



# Intro to Business Listings

For Tourism Operators

# WorkBook



MyDigitalPresence.Coach

# Eligibility Audit

I understand that each platform has different eligibility requirements and my business may not be eligible

Yes

No

Unsure

My Business is eligible to be listed on:

Google My Business: Y/N

TripAdvisor: Y/N

HelloBC: Y/N

Other: Y/N



# Let's Prepare!

This is a checklist of assets you will need to easily set-up your listings. Be sure to create a new folder or have these easily accessible before starting:

1. A high quality business logo ●
2. A high quality marketing photo (sized 2000px x 800px) ●
3. Regular hours of operation ●
4. Holiday hours of operation ●
5. Link to my business website ●
6. Content for my about section ●
7. Address or service areas ●
8. Business phone number ●



# Google My Business

**Tip:** Remember to write down or save your login information in a safe place.

**1. Have you claimed or requested access to manage your GMB listing?**

**Yes**

**No**

**Unsure**

**2. Were you able to verify your business?**

**Yes**

**No**

**Unsure**



# Google My Business

3. Have you completed all relevant sections of your profile?

Yes

No

Unsure

4. Have you added your services or tours as products?

Yes

No

Unsure

5. Have you used high quality photos and links back to your website when setting up products?

Yes

No

Unsure



# Google My Business

7. Have you made a post on your GMB profile?

Yes

No

Unsure

8. Have you set a reminder to login to your GMB once every month?

Yes

No

Unsure

9. Have you added a logo, cover photo and at least one marketing photo?

Yes

No

Unsure



# Google My Business

10. Have you saved your review link?

Yes

No

Unsure

11. Have you updated guest emails to include your GMB review link?

Yes

No

Unsure

12. Have you responded to all reviews?

Yes

No

Unsure



# TripAdvisor

1. Have you claimed or requested access to manage your TripAdvisor listing?

Yes

No

Unsure

2. Were you able to verify your business?

Yes

No

Unsure

If no, set a reminder to verify your account. Emails typically arrive within 14 days.





# TripAdvisor

3. Have you completed all relevant sections of your profile?

Yes

No

Unsure

4. Have you written a compelling about section?

Yes

No

Unsure

5. Have you used high quality photos?

Yes

No

Unsure



# TripAdvisor

6. Have you set a reminder to login into your account monthly?

Yes

No

Unsure

7. Have you enabled alerts for new reviews?

Yes

No

Unsure

8. Have you responded to all reviews?

Yes

No

Unsure



# HelloBC

**\*Tip:** Wait until your TripAdvisor profile is verified before creating your HelloBC listing.

Have you registered and activated your HelloBC listing?

Yes

No

Unsure

