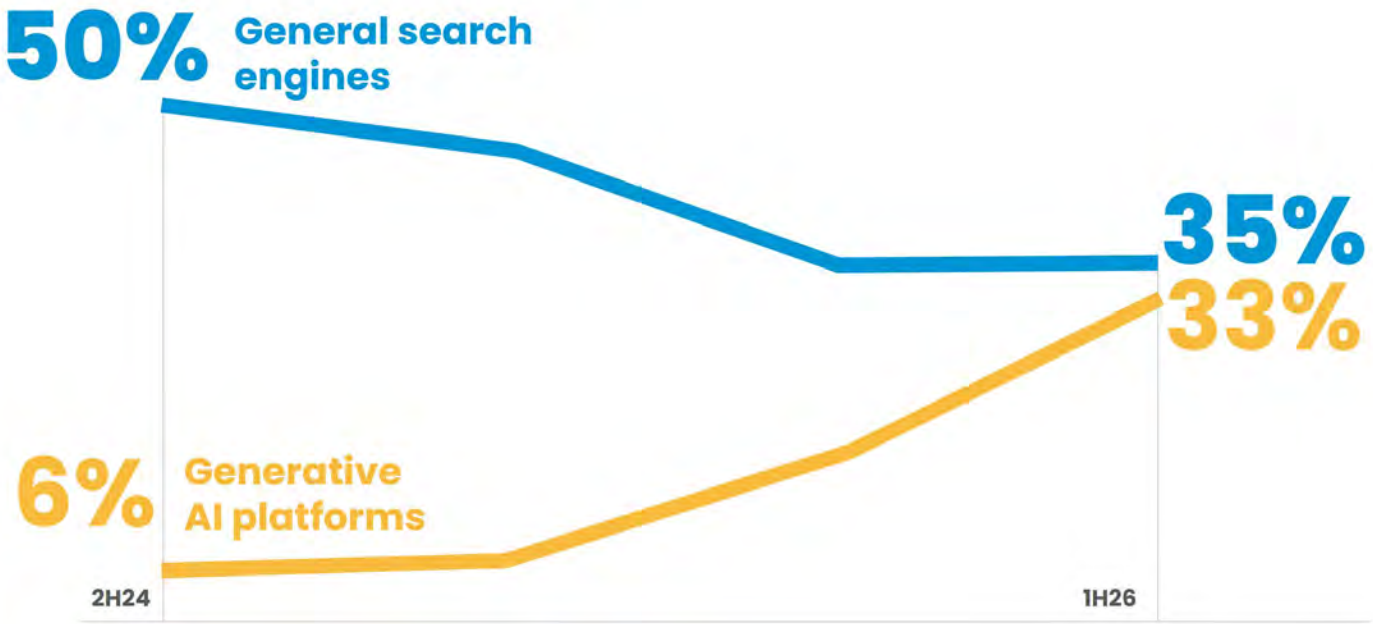
MEET THE TRAVELERS WHERE THEY ARE



MEET THE TRAVELERS WHERE THEY ARE

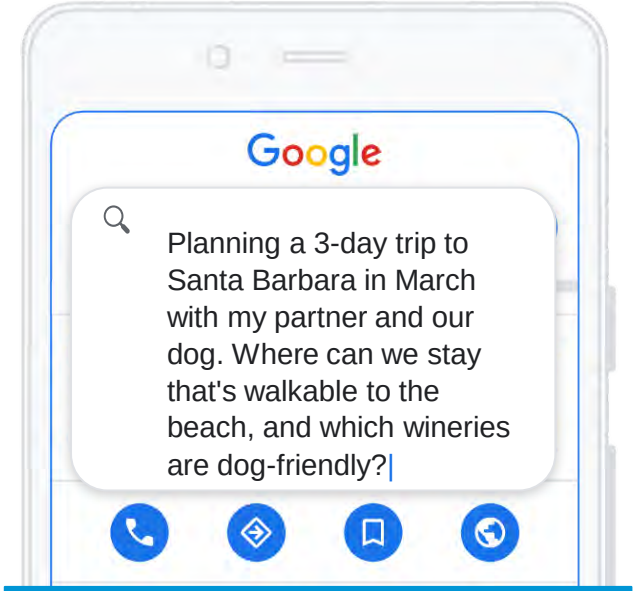


This is the **fastest behavioral shift** in a decade.

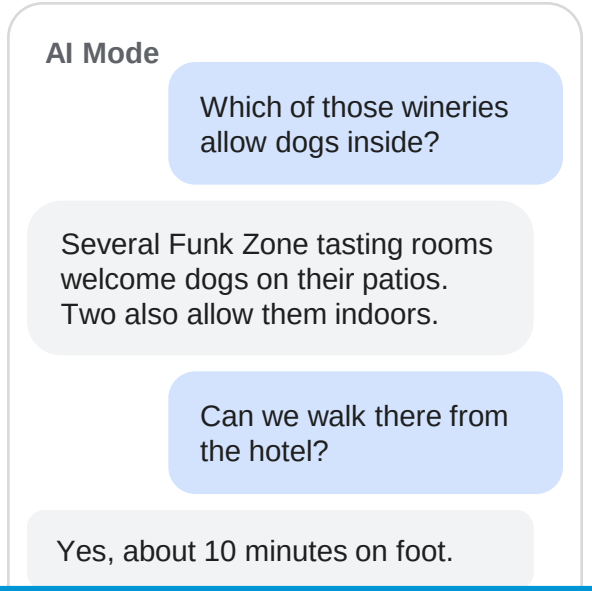


Phocuswright: The AI Surge: Travel's Fastest Behavioral Shift in a Decade, March 2026

HOW SEARCH IS CHANGING







More complex & personalized questions

New ways to engage: images, video, voice

Conversations, not keywords

GET DISCOVERED

How AI Understands Your Business



Deterministic vs Nondeterministic

Up until now, most of our systems have been deterministic.

Same input → Same output

- **Predictable & repeatable**
- To change behavior, you **edit the rules** (manual updates)
- Scaling means **more rules + more maintenance**



Generative AI is Nondeterministic

Outputs vary – multiple valid answers

- Handles **ambiguity & nuance** well (tone, intent, context)
- Can **drift** from facts → needs guardrails + evaluation
- Scales by **learning patterns**, not by adding more rules

» AI answers change every time. Showing up consistently online is how you get into them.

AI Looks at Your Full Digital Presence

Is the information about you:

- ✓ Accurate
- ✓ Specific
- ✓ Current
- ✓ Validated



AI's Recommendations to Travelers

What You Publish About Yourself



What Customers Publish About You



What Trusted Sources Publish About You



The Experience You Deliver



You Must Pass

Two Tests

The Recommendation

Can AI understand why you are the right answer to the traveler's question?

The Verification

Can the traveler validate that recommendation when they check?

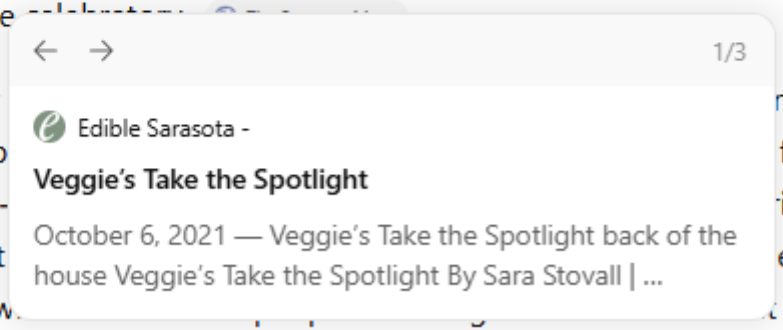
THE RECOMMENDATION

I am coming to Sarasota for a Broadway performance at the Van Wezel Performing Arts Center with my husband for our anniversary. We would like an nice place to stay that night that is nearby. Also locally owned dining recommendations in walking distance of the hotel that have good vegetarian options. What would you recommend?

THE RECOMMENDATION

For an anniversary centered on a Broadway show at the Van Wezel, **my first choice would be The Sarasota Modern**, with **Art Ovation Hotel** as a very close second.

The Sarasota Modern feels especially well suited to your trip: it's a stylish 89-room boutique hotel in the Rosemary Arts & Design District, with a resort-style pool deck, hot tub and a more intimate, contemporary feel than a large convention-style hotel. The Sarasota M... +1 More importantly, it's only about **0.2–0.3 mile from the Van Wezel**; current hotel listings put it at roughly a 3-minute walk, and the Van Wezel itself lists The Sarasota Modern among its recommended lodging. Van Wezel ... +1 The hotel also specifically offers anniversary extras such as champagne, chocolate-covered strawberries and rose petals if you want to make the room feel more



For dinner, I'd pair ngest food recommendation for you. It is chef-prop from local Florida farms, and is intentionally **plant- ian entrée**. Its current menu philosophy explicit e sustainable meat and seafood, so it works very well w t sacrificing the feeling of having a proper dinner out. Edible Sarasota - +2 It's roughly a 10–15 minute downtown walk from The Sarasota Modern.

Being recommended buys you a closer look, **not the booking**.

Only 8% of AI users rely solely on AI answers, with **51% still clicking through** to original sources for verification.

Phocuswright: The AI Surge: Travel's Fastest Behavioral Shift in a Decade, March 2026

THE VERIFICATION

Yext's 2026 Consumer Search Behaviors Report

After an AI recommendation:

- **53%** search Google or Bing
- **49%** visit the website
- **42%** click the AI's citations
- **28%** check reviews
- **20%** check social profiles



THE VERIFICATION



Lila

4.6 ★★★★½ (763) · $20–30

American restaurant · ♿

5
4
3
2
1

4.6

★★★★½

763 reviews

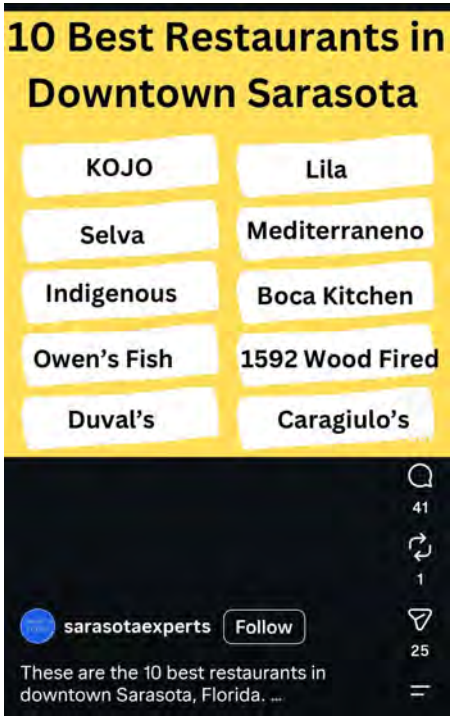
Diners like this restaurant's delicious and high-quality food, especially the wide variety of flavorful vegan and plant-based options. They also highlight the welcoming, beautiful, and atmospheric dining experience. Guests mention the friendly and attentive staff, as well as the excellent service.

+53 Summarized with Gemini

Customer Reviews



Articles & Blogs



Social Media & Video

THE VERIFICATION

what do guests consistently praise and what they caution about The Sarasota Modern

Across recent Booking.com, Hotels.com/Expedia, and Tripadvisor reviews, there's a pretty clear pattern with **The Sarasota Modern**.

What guests consistently praise: the **pool area is the standout**. Guests repeatedly call out the heated pool, hot tub, cold plunge, pool bar, and overall stylish courtyard atmosphere. The **staff also gets unusually consistent compliments**—front desk, valet, restaurant, and bar employees are frequently described as warm and accommodating. Location is another strong point: recent Booking.com reviewers give it **9.2/10 for location**, and several specifically mention how convenient it is for walking downtown or attending a performance. Cleanliness and room size/design also score well; Booking.com currently shows **9.2 for cleanliness** and guests often describe the rooms as spacious and attractive. Booking.com +1

For your particular trip, one review jumped out: a recent guest said the "**location was perfect for the play we were seeing.**" That aligns nicely with your Van Wezel plans. Booking.com

What guests caution about: the most consistent issue is **value for the money**. Booking.com's value score is noticeably lower at **8.0**, while Tripadvisor rates value at about **4.0/5**. Parking comes up repeatedly as a nuisance or extra expense, particularly because guests may need to use valet; one verified reviewer specifically called the parking expensive. Booking.com +1

Sources · 57

Booking.com
The Sarasota Modern, a Tribute Portfolio Hotel, Sarasota (updated prices 2026)
The Sarasota Modern, a Tribute Portfolio Hotel, Sarasota (updated prices 2026) Home Hotels Unite...

hotels
The Sarasota Modern, a Tribute Portfolio Hotel - View Latest Reviews 2026 - Hotels.com
The Sarasota Modern, a Tribute Portfolio Hotel - View Latest Reviews 2026 - Hotels.com See all...

Booking.com
75 Verified Hotel Reviews of The Sarasota Modern, a Tribute Portfolio Hotel | Booking.com
March 3, 2026 — 75 Verified Hotel Reviews of The Sarasota Modern, a Tribute Portfolio Hotel |...

Tripadvisor
THE SARASOTA MODERN, A TRIBUTE PORTFOLIO HOTEL - Updated 2026 Reviews

expedia
The Best Luxury Hotels in Central Sarasota, Sarasota - Central Sarasota Upscale Luxury Hotels...
February 8, 2010 — The Best Luxury Hotels in Central Sarasota, Sarasota - Central Sarasota Upscale Luxur...

SUPPORT YOUR DIGITAL PRESENCE

Be the answer for Santa Barbara's visitors.

- ✓ **Accurate** – Are the basic facts correct everywhere a traveler checks?
- ✓ **Specific** – Have we published details that make us a good match for specific traveler needs?
- ✓ **Current** – Do reviews, photos and posts reflect today's customer experience?
- ✓ **Validated** – Do customers & trusted sources support what we say about ourselves?

GET DISCOVERED

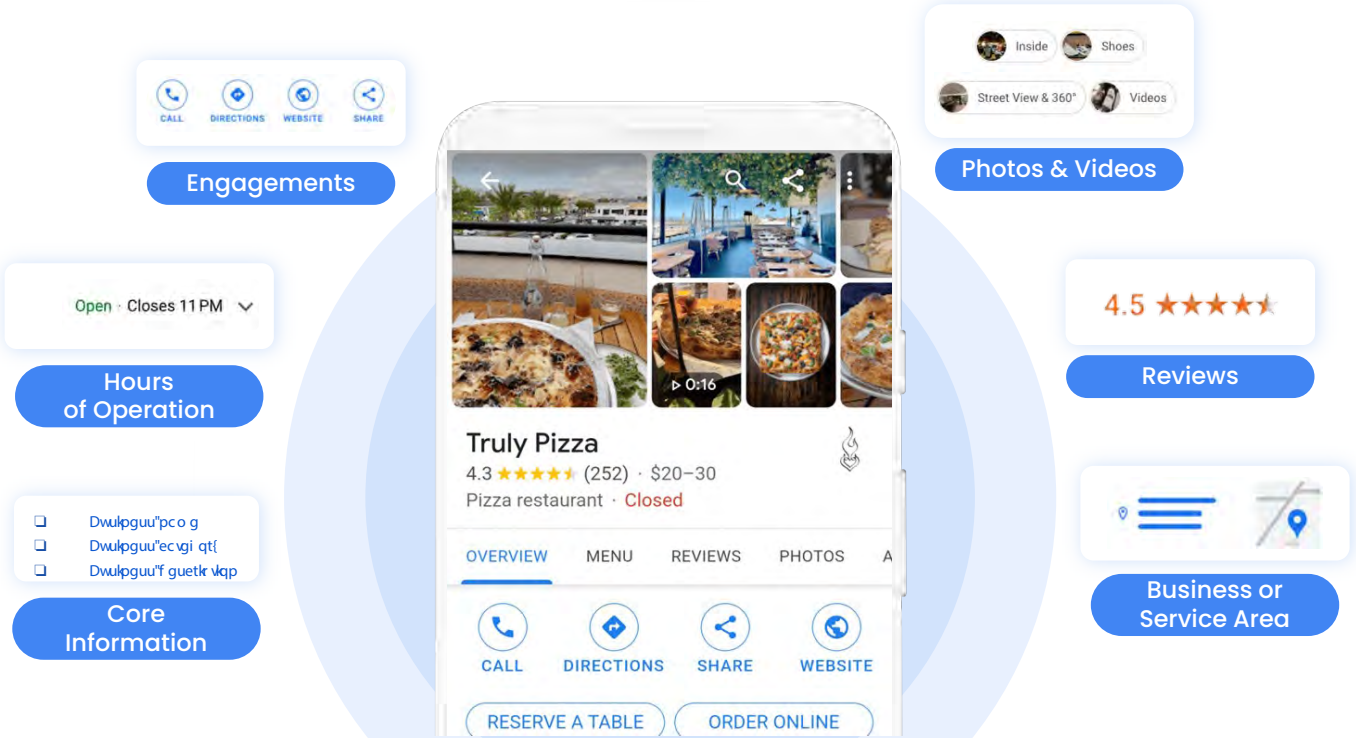
Take Control of Your Digital Identity

Essential Platforms for Success



» START WITH YOUR GOOGLE BUSINESS PROFILE

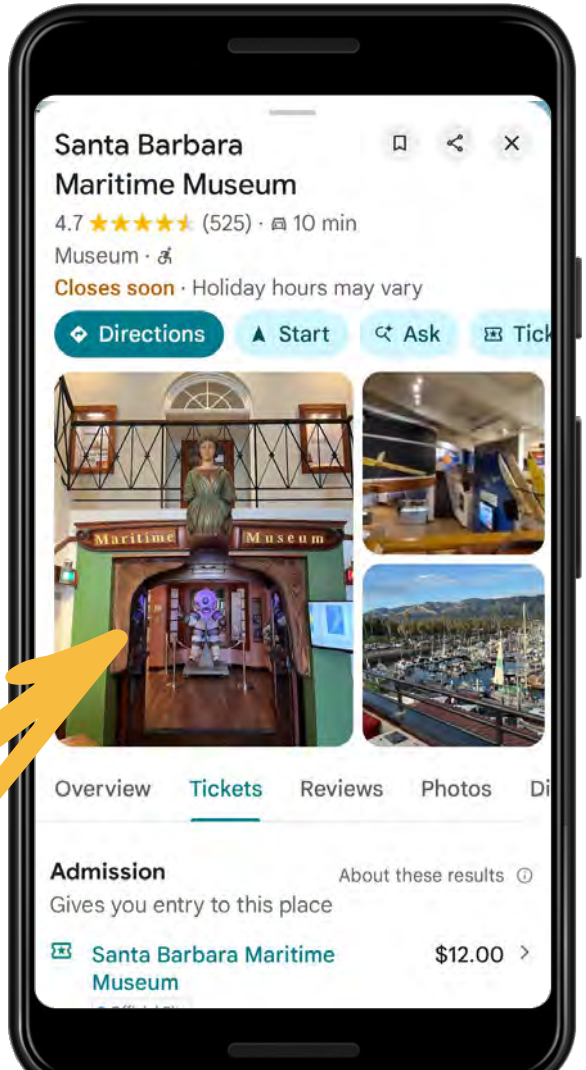
Your Google Business Profile is the foundation Google uses to showcase your business across its surfaces and answer customer questions.



Google

Business Profiles

Your Google Business Profile is most likely to be **the first thing people see** about your business when they search



Google

Business Profiles

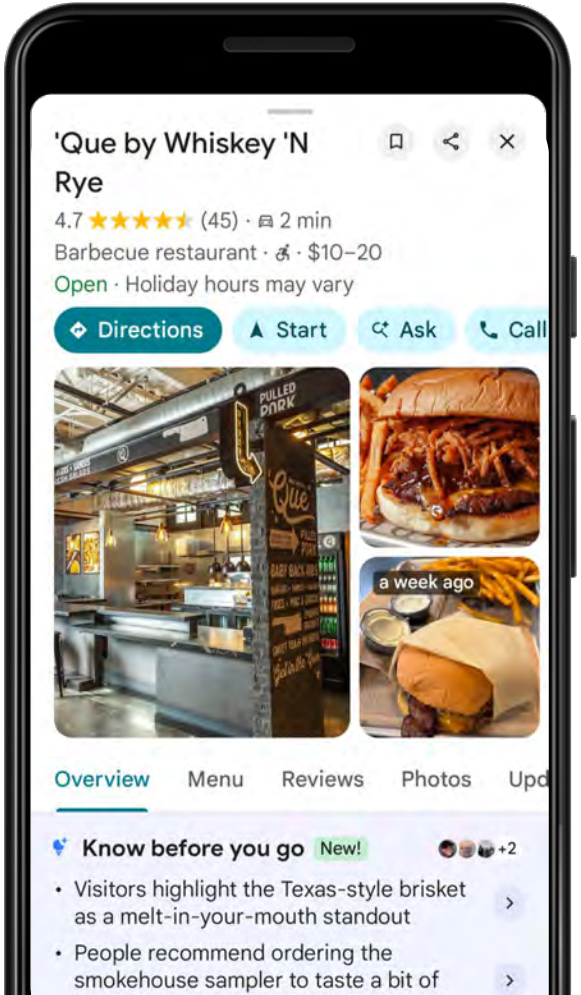
Up-to-date profiles are:

80% more often surfaced in search

2.7x more likely to be considered reputable.

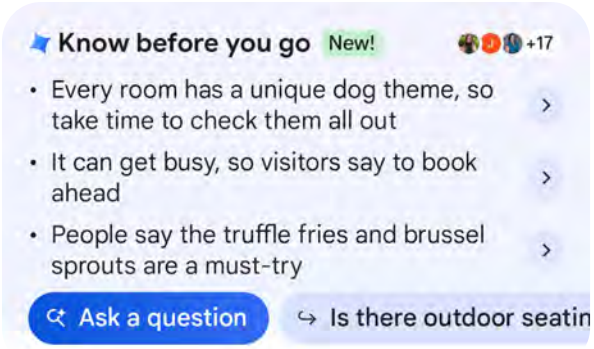
70% more likely to attract location visits.

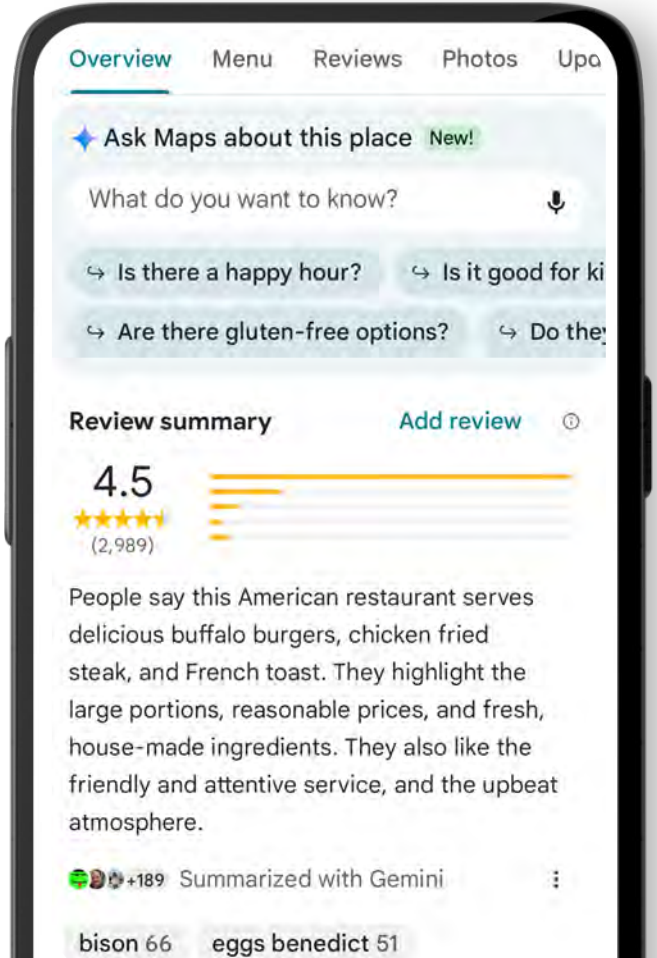
50% more likely to lead to a purchase.



» GOOGLE'S AI TOOLS LEVERAGE GBP CONTENT

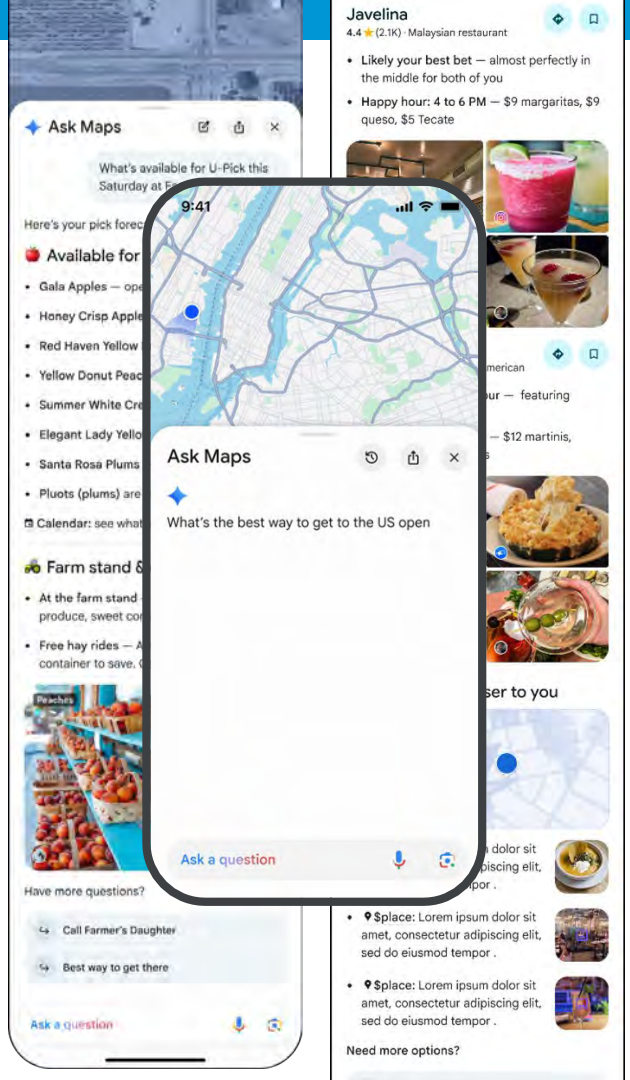
- **AI Review Summaries** created by Gemini give prospective customers the headlines of what others have said.
- **Know Before You Go** recommendations based on feedback from customer reviews





» GOOGLE'S AI TOOLS LEVERAGE GBP CONTENT

- **Ask Maps** is a conversational agent that combines Maps' real-time, real-world data with Gemini.
- **Multi-step task execution** with built-in personal context is where it is heading.
- **Food ordering** rolling out with select partners.



» DON'T STOP WITH GOOGLE

Your business has a presence on other platforms that influence the big picture and reach targeted customers.



Tripadvisor

Feeds content to ChatGPT & Perplexity; runs its own **AI Planner**



Yelp & Facebook

Top review sites after Google: Facebook **49%** Yelp **44%**



Apple Maps

Preinstalled on iPhones; iOS holds **57%** of the US market



Bing

Built into Microsoft Edge and Copilot as the **default**



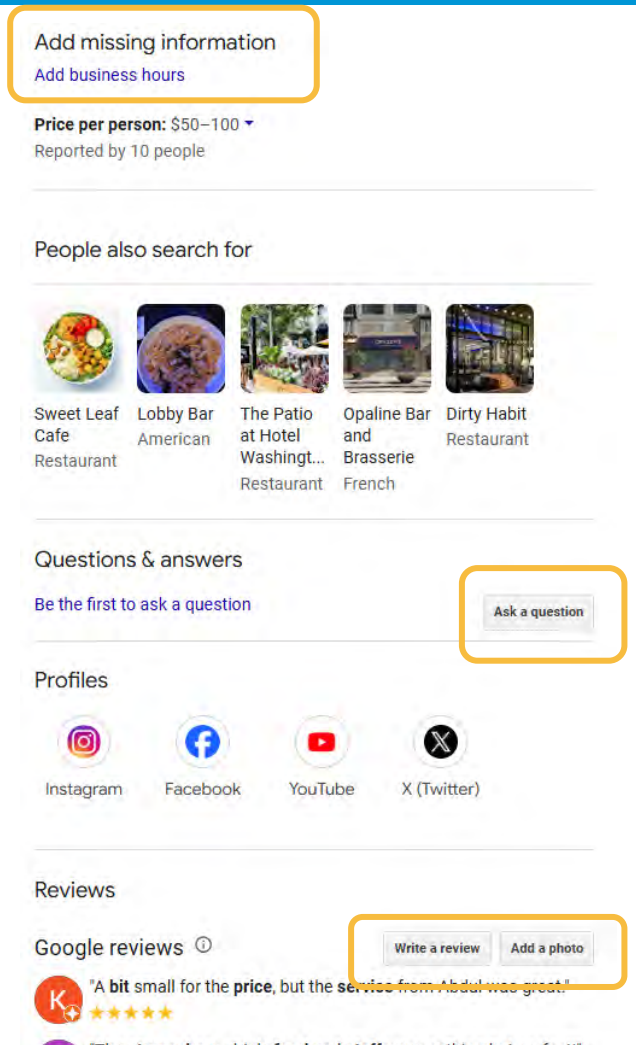
SB Chamber & DMO

Community partner sites **reinforce** your digital presence

Your First Step:
Claiming & Verifying

» BUSINESS INFORMATION COMES FROM TWO SOURCES

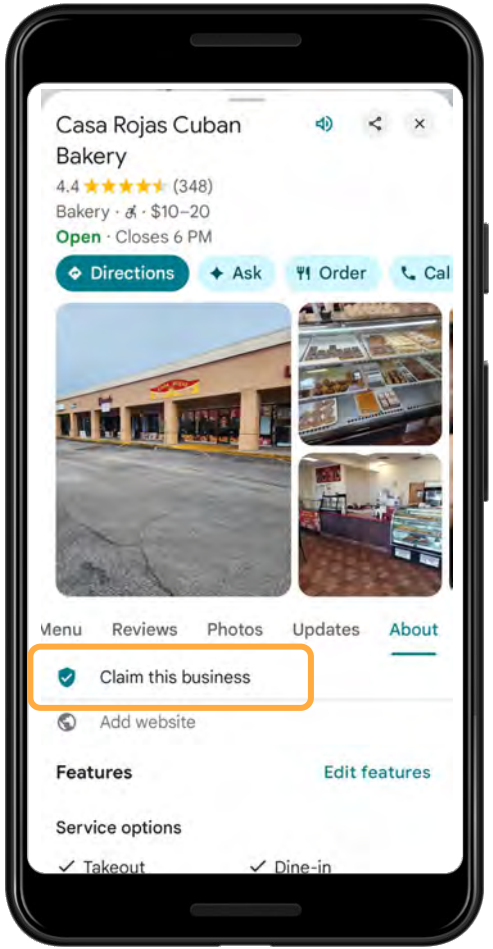
- **Business owners** who claim & verify their profiles
- **Customers** who contribute information, content & reviews about businesses they have visited



» HOW TO GET STARTED (USE YOUR REPORT CARD!)

- **Find OR Add Your Business:** It's possible that you already have a listing on various sites. Do a quick search and see if you can locate your business.

- **Claim/Verify:** Verification methods will vary by platform, but you need to prove that it's your business.



Get Free Support

Book a 1-on-1 session and help from a Listing Expert

✅ Get help verifying your listing(s)

🛠️ Add your business to Google, Yelp, Tripadvisor, Apple, or Bing

📈 Get custom recommendations for optimizing your free digital listing

🧩 Ask about a specific challenge or issue

Available Now!

"...It was so nice to have someone meet for a bit, **give some actionable tips** on an area I don't know a ton about, **and not expect to be pitched for a consulting gig**."

– Office Hours Participant

Schedule a Session

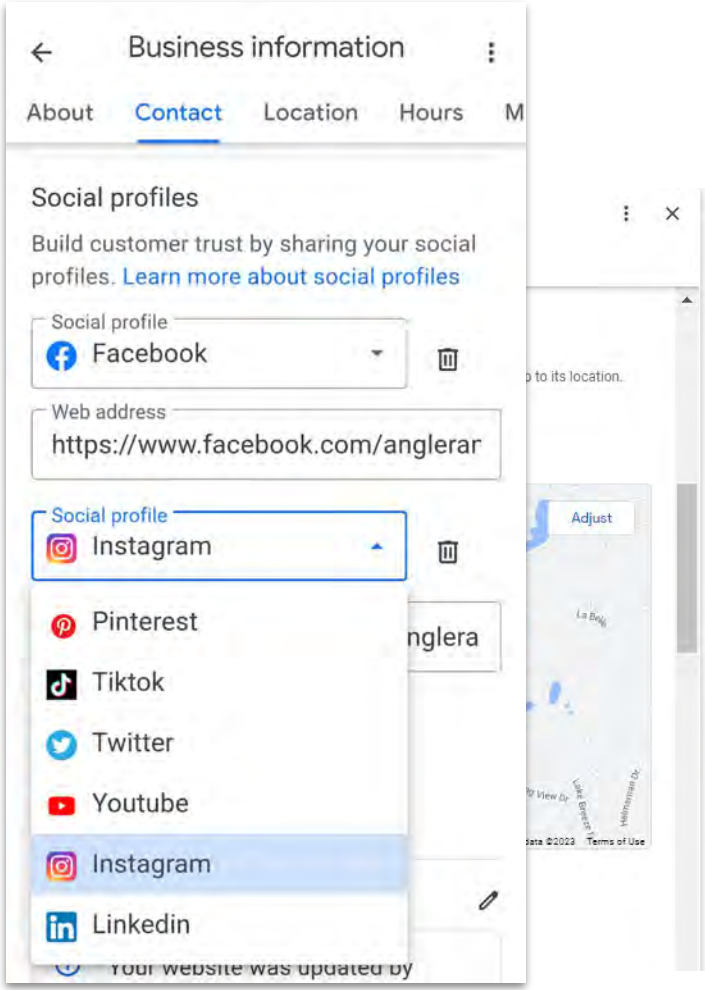
We're offering expert support, tailored to tourism businesses. Scan this QR code OR click here to book.

Six Key Next Steps

Key Steps to Get Started

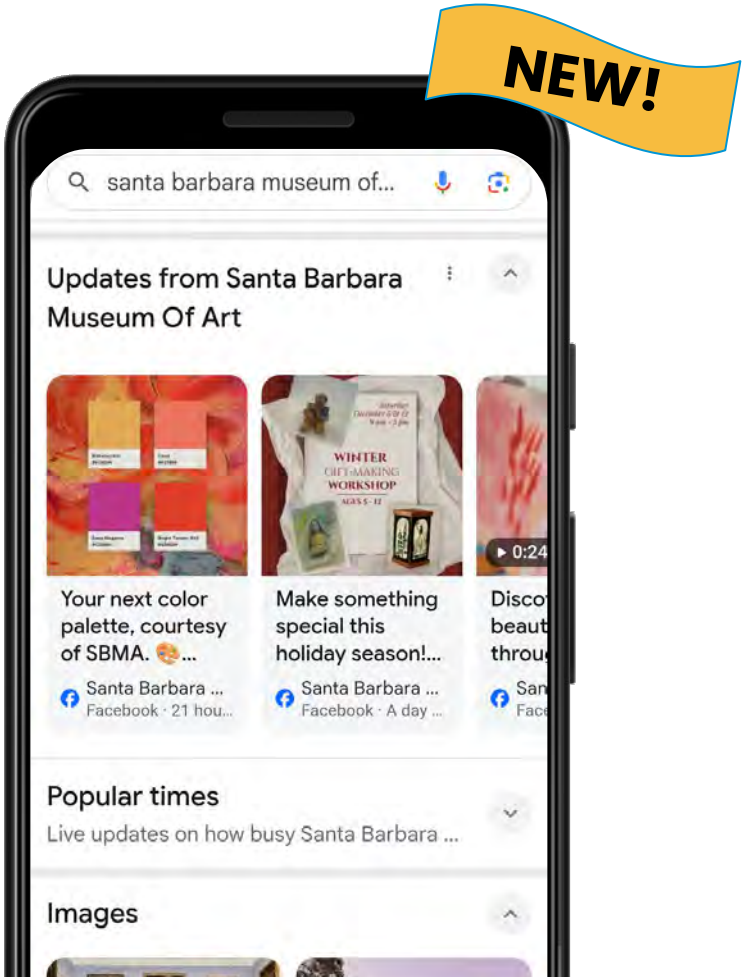
#1 – Keep critical data current & consistent.

- **NAP consistency** is a key local search rank factor.
- Check your **map pin location** on Google & Apple.
- Google now lets you add your **social links**



Key Steps to Get Started

Your **most recent social media content** is featured under the “Updates from” or “short videos” section when users search directly for your business.



Key Steps to Get Started

#2 – Hours and “open now” are the most frequent searches.

44% Visited Closed Locati

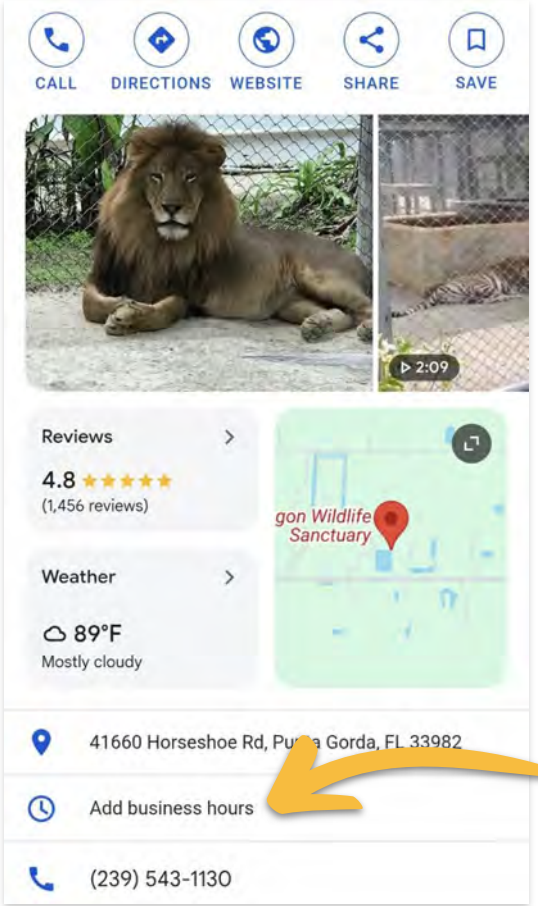
due to inaccurate business hour

Yext Research

95’ ''Wpnkngf''Vq''Tgvwtp''

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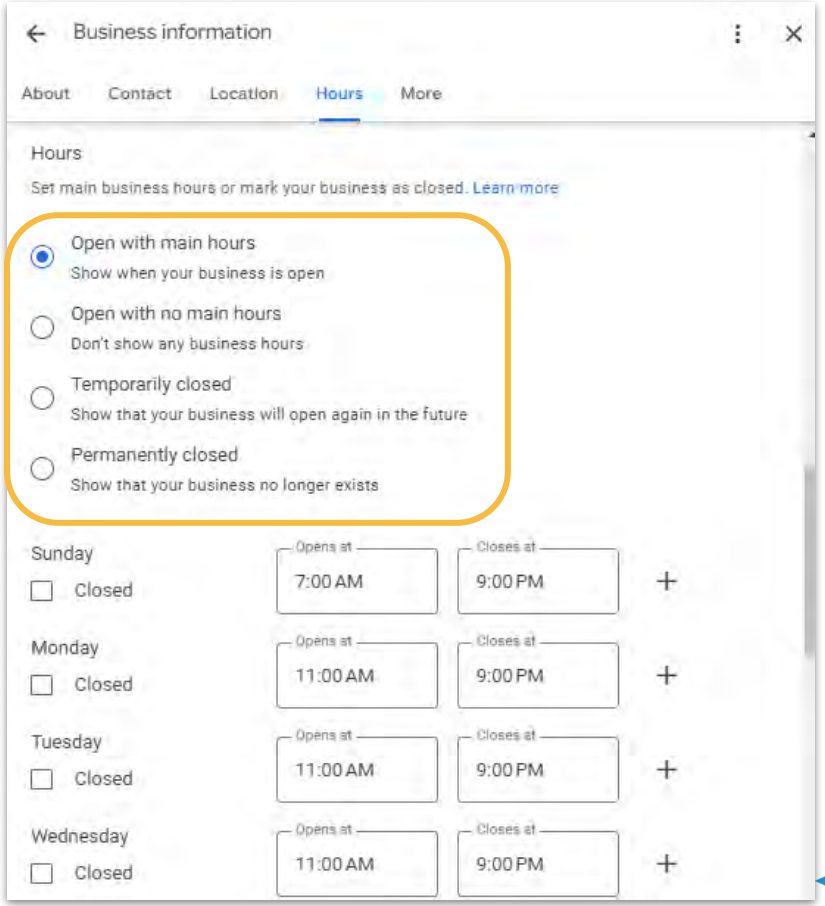
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Key Steps to Get Started

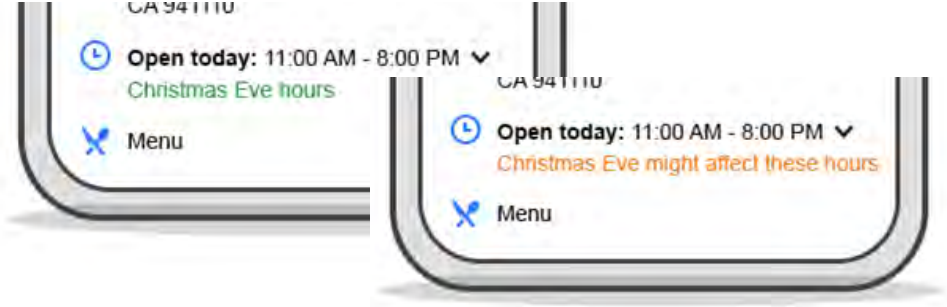
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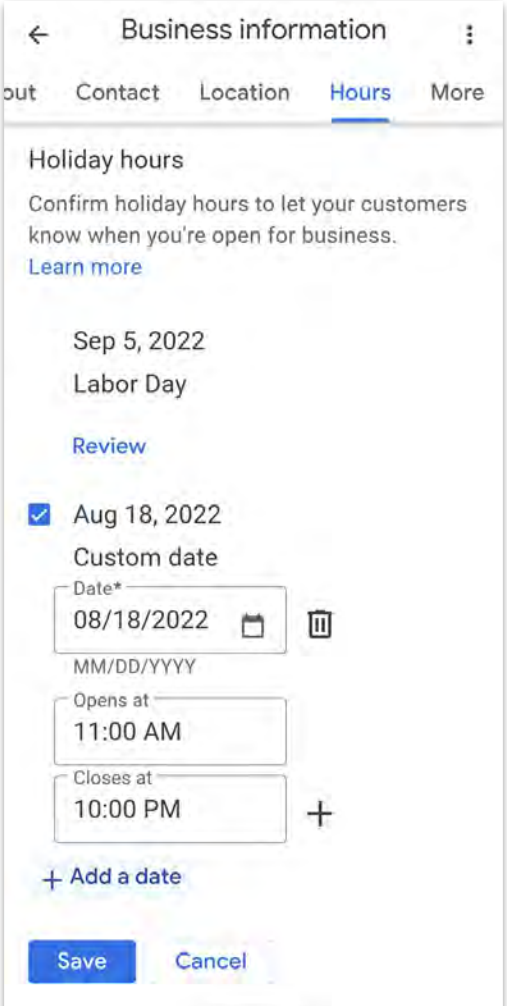
- Open with no main hours will not show specific hours in your public profile
- Use Temporarily closed if you close seasonally and will reopen in the same location
- Use Detailed hours for specific services like “brunch” or “access”



Key Steps to Get Started

- Google shows a warning if your holiday hours are not positively confirmed by you
- This is also a tool for other special circumstances that impact your hours, 365 days a year!

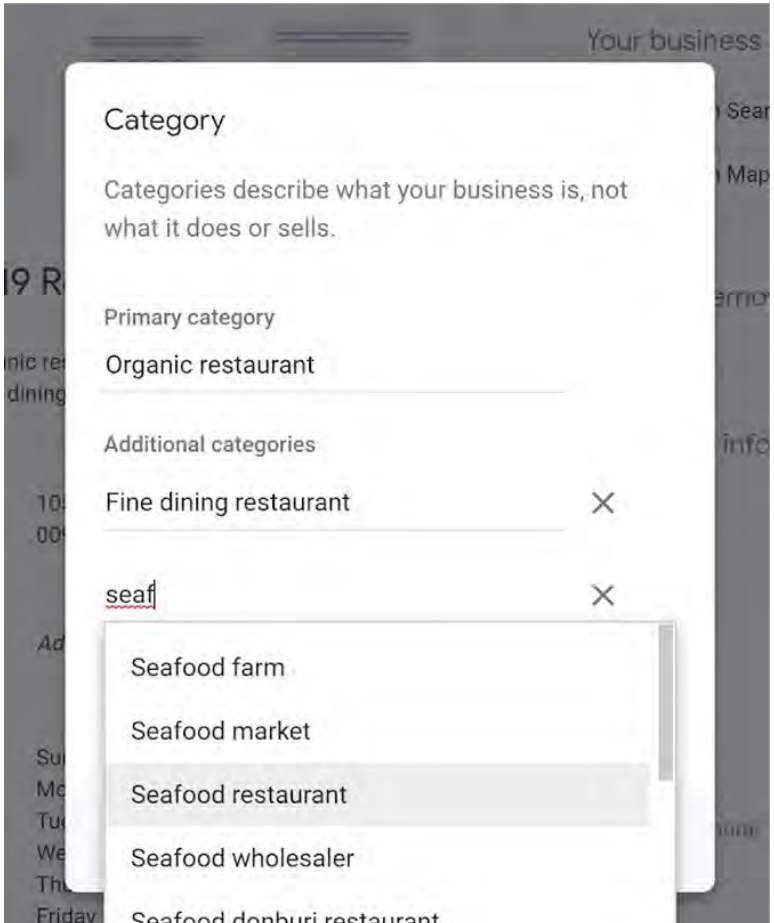




Key Steps to Get Started

#3 – Maximize categories, attributes & menus for relevance

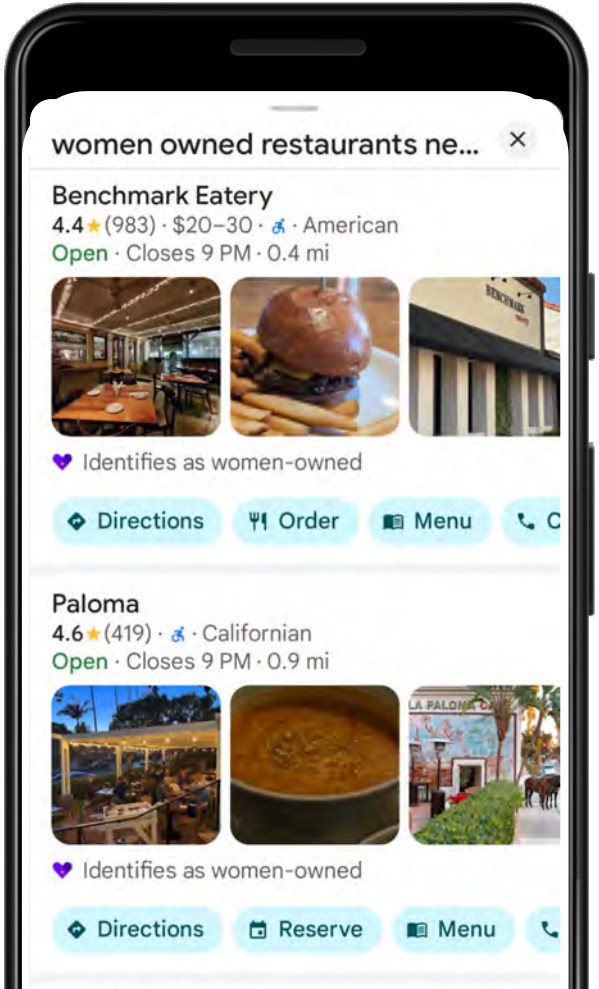
- Choose the maximum categories that apply to your products & services
- If you have distinct business types in the same location, consider creating a separate profile for each



Key Steps to Get Started

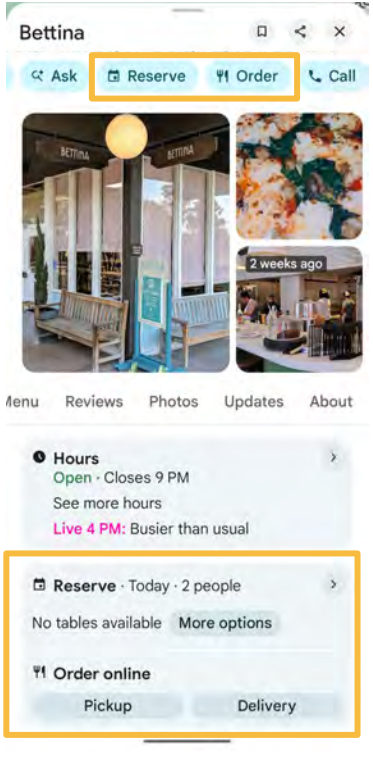
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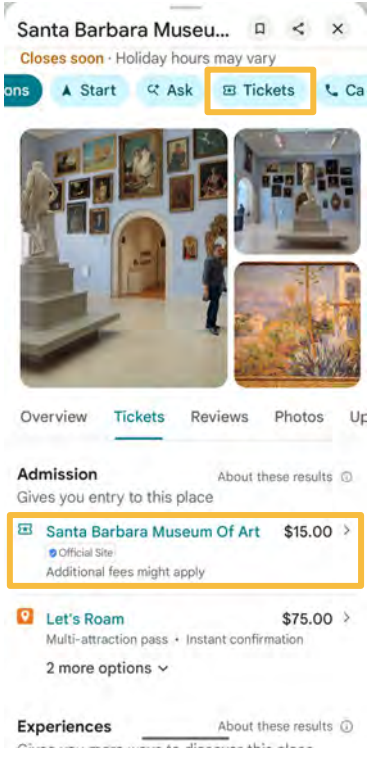
- Attributes tie directly to filters & search options on these platforms.
- **These can include:**
  - Accessibility
  - Cuisine & menu items
  - Diversity
  - Vibe & features
- Check back regularly for new options.

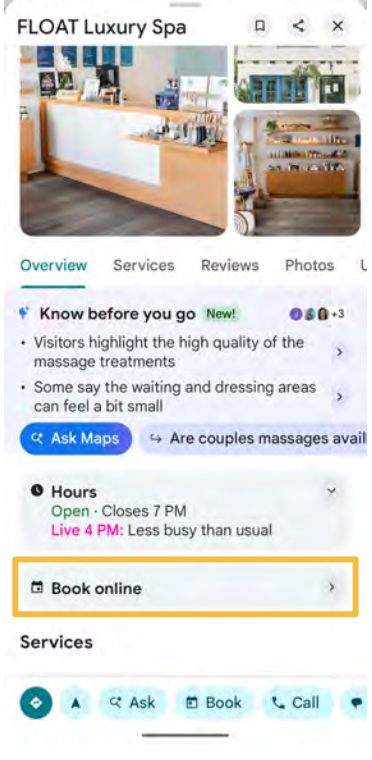


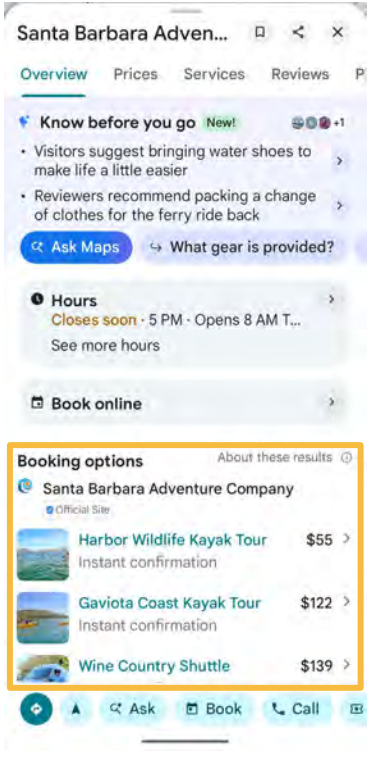
Key Steps to Get Started

#4 – Connect Your Conversions



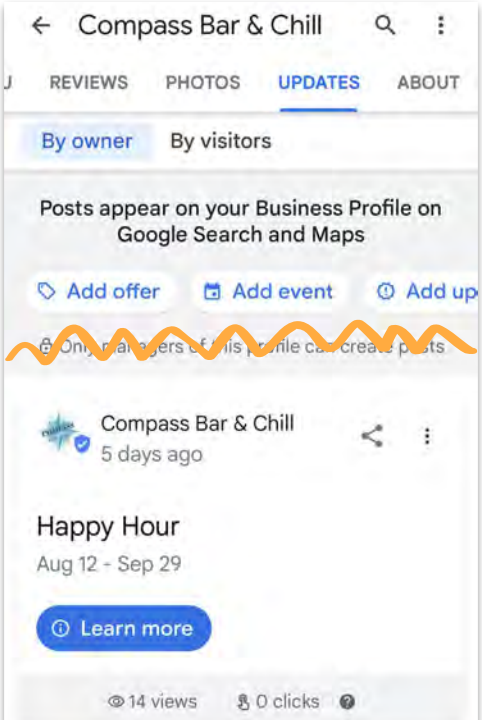


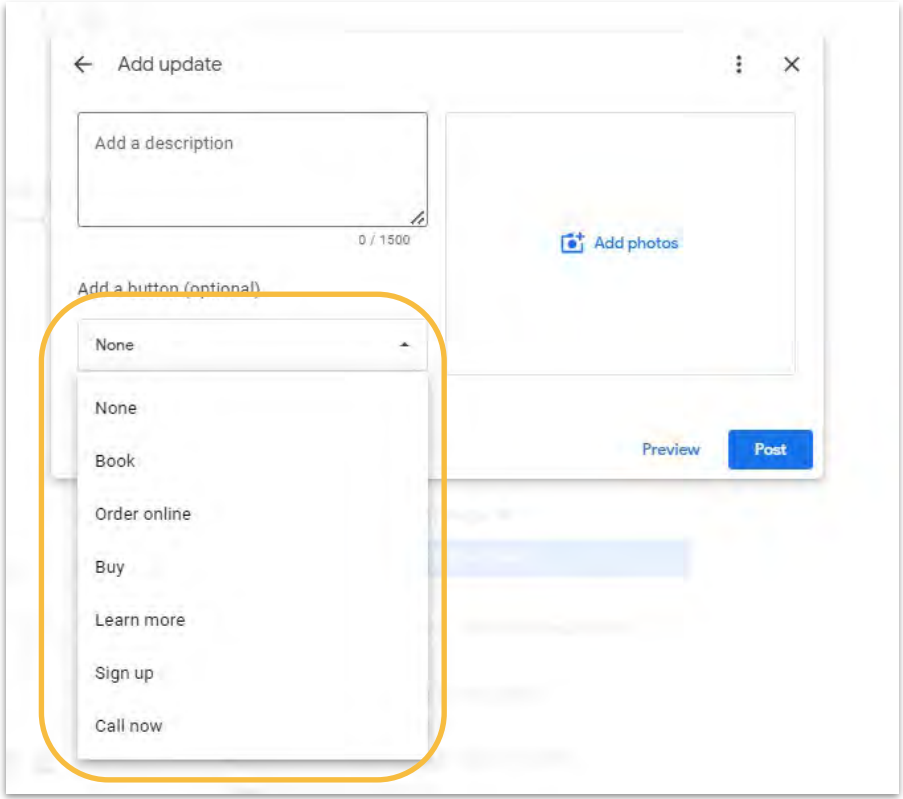




Key Steps to Get Started

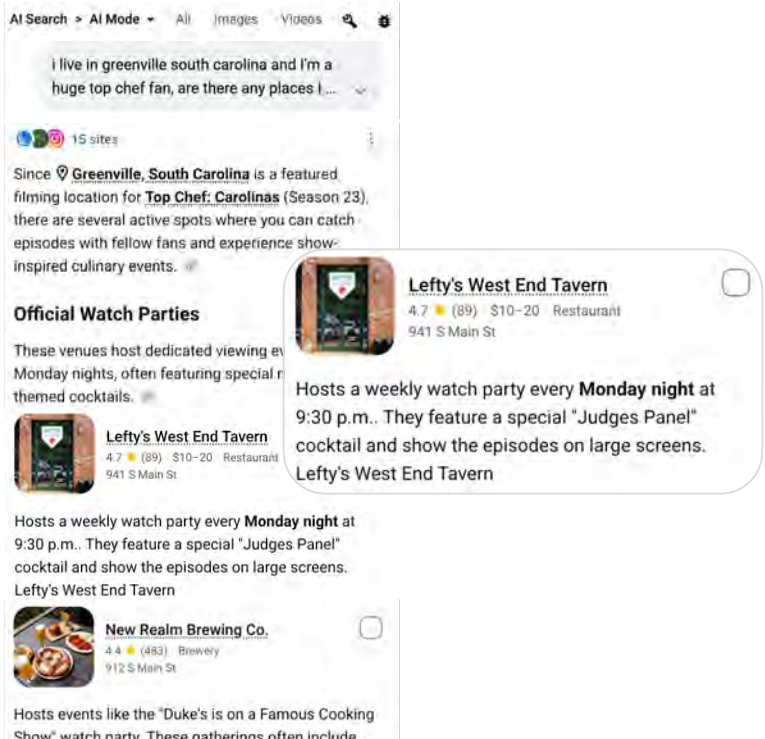
#5 – Share Updates & Events

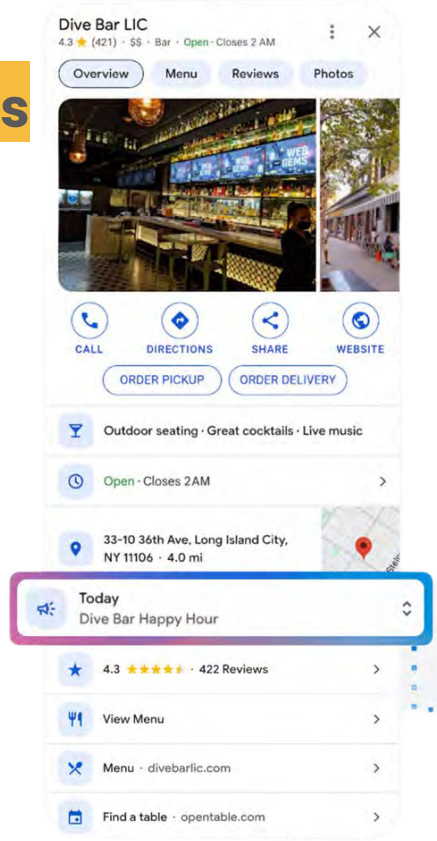


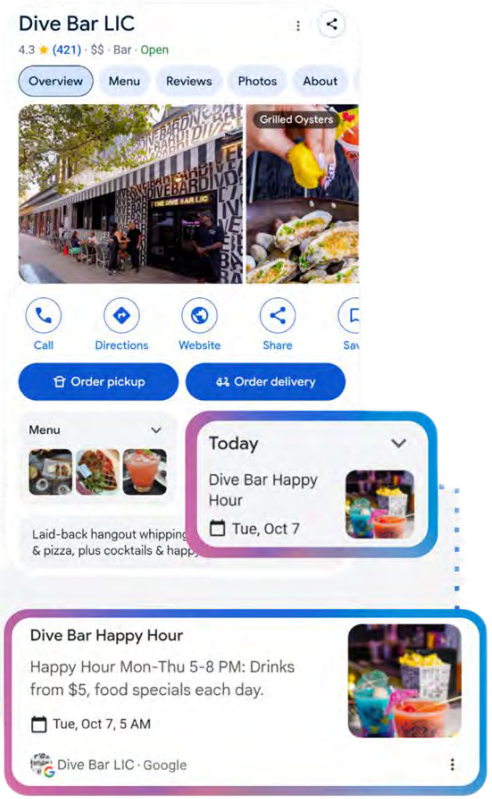


Key Steps to Get Started

#5 – Share Updates & Events

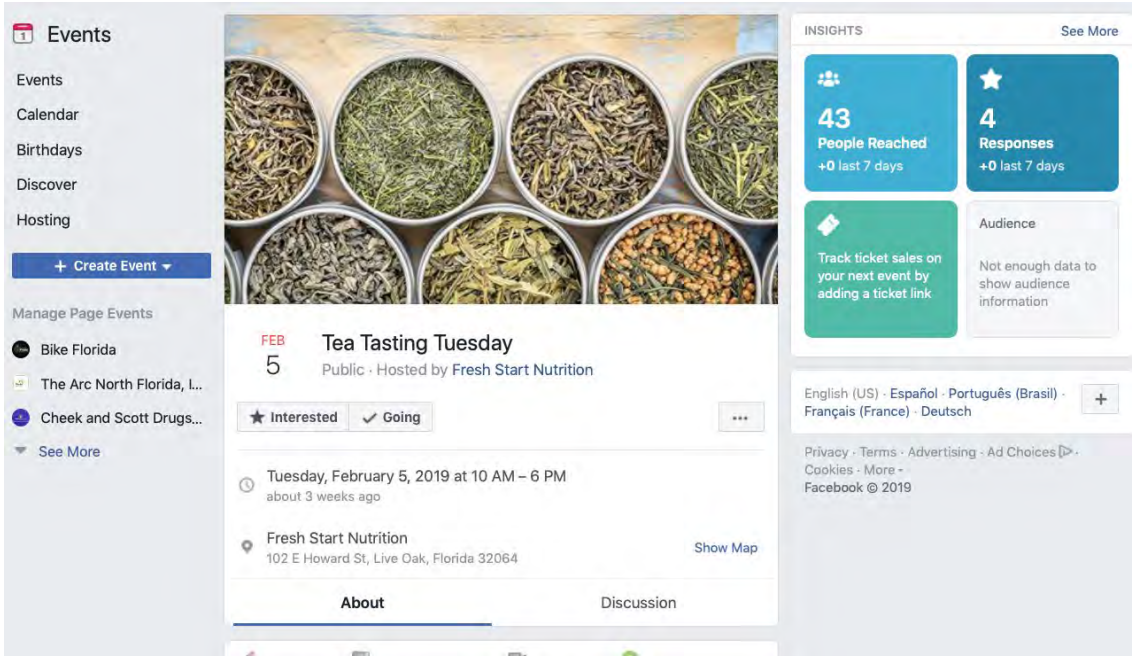






Key Steps to Get Started

#5 – Share Updates & Events

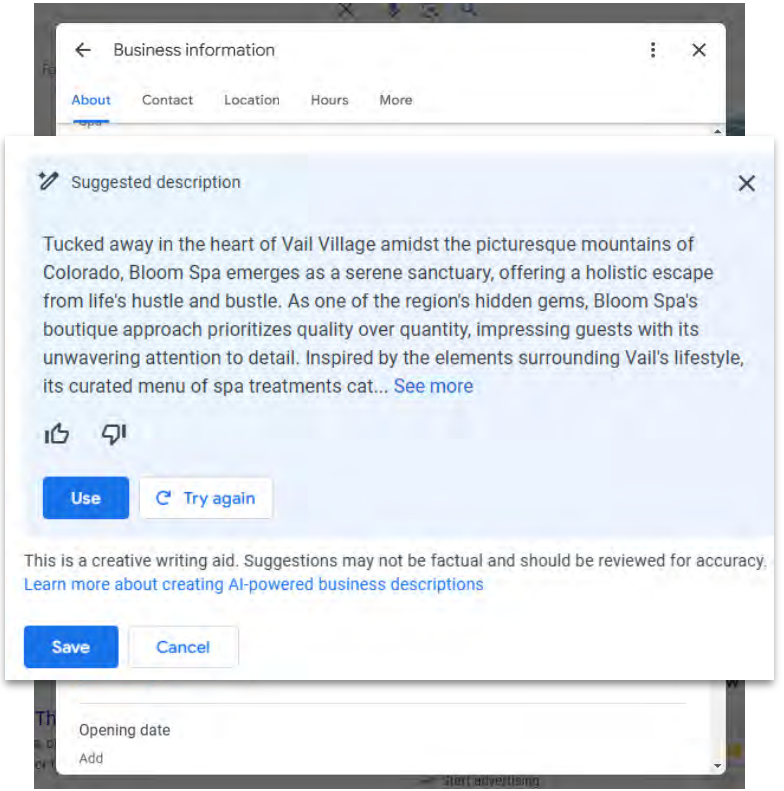




Key Steps to Get Started

#6 – Create a strong description.

- Focus on your unique experience & story to set your business apart from the competition.
- **Let's do it together!**



Let’s Brainstorm Your Own Unique Story

Three Rules of Specificity

1



Make it for one real person

What would one visitor search for at 8 PM this Friday?

2



Find your one weird detail

A ritual, a legend, a regular who's been coming for 30 years

3



Tell it like you're at the bar

Not a press release. Where's the surprise?

Build Your Story, Line by Line

Share Your Unique, Authentic Experience

- ***Who is your target audience?***

For [target customers in your market segment] who are visiting Santa Barbara,

For [people who do everything with their dogs] who are visiting Santa Barbara,



Build Your Story, Line by Line

Share Your Unique, Authentic Experience

- ***What experiences are compelling to them?***

Our product is [product category] that provides [this experience].

Our product is [a DIY art studio] that provides [custom crafts that incorporate your best friend].







Build Your Story, Line by Line

Share Your Unique, Authentic Experience

- ***How is your offering different from others?***

Unlike alternatives, we have [differentiating attributes].

Unlike alternatives, we have [a variety of crafts including stepping stones, paw-art & ornaments you can make with your pet & take home a personalized souvenir].



Build Your Story, Line by Line

Share Your Unique, Authentic Experience

- ***How do people feel when they leave?***

When people leave, they feel [the emotion you create].

When people leave, they feel [like their pet is part of the family].



Build Your Story, Line by Line

Share Your Unique, Authentic Experience

- ***What's the one detail nobody else can claim?***

The one detail nobody else can claim is [your weird detail].

The one detail nobody else can claim is [a wall of paw prints from every pet who's visited].



Build Your Story, Line by Line

Put It All Together

For [target customers in your market segment] who are visiting Santa Barbara, our product is [product category] that provides [this experience]. Unlike alternatives, we have [differentiating attributes]. When people leave, they feel [the emotion you create]. The one detail nobody else can claim is [your weird detail].

Your Checklist for Success

- ❑ Claim your business on Google, Tripadvisor & others
- ❑ Verify your location, contact & social info
- ❑ Update your hours & set reminders to keep them current
- ❑ Add categories, attributes & menu items that showcase your business
- ❑ Connect conversions to your profiles
- ❑ Share updates & events
- ❑ Write a strong description of what makes you unique



More in the Online Library

Maximize Exposure Online With Google Business Profiles

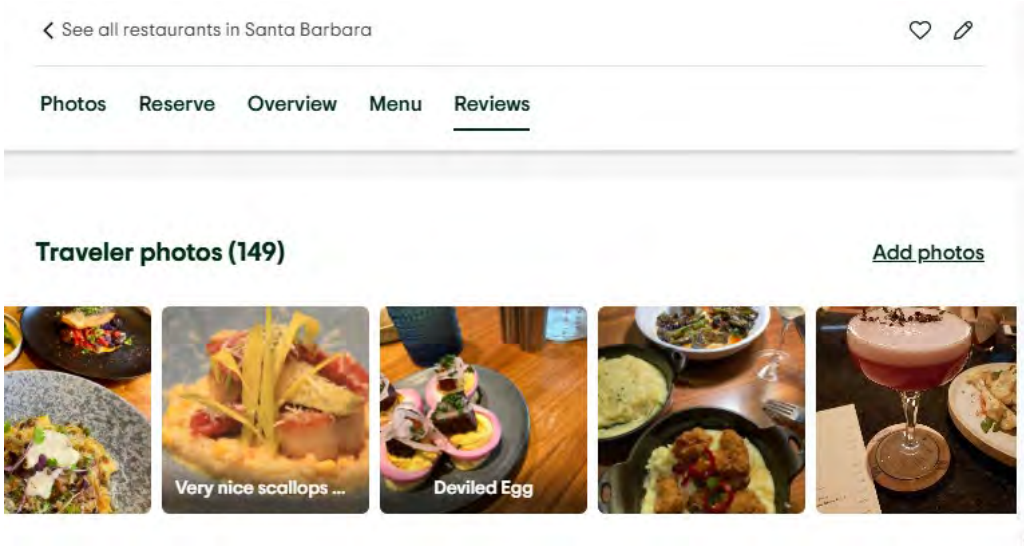
Attract More Customers With Tripadvisor

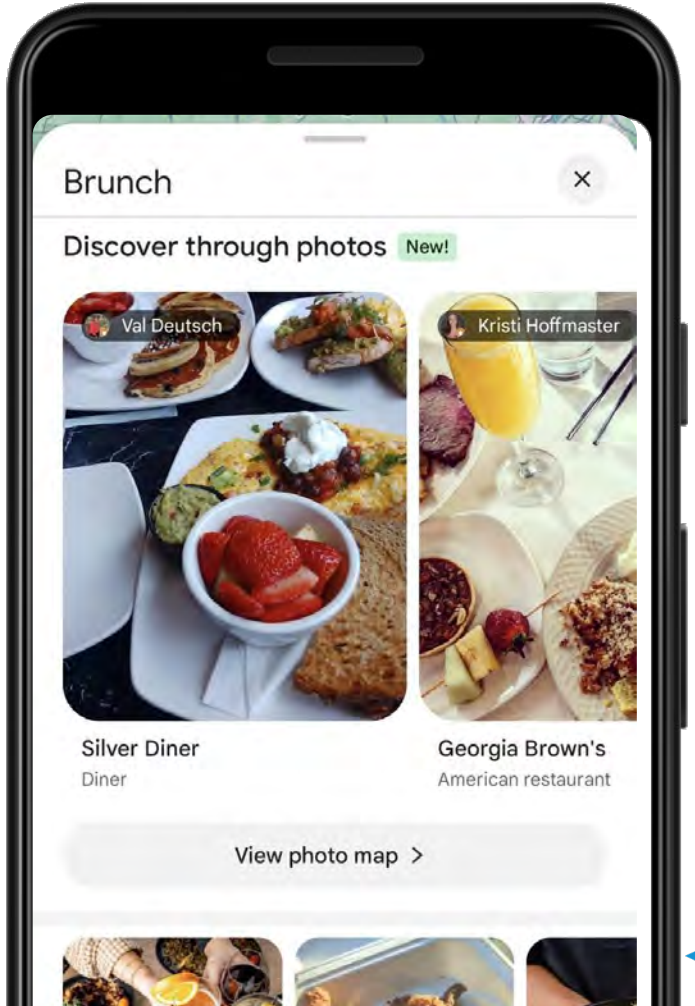
Getting Started on Other Platforms: Apple, Yelp & Bing

Tell Your Unique Story with Photos & Video

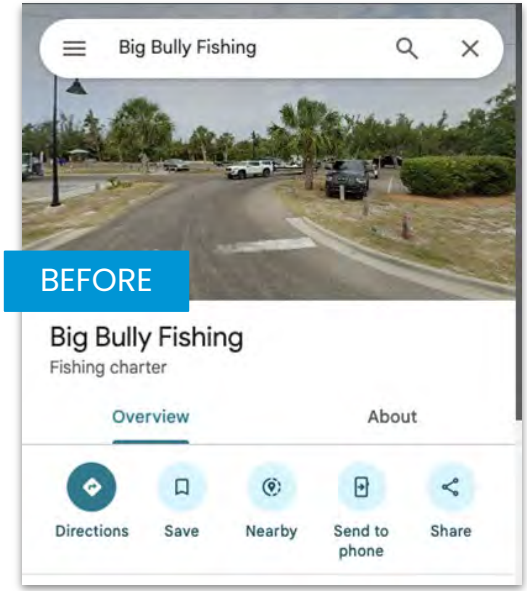
Travel Discovery is More Visual Than Ever

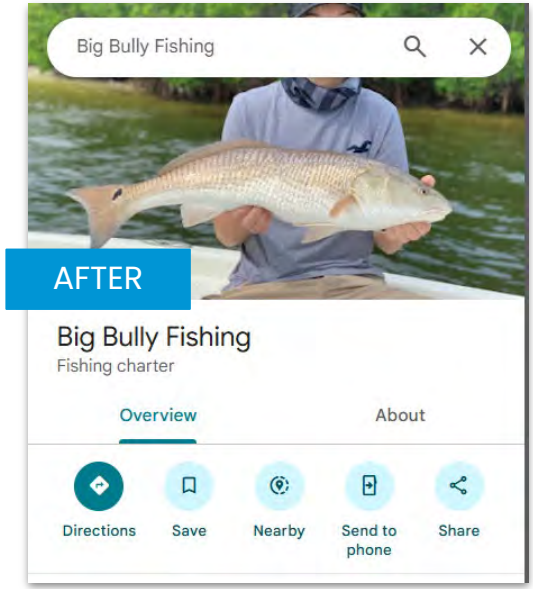
Visual content from owners & customers is a **critical influencer** in your potential customer's decision making





According to Google, businesses with high-quality photos are **twice as likely** to generate engagement





According to **Tripadvisor's research**, travelers are 45% more engaged with listings that have **30 or more photos** than properties that have 10 or fewer.

What Makes a Business Photo Great

Three Key Features of Good Business Photos

#1 – Informative.

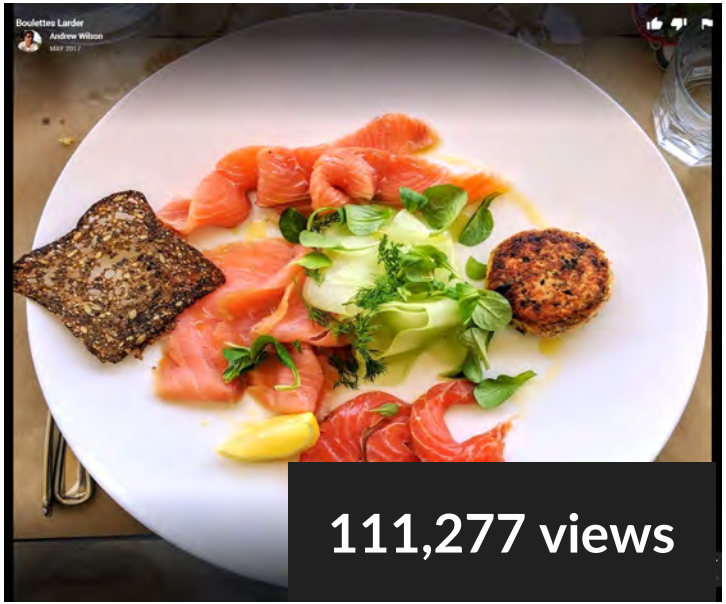
What would a potential visitor want to know or see about this place? Consider the scope, the scale and the context of the place you're capturing.



Three Key Features of Good Business Photos

#2 – Attractive.

What makes this photo eye-catching? Consider color, contrast, saturation, lighting, focus and leading lines.



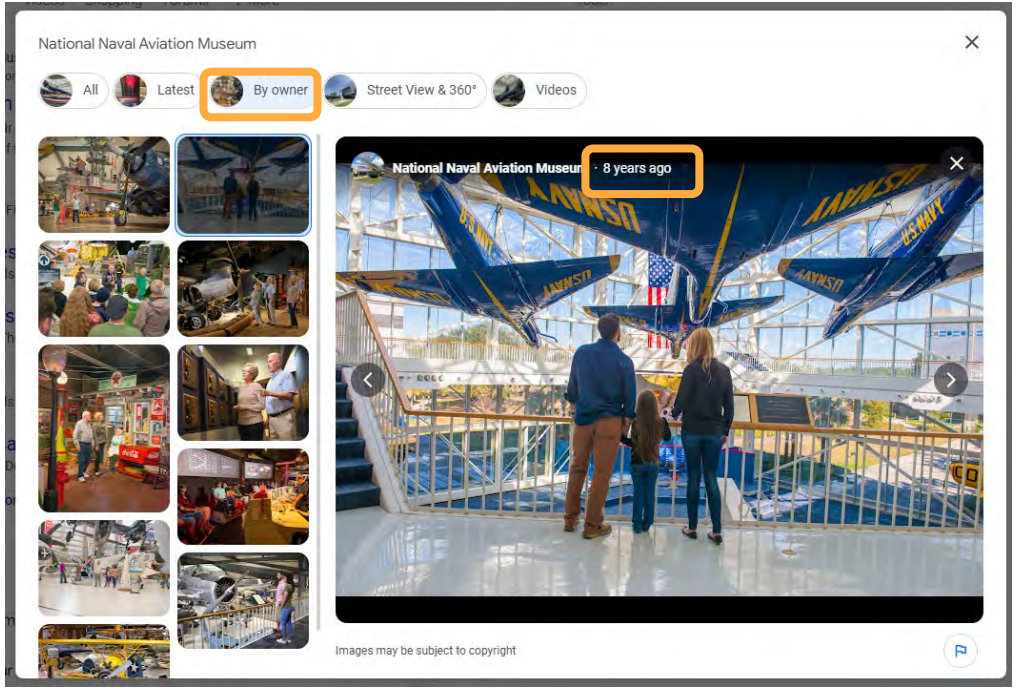


Three Key Features of Good Business Photos

#3 – Recent.

Customers want to know what things look like right now. They're looking for reassurance that others are having a great experience.

Add 4–5 new photos per month for a 10–30% lift in exposures for your business



Review User-generated Content Regularly



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vq'o cpci go gpv/uwrrmgf ''rj qvqu

\tkcf xkcq t''Gpi ci go gpv\Uwf{

Poor Quality Images Can Be Removed



Images may be subject to copyright.

Why are you reporting this photo? (Required)

- Offensive, hateful or sexually explicit
- Legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

Please share your reason. Examples: inappropriate caption, misclassification.

Email address: (Required)

reCAPTCHA verification: (Required)

I'm not a robot

reCAPTCHA
Privacy - Terms

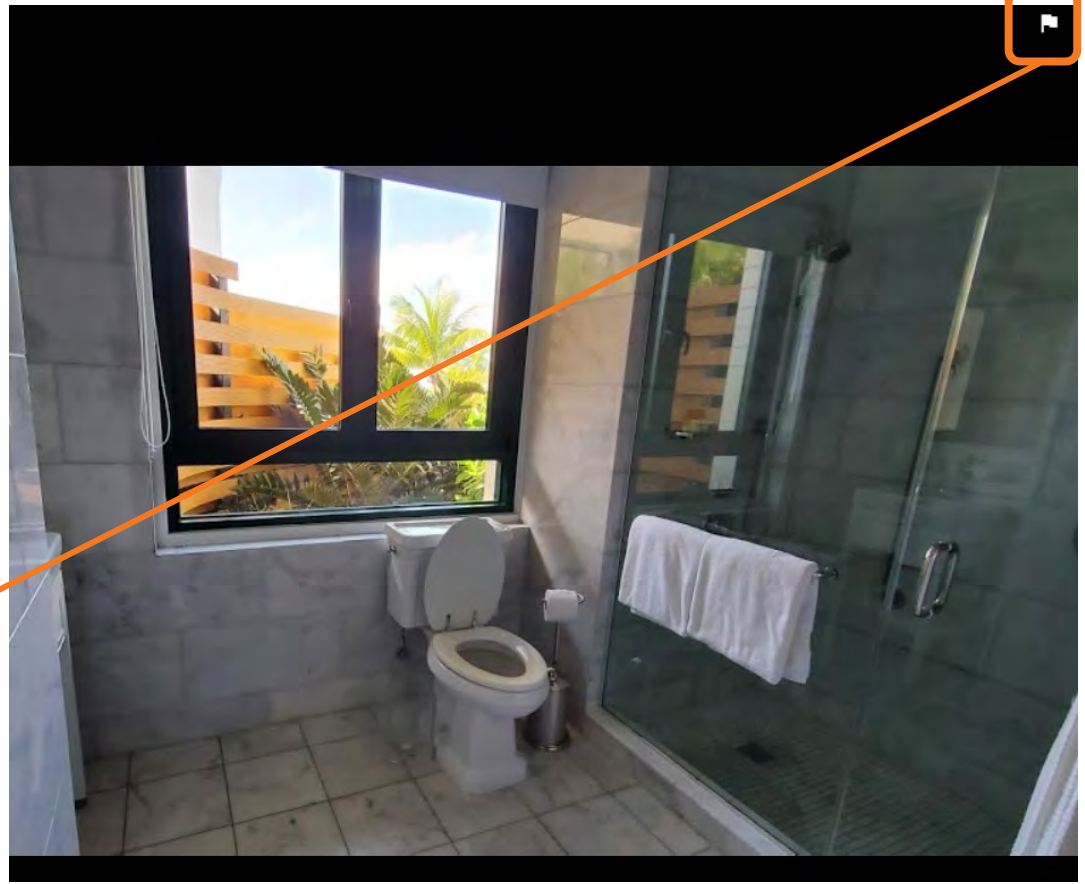


Photo Best Practices

- Only upload photos you created or own the rights to
- Don’t use filters or overlay text
- Avoid seasonal images; keep it evergreen









Photo Best Practices

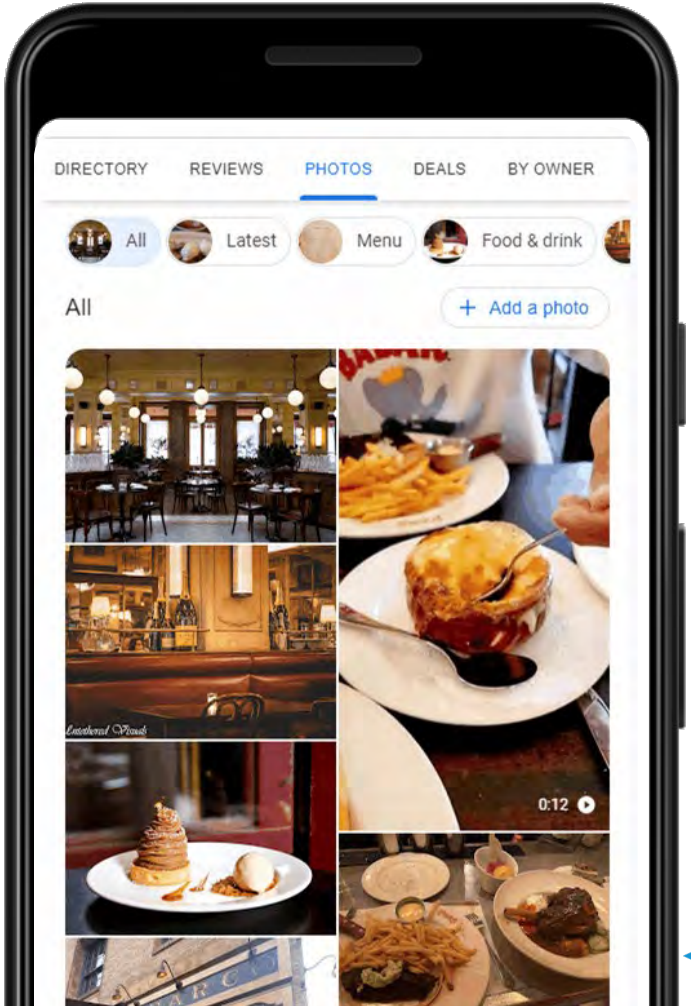
- Interiors without people are preferred to those with people
- Avoid identifiable faces & personal information, or get release forms





Don’t Forget Video!

- Share the **vibe**, not just the product
- Shoot **point-of-view content** for the most engagement
- Create a **montage of perspectives** to keep the pace moving



Don’t Forget Video!

- Feature **real people**: employees, customers, you!

- Go **behind the scenes** to share unique perspectives

Did you know?

When creators tag a location on **YouTube**, they’re choosing from Google Maps places. An accurate Google Business Profile makes your business **taggable**, even if you never post a video.



Your Checklist for Success

- ❑ Showcase your unique experiences in your galleries
- ❑ Review UGC monthly
- ❑ Remove outdated, low-quality or duplicate images
- ❑ Add videos featuring real people & behind the scenes
- ❑ Post new photos & videos 2x a month



More in the Online Library

Picture Perfect: Tips for Better Mobile Photos

Captivate Travelers with Vertical Video

Ace Reputation Management

Modern reputation management is a proactive two-way communication between brand and customer.

Impact of Reviews on Your Business

How important ARE reviews?

92%

of consumers use reviews to guide purchase decisions

Source: Forbes

54%

will only use a business if it has a 4.0 or higher star rating

Source: Brightlocal

88%

are ‘fairly’ or ‘highly’ likely to use a business that responds to *all* reviews

Source: Brightlocal

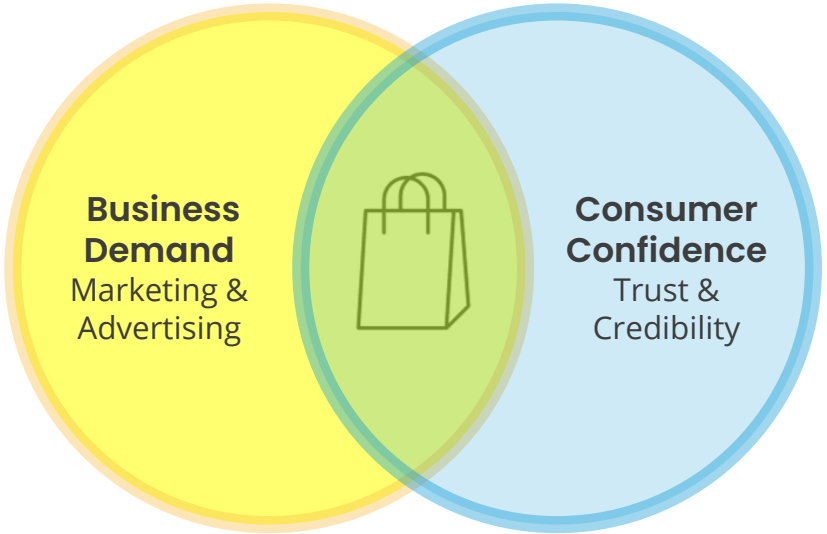
Four Ways Reviews Affect Your Business

Impact of Reviews

#1 – Reviews build trust and create credibility.

Marketing to drive demand is only **half** the equation.

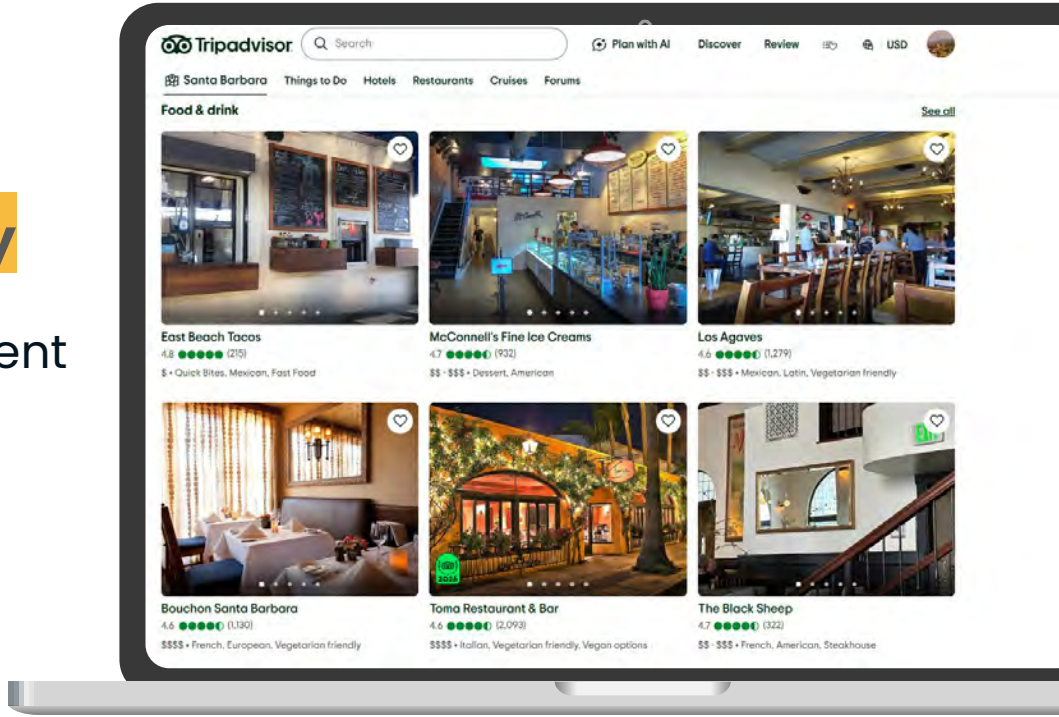
Consumer confidence is fueled by **social proof**.



Impact of Reviews

#2 – Reviews power visibility

If you want to boost your placement (**for FREE**), you'll want to start by looking at your "prominence."



“Prominence” is based on three primary factors.

Quality ratings of 4 stars or higher, particularly with images

Frequency customers provide feedback regularly

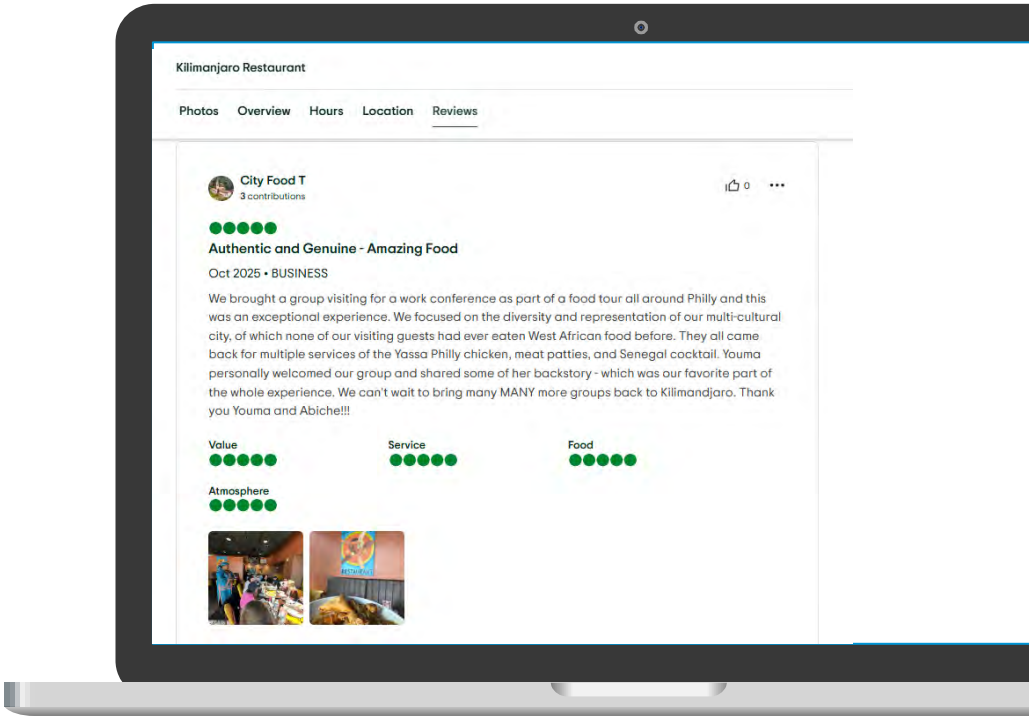
Recency current experiences are reflected in reviews



Impact of Reviews

#3 – Reviews boost loyalty & conversion.

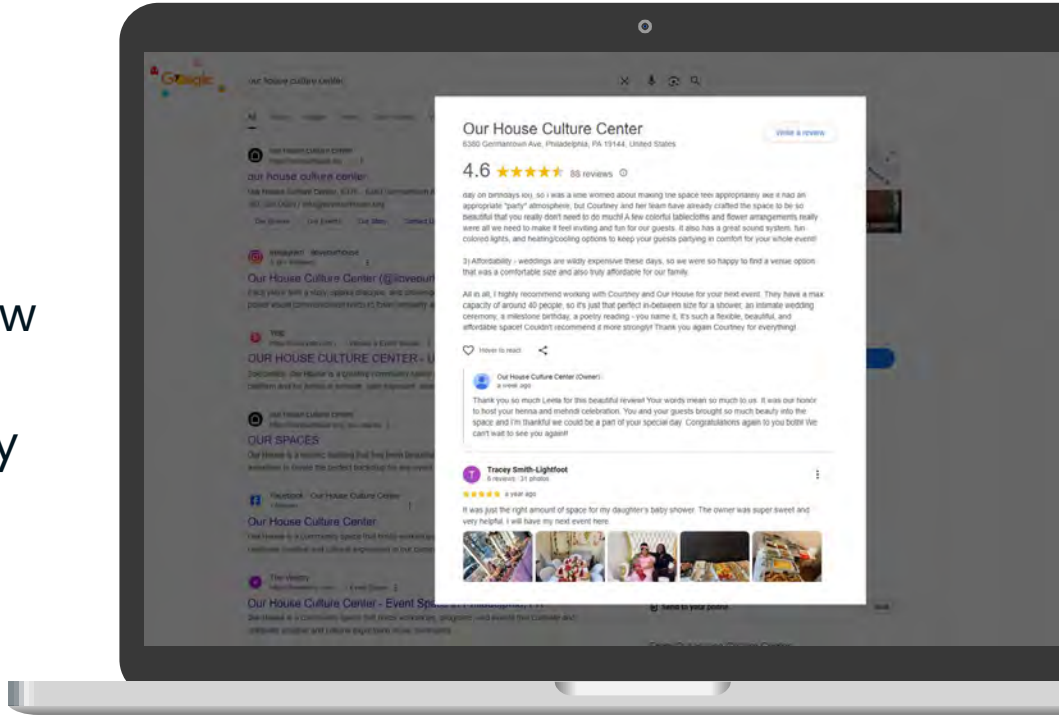
Responding to reviews gives businesses the opportunity to **thank** and **reinforce** best customers and win those with negative experiences back.



Impact of Reviews

#4 – Reviews provide valuable feedback.

Learn from any mistakes and show customers that **their feedback matters**. What can you take away from reviews?



How Do We Move The Needle?

Getting Started — **Define Your Success**

Know
Your current status (and competitors!) across platforms

Set
Clear goals, timelines & metrics for the change you want to see

Integrate
Goals across your business & marketing with clear ownership & training

One of the easiest ways to get more reviews is **simply to ask.**

19% of consumers always left a review when asked

26% of consumers left a review more than half of the time

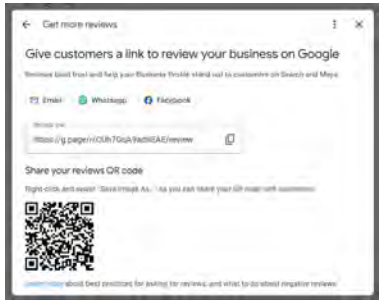
Both of these metrics have increased since 2022

Source: Brightlocal



How to

Get More Reviews



Google review links



Performance cards



Interactive signage





Tripadvisor promo tools



Email &SMS text outreach

Tips For Managing Reviews

Recipe for Success — **Key elements of Brand Trust**

Consistency
Maintaining a consistent voice and message across all platforms

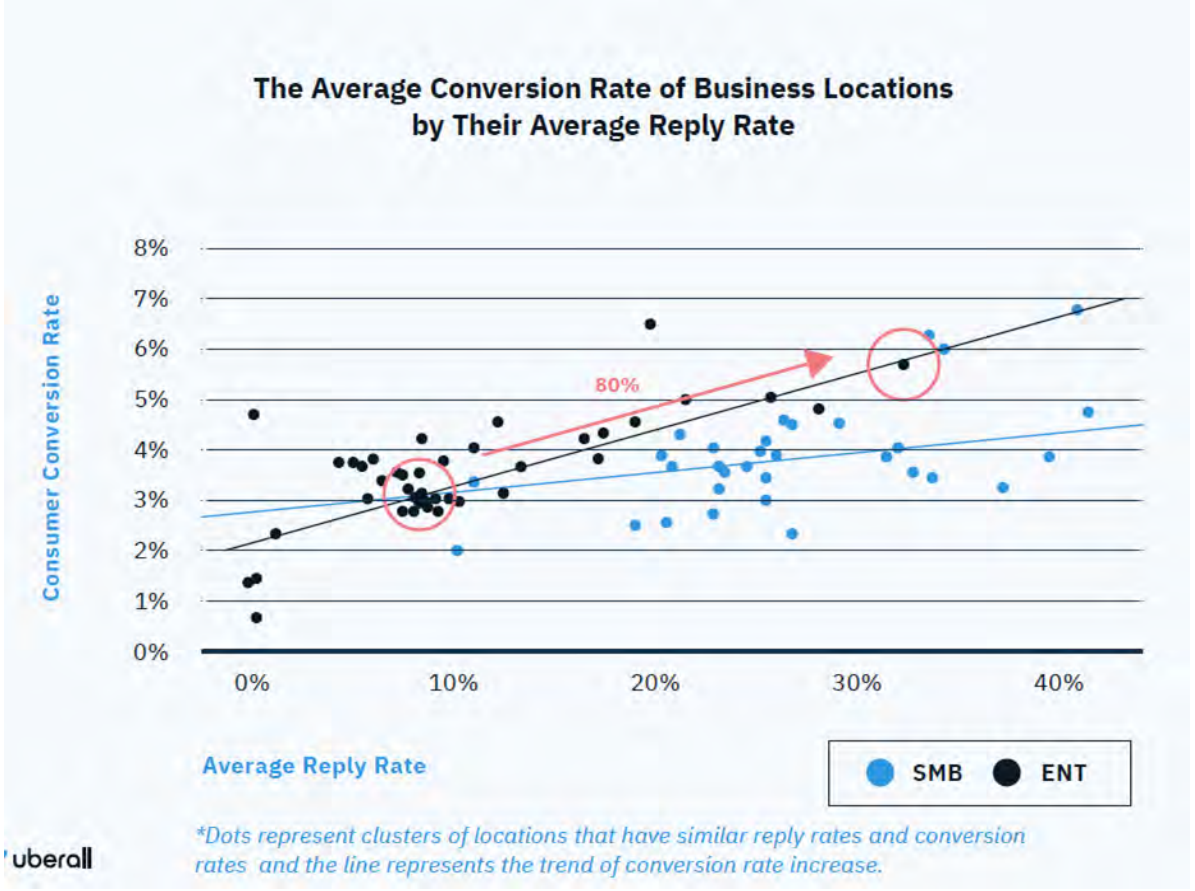
Transparency
Being open and honest, especially in crisis situations

Engagement
Interacting with the audience to build trust and address concerns

Small Steps, Big Impact

Your time is limited. The good news: **you don't have to respond to every review.**

Respond to **30%** of your reviews for an **80%** boost in conversions.



Tips for Managing Reviews

For Impact Respond To:

25%

of four- & five-star reviews

50%

of three-star reviews

100%

of lowest reviews: one & two stars

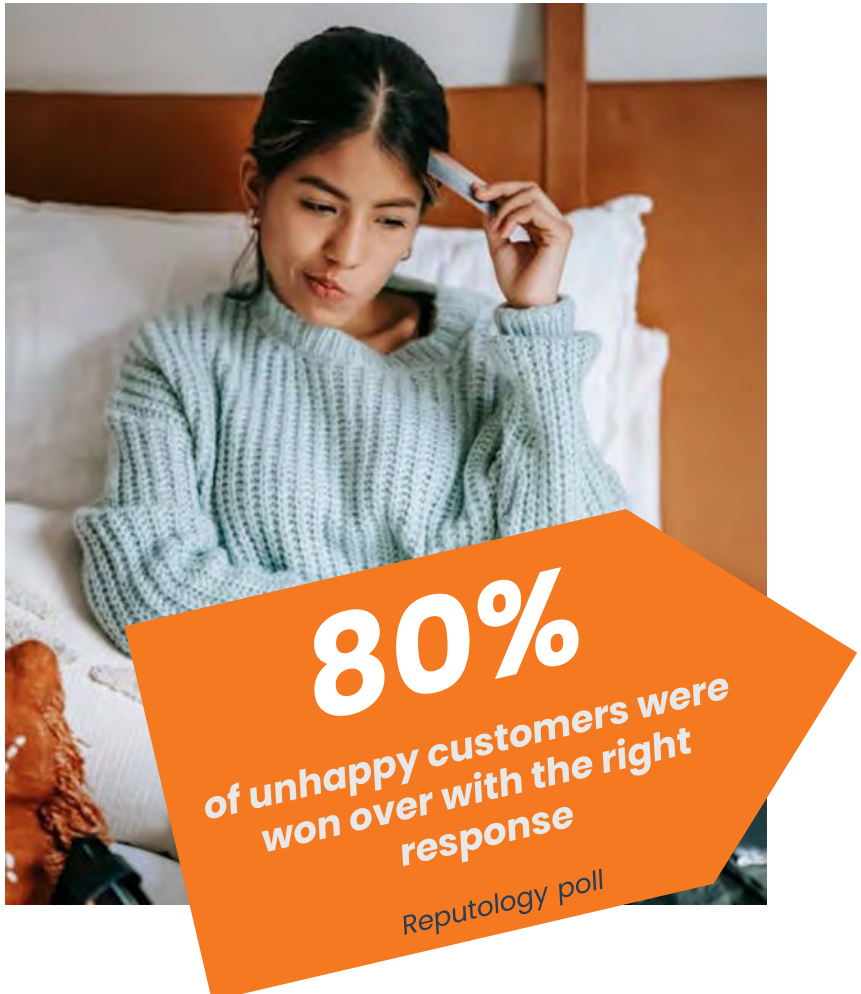
Responding to Positive Feedback

- **Thank** your happy customers for taking the time to help your business
- Suggest **other products**, dishes or services to try on their next visit
- Acknowledge any **constructive criticism** within an otherwise positive review
- Remember! Offering special discounts or other **incentives is prohibited**



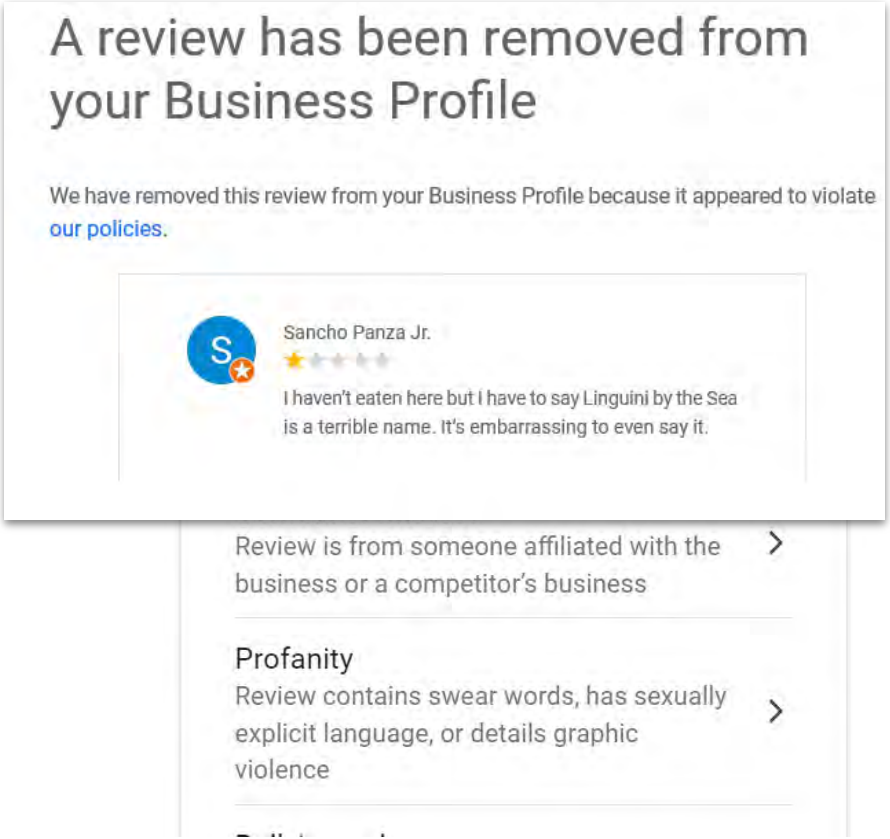
Responding to Negative Feedback

- Don’t reply = don’t care
- Be **polite**, professional & friendly
- Encourage them to **contact you offline**. Provide specifics on who to contact & how
- Don’t offer **freebies**! It violates policy and opens the door for others to take advantage
- Every complaint has a **lesson to teach** about how to improve products, service or communication



Reporting Reviews

- Must be a **policy violation**, not just a poor review you don't like
- Bullying, discrimination or profanity, especially those that mention staff **by name**
- Off topic or **not a first-hand experience**
- **Conflict of interest**: competitors, exes
- **Not reflective** of the property: outdated, wrong business, wrong location



Your Checklist for Success

- ❑ Review your current status on Google & Tripadvisor
- ❑ Set goals for quality, quantity & recency, and share them with your team
- ❑ Set aside time weekly to respond to reviews using the 25/50/100 rule
- ❑ Try new tools & techniques to get more reviews



More in the Online Library

Smart Review Management: Building Trust & Building Reviews

Access to

Online Learning

SantaBarbara.AcademyForTourism.com

Learning Resources

Videos | PDFs | Links



Maximize Exposure Online With Google Business Profiles

11 lessons to help you verify, manage, and grow your business with Google Business Profile.



Picture Perfect: Tips for Better Mobile Photos

Get better photos using your phone with five lessons full of easy tips.



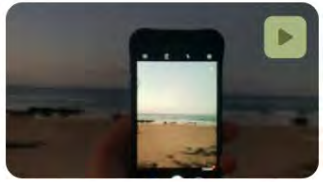
Smart Review Management: Building Trust & Building Revenue

Four quick lessons to help you build trust online and grow your business.



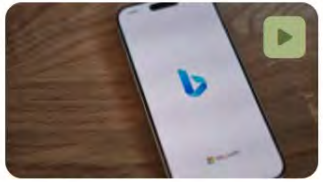
Attract More Travelers with Tripadvisor

A seven-lesson course to help you own your Tripadvisor listing and attract more travelers.



Captivate Travelers with Vertical Video

Four lessons designed to help businesses get started with vertical video content for social.



Getting Started on Other Platforms: Apple, Yelp & Bing

Discover three other key platforms for visibility online all in three short lessons.

Get Free Support

Book a 1-on-1 session and help from a Listing Expert

✅ Get help verifying your listing(s)

🛠️ Add your business to Google, Yelp, Tripadvisor, Apple, or Bing

📈 Get custom recommendations for optimizing your free digital listing

🧩 Ask about a specific challenge or issue

Available Now!

"...It was so nice to have someone meet for a bit, **give some actionable tips** on an area I don't know a ton about, **and not expect to be pitched for a consulting gig**."

– Office Hours Participant

Schedule a Session

We're offering expert support, tailored to tourism businesses. Scan this QR code OR click here to book.

Questions?