

RESTAURANT ONLINE MARKETING CHECKLIST

HOW TO WIN ONLINE WITH DIGITAL MARKETING AND IMPROVE YOUR ONLINE PRESENCE AND VISIBILITY



FRUSTRATED WITH LOW FOOT TRAFFIC OR POOR ONLINE VISIBILITY?

Maybe you've invested in marketing efforts with little or no results? I believe your answer lies in executing an optimized digital marketing strategy that is onmi-channel "having a presence across multiple channels".

In the ever-evolving digital landscape, a robust online presence is crucial for the success of any restaurant, whether you have a cozy single unit or a sprawling multi-unit chain. The Online Marketing Checklist for Single and Multi-Unit Restaurants is designed to be your roadmap through the complexities of establishing a compelling digital footprint, guaranteeing and increase in customers, revenue and profitability. This comprehensive guide will help you navigate the essential aspects of internet marketing, ensuring your establishment not only survives but thrives in the competitive hospitality industry.



HERE'S WHY YOUR RESTAURANT NEEDS THIS CHECKLIST:

1

BRAND CONSISTENCY

Maintaining a consistent brand image across all online platforms is vital for building trust and recognition. This checklist guides you through harmonizing your messaging, visuals, and customer experience online, reinforcing your brand identity.

2

ENGAGEMENT AND LOYALTY

With the right tools and strategies, the internet offers unparalleled opportunities to engage with your audience and foster loyalty. From managing online reviews to running targeted social media campaigns, this checklist helps you harness these opportunities to create a community of loyal customers.

3

DATA-DRIVEN DECISIONS

Understanding the impact of your online marketing efforts is key to refining your strategy and maximizing return on investment (ROI). This checklist points you toward the essential metrics to track and analyze, helping you make informed decisions that drive growth.

4

COMPETITIVE ADVANTAGE

In a crowded market, standing out is essential. This checklist not only covers the fundamentals of internet marketing but also delves into advanced tactics and strategies, giving you a competitive edge.

5

COST EFFICIENCY

Digital marketing offers cost-effective solutions with measurable outcomes, especially important for restaurants operating on tight margins. This checklist helps identify where and how you can prioritize and optimize your marketing spend, ensuring the best possible outcomes for your budget.

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR SINGLE AND MULTI-UNIT RESTAURANTS

HOW TO WIN ONLINE & INCREASE YOUR GUEST COUNT VIA DIGITAL MARKETING



IS YOUR WEBSITE OPTIMIZED FOR CONVERSION (VISITOR TO CALLER)?

- ☐ Do you have the phone number in the top right corner on every page?
- ☐ Are you using authentic images/videos/photos of the owner, your food, photo of your team, etc?
- ☐ Do you have a compelling Call to Action after every block of text?
- ☐ Are you giving customers the option to engage via social or your email list?
- ☐ Is your website mobile friendly with an easy click-to-call button?
- ☐ Is your website fast loading on desktop & mobile?



IS YOUR WEBSITE OPTIMIZED FOR SEARCH ENGINE RANKINGS?

- ☐ Do you have your main keyword in the Title Tag on every page of your website? e.g. Restaurant Name | Restaurant Location | Menu Focus
- ☐ If you are a multi-unit restaurant, do you have pages for each of your locations?
- ☐ Do you have a page for your menu? What about catering?
- ☐ Do you have unique content on every page of your website?
- ☐ Does your website come up for the most important keywords? e.g. "your city", "type of restaurant", "your city restaurant name", "your city restaurant near me", and other similar keywords?
- ☐ Are you consistently creating new content, blogging and creating new inbound links back to your website?



IS YOUR COMPANY OPTIMIZED TO RANK ON GOOGLE MAPS?

- ☐ Have you claimed & verified your Google My Business listing? Do you have the login?
- ☐ Have you properly optimized your Google My Business listing?
- ☐ Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- ☐ How many online reviews do you have?
- ☐ Do you have a proactive strategy for getting new online reviews every day?
- ☐ Are you posting updates to Google My Business weekly & responding to questions?





ARE YOU ACTIVE ON SOCIAL MEDIA?

- ☐ Do you have your business profiles set up on Facebook, Twitter, YouTube & Instagram?
- ☐ Are you getting engagement on Facebook and Instagram?
- ☐ Are you engaging with local influencers to build up local awareness and generate UGC?
- ☐ Are you updating your social profiles on a consistent basis?
- ☐ Can someone easily find/locate or make reservations from social media?



ARE YOU LEVERAGING EMAIL & MARKETING AUTOMATION?

- ☐ Do you have a database with your customers' email addresses?
- ☐ Are you sending out a weekly/monthly email newsletter?
- ☐ Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- ☐ Do you have a birthday email sequence attached to your website when guests sign up?
- ☐ Does your website make it easy for guests to get added to your mailing list?



ARE YOU TAKING ADVANTAGE OF PAID ONLINE MARKETING?

- ☐ Are you running Google Local Service Ads with a maxed out budget?
- ☐ Are you running retargeting ads to stay top of mind for website visitors?
- ☐ Are you running Google Ads?
- ☐ Are you strategically targeting with specific ad groups, text ads & landing pages?
- ☐ Do you have conversion tracking in place to track leads back to the ad group/keyword?
- ☐ Are you running targeted Facebooks ads to your ideal customer based on your location?
- ☐ Are you running programmatic ads for your location(s) specifically?



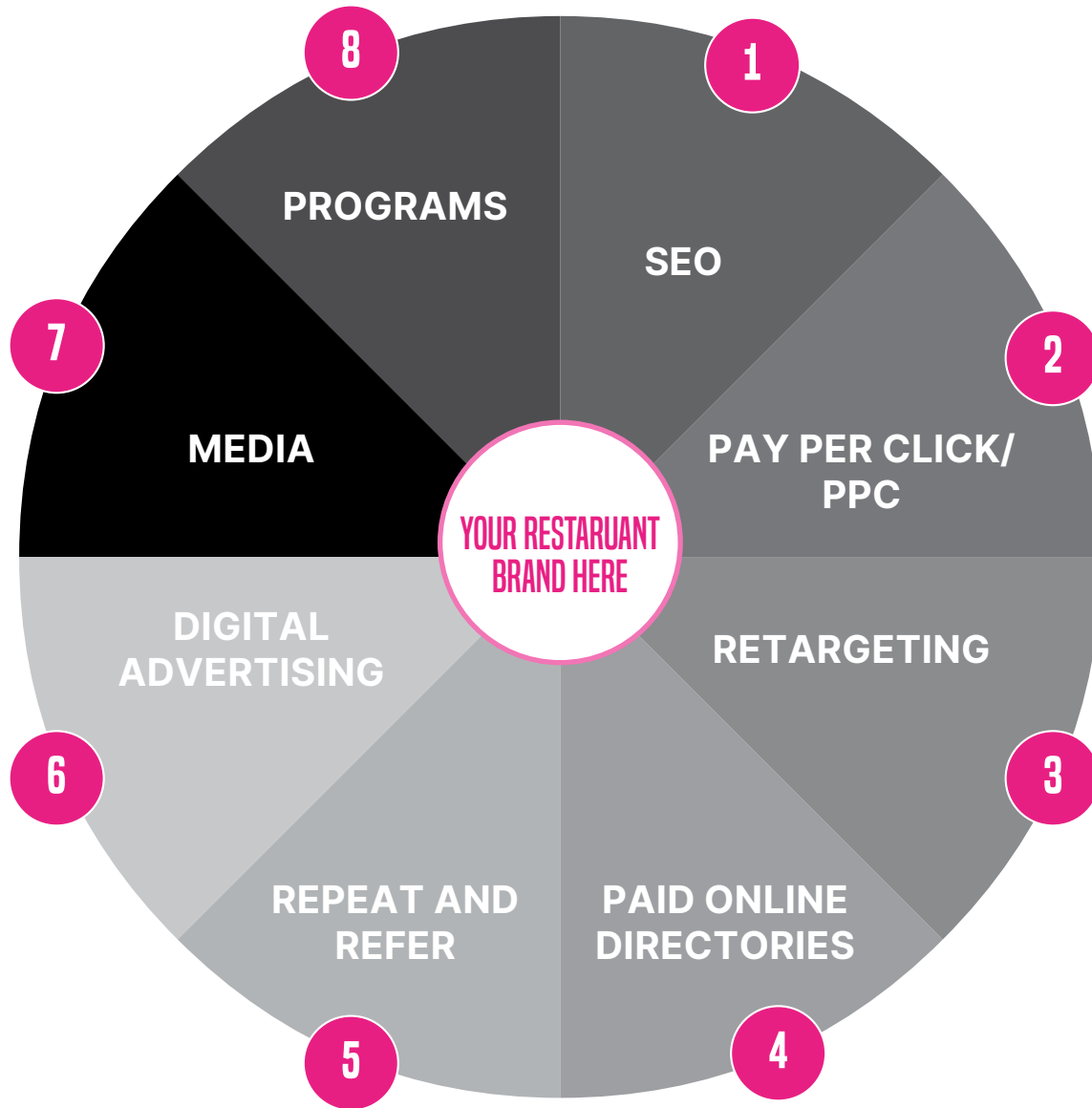
DO YOU HAVE THE TRACKING IN PLACE TO GAUGE YOUR ROI?

- ☐ Google Analytics
- ☐ Keyword ranking tracking
- ☐ Call tracking
- ☐ Dashboard showing cost per lead, total spend & projected ROI
- ☐ CRM/dispatch system to track leads to the source & revenue (ServiceTitan)



THE ONLINE DOMINANCE METHOD™

FOR MAXIMUM FLOW OF CALLS, FOOT TRAFFIC & PROFITABILITY
FOR YOUR SINGLE UNIT OR MULTI UNIT RESTAURANT BUSINESS



RESTAURANTBRANDBUILDERS.COM

1

- Copy & Conversion
- Link Building
- On-Page and Off-Page SEO
- Reputation Marketing
 - Google
 - Bing
 - Yahoo

2

- Google AdWords
- Bing Search

3

- Facebook
- Google

4

- TripAdvisor
- OpenTable
- GrubHub
- HappyCow
- AllMenus
- Dining Guide

5

- Email Marketing and Social Media
 - Facebook
 - YouTube
 - Mailchimp/Constant Contact
 - Instagram

6

- Facebook
- Instagram
- Yelp

7

- Facebook
- YouTube
- Instagram
- TikTok

8

- Giveaways/Gift Cards
- Newsletters
- Rewards Program
- Influencer Marketing

RBB
RESTAURANT BRAND BUILDERS



KAREE LAING

CEO AND FOUNDER OF RESTAURANT BRAND BUILDERS
AND RESTAURANT MARKETING EXPERT

Karee Laing stands at the forefront of the marketing and advertising industry with over 15 years of unparalleled expertise, making her an indisputable authority in crafting strategies that not only resonate with restaurant brands but also significantly drive their revenue through direct action.

As the Chief Strategist and Founder of Restaurant Brand Builders, Karee has dedicated a decade to steering her team at Studio Brand to monumental success, securing over 100 prestigious awards and recognitions in digital marketing, branding, and advertising. This achievement is a testament to her visionary leadership and her team's exceptional talent in navigating the complex landscape of the food and beverage sector.

For restaurant owners and management teams searching for the most effective ways to market their establishments, Karee represents the zenith of strategic marketing partnership. Her approach is deeply rooted in collaboration with clients, identifying unique areas for improvement within their restaurants and deploying innovative strategies that not only address these areas but also amplify the brand's market presence. Her track record speaks volumes, having worked closely with numerous restaurant owners to implement strategic enhancements that have consistently resulted in a quadrupling of their initial investment.

By selecting Karee and her team, it means you are partnering with a seasoned professional who not only understands the nuances of the restaurant industry but is also committed to transforming challenges into opportunities for growth. With Karee Laing at the helm, restaurant brands are not just marketed; they are meticulously crafted to stand out in a crowded marketplace, ensuring they capture the hearts and palates of their target audience.