

# Direct Reservations Checklist

Follow the activation steps for each direct, free booking channel when you're ready to go live on SevenRooms. Review additional [booking channel integrations](#) to expand your customer reach.



## YOUR WEBSITE

Your website is the core of your new direct booking strategy. Add the SevenRooms Reservation Button to your homepage and install the associated snippet of code. This will pop-up your Reservation Widget when clicked.

[Visit the Help Center](#) for instructions on customization and activation.



## GOOGLE

Allow guests to book direct right from your business listing in Google Search or Google Maps results. To get your button added to Google all you need to do is ensure you have an active Google Business Listing and have widget inventory live in your Access Rules.

[Visit the Help Center](#) for more details and instructions.



## INSTAGRAM

SevenRooms integrates directly with Instagram, enabling a "Reserve" button right on your profile. Meaning guests can book a reservation directly from your Instagram profile without leaving the app. All you need to do is add your Instagram URL to your Profile Information, located in the Marketing Tab.

[Visit the Help Center](#) for more details and instructions.



## FACEBOOK

Utilizing Facebook to advertise your venue or restaurant is an easy way to connect with potential clients. SevenRooms allows for a seamless connection within a Facebook Business page to your venue's Booking Widget, Events Widget, and the Reservation Request iframe.

[Visit the Help Center](#) for more details and instructions.



## TRIPADVISOR

This is a real-time integration that allows SevenRooms clients to add a 'Reserve' button on their TripAdvisor listing that directs to their SevenRooms reservation widget. This integration is not currently available for North America and there are further restrictions for countries in Europe, where you must list inventory via TheFork.

[Visit the Help Center](#) for more details and instructions.

**Want to learn more about how you can maximize your direct bookings?** Check out the [Marketing Guide to Boosting Direct Reservations](#) for tips, campaign ideas and creative assets you can use.