



OUR
BEAUTIFUL
BOROUGH

FINE
FOOD
& DRINK
STAFFORD BOROUGH

USE REVIEW WEBSITES TO YOUR ADVANTAGE

Online reviews about your restaurant, bar or cafe can make or break your business. Studies suggest that over 80% of customers read online reviews for local food and drink establishments before visiting, so it's vital that your business is present on review websites and has great ratings. There's no avoiding online reviews. Even if you aren't particularly invested in your restaurant's online reputation, it can seriously influence reservations, orders, and in turn profits, so it's best to accept their influence and use their data to your advantage.

 OURBEAUTIFULBOROUGH.CO.UK
 #OURBEAUTIFULBOROUGH

01 GOOGLE MY BUSINESS

The most highly trafficked and relevant review site that you should be aware of. Google restaurant reviews appear when anyone searches for your restaurant or for general restaurants in your area, so it's vital that you have good reviews. Since Google is the largest search engine, with an estimated 5.8 billion searches daily, it's important that your restaurant is listed. It's free and you'll appear in Google Map searches.

www.google.com

02 TRIP ADVISOR

TripAdvisor reviews all things travel-related, including restaurants. Many people searching for "restaurants near me" will click on TripAdvisor and read reviews before choosing where to dine. TripAdvisor also functions as a reservation booking website. You can claim ownership of your restaurant on TripAdvisor to edit the description, images, and respond to customer reviews.

www.tripadvisor.co.uk

03 FACEBOOK

It's no surprise that Facebook reviews are important for hospitality businesses. With almost 2.5 billion active monthly users, there's a huge audience on Facebook that may leave a review or check out your reviews before visiting. It's easy to engage with customers on Facebook, so you can quickly respond to reviews. Responding to negative reviews can help customers feel heard, and with great customer service it can turn a bad review into a good one.

www.facebook.com

04 OPEN TABLE

A great review site as well as an online reservation system for restaurants. One of the biggest websites for booking tables, so it's important your reviews are positive. If someone visits OpenTable to make a reservation and they see poor reviews, they can easily find another place to visit instead. Regularly check your OpenTable listing to ensure the reviews are positive!

www.opentable.co.uk

05 YELP

One of the best known review sites online, and it dominates the search rankings. It's estimated that Yelp receives over 178 million unique monthly users each month, so there's a huge potential for customers to find your food and drink business on this review website. About 20% of the reviews on Yelp are for restaurants. If you claim your business listing on Yelp, you can respond to reviews either publicly or privately, which can help with customer engagement and can appease those who perhaps gave bad or indifferent reviews.

www.yelp.co.uk

Did you know, in addition to popular review websites, many online delivery platforms also function as review sites. If your restaurant delivers through any third-party delivery apps or websites, you should check out the reviews on there too. Poor reviews will stop many customers from ordering, which can seriously affect your delivery-based revenue.



SOURCE: RESTAURANT CLICKS