Destination Optimization Maintenance Checklist

Stay visible. Stay accurate. Stay competitive.

EVERY WEEK

- **Respond to new reviews on all active platforms**
  Example: Thank you for visiting Mountaineer Country, WV. We are glad you loved your visit to Coopers Rock and hope to see you again in the fall for some beautiful foliage!
- **Post Google Business Updates** (e.g., What's New, Events, or Offers)
  Example: Discover new hiking trails in Mountaineer Country this spring.
- **Upload 1 to 3 new photos or videos**
- **Answer customer questions to build trust**

ANSWER

EVERY MONTH



- **Review hours, holiday closures, phone number, website, and location for accuracy**
- **Add seasonal keywords to your listing description**
- **Add photos to match seasonality or photos from recent events**
- **Report on reviews, views, clicks, searches, etc.**

EVERY QUARTER

- **Refresh your description with local SEO keywords**
  Example: Morgantown events, outdoor weekend trips
- **Update amenities, highlights, categories, and services**
  Example: Pet-friendly, outdoor seating
- **Review industry trends and competitor listings**

EVERY YEAR

- **Complete a full listing audit across platforms, reviewing photos, descriptions, and categories**
- **Replace outdated photos with high-quality images**
- **Train team members on listing management**
- **Review reports and set goals for visibility and engagement**
  Example: Increase the number of reviews by 20%

Destination Optimization Tips

Show up when and where travelers are planning their trip.

PLATFORMS TO OPTIMIZE

A large focus is often placed on Google Business Profile and TripAdvisor, but strategies can be applied across platforms. Consistency across listings is just as important as optimization. While not all may apply, key platforms include:

- **Google Business Profile and Maps**
- **TripAdvisor**
- **Apple Maps**
- **Yelp**
- **Booking platforms**
- **Social platforms**
- **Your website**

ASK FOR REVIEWS

1. **Ask at the right time**
   - Ask after a positive visit or experience
2. **Make it easy to leave a review**
   - Share direct links to review platforms
   - Use QR codes in high-traffic areas
   - Include links in follow-up emails or email signatures
3. **Encourage participation, not perfection**
   - Ask for honest feedback, not just positive reviews
   - Incentives can be used (like giveaways), but should never require a positive review
4. **Build it into your process**
   - Identify key moments to ask (e.g., after events, check-ins, positive interactions)
   - Create a simple, repeatable approach for your team
5. **Reinforce and reuse positive feedback**
   - Share strong reviews on social media, your website, or marketing materials

MANAGE REVIEWS

1. **Respond timely and accurately to every review and question**
   - Aim to respond quickly to show engagement and build trust
2. **Address negative reviews professionally**
   - Acknowledge concerns and offer to continue the conversation offline
   - Keep responses solution-focused and on-brand
3. **Encourage deeper engagement from positive reviewers**
   - Suggest related activities or things to do next time
   - Reply with personalized responses
4. **Use reviews as insights**
   - Identify trends, common feedback, and opportunities to improve

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