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How to Make **Your Restaurant's**

Google My Business Listings

Look Better?

What is **Google My Business**?

Many businesses create a Google business listing (technically known as a Business Profile) to achieve better visibility on Google. A Google My Business account is the sole way to claim ownership of your Business Profile, gain administrative rights to it, and use extra free services to boost your exposure on Google.

With the exclusive PDF, we will help you get started and make the most of your Google Business Profile for your restaurant. Here you will get all of the information to increase restaurant footfalls and give your restaurant business a distinct online presence through Google My Business Listing.



Why Have Google

My Business Profile

For Your **Restaurant**?

Google Business Profile is a free resource for businesses. Many consumers search for restaurants online or “restaurants near me”, so creating a Google Business Profile is a must-have revenue-generating tool for your business. Optimizing your Google Business Profile also helps your customers get accurate business addresses on the Map, check menu, food reviews, and most important thing - photos of ambience and your classic dishes. Make sure your business listing is easily accessible on Google and Google Maps



Let's cover the few core benefits of creating a Google My Business account for your Restaurant:

- ★ It will display helpful and important information about your restaurant business.
- ★ GBP listings are prioritized on the top page of local search results, which increases the visibility of your restaurants.
- ★ Potential customers can take actions from the SERP that lead to a conversion, such as removing unnecessary product alternatives, links, and irrelevant information.
- ★ GMB enables customers to write reviews for your company and their personal experiences, which will increase walk-in customers in your restaurant.
- ★ GMB offers data-driven insights that provide you with useful knowledge like clicks, impressions, and customer journeys to increase awareness of your restaurants.

How To Set Up A Google

My Business Listing For **Your Restaurant**

To ensure that your restaurant business appears in the Google searches of your potential customers, you must add your business to the search engine. To list your restaurant on Google My Profile or Google Maps, follow these steps below-

- Sign in to your Google account.
- Log into Google My Business and enter the name of your business.
- Include your business address.
- Choose if you would like your business to show up on Google Maps.
- Search and select a business category.
- Include your phone number and website.
- Complete your listing and proceed to verify your listing



Quick Tip -

Which GMB Category

Fits for Your Restaurant?

GMB categories are one of the primary ranking factors. Getting this right will significantly improve your ranking and traffic. You can select categories for your restaurant from the following categories-



- ✓ Restaurant
- ✓ Cafe
- ✓ Chinese Restaurant
- ✓ Sushi Restaurant
- ✓ Italian Restaurant
- ✓ Mexican Restaurant
- ✓ Indian Restaurant
- ✓ Thai Restaurant
- ✓ Seafood Restaurant
- ✓ Bakery
- ✓ Coffee Shop
- ✓ Ice Cream Shop
- ✓ Sandwich Shop
- ✓ Bar



Next Step - Verify your business



How To Verify Your Restaurant Business

On Google?

Google provides various methods for profile verification of your restaurant. To achieve this, you can use a phone call, text message, email, or video call. The kind of validation required varies based on what Google knows about your company. You may validate your business on Google in these six simple ways:

- Verify Your Google Business Listing by Postcard
- Phone or SMS verification
- Email verification
- Video recording or Video call verification
- Instant verification
- Bulk Verification

How To Optimize Your Restaurant On

Google My Business Listing?



Update Your Opening Hours

Keeping your opening hours up to date might prevent you from losing consumers and sales



Create A Menu Page

Menus are a true expression of your restaurant's brand, and they should accurately reflect who you are while also leaving a lasting impact on their consumers.



Add Reserve A Table Button

If customers can schedule a table within their preferred time period and even order ahead of time so that their food is ready when they arrive, your restaurant will become their favorite.



Incorporate Local Keywords

Incorporating the correct keywords into your GMB profile will help your business appear in local search results. This will increase your online visibility, attract more targeted leads, and increase conversion rates.



Utilize Google Posts

Google posts can help you reach more clients and encourage them to interact with your company directly through Google Search.



Regularly Add New Photos

Photos on your Google My Business account are an excellent way to display your services and product offerings. They may appear on the Google search results page when users in your area search for the items and services you provide.

How To Make Your Restaurant Visible

With Google Listings?

★ Update Your GMB Profile Regularly

- You must inform your customer about:
- When are you closed for the holidays?
- Are you running any specials in your restaurant?
- What are your working hours?
- Which places do you deliver to?

All of this critical information needs to be updated on a regular basis on the GMB account. Google's algorithm takes into account the date of the content's publication. Your profile's position in the search results will improve when its information is updated.

★ Enhance Your Visual Content

Visual content could be a useful method for engaging customers and driving business success. So, keep up with the latest trends and follow up on your business with posters or visual videos on displays.

★ Respond To Existing Reviews

You must respond to any reviews posted on your profile, whether they are positive or bad. Responding to your reviews enables you to handle possible crises, increase client loyalty, and comfort all users who visit your profile.

★ Encourage Customers To Write Review For You

Ask your clients to leave a review after the meal. For example:

- The person taking the food order could politely recommend guests to leave reviews or keep a GMB scanner on the table with a special discount code.
- You can design business cards with your establishment's information on Google Maps.
- At the end of the dinner, offer your clients a complimentary dessert to encourage them to leave a review.



How To Improve Google Ratings For Your Restaurant?

Before making a purchase or visiting a restaurant, modern shoppers thoroughly research online reviews. Consumer reviews enable users to gain an understanding of how a company treats its potential and existing customers.

Want to know how to improve or obtain more Google reviews? So, let's dive into the benefits of getting more Google restaurant reviews.

- ★ Simply ask new customers to post a review for your business.
- ★ Offer loyalty points for leaving reviews.
- ★ Place a card asking for Google reviews on each table.
- ★ Teach your staff to persuade customers to leave reviews.
- ★ Address every review, both positive and negative.

Let Us Help You Grow Your Restaurant's

Google My Business Account

Buy Google Reviews for your restaurant from the best Google reviews providers, **Buyreviewz** and attract new customers. These reviews come from verified profiles so it is completely legal to get Google reviews from us. As the best professional Google review growth service provider, we deliver authentic, non-drop Google reviews from various locations based on your restaurant's service availability.

For More Tips to grow Your Food Business, Check Out Our Trending Blogs:

- ★ [How To Get Google Reviews For Bakeries?](#)
- ★ [How To Get Google Reviews For Cafe or Coffee Spots?](#)
- ★ [How To Get Google Reviews For Ice Cream Or Shops?](#)
- ★ [How To Get Google Reviews For Restaurants And Why?](#)



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