

TAKE CONTROL OF YOUR ONLINE PRESENCE

THE ULTIMATE CHECKLIST FOR RESTAURANTS

1. CLAIM YOUR FREE YELP LISTING

Download the **Yelp for Business** App to manage your account on the go



2. ADD ESSENTIAL INFO

- NAME
- ADDRESS
- PHONE
- WEBSITE
- CATEGORIES
- HOURS
- SPECIAL HOURS
- ATTRIBUTES

3. SHARE WHAT MAKES YOUR RESTAURANT UNIQUE

- HISTORY
- SPECIALTIES
- MEET THE OWNER
- CONSIDER UPGRADE PACKAGE*

4. UPLOAD PHOTOS

Business pages with 10+ photos see **12X more** customers leads per month

- 10+ PHOTOS
- RICH CAPTIONS
- POPULAR DISHES
- MENU SPECIALS
- LOGO
- TEAM
- INTERIOR
- EXTERIOR

5. RESPOND TO REVIEWS

53% of consumers expect to receive a review response

- TURN ON NOTIFICATIONS
- POST PUBLIC RESPONSES
- SEND DIRECT MESSAGES TO ADDRESS CRITICAL REVIEWS

6. ENGAGE & CONNECT ON SOCIAL CHANNELS

- SHARE CONTENT & HIGH QUALITY IMAGES
- PROMOTE MENU SPECIALS
- UPDATE SEASONAL OFFERS
- CONSIDER YELP CONNECT*

7. MAINTAIN CONSISTENT BRAND MESSAGING

- KEEP EXISTING INFO UP TO DATE
- ADD NEW INFO & OFFERINGS
- MANAGE YOUR CHECK-IN OFFER

8. MONITOR WHAT'S WORKING

Turn on alerts and check analytics analytics weekly

- YELP ANALYTICS
- GOOGLE ANALYTICS
- GOOGLE SEARCH CONSOLE
- MARQII ANALYTICS
- TOAST LOYALTY

9. RINSE & REPEAT

- TRY NEW CHANNELS & TACTICS

yelp  for restaurants

* Contact us for more information & pricing



restaurants.yelp.com



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