# The Secret to a Pub and Restaurant's Success: Embracing the Digital Age

Welcome to a revolutionary guide for restaurant owners. We'll explore how to thrive in today's digital landscape, attracting more diners and boosting your business.



by Alan Mackenzie: Webo Academy



## The New Way: Building a Customer Base



### **Old Way vs. New Way**

Previously, restaurants relied on walk-in traffic, hoping customers would simply stumble upon them. Today these restaurants are mostly empty.

Today Restaurants are found by Loyal Diners and New Diners driven by "Phone Search"

Success means proactively building a loyal customer base that you constantly grow via LOCAL SEARCH and through regular communication and engagement with regulars!.



# The New Google Search Result Pages



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Flats For Sale in Sandtor

ind Apartments for Sale — Sell Your Property Through Leadhome With Less Drama ion Online Now. We Charge A Fair Fixed Fee of R54 995 + VAT to Sell Homes

#### PAID SEARCH Results at the TOP Sponsored listings appear at the top of search results.



LOCAL SEARCH Results NEXT Geographically relevant results for nearby businesses.



GLOBAL SEARCH Results NEXT Worldwide results based on SEO.



G

## Add verifiable keyword rich content with Webo's NexGen Bundle

Include reviews, menus, photos, videos, specials, posts, specials and events.

**The Power of Being Online** 





## **Create a Google Business Profile**

Showcase your restaurant's unique offerings and information.

## Get listed on **Google Maps**

Ensure your restaurant's location is easily findable.



# **Exciting Content Attracts** Diners



Showcase your delicious offerings.



**Photos & Videos** 

Visually entice potential customers.

## **Events & Specials**

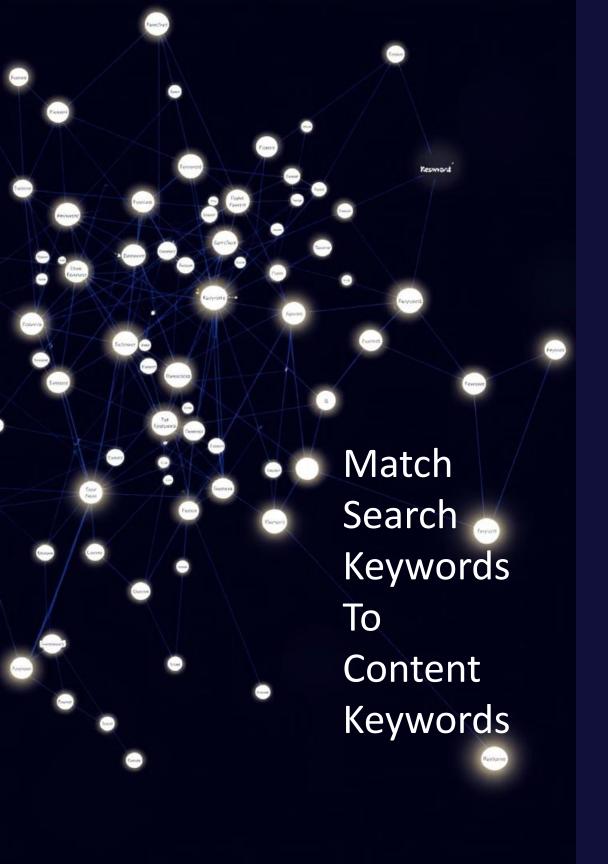
Highlight unique experiences and deals.



Reviews

Build trust with customer feedback.





# **Understanding Google's Keyword Matchmaking**

### **Search Keywords**

1

2

3

Diners search using specific SEARCH KEYWORDS.

### **Content Keywords**

Restaurants add relevant CONTENT KEYWORD.

### **Google Matches**

Google Matches SEARCH KEYWORDS to CONTENT KEYWORDS to create a list of result options. Search results are generated by matches and ranked per location, prominance and relevance criteria.



### **Reviews with Pictures boost PROMINENCE eg,**

### The Red Lion Inn - Pub Lunch Review

Tucked away in the heart of the English countryside, The Red Lion Inn offers a quintessentially British pub lunch experience. The charming, rustic interior with its wooden beams and cozy fireplaces immediately sets a welcoming tone.

The menu boasts a delightful selection of classic pub fare. I opted for the beer-battered fish and chips, which were cooked to perfection—crispy on the outside, tender and flaky inside. The portion was generous, and the side of mushy peas added a traditional touch. My companion chose the steak and ale pie, which was equally impressive, filled with succulent meat and rich gravy, encased in a buttery, flaky crust.

The service was friendly and attentive, adding to the overall pleasant dining experience. If you're looking for a hearty meal in a cozy setting, The Red Lion Inn is definitely worth a visit. Cheers!



# **Google's Ranking Criteria**

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3

## RELEVANCE

How well SEARCH KEYWORDS used by Diners match VERIFIABLE CONTENT KEYWORDS used by Restaurants.

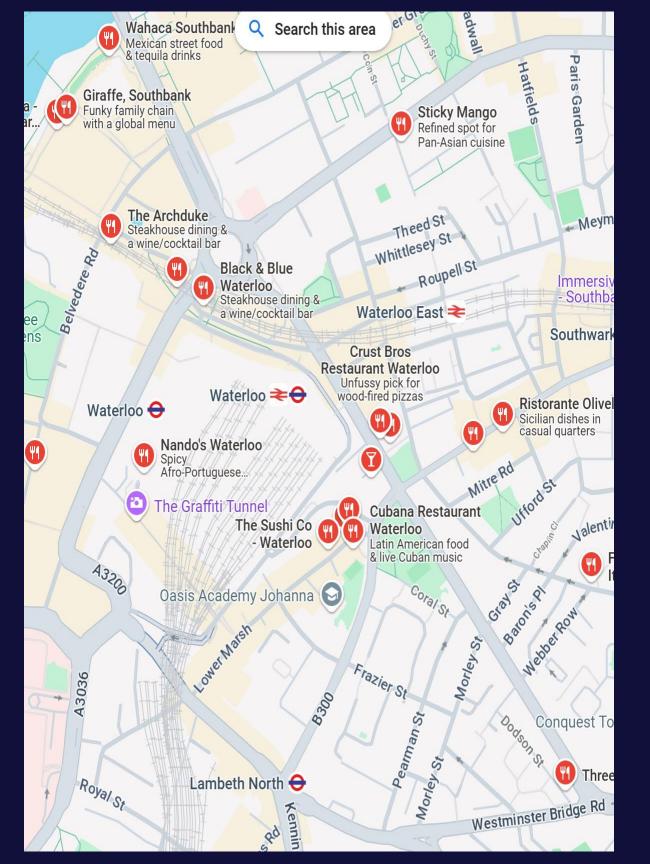
## PROMINENCE

Currency (age), Quality and Quantity of REVIEWS.

## LOCATION

Proximity to the searcher. DISTANCE FROM THE PHONE USED FOR SEARCH TO THE RESTAURANT.





# The Importance of Local Search

### **Keyword Verification**

Google now verifies keywords used in local search content.

## Abuse

local search results.

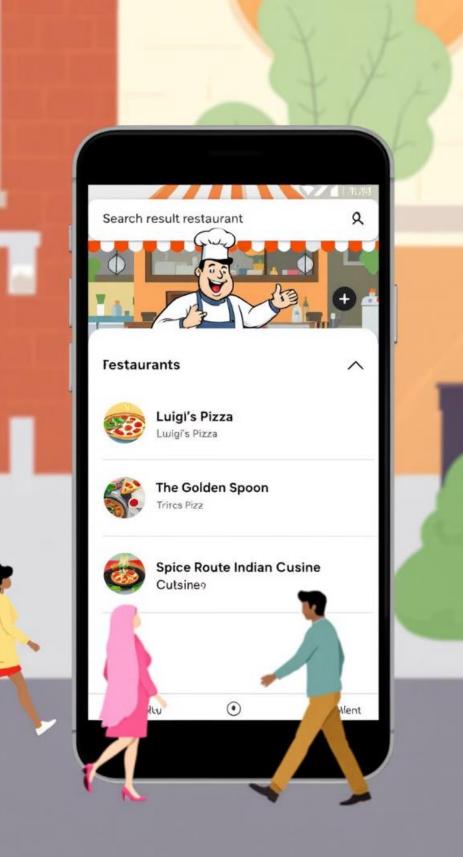
### **Authentic Content**

Restaurants must focus on creating genuine, relevant content.

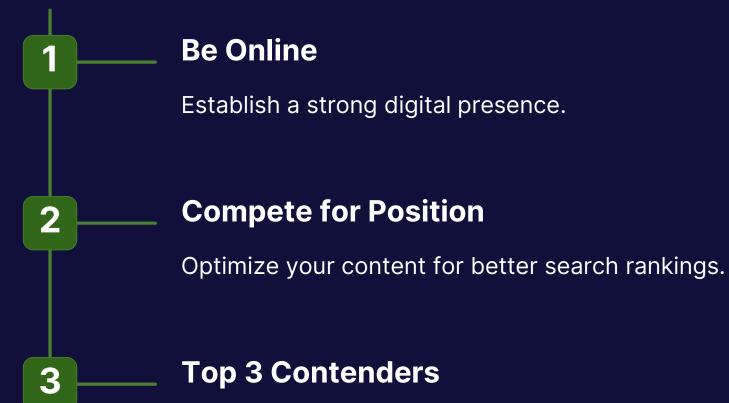


### **Reduced Keyword**

## This improves the quality of



## **Driving Diners to Your Restaurant**



Aim for the top spots in your category.





## Webo: Your Digital Marketing Partner

## DIY Guidance

3

Free, detailed instructions for self-implementation.

## Monthly Subscription

Ongoing content refresh and review management.

**Done for You Setup** 

NexGen Google Business Profile setup bundle.



2

## **Comprehensive Marketing Campaign Builders**

Create directories, eBusiness sites, and eCommerce platforms.



## **Implementation Guide**

#### Set Up Profile

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4

Create or claim your Google Business Profile for your restaurant.

#### Add Basic Info

Input contact details, operating hours, and location information accurately.

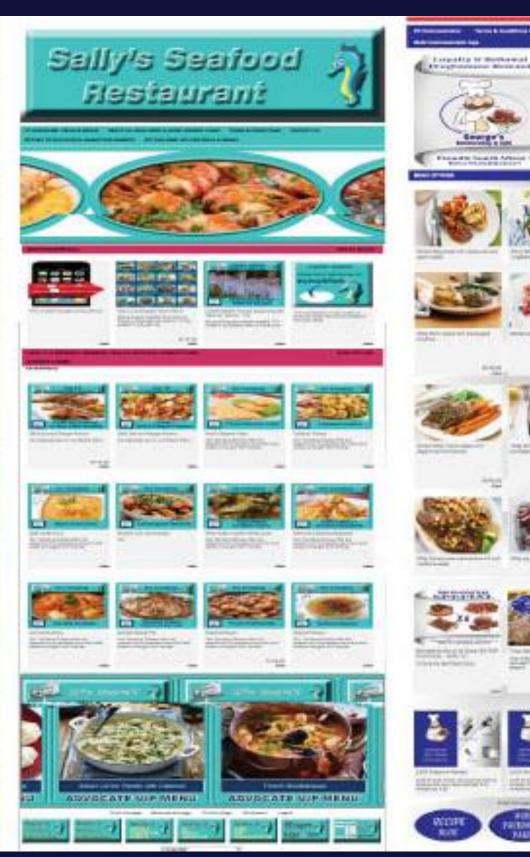
#### **Upload Media**

Add high-quality photos of your dishes, interior, and exterior.

#### **Enable Features**

Activate reservations, online ordering, and other relevant features.



















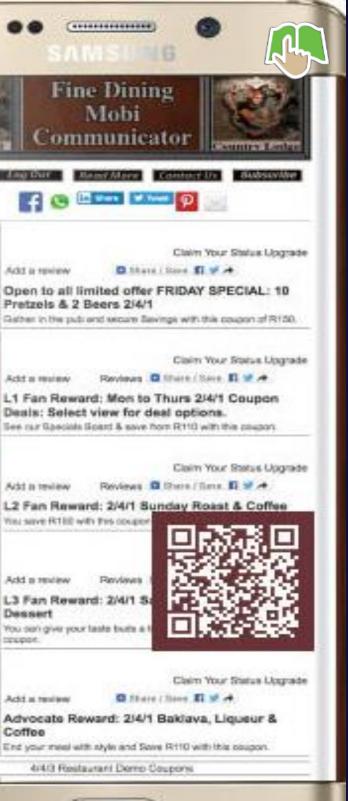












### Coupon Marketing With The Webo eMarketing Sofware Enablers



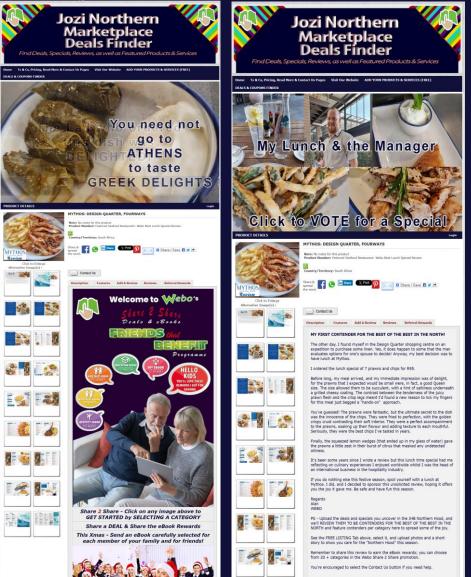


# Webo's Integrated Marketing Solutions

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## **Directory Listing**

Boost visibility: Search by Country, State, City, Zip Code & then by Category.



## **Marketplace Listing**

Sell through our integrated marketplace & Get Rewarded for Sharing.

#### Welcome to Bombas Wines



## **Website Blog**

## Share your story on Keyword-rich Blog Topics that Offer Verification Links to Google













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# **Reward Your Loyal Customers**

### **Share on Social Media**

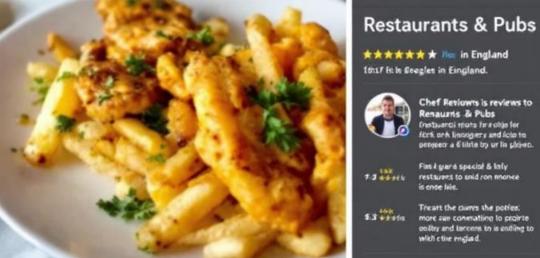
Amplify reach through customer social networks by encouraging diners to share photos and comments on Facebook, Instagram, WhatsApp etc.

### **Respond Promptly to Reviews**

Encourage diners to share their experiences and thank them for doing so.

### **Earn Rewards**

Offer incentives for engagement and sharing such as the Webo eBook Rewards Programme that rewards with an unlimited number of eBook downloads.









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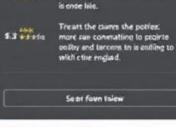
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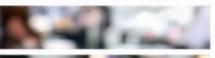
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## The Impact of Digital Marketing



#### **Online Discovery**

92% of new diners find restaurants online.

## 75%

#### **Review Influence**

75% check reviews before choosing.

## **3**x

#### **Engagement Boost**

Active online presence boosts engagement 3x.





# **Take Your Restaurant to** the Next Level

### **Download Our Guide**

Get our comprehensive book on restaurant marketing.

presence.

### **Start Your Digital Journey**

Embrace the new way of attracting and delighting diners.



### Schedule a Demo/Chat

### Let us show you how to revolutionize your online



# Events & Corporate Functions

# Top Benefits of Google Business Profile for Restaurants

## 1

### **Enhanced Visibility**

Showcase menus, reservations, and online ordering options directly on your profile.

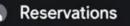
## Customer Engagement

Build trust through reviews, photos, and timely updates about your offerings.

## **3** Operational Efficiency

Manage reservations, orders, and customer inquiries seamlessly through one platform.

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#### (.....) SAMSUNG Share & spread the word: 🛉 🕓 in Share У Tweet G+ Share Link to Our Web Welcome to our Kitchens Add to Home Scr Demo Menus for Meat Grills Event Catering, Garden Parties, At Home Catering and more **Chicken Grills** Seafood Grills Grill Combo's Breyani Curries Wraps Salomi Curry Wr Pizza WELCOME TO OUR MENU COMMUNICATOR APP Pasta THIS IS A WEBO DEMO APP Schnitzels THE OBJECTIVE OF THIS DEMO IS TO ILLUSTRATE A STANDARD MENU WITH NO INDIVIDUAL DISH IMAGES. A RANGE OF CUSININES ARE Sushi PRESENTED USING THE STANDARD TEMPLATE THAT MAY SUIT THOSE П THAT OFFER OUTSIDE CATERING, IN-HOME CATERING, ETC Burgers



Upload your menu directly to your Google Business Profile. Customers can view offerings before visiting, potentially increasing reservations and walk-ins.

## **Online Reservations**

Enable table bookings directly from your profile. This enhances convenience for customers and improves your table management efficiency.

# Menus and Reservations

## **Digital Menu**



# **Online Ordering and** Reviews

### **Order Online**

Provide links to online ordering platforms for delivery or pickup. This boosts sales and improves customer satisfaction.

## **Customer Reviews**

Build trust and credibility with potential diners through positive reviews. Respond to feedback to show engagement.

### **Photo Gallery**

Attract customers with high-quality photos of your food. Showcase the appeal of your menu visually.





# **Operational Information**

## **Operating Hours**

Ensure customers know when you're open to reduce confusion and missed opportunities.

## **Special Offers**

2

3

Promote special deals and seasonal offers to drive traffic during slower periods in Posts.

### **Location Details**

Provide accurate location information and directions via Google Maps for easy access.



# **Customer Engagement Features**

### **Q&A** Section

Allow potential customers to ask questions and receive timely answers.



### **Posts and Updates**

Keep your audience informed about new dishes, events, and promotions.



### **Photo Sharing**

Encourage customers to share their dining experiences through photos.



# **Adding Your Menu**

## Log In

Access your Google Business Profile dashboard.

## Navigate

Go to the "Info" section and find the "Menu" option.

### Upload

Add your menu by uploading







## a file or linking to your existing menu.

# **Enabling Reservations and Online Ordering**

### **Reservations**

Integrate with supported reservation systems to allow direct bookings. This increases convenience and potential bookings for your restaurant.

### **Online Ordering**

Link your profile to supported online ordering platforms. Enable customers to place orders directly from your Google Business Profile.







# Showcasing Daily Specials and Events

## **Daily Specials**

Use the "Posts" section to highlight daily or weekly specials.

## **Events**

Create event posts for special occasions or themed nights.

## **Limited-Time Offers**

Promote seasonal menus or limited-time dishes to create urgency.



# **Leveraging Customer Reviews**

### **Encourage Reviews**

Ask satisfied customers to share their experiences.

### **Respond Promptly**

Address both positive and negative feedback professionally.

### Implement Feedback

Use reviews to improve your services and offerings.



## COMMUNITY

Create Memorable Experiences & Relationships Engage, Meet Desires and Build Loyalty

## WORD of MOUTH

Adding Reviews on the APP adds credibility Add Comments to Shares & Spread the Word Reward and make it easy to add reviews ADVISORS

## SOCIAL APPRECIATION

Host Desired Events & Competitions Offer Gifts to Share Reward and make it easy to share

### SELF INTEREST

Focus on the customer **Delight & Reward** Find out what is of value Coupons, Lucky Draws, Secret VIP Menus, #Hashtag Competitions, Events, etc.

### GROW

REVIEW

SHARING

REWARDS

PATRONAGE

REWARDS

**Reassess Staff and Capacity Reassess Next Steps** 

### REVIEWS

Reward customers for reviews Engage by addressing matters raised and thank customers for sharing their experiences REWARDS

### SOCIAL MEDIA SHARING

Ignite an interest in Sharing Comments Encourage customers to e-mail coupons Grow Awareness with Social Sharing

**Reward Customers for Patronage** Encourage Buying More Encourage Buying More Often Get Personal; Address Diners by Name. Ask if you can take a photo for your Instagram Page, etc

## **GET YOUR CUSTOMERS TO GROW YOUR BUSINESS**

PERCENTAGES

GROW

**EVENUE** (

ADVOCATE

Fans: Level 3

Fans: Level 2

Fans: Level 1

### **DELIGHT & REWARD**

# **Optimizing Your Photo Gallery**



### **Chef in Action** Showcase your culinary expertise with behind-the-scenes kitchen shots.



**Inviting Atmosphere** Highlight your restaurant's ambiance to attract potential diners.



**Signature Dishes** Feature your most popular and visually appealing menu items.









## **Promotional Strategies**



## **Special Offers**

Create enticing deals like "Buy One, Get One Free" or "Happy Hour Specials".



### Events

Host cooking classes, wine tastings, or themed dinner nights to attract customers.



### **Loyalty Program**

Implement a points system to encourage repeat visits and customer loyalty.

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# **Key Takeaways & Next Steps**

### **Optimize Your Profile**

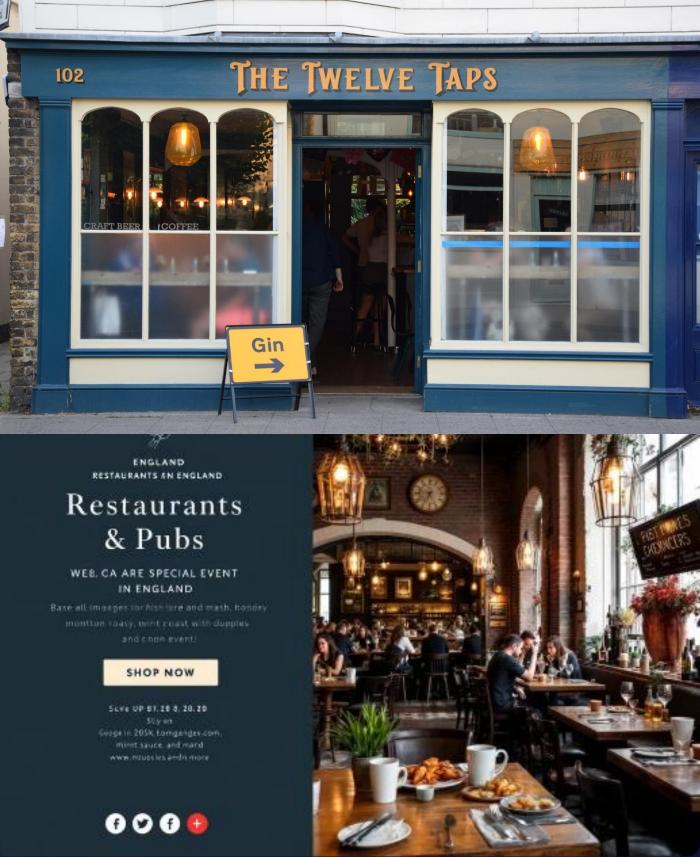
Ensure all information is up-to-date and comprehensive.

### **Engage Regularly**

Post updates, respond to reviews, and keep your content fresh.

### **Monitor Performance**

Use Google's insights to track your profile's performance and adjust strategies.



2

# Leverage Your Profile with Webo's NexGen

## **Easy Navigation**

Customers can find directions to your location with a single click.

## **Business Information**

Display hours, contact details, and reviews directly on the map interface.

## **Local Search Prominence**

Appear in "near me" searches, capturing customers actively looking for your services.

## **GET FOUND**

Dominate Search Results with Credible Backlinks

- Mobi Tel Book & Yellow Pages Styled Biz Finders
- Marketplace Promotion
- Webo Directory Listing & Category Link
- Blog/Landing Page Site





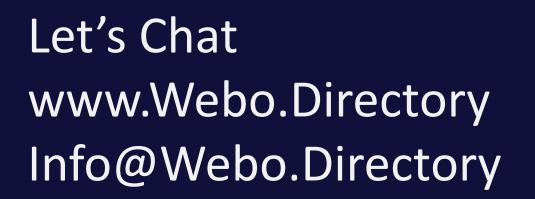


#### Why Have A Blog/Landing Pages

Dedicated Content On Keyword Specific Matters Adds Backlink Credibility To SEO

#### &

Conversational text on Keyword-rich snippets on Popular FAQ's Offers AEO Inclusion by Al Bots



..., it only works if you do it!

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