

# Tips to Make Your Restaurant Look Even Better

## for Homepage

### □ **Is all business information accurate?**

– Business name, address, phone number, hours, menu, reservation info, etc.

### □ **Is your website mobile-friendly? (Responsive design)**

– Most customers view your site on their phones.  
– Make sure everything displays clearly and works properly on mobile devices.

### □ **Are your social media icons and links up to date?**

– Replace old Twitter icons with an X icon.  
– Make sure Instagram, Facebook, and other links work correctly.

### □ **Are your photos high quality and up to date?**

– Show your best dishes, interior, and atmosphere with clear, professional images.  
– Old or low-quality photos can lower trust.

### □ **Is your menu easy to read and accessible?**

– Don't just upload a PDF—adding menu text improves search engine visibility (SEO).

### □ **Is your reservation/contact button easy to find?**

– Make it simple for customers to book or reach out.

### □ **Is your website loading quickly?**

– Slow loading times can cause visitors to leave your site and hurt your brand image.

### □ **Is the navigation clear and user-friendly?**

– Keep menus like "Menu," "Location," "Reservations," "Gallery," etc., well-organized and intuitive.

### □ **Do you have a section for customer reviews or testimonials?**

– Featuring real reviews can help build trust and social proof.

### □ **Are there any errors on your website? (Monthly check recommended)**

– Check for broken links, missing images, or display issues regularly to keep your site polished and professional.

## for Instagram

### □ **Is your profile information complete and accurate?**

– Business name, category (e.g., restaurant, cafe), short description  
– Contact info (phone/DM), reservation link, and location map

### □ **Does your profile photo represent your brand clearly?**

– Use your logo or a clear, recognizable brand image

### □ **Are your Story Highlights well-organized?**

– Categories like Menu, Location, Reviews, Events, etc.  
– Matching highlight icons make your profile look more professional

### □ **Is the overall feed visually clean and consistent?**

– Consistent photo tones and styles (bright, high-quality images)  
– Avoid dark, blurry, or low-resolution photos

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### □ **Are your signature dishes clearly featured?**

- Pin your best dishes in the feed or highlight them in Stories

### □ **Are you using Reels (short-form videos)?**

- Video content increases reach and engagement
- Keep videos short and impactful (7–20 seconds)

### □ **Are your captions natural and on-brand?**

- Balance of storytelling, call-to-action, and relevant hashtags

### □ **Are you posting regularly?**

- Ideally 2–3 posts per week or more
- Consistent posting increases trust and visibility

### □ **Are you actively using Stories?**

- Share behind-the-scenes, reviews, promotions, or daily updates
- Stories help you connect more casually with your audience

### □ **Are you engaging with your followers?**

- Reply to comments, check DMs, share reviews
- Social media is about two-way communication

(The more photos you upload yourself, the more trustworthy your business looks.)

### □ **Add Your Menu**

- Upload menu images or enter your menu items so customers can check it directly from their phones.

### □ **Manage Customer Reviews**

- Respond kindly to all reviews, both good and bad.  
(Replying to reviews builds trust and shows you care.)

### □ **Update Hours Immediately**

- If your hours change temporarily or permanently, update them right away to avoid customer confusion.

### □ **Use Special Highlights or Attributes**

- Add helpful info like “Reservations Required,” “Free Parking,” or “Takeout Available.”  
(These icons appear on search results and help attract more clicks.)

### □ **Set Your Service Options**

- Clearly mark whether you offer dine-in, takeout, or delivery.

### □ **Add Reservation or Online Ordering Links**

- Connect to platforms like Tock, ChowNow, ToastTab, or others for easier customer access.

### □ **Answer Customer Questions (Q&A Section)**

- Check if customers have posted questions, and reply to them directly in your listing.

### □ **Monthly Check-up Recommended**

- Review your profile once a month to catch outdated info, broken links, or unanswered reviews/questions.

## for Google

### □ **Accurate Business Information**

- Make sure your business name, address, phone number, website, and business hours are correct.  
(Include break times, holidays, or special hours if applicable.)

### □ **Upload Quality Photos**

- Add photos of the interior, exterior, signage, and best-selling dishes.