

MASTER ONLINE REVIEWS

CHECK LIST

- MAKE SURE YOUR FOOD BUSINESS IS LISTED PROPERLY ON SITES.
- CHECK YOUR REVIEWS REGULARLY ALONGSIDE YOUR OFFERING.
- SET UP A GOOGLE MY BUSINESS PROFILE, OR AMEND EXISTING ONE.
- USE DIGITAL TOOLS TO HELP YOU TRACK AND ANALYZE YOUR DATA.
- FIND EXTRA WAYS TO STIMULATE REVIEWS; I.E., DECALS ON TABLES OR PRINT A LINE ON YOUR RECEIPT.
- INFLUENCER REVIEWS CAN ALSO HELP ENGAGE THEIR FOLLOWERS.
- MAKE SURE YOU CLEARLY STATE IF IT IS A PAID PROMOTION.
- BAD REVIEWS WILL HAPPEN, DEAL WITH THEM QUICKLY AND POLITELY.
IF YOU GET MANY BAD REVIEWS IN THE SAME AREA, ACT ON THEM.
- PERIODICALLY GOOGLE YOURSELF TO CHECK YOUR REVIEWS.
- REMEMBER THAT YOUR RESTAURANT EXPERIENCE DOESN'T END WHEN PEOPLE HAVE FINISHED THEIR MEAL.