

### A 5-STEP STRATEGY



Your customers go online to decide where they're eating next. Follow these five steps to put your restaurant on the digital map.

#### 1. Showcase your restaurant on social media

##### WHY

Allows two-way communication with your customers.

##### HOW

- Ensure you have a presence on top social media sites (e.g., create a branded local page on Facebook).

- Optimize your restaurant's Facebook page to generate user engagement which will push your restaurant to the top search results.



#### 2. Off-site optimization with Google My Business

##### WHY

Lists your restaurant's information prominently on Google maps local search results.

##### HOW

- Claim and optimize Google My Business Pages for your restaurant.
- Add photos, showcase your menu, include a description, allow for rating and reviews.
- Ensure the information on Google My Business is consistent with what's on your website, social pages, and local search directories.



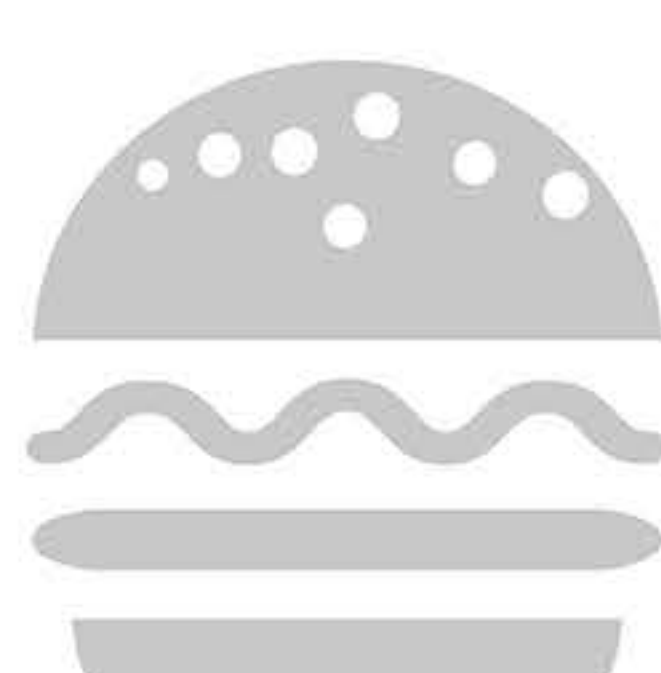
#### 3. Optimize for local search

##### WHY

Consumers rely on local search results to find local eateries, increasing the pressure of your business to be found in local search.

##### HOW

- If you have more than one restaurant location, have a dedicated page for each location.
- Optimize landing page URLs. Include city/region within your landing page URL.
- Optimize site meta data for local search. Include the city, state/province, and postal code within your meta titles and description.



#### 4. Optimize for local mobile search

##### WHY

Makes your restaurant accessible to the increasing number of customers using smartphones to search for places to eat.

##### HOW

- Make sure your website is mobile responsive
- Assess customers' needs and intent by considering their location, environment and time.
- Use contextual ads with messaging that meets their needs, such as a lunch promotion at noon.
- Use hyperlocal mobile display ads to create greater relevance and attract local customers and passersby looking for a place to eat.



#### 5. Add-geotargeted paid search in your strategy

##### WHY

Reach a highly targeted audience that is located in your target area and those who show interest in your products or services.

##### HOW

- Create specific paid ad campaigns for each market served.
- Leverage ad messaging that specifically promotes a location, including locally relevant keywords.
- Link the ad to a geo-specific landing page that's is relevant to the ad messaging, attractive, clear and easy to use.

