

MANAGE RESTAURANT CUSTOMER REVIEWS ACROSS YELP, GOOGLE AND OTHER SOCIAL SITES

Looking for a quick reference guide to help you manage your online customer reviews?

This handy checklist gives you the lowdown on maximizing your restaurant's online review strategy with platform-specific tips.

Review Management Basics

Keep in mind these critical components when it comes to your overall customer review management.

- ☐ Frequently monitor your sites for customer comments
- ☐ Respond to all reviews in a timely manner
- ☐ Leverage positive experiences and generate potential business within the platforms

Yelp Tips

All reviews are filtered through Yelp, so restaurant owners have less ability to manage review content on their business page. Remember, direct solicitation of biased reviews is not allowed.

- ☐ Add Yelp links on your website, social media pages, and blogs
- ☐ Post Yelp branding in your restaurant to encourage unbiased feedback
- ☐ Respond to all customer comments to boost Yelp ratings

Google My Business Tips

Google business listings include a restaurant's overall rating, recent customer reviews, and the total number of consumer comments.

- ☐ Ask customers to share their positive feedback on GMB
- ☐ Remove negative reviews that meet the Google criteria
- ☐ Respond to all customer comments to boost star ratings

Social Media Tips

- ☐ Restrict irrelevant or hateful customer posts on your page
- ☐ Monitor comments on your posts and respond to them
- ☐ Leverage stellar reviews by turning them into social media ads

Delivery App Tips

Third-party delivery apps have review systems integrated into their platform and control user interaction.

- ☐ Respond to all customer reviews on apps
- ☐ Offer coupons or discounts when addressing concerns

