

Checklist for Managing Online Reputation

1. **Setting Up Online Profiles:**

- Create and complete profiles on major review sites (Google My Business, Review Tale, TripAdvisor).
- Ensure all contact information, including address, phone number, and website, is accurate and up-to-date.
- Add high-quality photos of your restaurant, food, and ambiance.
- Write a compelling and detailed business description.

2. **Monitoring Reviews:**

- Set up alerts to be notified of new reviews.
- Regularly check review sites for new feedback.
- Identify and analyze trends in the feedback.

3. **Responding to Reviews:**

- Thank customers for positive reviews.
- Address negative reviews promptly and professionally.
- Offer solutions or compensations where appropriate.
- Encourage dissatisfied customers to contact you directly.

4. **Encouraging Positive Reviews:**

- Ask satisfied customers to leave reviews.
- Provide links to your review profiles on receipts, menus, and website.
- Run campaigns to encourage reviews, such as offering a discount for a review.

5. Engaging on Social Media:

- Regularly post engaging content (photos, videos, promotions).
- Respond to comments and messages promptly.
- Monitor mentions of your restaurant.
- Engage with influencers and local food bloggers.

6. Managing Negative Feedback:

- Stay calm and professional when responding.
- Apologize sincerely and offer a solution.
- Take the conversation offline if necessary.

7. Analyzing Feedback:

- Regularly review and analyze feedback trends.
- Identify common complaints and areas for improvement.
- Implement changes based on customer feedback.

8. Training Staff:

- Train staff on the importance of customer service.
- Encourage staff to ask for feedback during service.
- Educate staff on how to handle complaints professionally.