



EPISODE #7

# Expedia Content

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MAY 9, 2024

# About Expedia



**Why** stay up-to-date?

**What** is your Expedia score?

**How** do we update?

**Conclusion**

# Why stay up-to-date?

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SEARCHING



BRAND  
AUDITS



ACCURATE  
AMENITIES



MORE  
BOOKINGS



BETTER  
REVIEWS



# What is your score?

## Property details score

**99**  
/100

Gain more visibility across Expedia Group sites with a high score.  
You're ranked 3 in your competitive set.

[Learn more](#)





# Quiz: Common Issues?

## Property details score

**86**  
/100

Gain more visibility across Expedia Group sites with a high score.

You're ranked 19 in your competitive set.

[Learn more](#)
















# Pain Points

- Recent Updates?
  - Sometimes Expedia flags amenities that have not been looked at in a while > easy fix
- Not enough photos (or tagging is wrong)
- Bedding (e.g. sofasbeds, cribs)
- Random amenity categories (e.g. internet speed)
- Accessibility measurements 🥲🥲🥲





-  Home
-  Opportunities **5**
-  Rooms and rates 
-  Marketing 
-  Reservations
-  Guest relations 
-  Payments
-  Property details 
- Overview
- Photos
- Property amenities
- Room amenities
- Points of interest
- Fees, policies, and settings
- Renovations and closures
- Change history 

## Property overview

Your one-stop shop to manage your photos, amenities, fees and policies, and other details about your property.

### Property details score

**99**

/100

Gain more visibility across Expedia Group sites with a high score.

You're ranked 1 in your competitive set.

[Learn more](#)

### Next steps for you

Needs attention

Improve score  
Approx. +1 point

#### Review 1 property amenity category

These amenities are common with similar properties in your area. Travelers often search for them, too.

[Review](#)

## Property details

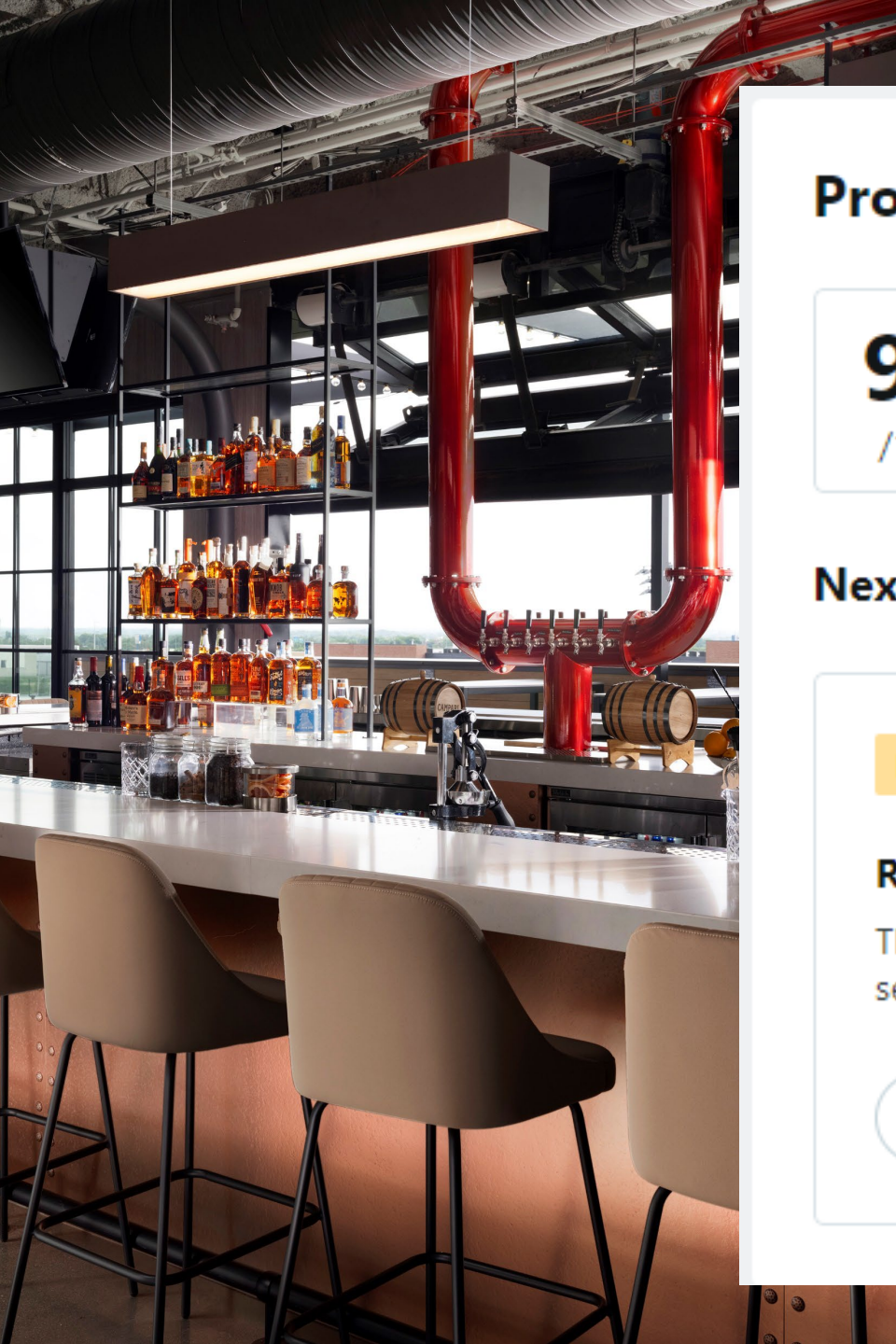


### Photos

Help guests imagine what it's like to stay at your property with photos.



### Property amenities



## Property details score

**99**  
/100

Gain more visibility across Expedia Group sites with a high score.

You're ranked 1 in your competitive set.

[Learn more](#)

## Next steps for you

Needs attention

Improve score  
Approx. +1 point



### Review 1 property amenity category

These amenities are common with similar properties in your area. Travelers often search for them, too.

[Review](#)





 Property details 

Overview

Photos

Property amenities

Room amenities

Points of interest

Fees, policies, and settings

Renovations and closures

# Next Steps





## Property details score

86

/100

Gain more visibility across Expedia Group sites with a high score.

You're ranked 12 in your competitive set.

[Learn more](#)

## Next steps for you

Needs attention

Improve score

Approx. +13 points

### Complete your photos

You have 2 outstanding photo tasks. Travelers interact with photos more than any other part of your listing.

[Go to photos](#)





## Property details score

86

/100

Gain more visibility across Expedia Group sites with a high score.

You're ranked 12 in your competitive set.

[Learn more](#)

## Next steps for you

Needs attention

Improve score  
Approx. +13 points

### Complete your photos

You have 2 outstanding photo tasks. Travelers interact with photos more than any other part of your listing.

[Go to photos](#)



## Property details score

**86**

/100

Gain more visibility across Expedia Group sites with a high score.

You're ranked 12 in your competitive set.

[Learn more](#)

## Next steps for you

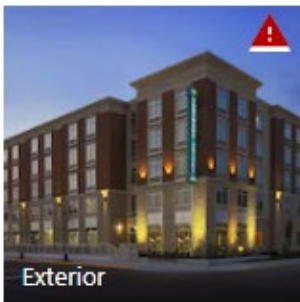
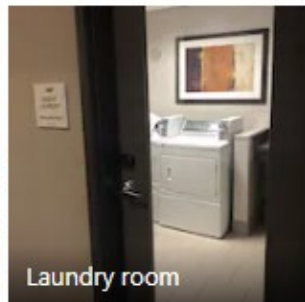
Needs attention

Improve score  
Approx. +13 points

### Complete your photos

You have 2 outstanding photo tasks. Travelers interact with photos more than any other part of your listing.

[Go to photos](#)



## Property details score

86

/100

Gain more visibility across Expedia Group sites with a high score.

You're ranked 13th in your competitive set

[Learn more](#)

### Next steps for you

Needs attention

Improve score  
Approx. +13 points

#### Complete your photos

Travelers interact with photos more than any other part of your listing.

Add 5 room photos



Replace 16 low resolution photos



View our photos toolkit for more guidance on how to attract travelers with photos.

[Photos toolkit](#)

### Issues

- Not enough photos of different angles of the rooms
- The photos we received from the previous ownership group were low resolution photos

### Next steps

- Photoshoot is needed





# Photos Requirements: Room

Room, 1 King Bed (Hearing Accessible)


1 King Bed

4 photos missing

 Room Photo 1 [Click to choose](#)

 Room Photo 2 [Click to choose](#)

 Room Photo 3 [Click to choose](#)

 Bathroom [Click to choose](#)

[Assign existing photo](#)



# Photos - Don't freak out

Room, 1 King Bed (Hearing Accessible)

1 King Bed

4 photos missing



Room Photo 1

➤ Bedroom



Room Photo 2

➤ Different bedroom angle



Room Photo 3

➤ Desk close-up photo (*re-use for multiple room types*)



Bathroom

➤ Shower photo (*reuse for multiple room types*)

[Assign existing photo](#)





# Photos Requirements: Property

## Next steps for you

Needs attention

Improve score  
Approx. +6 points

## Complete your photos

Travelers interact with photos more than any other part of your listing.

Add 1 property photo



Outdoor areas  
Barbecue grill(s)

View our photos toolkit for more guidance on how to attract travelers with photos.

[Photos toolkit](#)

Major amenities require pictures

- Pool
- Breakfast
- Barbecue grills
- Front Desk
- Lobby
- Restaurant
- Fitness Center
- Game Room / Basketball court / Tennis court



# Photos for Marriott / Hilton / IHG

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## PROS

It's all automated: if your website is good, then your OTAs are likely up-to-date

High-quality images

Periodic automated checks

## CONS

It's all automated...

- Broken chain, e.g. Marriott >> Leonardo >> Expedia
- Delays
- Accessible rooms don't exist... (Marriott)

Tagging gets wonky

*If you see something weird, let me know. It could be a larger issue.*



# Bedding

## Extra bedding

### More family and children options

☒ Cribs/infant beds

☒ In all rooms ☐ In some rooms

Cost

Free



☐ Travel crib

☒ Rollaway/extra beds available

☒ In all rooms ☐ In some rooms

Cost

Free



☐ Futon

☐ Sofa bed

☐ Day bed



# Accessibility

☒ Room, 2 Queen Beds (Mobility Accessible, Tub)

What wheelchair accessible features do your rooms have?

☒ Wheelchair-width doorways

Doorway wheelchair width (inches)      Doorway wheelchair width (centimeters)

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☒ Lowered locks/deadbolt

☒ Lowered peephole/view port in door

☒ Low-height bed

Low bed height (inches)      Low bed height (centimeters)

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☒ Low-height counters/sink

Low counters/sink height (inches)      Low counters/sink height (centimeters)

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☒ Low-height desk

Low desk height (inches)      Low desk height (centimeters)

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# Random

Internet

☒ Wi-Fi in guestrooms

☒ In all rooms ☐ In some rooms

☐ Free ☒ Surcharge

Amount in USD (including taxes)

9.95 Per day

**Minimum WiFi speed**

25+ Mbps

☐ Restrictions apply

☒ Wi-Fi in public areas

☒ Free ☐ Surcharge

☐ Restrictions apply

☒ Wired internet in guestrooms

☒ In all rooms ☐ In some rooms

☐ Free ☒ Surcharge

Surcharge in USD (including taxes)

9.95 Per day

☐ Wired internet in public areas

[More options](#)

# How do we stay updated?

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INTERNAL AUDITS



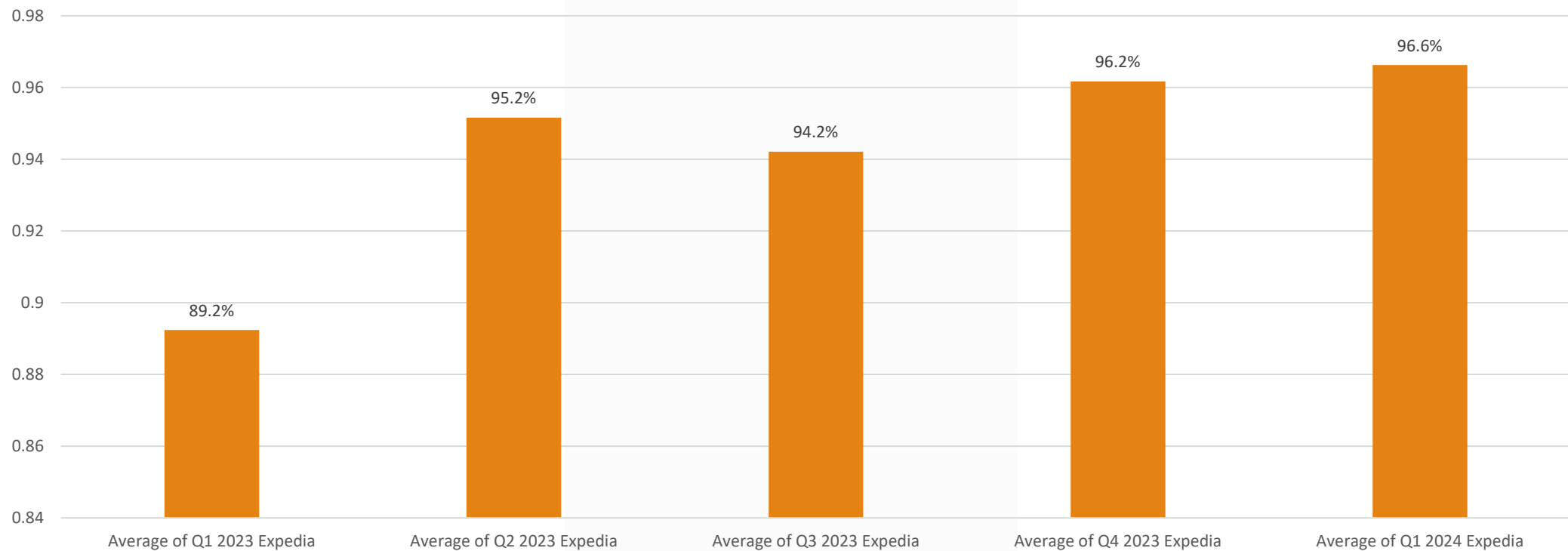
ON-PROPERTY



BRAND AUDITS

# Quarterly Shaner Audit

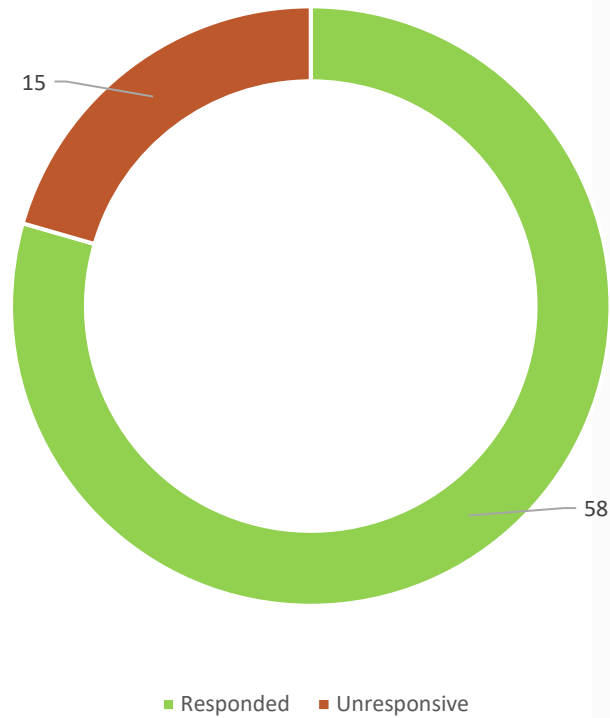
Total Average Expedia Property Score by Quarter





# Quarterly Questions Q1 2024

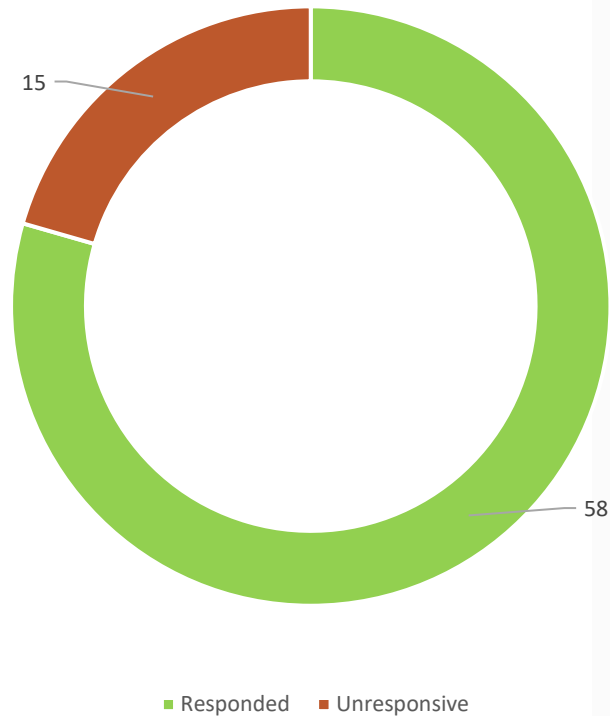
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THANK YOU!

# Quarterly Questions Q1 2024

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- Identify common pain points
- Check that the item(s) are up-to-date across our portfolio
- Reminder to look at your OTA account

*Increase content scores!*



# On-Property Audit

Shop your hotel on Expedia

1. Make the changes yourself
  - Need access?
  - [Request Forms \(shanerdigital.com\)](https://shanerdigital.com) > Profile Access
  - Access to respond to guest reviews and receive guest messages
2. *Or just email me.*





# Brand Audit

Regular reports > brands take notice

Better to already be keeping up with  
your content scores

# What else affects your visibility on Expedia?

- Guest reviews
- Guest messages
- How you handle guest interactions via OTAs



# What else affects your visibility on Expedia?

## Optimize your visibility

Your guest experience and offer strength scores impact where you appear in the search sort order. Take a look to see how you can improve.

92

Guest experience

90

Offer strength





# What else affects your visibility on Expedia?

Updated 17 hours ago—Your guest experience score is a key factor in determining your visibility, since travelers who have great experiences rebook more often. The score is based on guest reviews, relocations, refunds, and cancellations from the past 1 year. Recent actions impact your score more than older ones, so you can improve faster.



## Optimize your visibility

Your guest experience and offer strength scores impact where you appear in the search sort order. Take a look to see how you can improve.

**92**

**Guest experience**

**90**

**Offer strength**

# Working Together

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**E-COMMERCE**



**ON-PROPERTY**



**BRAND**



Questions?



/ou

