

# OPTIMIZING YOUR RESTAURANT'S GOOGLE BUSINESS PROFILE

Want your Google business listing to show up more in search rankings? Optimize your Google Business Profile with these steps.

## STEP 1 CLAIM YOUR RESTAURANT LISTING

## STEP 2 FILL IN YOUR BUSINESS INFORMATION

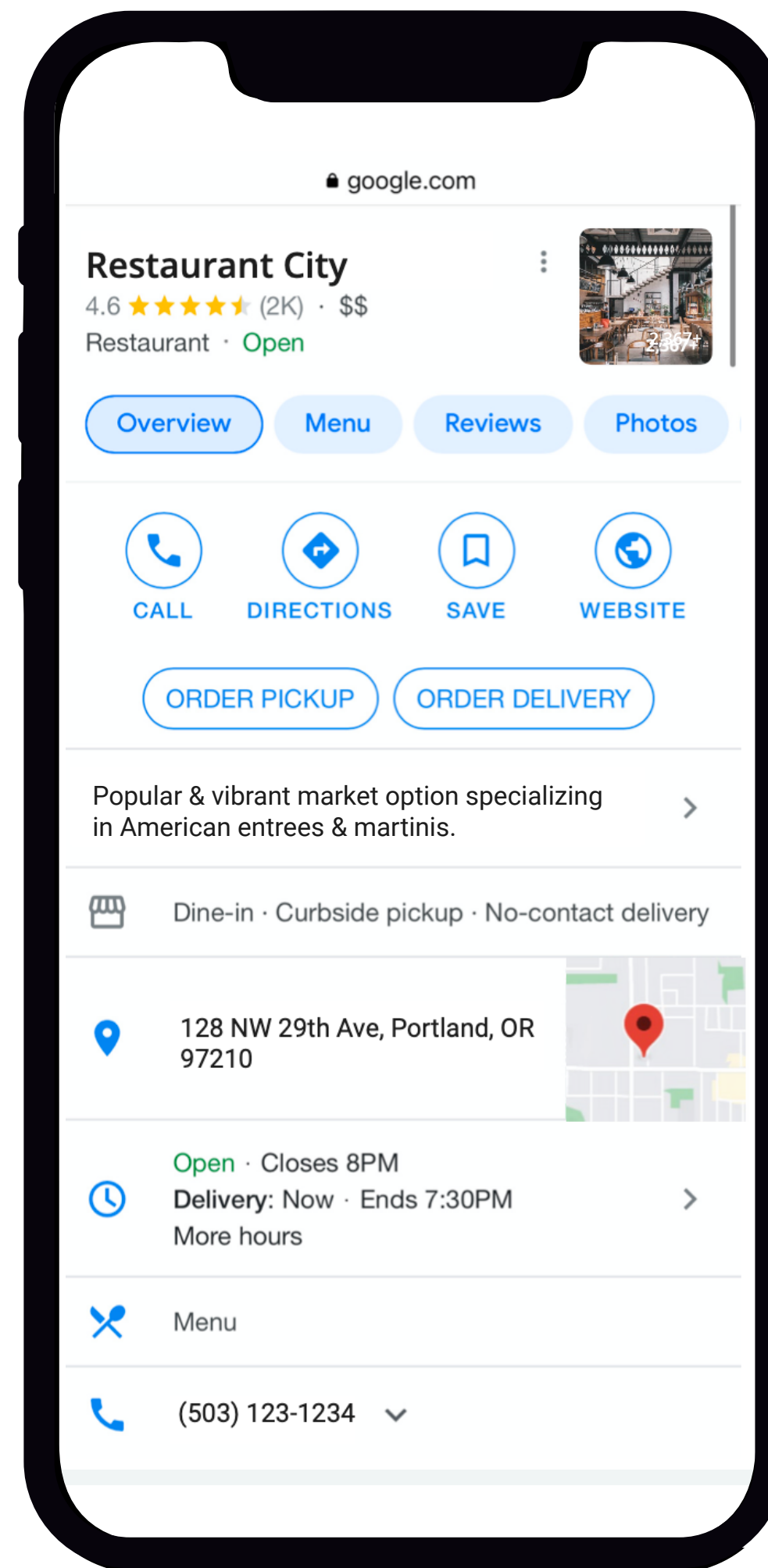
- Match your business name, address, phone number and website URL as it appears on your site.
- Select “restaurant” as your category.

## STEP 3 ENTER BUSINESS HOURS

- Have accurate hours for each day of the week.

## STEP 4 CREATE YOUR RESTAURANT DESCRIPTION

- Google provides 750 characters for your business description.
- Include important aspects about your establishment like what cuisine you offer, unique items you specialize in, and what your restaurant's ambiance is like.



## STEP 5 SELECT CLEAR BUSINESS ATTRIBUTES

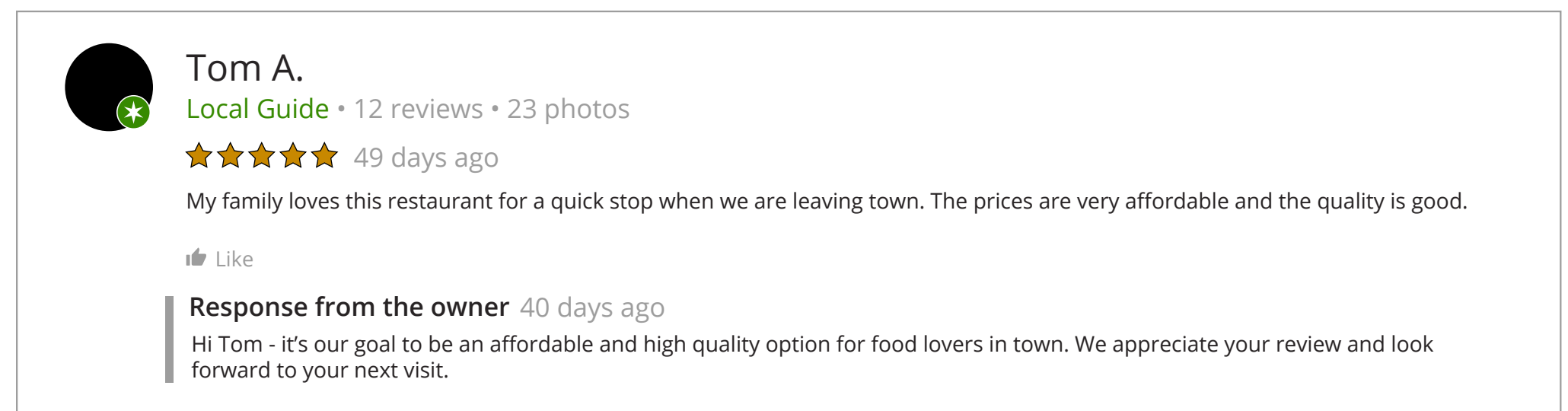
- There are a wealth of categories to choose from—from patio dining to free wi-fi, cocktails to kid-friendly menus, etc. Choose the options that best describe your restaurant.

## STEP 6 POST PHOTOS AND VIDEO CONTENT

- Show off your top menu items, your establishment, and team.

## STEP 7 RESPOND TO REVIEWS

- Take the time to respond to positive and negative customer feedback.



## STEP 8 UPDATE YOUR PROFILE AS NEEDED

- Keep your Google Business Profile up-to-date. If you rebrand, change your hours, switch up your menu, or are opening up a sister restaurant, make sure you keep your listing accurate.