



Reputize Launches Google Review Publishing

Hotels can now publish reviews on Google reviews while soliciting guest feedback

Reputize, the leading online reputation management company, announces that Reputize Surveys now allows hotels to publish Google reviews as part of their guest feedback solution - Reputize Surveys™. As an exhibitor at WTM 2016 in London, Reputize launches this new feature that can help significantly increase Google review volume, putting additional review content online in front of potential guests.

Previously, Reputize Surveys customers could collect HolidayCheck and Zoover reviews, a feature which allowed 80% of them to improve their ranking. Now, Reputize Surveys customers have the option to publish reviews on the travel search giant Google as well.

By prompting guests to write Google reviews, hotels can drive review volume on this channel, which is especially important in the early stages of travel research for prospective guests. A property's Google review count and score are factored into Google's search ranking. More reviews and positive ratings could improve a business's local ranking, potentially driving bookings for hotels.

Hotels that are using Google review publishing for Reputize Surveys have already seen promising results – the hotels trialing the service saw a 500% increase in volume of reviews. *“Becoming a Google Review publishing partner for Reputize is a great step towards fulfilling our mission to convert data into great customer experiences while building the new data infrastructure for the future of the hospitality industry.”*, says Ivo Dimitrov, CEO of Reputize.“

About Reputize

Reputize is a leading end-to-end Online Hotel Reputation Management platform. Reputize is a growing SaaS start-up in London helping the hospitality industry better understand and improve customer experience and manage brand reputation. Our skilled experts develop bespoke technology that provides an easy way for hotels to monitor, collect and amplify guest reviews. We strive to continuously deliver measurable results and help our clients improve OTA rankings and grow revenue.

