

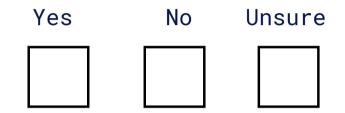
For Tourism Operators

WorkBook



Eligibilty Audit

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



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!

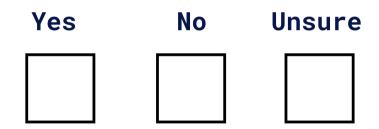
This is a checklist of assets you will need to easily set-up your listings. Be sure to create a new folder or have these easily accessible before starting:

- 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

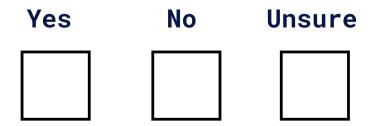


Tip: Remember to write down or save your login information in a safe place.

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



2. Were you able to verify your business?



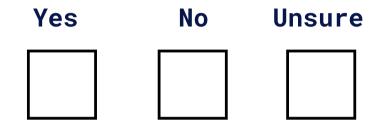
3.	Have	VOII (completed	lall r	elevant	sections
	your		-	. dll		
			Yes	No	Unsure	
	Have oducts	_	added you	ır serv	ices or	tours as
			Yes	No	Unsure	
				•	-	s and links p products?
			Yes	No	Unsure	

7. Have you	made a	post on	your GMB	
profile?	Yes	No	Unsure	
8. Have you GMB once eve			to login	to your
	Yes	No	Unsure	
9. Have you least one ma			over phot	o and at
	Yes	No	Unsure	

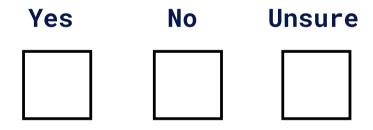
10.	Have	you	saved	your re	eview	link?
			Yes	No	Unsure]
		•	_	d guest		ls to
			Yes	No	Unsur	e
12.	Have	you	respon	ded to	all r	eviews?
			Yes	No	Unsur	e]

TripAdvisor

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



2. Were you able to verify your business?



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

TripAdvisor

3. Have you of your pro	-	relevant sections
	Yes No	Unsure
4. Have you section?	written a compe	lling about
	Yes No	Unsure
5. Have you	used high quali [.]	ty photos?
	Yes No	Unsure

TripAdvisor

		you set a rount monthl		to login into
		Yes	No	Unsure
7.	Have y	you enabled	alerts	for new reviews?
		Yes	No	Unsure
8.	Have	you respon	ded to a	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

