

Restaurant Online Reputation Checklist

Reviews, Google Business Profile, menu, listings and brand mentions

Tick what you already do. Be honest: the unticked boxes show where hungry customers may be choosing someone else. It takes about 15 minutes.

1. Google Business Profile

- ☐ The profile is claimed and verified, and only people you trust can edit it.
- ☐ The primary category describes your cuisine or type of place accurately, and relevant secondary categories are added.
- ☐ Name, address and phone number match your website and every other listing, character for character.
- ☐ Opening hours are correct, including holidays, special hours and seasonal changes.
- ☐ The website, menu, reservation and online ordering links all work and go to the right page.
- ☐ Attributes are complete and accurate (outdoor seating, vegetarian options, accessibility, dine-in, takeout, delivery).
- ☐ Photos show your dishes, interior, exterior and team, and you add new ones regularly.
- ☐ The description says in plain words what you serve, your style and where you are.
- ☐ You post updates, specials, events or happy hour details when you have news.
- ☐ You check the dashboard monthly for suggested edits and unexpected changes made by others.

2. Reviews

- ☐ You reply to every Google review, positive and negative.
- ☐ You also reply on Yelp and TripAdvisor, wherever replies are allowed.
- ☐ Negative reviews get a calm, specific reply that acknowledges the issue and offers to continue offline.
- ☐ Replies sound like your restaurant and mention details of the visit, not copied templates.
- ☐ You reply quickly, ideally within 48 hours.
- ☐ You invite happy guests to leave a review with a direct link or QR code (receipt, table card, thank-you message).
- ☐ You never offer discounts or free items for reviews, and you ask all guests, not only the happy ones. Platforms prohibit both practices.
- ☐ Every month you look for patterns (wait time, service, portions, price) and share them with your team.

3. Menu and reservations

- ☐ Your current menu is on your website as text, not only as a PDF or a photo.
- ☐ Prices and dishes match across your website, Google, delivery apps and printed menus.
- ☐ Allergen and dietary information (vegetarian, vegan, gluten-free) is clear.
- ☐ The reservation link works and shows real availability.
- ☐ Delivery and takeout links go to the right restaurant page and show the right hours.
- ☐ Private dining, events and special occasions have their own page or section.

4. Other listings

- ☐ Your Yelp page is claimed and complete.
- ☐ Your TripAdvisor listing is claimed and complete.
- ☐ Your restaurant is claimed on Apple Business Connect and Bing Places.
- ☐ Facebook and Instagram profiles show the correct address, phone, hours and menu link.
- ☐ You searched for duplicate or outdated listings and merged or removed them.

5. Website

- ☐ Your site loads fast on a phone and the call, directions and reserve buttons are easy to find.
- ☐ The site uses HTTPS and shows your address, phone and hours as text, not only inside images.
- ☐ Photos and descriptions match what guests find when they arrive.
- ☐ Google Search Console is set up and you have checked how guests find you.

6. Brand mentions and social media

- ☐ Last month you searched your restaurant name on Google and the first page showed accurate information.
- ☐ You set up alerts (for example Google Alerts) for your name and common misspellings.
- ☐ You reply to comments, tags and messages on social media within a day or two.
- ☐ You share guest photos and creator content, always with permission.
- ☐ Press, blogger and creator mentions are collected and shared on your site or social profiles.

Your score (count your ticks out of 38)

30 to 38	Strong base. Review the unticked items and keep everything current.
16 to 29	Solid start with real gaps. Fix the unticked items that guests see first.
0 to 15	Big opportunity. Start with the Google Business Profile and your review replies.

A rough self-assessment guide, not an official rating.

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