



GUIDE

The Ultimate Google Business Playbook for Restaurant Marketing



BY BLACK BOX INTELLIGENCE™





Table of Contents

3	Your Google Business Checklist
4	Best Practices
5	How to Optimize Restaurant Listings for Growth
6	Google Updates. Why should restaurants care?
7	Restaurant Listing Guide: Setup
10	Restaurant Listing Guide: Essential
12	Restaurant Listing Guide: Advanced
14	Restaurant Listing Guide: Expert
17	Make Your Brand More Remarkable Online
17	Take Control of Your Brand Reputation

Your Google Business Checklist

How to set up and optimize your restaurant's profile

Checklist Setup

The starting point for every location

- Claim & verify your location listing
- Add the logo of your restaurant brand
- Select the right category (restaurant type)
- Add the address of your location
- Add the phone number of your location
- Link your company website
- Add a short name for your location
- Fill in the opening hours
- Add relevant location photos

Advanced

Restaurant highlights and attributes that differentiate your locations from competitors

- Service - Dine-in, takeaway, delivery
- Location performance - Live music, live dj
- Food & drink offerings - Vegetarian options, craft beer, late-night food
- Dining options - Lunch, dinner, catering
- Health and safety - Reservations required
- Atmosphere - cosy, casual
- Planning & attendance - LGBTQIA+ friendly, large groups
- Amenities - High chairs, Wi-Fi, good for kids
- Accessibility - Wheelchair accessible, car park
- Payment options - Debit cards, NFC mobile payments, credit cards

Essential

Customize and stand out

- Register your site manager(s)
- Add the restaurant description
- Link the table reservation calendar
- Add delivery links from third party mobile food delivery apps

Expert

What 90% of restaurants don't get right

- Maximize GBP direct messaging feature - Interact in real-time with your audience
- Aggregate all reviews, DMs & questions - Gain insights more easily in less time
- Map out restaurant experience drivers - Food, drinks, service, atmosphere etc
- Enable location extensions - Make it easier for your customers to call

Regular Maintenance

What few restaurant brands do

- Check & reply to reviews, questions & DMs
- Post updates weekly, include photos
- Monitor performance metrics



Best Practices

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 what's driving customer satisfaction
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 reviews are shown first in searches like "best hamburger in New York" or "best restaurant near me". More info on this in our guide's Expert and Bonus Tips sections (pages 12 and 13).

GOOGLE RESEARCH SHOWS THAT ALMOST



OF MILLENNIALS START THEIR SEARCH ONLINE JUST AN HOUR BEFORE THEY VISIT A RESTAURANT

WHY SHOULD YOU COMPLETE YOUR PROFILES FOR ALL YOUR RESTAURANT LISTINGS?

IT IS



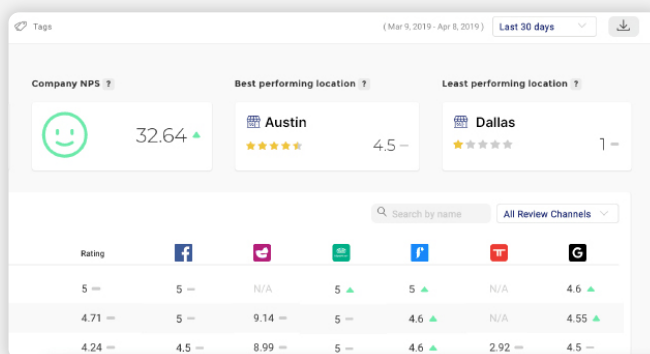
29%

MORE LIKELY TO DRIVE USERS TO PURCHASE.

Be remarkable online

Learn how online reputation management helps you capture customer feedback, make better decisions, and take control of your brand experience.

LEARN MORE



How to Optimize Restaurant Listings for Growth

Follow our guide to make your restaurant locations easy to discover on Google. There are a lot of factors that contribute to your online performance. Social following, SEO, and mentions in the press all contribute to your brand's online mix.

However, there is one component of the mix that counts for up to 25% of your brand's online reputation: GBP reviews and listings. The more positive 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 contain a restaurant type, dish name or cocktail. If reviews talk about your vegan burger as being top class, more users in an area of a few miles who search vegan burger will see your restaurant.

1. Check all relevant service attributes for your restaurant locations. Follow our step-by-step guide.
2. Reviews can make or break your brand's reputation. Monitor rating performance weekly so you can act fast.
3. Your restaurant listing includes web results, so we recommend searching your brand in Google to see what comes up first. Top web results usually include links to social media profiles, company website or press coverage. You'll be able to monitor activity and get ahead of anything damaging to your brand.
4. Interact in real-time with your potential customers. Follow our guide to ace customer experiences online.
5. Connect your table booking to your listings. Customers can reserve a table straight from Google Maps. With this functionality, you can import data, similar to Formitable, into a CDP or CRM and get further insights on the user experience.
6. Stay on top of the NPS and average rating score to make sure your team is on the right track.
7. Follow our guide to make your restaurant locations easily discoverable with Google Business Profile.



GMB, INSTAGRAM, TRIP ADVISOR,
FORMITABLE & MORE

Stay up to date
with unlimited
restaurant listings
from one inbox!

Your brand's own
customer experience
command center!

SIGN UP



Google Updates. Why should restaurants care?

In 2021 and 2022, Google began rolling out major updates for Google Maps.

What's New?



Pickup and delivery attribute details - restaurants will now be able to display further information about pickup and delivery. For example, fees, timeframes and minimum order in Google Search and eventually Maps. A pilot program will enable customers to input order details into Maps to facilitate curbside pickup and let restaurants know when they arrive.



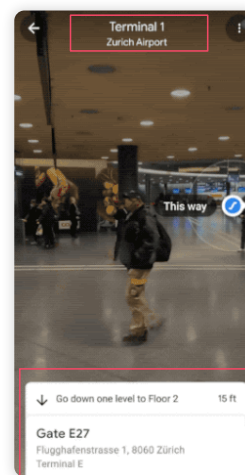
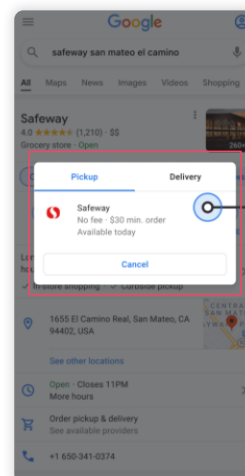
Indoor live view - Google AR walking navigation feature will roll out to airports, transit stations and malls. If you have restaurants in these locations, they may feature in the Live View.



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-locations, the Business Profile Manager will still be available.



Photos from Google's official announcements.



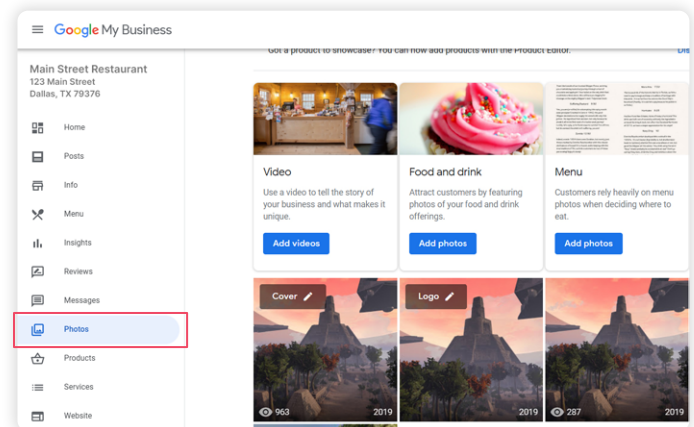
Restaurant Listing Guide: Setup

Claim & verify each GBP listing(s).

1. Choose the business you'd like to verify.
2. Click "Verify now".
3. On the postcard request screen, make sure your address is displayed accurately. To help deliver your postcard, you can also add an optional contact name.
4. Click "Send postcard".
5. Check the mail for your postcard. Most postcards arrive within 14 days.
6. After getting your postcard, sign in to Google Business Profile.
7. If you have multiple locations, open the location you'd like to manage.
8. Click either Verify location from the menu or "Verify now".
9. In the "Code" field, enter the 5-digit verification code from your postcard
10. Click "Submit".

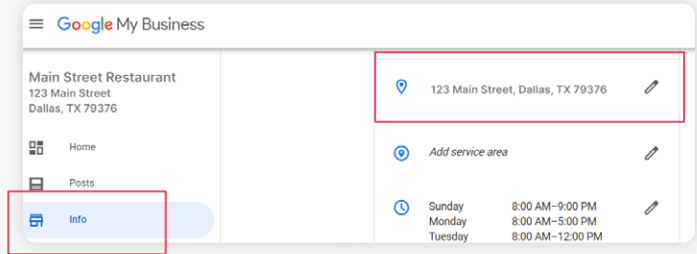
Add your restaurant logo and other photos

1. If you have multiple locations, open the location you want to update.
2. In the left menu, click "Photos".
3. In the top right, click "Post".
4. Choose the type of photo or video you'd like to add.
5. Upload the photo or video.

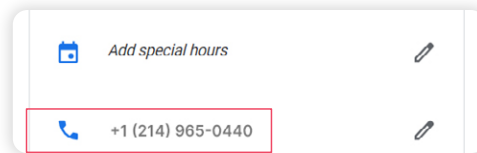


Add the location's address

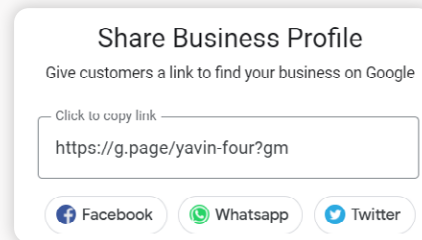
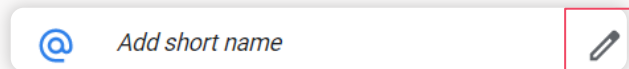
1. If you have multiple locations, open the location you'd like to manage.
2. From the menu tab, click "Info".
3. Go to the address field.
4. Enter your address, then click "Apply".
5. If we can't find your address, you'll see a red set marker location button appear over a map of your city on the right side of the window. Click "Set" marker location.
6. A map will appear with a red pin on your business location. You can drag this pin on the map Place the pin at the centre of your location.
7. After you pinpoint the centre of your location, click "Apply". We may review your edits for quality before they're published.



Add the location's phone number. In addition to your primary business phone number, you can enter up to 2 more phone numbers (mobile or landline only, no fax).



Add a short name. Kinda like a Twitter handle. Once enabled, it will generate a shortcode where customers can leave a review.



Link your GBP profile to your company website

Pro tip: make sure Googlebot isn't blocked on your site.

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 "Apply".



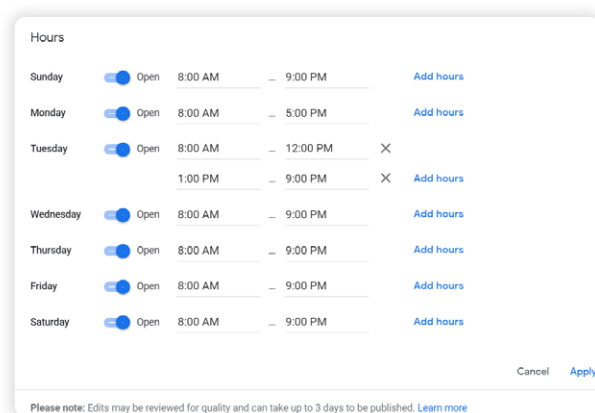
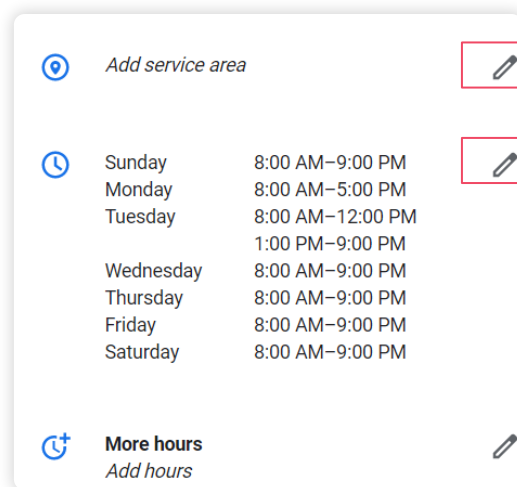
Add opening hours

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

1. If you have multiple locations, open the location you'd like to manage.
2. Click "Info" from the menu.
3. Next to "Add hours" or your current business hours, click "Hours".
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, click "Opens" and then select the opening time.
6. Next to each day of the week that your business is open, click "Closes" at, and then select the closing time.
7. After you're done setting your hours, click "Apply".

Pro tip: set business hour breaks: to mark your business hours include a break and create 2 entries for the same day with different times.

1. Turn on "Tuesday" (for the purpose of this example)
2. Next to "Tuesday" click Opens at and then 9:00 AM.
3. Next to "Tuesday" click Closes at and then 12:00 PM.
4. Next to "Tuesday" click Opens at and then 1:00 PM.
5. Next to "Tuesday" click Closes at and then 9:00 PM.

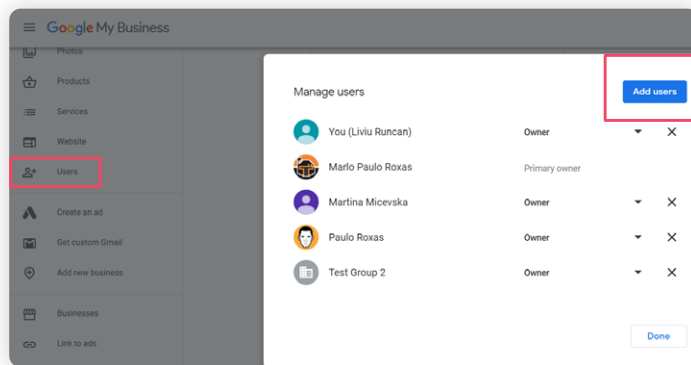


ON GOOGLE USERS CAN SEE WHEN A LOCATION UPDATED THEIR OPENING HOURS.

Restaurant Listing Guide: Essential

Register your site manager(s)

1. If you have multiple locations, open the location you'd like to manage.
2. In the menu on the left, click "Users".
3. At the top right, click "Invite new users". Enter the name or email address of the user you'd like to add. Note: To add an agency to your location, you need to add the agency's location group ID here. (You might need to reach out to the agency and ask for this ID).
4. To select the user's role, click "Choose a role" and then Owner, Manager, or Site Manager.
5. Click "Invite". Invitees will have the option to accept the invitation and immediately become users.



Add 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.



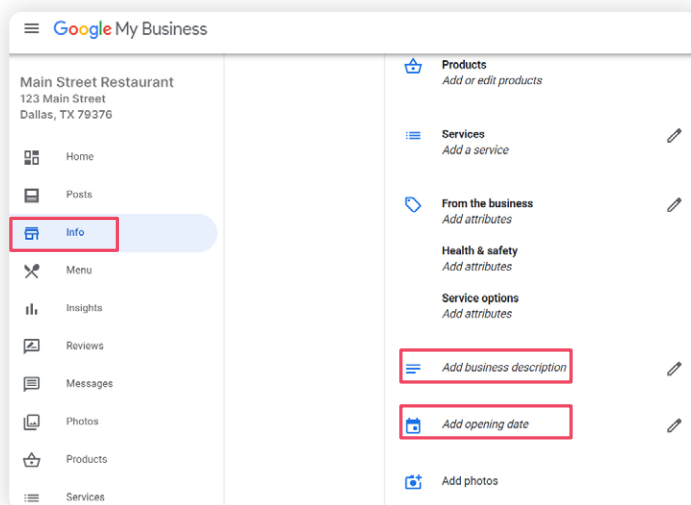
Make sure your description text doesn't exceed 750 characters in the description field



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. In 2021, Google announced the "Years in Business" label. Your listings will show how many years is the business running.





Link your table reservation calendar, company website or restaurant menu

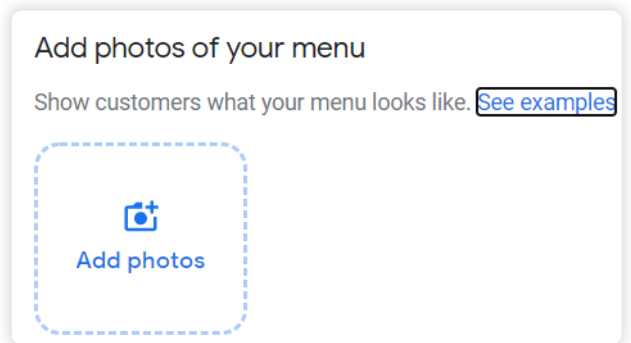
1. If you have multiple locations, open the location you'd like to manage.
2. Click into the "Info", "New features" URL section, which lets you edit several different fields. Depending on your business category, you may get options to add more links.
3. Select the type of link you want.
4. Enter the links in the appropriate fields. For action-oriented links like an appointment, order, or reservation, you can choose a preferred link to display at the top.
5. Click "Apply".

Add your restaurant menu

1. Choose the location that you'd like to manage.
2. In the menu on the left, click "Menu".
3. Select the type of link you want.
4. Enter the links in the appropriate fields.
5. For action-oriented links like an appointment, order, or reservation, you can choose a preferred link to display at the top.
6. Click "Apply".

Pro tip: You can also list menu items on GBP, like dishes, combo meals and drinks

1. Choose the location.
2. In the menu on the left, click "Menu".
3. Add or edit your menu items.
4. Click "Add".



Add menu section

Section name
Enter section name 0 / 140

Add menu item
Enter at least one item per section. You can add more later

Item name	Item price (PHP)
	0 / 140

Item description 0 / 1,000

Cancel Add



Restaurant Listing Guide: Advanced

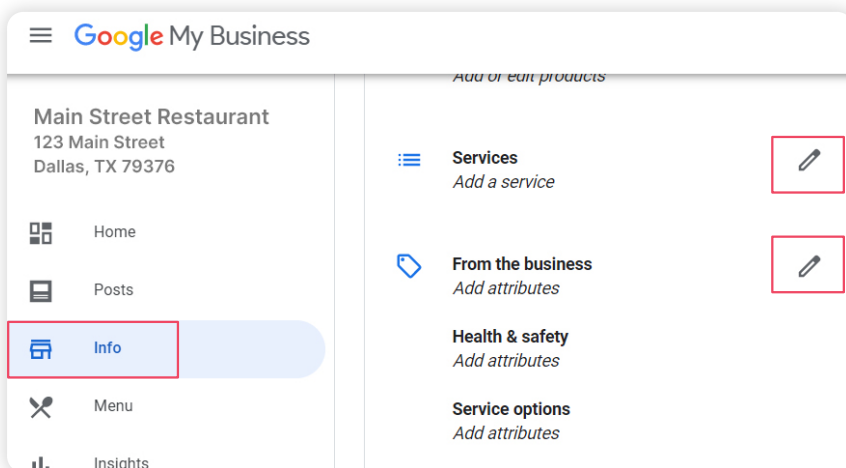
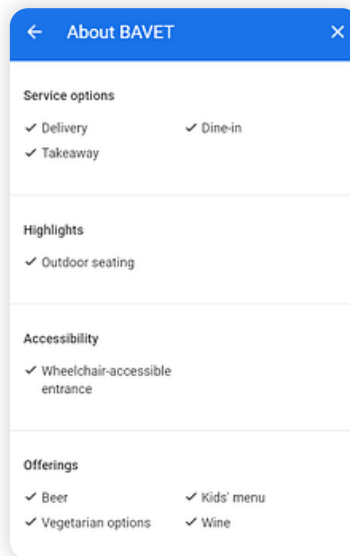
Link your mobile food delivery apps where your restaurant brand is active

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, Takeaway.com, 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.

1. From the menu, click “Info”.
2. Find “Add attributes” and click “Edit”.
3. Search for the attribute(s) you want to add or scroll through the available options. Once you update your attributes, click “Apply”.
4. Your new attributes show up when customers find your business



DRIVE TRAFFIC FROM
GOOGLE MAPS TO YOUR
OWN DELIVERY SERVICE
OR E-COMMERCE
WEBSITE!





Update all your location'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.
- **Food & drinks offerings** - stand-out with special dishes or drinks served in your locations vegetarian options, craft beer, late-night food.
- **Dining options** - add tags that are relevant to your serving: lunch, dinner, catering.
- **Health and safety** - customers want to feel safe when going out with family and friends, choose which of the following tags apply to your locations: reservations required, mask required, staff required to disinfect surfaces between visits.
- **Atmosphere** - your potential clients want to know more about the vibe: cosy, casual.
- **Planning & attendance** - show your potential customers what kind of groups you support: LGBTQIA+ friendly, large groups, children & infants facilities.
- **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.



**MAKE YOUR
LOCATIONS STAND
OUT BY COMPLETING
ALL YOUR LOCATION
ATTRIBUTES.**



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 with customers.



Aggregate all reviews and questions

Responding to a business profile is easy, but keeping track of 10 locations just on GBP, besides Trip Advisor, Yelp, Facebook, 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 a lot of alternatives out there, but most of them bill by number of profiles connected. AreTheyHappy is the only review & social media 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](#)



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.

Enable location extensions

You can also list menu items on GBP, like dishes, combo meals 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".

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 located near your business.
4. **Optimize your keywords.** Use keywords in your campaigns that relate to your location and what people are searching for locally.



BONUS TIPS

Advertise your location on Google Maps using Google Ads.

If you're running Google Discovery ads on Google Maps, make sure to include the phone line in the ad.

Advanced information

Store code	<i>Enter store code</i>	
Labels	<i>Enter labels</i>	
Google Ads location extensions phone	<i>Enter Google Ads phone</i>	

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, like AreTheyHappy so you don't have to do this manually.

#	Name	Category	This Period	Previous Period	Trend (#)	Trend (%)
1	EXPERIENCE +	📍 Experience	35	45	-10	-29%
2	FOOD +	🍴 Food & Beverages	13	28	-15	-115%
3	STAFF	👤 Service	10	9	1	10%
4	SERVICE +	👤 Service	7	7	0	0%
5	CONCEPT +	🏠 Environment	6	10	-4	-67%

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, vibe, etc.



"THE BURGERS ARE AMAZING, IF YOU'RE SUPER DUPER HUNGRY, CHECK THE DOUBLE BUN BURGER. IT'S A TREAT. IT COULD OF BEEN A PERFECT DINE OUT, BUT THE SERVICE WAS A BIT SLOW AND DISENGAGED."

-GEORGE FROM AMSTERDAM

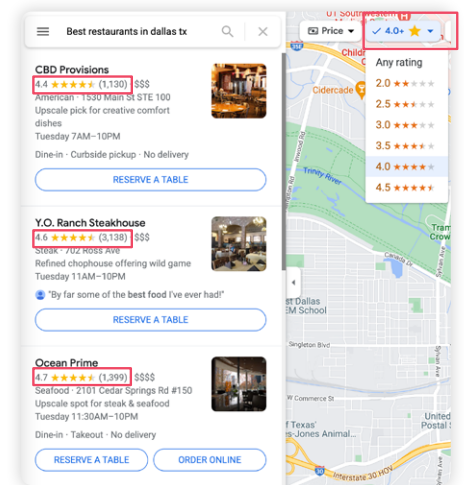
In our choice driver map, this review should be tagged as:

- 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"

See this example from our reputation experts: according to Google's documentation, the local ranking of a restaurant brand is influenced by both review count and rating.





Make Your Brand More Remarkable Online

AreTheyHappy is a customer experience software solution specifically designed for marketing, operations and front line teams in the hospitality industry.

Our mission is to empower customer centric companies to monitor their brand reputation, understand consumer feedback and make data-driven decisions to drive growth and revenue.

Our clients have a seamless collaboration between departments, increased efficiency by automating repetitive tasks, and all the data to answer the central question:

Are my customers happy?



“With AreTheyHappy, we can now easily see the data that shows us which operational aspects are working better than before. We give the feedback to the people on the work floor, so that they feel respected and have a chance to develop!”



PETER VAN PRAET
Co-founder and Concept Guardian Bavet



Take Control of Your Brand Reputation

[FIND OUT HOW](#)

AreTheyHappy helps brands take back control and grow online reputation, social following, NPS and reviews.

Trusted by hospitality brands across sizes and segments in over 25 countries.