guestXM
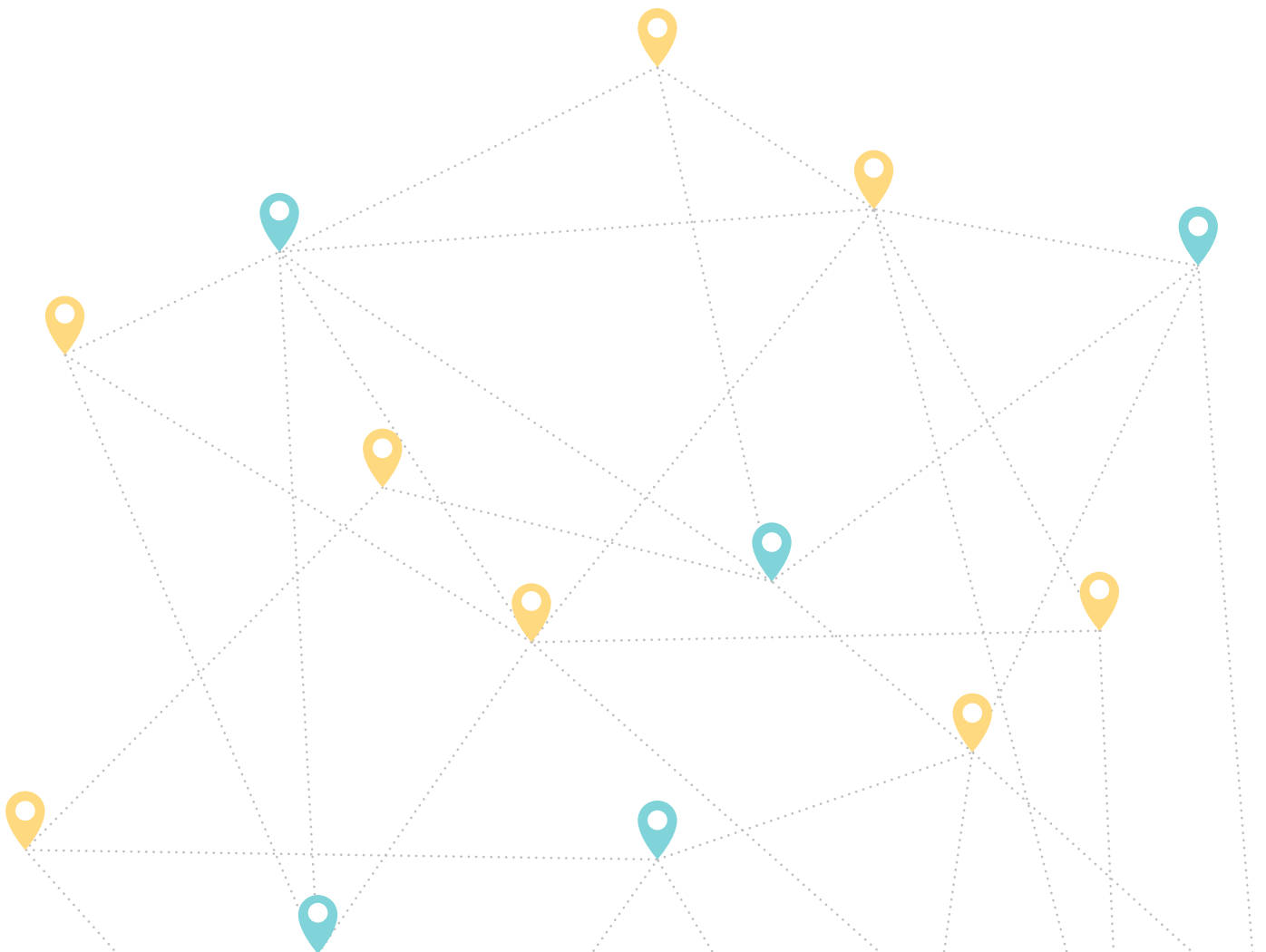
by **Black Box** Intelligence

# The Ultimate Google Business Restaurant Marketing Playbook

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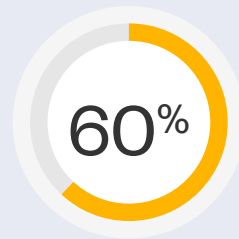- [ ] **Monitor performance metrics**

**Got stuck?**
Check our guide below on how to optimize your restaurant listings on Google, platform updates and best practices, and more.

# Restaurant Best Practices on Google

As general best practices, regardless of the type of restaurant you are managing, Google and hospitality experts recommend the following to increase brand visibility and sales.

1. List as much information as possible in your restaurant's listing.
2. Encourage existing customers to complete reviews.
3. Stay on top of things by posting regular content with videos, pictures and even gifs.
4. Highlight special offers, happy hours and combo deals.
5. Answer questions and reply to reviews fast.
6. Keep an eye on customer choice drivers.
7. Make it easy for your restaurant clients to book a table or order takeaway from your Google Business Profile.
8. Leverage online reviews and user-generated content to build trust in your community.
9. Grow your restaurant rating score to be more visible in "near me" searches. Restaurants with an average rating above four stars and a decent number of recent reviews are shown first in searches like "best hamburger in New York" or "best restaurant near me".

More tips on how to ace local searches in our guide's Expert and Bonus Tips sections.

Google's Guest Insights

**60%**

*Of millennials start their search online just an hour before they visit a restaurant*

## Brands remarkable online!

Learn how online reputation management helps you with insights on customer feedback, make better decisions and create unique customer experiences.

**Learn more**

# How to Optimize Restaurant Listings for Growth

**The better reviews a restaurant has, the more likely it is to show first in the most relevant searches on Google Maps as well as Google Search.**

A relevant search can be by a restaurant type, dish name or drink. Follow our guide to make your restaurant locations easy to discover on Google.

1.  **Check all relevant service attributes** for your restaurant locations. Follow our step by step guide.
2.  Reviews can make or break your brand reputation. **Monitor rating evolution** weekly so you can act fast.
3.  **Search your brand in Google** and see what comes up first. Top web results include links to social media profiles, company website or press coverage. **Make sure it's nothing damaging to your brand.**
4.  **Interact in real time with your potential customers.** Follow our guide to ace CX online.
5.  **Connect your table booking software to your listings** so that customers can reserve a table straight from Google Maps. **The same applies to mobile food delivery apps** like DoorDash, Uber Eats, Deliveroo and more.
6.  **Check constantly the NPS and average rating score** to make sure your team is on the right track.

▶ **Why should you complete and optimize your profiles for all your restaurant listings?**
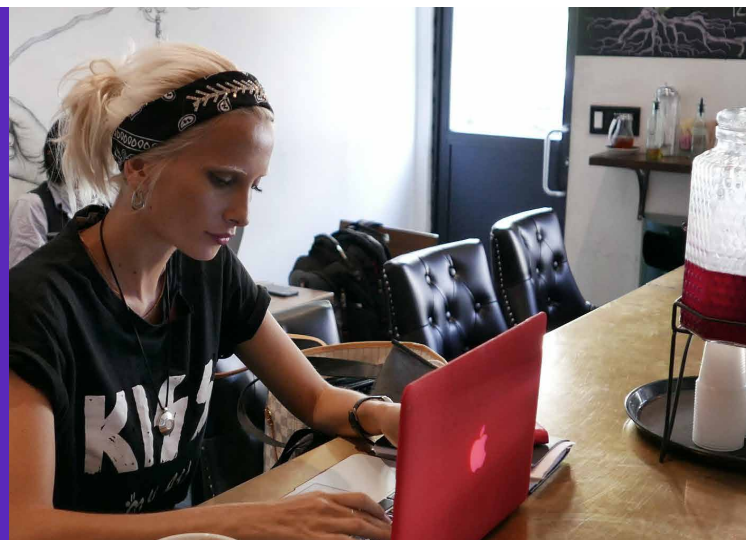It is 29% more likely to drive Google users to make a purchase from your restaurant listings.

Manage Google Listings Faster

## Update unlimited restaurant listings from one inbox

Your restaurant brand's own customer experience command center.

Let's Go

# Google Updates - What's New for Restaurant Listings?

Follow our blog and social channels for more updates about Google Maps and Google Business Profile. The below updates will be selectively rolled-out, so if you don't see them already, they'll soon might be available in your area.

- **Location spotlight** - Google's machine learning scans your listing's content: pictures, reviews, questions & search results from press or food bloggers and serves it in a highlighted top section.

- **Dish level search** - Restaurants can get discovered faster from the dishes they serve.

    ▶ **Pro tip:** Don't forget to list all your restaurant dishes in Google Business Suite.

- **New digital menus for restaurants** - Restaurant menu items will get a well-deserved update. The new visually rich design makes your menu easy to swipe and browse around.

    ▶ **Pro tip:** Highlight dietary options, like vegetarian or vegan.

- **Neighborhood vibe** - If your restaurant locations are located in a vibrant area, this is for you! The neighborhood vibe feature shows the essential landmarks, sights or activities alongside restaurants, coffee places or bars.

- **Updated directions interface** - The new UI shows users a more comprehensive view of how long it'll take to get to their destination via car, public transit, a rideshare app, and on bike or on foot, without the need to toggle between tabs. Be sure your address is accurate and visible.

- **Manage your restaurant listing from Google Search** - Now, you can check and update your restaurant listing in Google Search and Google Maps. For multi-location restaurants, the Business Profile Manager will still be available.
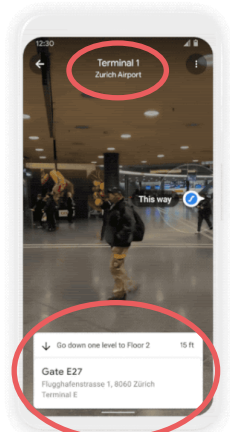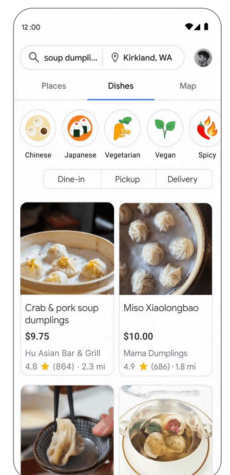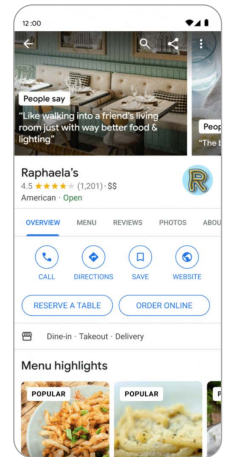
# Restaurant Listing Guide: Setup

**Claim & verify** each GBP listing(s).

1. On your computer, open Google Maps.
2. In the search bar, enter the business name.
3. Click the business name and choose the correct one.
4. Click 'Claim this business' and then 'Manage now'. To choose a different business, click 'I own or manage another business'.
5. Select a verification option, and follow the on-screen steps. When you add or claim your profile, you can verify it through phone, text, email, or video. You may need to verify with more than one method. Available methods depend on things like business category, public info, region, and support hours.
6. After you verify, it can take a few weeks for your updated business info to show across Google.

▶  If an eligible business manages 10 or more listings of the same business, you might be able to use bulk verification.

You can verify 2 types of accounts:

• **An individual user account:** when your account is verified, all eligible profiles in your account not claimed by someone else are verified.

• **Business groups:** when the main owner on the account is verified, all eligible profiles in the business group are as well. The profiles can't be owned by someone else.



**Add your restaurant logo and other photos**

Sign in to Google Business Profile.

a. Select 'Edit profile' and then 'Cover photo' or 'Logo'.
b. On your computer, using Google Search, select. 'Add photo' and then 'Cover photo' or 'Logo'.
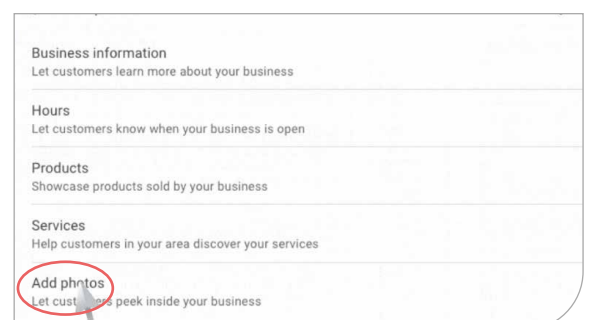
## Add the location's address
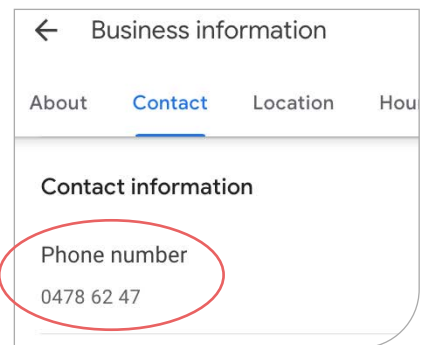
Sign in to Google Business Profile.

1. Select 'Edit profile' and then 'Business information'.
   On your desktop, using Google Search, select 'Edit profile'.
2. Near the top, select 'Location'.
3. Next to 'Business location', select the pencil icon.
4. Add or edit your address, then click 'Save'.
5. If Google can't find your address, you'll get a warning message.
   Re-enter parts of the address that are highlighted in red.

| Website |
| --- |
| https://guestxm.com/ |

| Short name |
| --- |
| yavin-four |

**Location and areas**
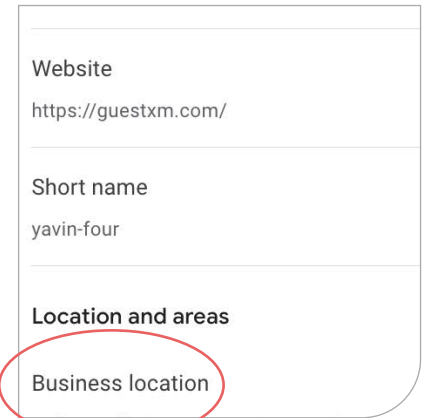
Business location

## Add the location's phone number

Sign in to Google Business Profile.

1. Click 'Business Information' from the menu.
2. In the 'About' tab, below 'Contact Information', there is 'Phone number'
3. Select the pencil icon next to 'Phone number'.
4. Add or edit your business phone number.
5. Click 'Save'.

← Business information

About   **Contact**   Location   Hou

**Contact information**

Phone number
0478 62 47

## Link your GBP profile to your business links

Sign in to Google Business Profile.

Your restaurant listing can include 2 types of links that make it easier for customers to learn more about.
These links can be one of the following:

- Book an appointment.
- Make a reservation.
- Place a food order.

1. If you have multiple locations, open the location
   you'd like to manage. Click 'Info' from the menu.
2. Next to 'Add URL' click 'Website'.
3. Enter your URLs in the appropriate fields.
4. Click 'Save'.

| Opening date |
| --- |
| Add |

**Contact information**

Phone number
0917 877 9292

Website
https://guestxm.com/
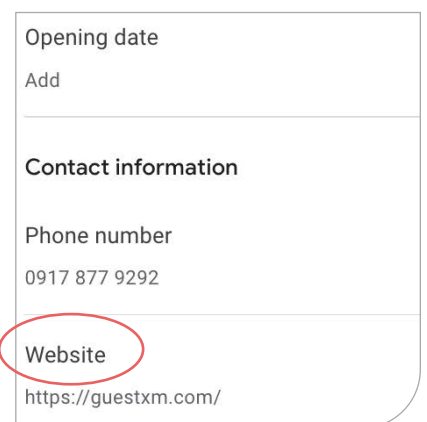
▶ Pro tip: make sure Googlebot
isn't blocked on your site.

## Add opening hours

Follow these easy steps to set your restaurant's opening hours.

Sign in to Google Business Profile.

1. If you have multiple locations, open the location you'd like to manage.
2. Click 'Business Information' from the menu.
3. Next to 'Opening Hours' or your current business hours.
   Select the pencil icon.
4. Turn on each day of the week that your business is open.
5. Next to each day of the week that your business is
   open, select the opening time.
6. Next to each day of the week that your business is
   closed, click 'Closed'.
7. After you're done setting your hours, click 'Save'.



▶ Pro tip: set business hours for national holidays beforehand.
The process is similar to setting up opening hours.

*Users can see when a location
updated their opening hours.*

▶ Pro tip: set business hours for happy hours,
branch or even takeaway or pick-up.

# Restaurant Listing Guide: Essential

**Register your site manager(s)**

Sign in to Google Business Profile.

1. Click 'Menu' and then 'Business Profile' settings and then 'Managers'.
2. At the top left, click 'Add'.
3. Enter a name or email address.
4. Under 'Access', choose 'Owner' or 'Manager'.
5. Click 'Invite'. Invitees will have the option to accept the invitation and immediately become users.



**Add the business (restaurant in this case) description**

Enter a brief description of your business: talk about what your restaurant has to offer, what sets it apart from the rest, your brand's history, mission and values.

• Make sure your description text doesn't exceed 750 characters in the description field.
• Do not include URLs or HTML code.



**Opening date**

Only the year and month of your opening date are required. You can enter a date up to one year in the future, but it won't show on Google until 90 days before the date.

Google announced the 'Years in Business' label. Your listings will show how many years the business is running.

**Add or edit your restaurant menu**

Sign in to Google Business Profile.

1. Choose the location that you'd like to manage.
2. Click 'Menu'.
3. Select the menu section for the item(s) you want to add, e.g. starters, soup etc.
4. Click on the dish you want to edit:
   - To add a dish name to a photo that doesn't have a name, tap 'Add a dish name' and then 'Add a name'.
   - To edit a wrong dish name, tap 'Suggest an edit' and 'Edit dish name'. Google aims to post the edits within a few days.
   - To indicate that the name is incorrect, tap 'Suggest an edit' and then 'Wrong dish name'. Dish name edits made by you will be given priority over dish names from customers.
5. Make sure you add relevant pictures for your dishes.
6. Click "Save".



Pro tips: Don't forget to highlight vegetarian and vegan dishes.

# Restaurant Listing Guide: Advanced

**Link your mobile food delivery apps where your restaurant brand is active**

Sign in to Google Business Profile.

1. In the menu on the left, click 'Menu'.
2. In the menu on the left, click 'Info'.
3. Scroll to 'Food ordering' and click 'Edit'.
4. Under 'Delivery, Takeout and Order Ahead', turn on 'Accept partner orders on Google'.
5. Link your locations on mobile food delivery apps like Uber Eats, DoorDash, etc.
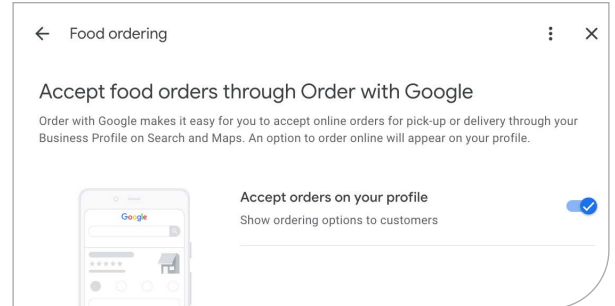


**Add restaurant highlights and service attributes**

It is what makes the difference between your brand and competitors, follow the next steps to add or edit attributes.

Sign in to Google Business Profile.

1. From the menu, click 'Business Information', then select 'More'.
2. Search for the attribute(s) you want to add or scroll through the available options.
3. Once you update your attributes, click 'Save'.
4. Your new attributes show up when customers find your business.
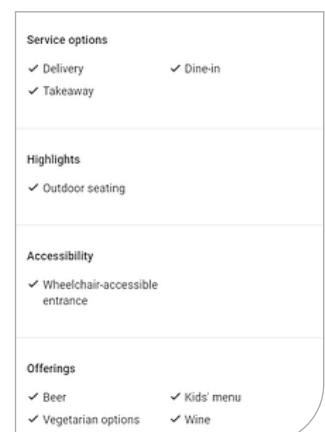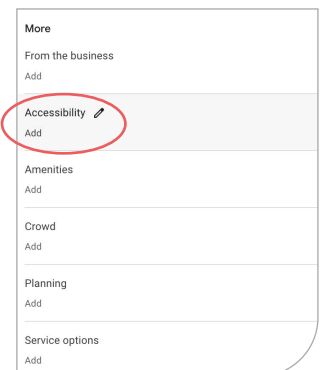
**Update all your restaurant listing's attributes and highlights**

Make sure to check what makes sense for your restaurant brand from the following list:

- **Service** - choose what is representative of your restaurant brand attribute: dine-in, takeaway, delivery.

- **Location performance** - special events happening: live music, live dj.

- **Offerings** - stand-out with special dishes or drinks served in your locations:

   vegetarian options, craft beer, late-night food.

- **Dining options** - add tags relevant to your serving: lunch, dinner, catering.

- **Atmosphere** - your potential clients want to know more about the vibe: cosy, casual.

- **Planning** - show your potential customers what kind of groups you support, with or without reservation

- **Crowd** - let users know your space is LGBTQIA+ friendly, and transgender safe space.

- **Amenities** - the nice to have things: high chairs, Wi-Fi.

- **Accessibility** - be sure to mention access facilities in and around your locations:

   wheelchair accessible, car park, wheelchair-accessible toilet.

- **Payment options** - customers want to know if they can pay with their phone or a type of

   card, mentioning the ones that apply to your places: debit cards, NFC mobile payments.

# Restaurant Listing Guide: Expert

**Maximize direct messaging**

Once messaging is enabled, your customers will find a 'Message' button on your profile.

Here are a few essential tips to increase conversions:

- GBP admins will receive notifications of new messages coming in.
- Customize the automated welcome message that customers will receive when they text your brand.
- Share photos with your customers through messages.
- If multiple people are GBP admins, each one can message customers.
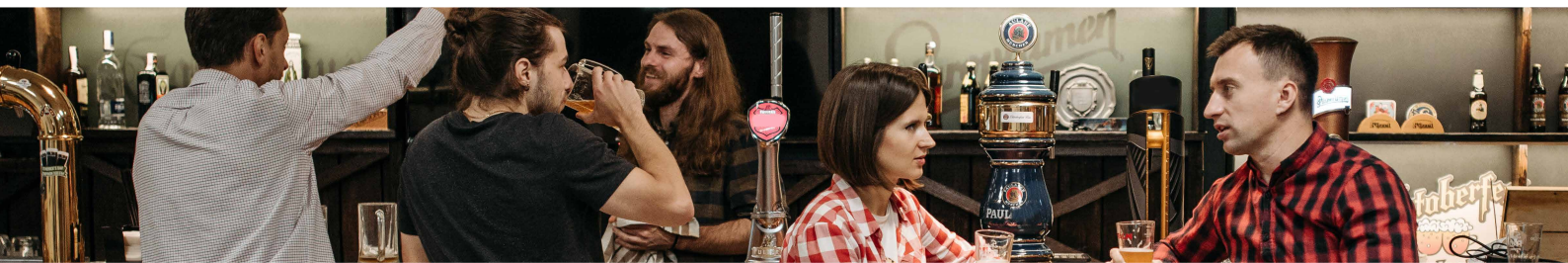


**Aggregate all reviews, questions & messages**

Responding to reviews, questions and DMs from a business listing is easy, but keeping track of 10 locations just on GBP, besides Trip Advisor, Yelp, Facebook or Instagram, can become a handful.

Use a review & social media management software that connects all your online profiles and makes responding to reviews, direct messages or questions super fast. There are many alternatives out there, but most of them bill by the number of profiles connected.

GuestXM Essential is the reputation management software that helps you grow your business online, where your brand can have unlimited profiles and listings connected.

## Take Control of Your Brand's Online Reputation

Manage reviews and social media fast and easy!

**Find out how**

**Uploading video content on GBP**

Video is a great way to show what you're up to, share news and hot dishes from your locations.

Make sure your videos are the right format for GBP:

• Up to 30 seconds long.

• High-resolution.

• Under 100 MB.

**Add offers to your location's menu**

You can also list menu items on GBP like combo meals , happy hours and drinks.

1. Choose the location that you'd like to manage.
2. In the menu on the left, click 'Menu'.
3. Add or edit your menu items.
4. Click 'Add'.

# Extra Growth Tips

**Display local search ads on Google Maps using Google Ads.**

To enable Google Maps to show your search ads:

1. Enable location extensions for your Google Ads account.
2. Set up or update your Google Business Profile listing.
   If you don't have a listing yet, set up your listing. If you already have a listing,  check your info to make sure it's updated.
3. Use location targeting and bid by location. Target a specific location and set bids by location so that your bids
   increase for people near your business.
4. Optimize your keywords. Use keywords in your campaigns that relate to your location and what people are searching
   for locally. If you're running Google Discovery ads on  Google Maps, make sure to include the phone line in the ad.

## Map out restaurant choice drivers

For this, you will need a spreadsheet or, better, a review & social media management software that can do customer sentiment tagging for you.

It's super straightforward:

- Tag your customer interaction with the right sentiment: Positive, Neutral or Negative.
- Then map the choice drivers for this: Food, service, drinks, atmosphere, etc.

| Category | This Period | Previous Period | Trend (#) | Trend (%) |
|---|---|---|---|---|
| 🍽 Experience | 35 | 45 | -10 | -29% |
| 🍴 Food & Beverages | 13 | 28 | -15 | -115% |
| ⏱ Service | 10 | 9 | 1 | 10% |

For example, take this fictive review:

> 'The burgers are amazing. If you're super hungry, check the double bun burger. It's a treat.
>
> It could have been a perfect dine-out, but the service was a bit slow. '

George from Austin, Texas.

In our choice driver map, this review should be tagged as:

- Positive for food.
- Negative for service.

## Leverage customer reviews in Local SEO

If your restaurant locations have a top rating (above 4 stars) and a good volume of reviews you can show up in searches like 'best restaurant' or 'best burger near me'.

According to Google's documentation, the local ranking of a restaurant brand is influenced by both review count and review rating.

In the illustrated example, the first result is an ad (the one with 4.4 stars), while the other top two options are organic search results, based on ratings.
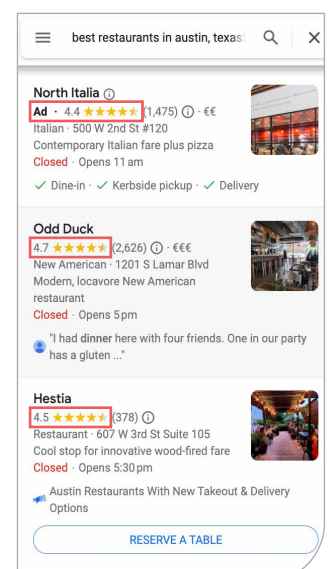
# guest XM

by **Black Box** Intelligence

# Grow Your Restaurant's Brand Reputation Online & Offline

We help brands take back control and grow online reputation, NPS, guest satisfaction, review rating score and social following.

**Trusted by restaurant chains & franchises in over 37 countries.**

**Get Demo**

GuestXM.com