

DAY THREE · GET BOOKED

03

The Review Engine

Turn every happy guest into proof

1

GET FOUND



2

CREATE



3

GET BOOKED

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THE PLATFORMS

Listings can help, but they take a cut.

TripAdvisor and Booking.com bring reach, but charge commission. Direct bookings through your own channels keep more money in your pocket.

Use platforms for discovery; steer repeat guests to book you directly.

THE ONE RULE

Ask every guest. Every time.

A happy guest who leaves without being asked is a lost review.
Reviews are the single strongest signal a stranger uses to book.
So we make asking effortless and automatic.

BUILD YOUR QR CARD

Effortless reviews in four steps

1

Get your link. Generate your Google review link (and TripAdvisor link if you have one).

2

Make a QR code. Turn the link into a QR code.

3

Design the card. Canva card: 'Loved your stay? Scan & tell the world.'

4

Print it. One card per business, for the checkout desk or guide's notebook.

THE ASK

Make it warm, make it easy

1

Show the card

At checkout, hold it up: 'Loved your stay? Scan and tell the world.'

2

Offer a token

A cup of tea, a small craft, or a photo from their stay on WhatsApp.

3

Reply to every review

Thank, acknowledge, resolve, invite back, even the negative ones.

TRUST BUILT

Now let's get you found in search.

You are on the map and collecting proof. Next, make your content findable the way people actually search.

NEXT UP

Social SEO with ChatGPT →