

Digital Spring Cleaning Checklist

SOCIAL MEDIA

- Content is relevant & up-to-date
- Review social media images to ensure each one is high-quality resolution
- Identify the posting cadence between posts
- Consider how often videos are posted on your social accounts
- Review SEO optimization on TikTok videos
- Audit the comments section on recent social posts to see how engaged your audience is and if you are actively responding
- Look for patterns among top-performing posts
- Update all profile details and information
- Include links in the profile bio or post descriptions to the hotel website to improve direct bookings
- Take part in viral trends that align with your social strategy

REVIEW RESPONSE

- Check all major review site platforms like TripAdvisor & Google Reviews for how many reviews you receive daily
- Pin positive guest reviews that do an excellent job of highlighting your properties on review sites
- Promote property features in your responses
- Ensure each response embodies the brand voice
- Set guest expectations by crafting thorough responses
- Include best practices in each response, such as SEO keywords

ONLINE REPUTATION

- Use reputation software to analyze how your properties rank against competitors in the market
- Create post-stay surveys to gather immediate feedback on hotel stays
- Run a multi-property performance report to see which hotels have digital weak points
- Review guest sentiment data to identify patterns & trends in hotel guest feedback
- Pull quarterly reputation reports to examine which hotels in your portfolio have low scores

WEBSITE

- Remove any mentions of COVID-19. Instead, highlight that cleanliness is a priority at your property
- Update all photos to ensure it is a current depiction of the hotel
- Simplify the website layout to support easy page navigation
- Remove any broken links or pages
- Make sure all web pages are mobile-friendly
- Include a guest feedback form to promote open communication from travelers which can be used in marketing collateral
- Add a live social media page to connect and cross-promote the two channels