

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: Web Academy**





The New Way: Building a Customer Base



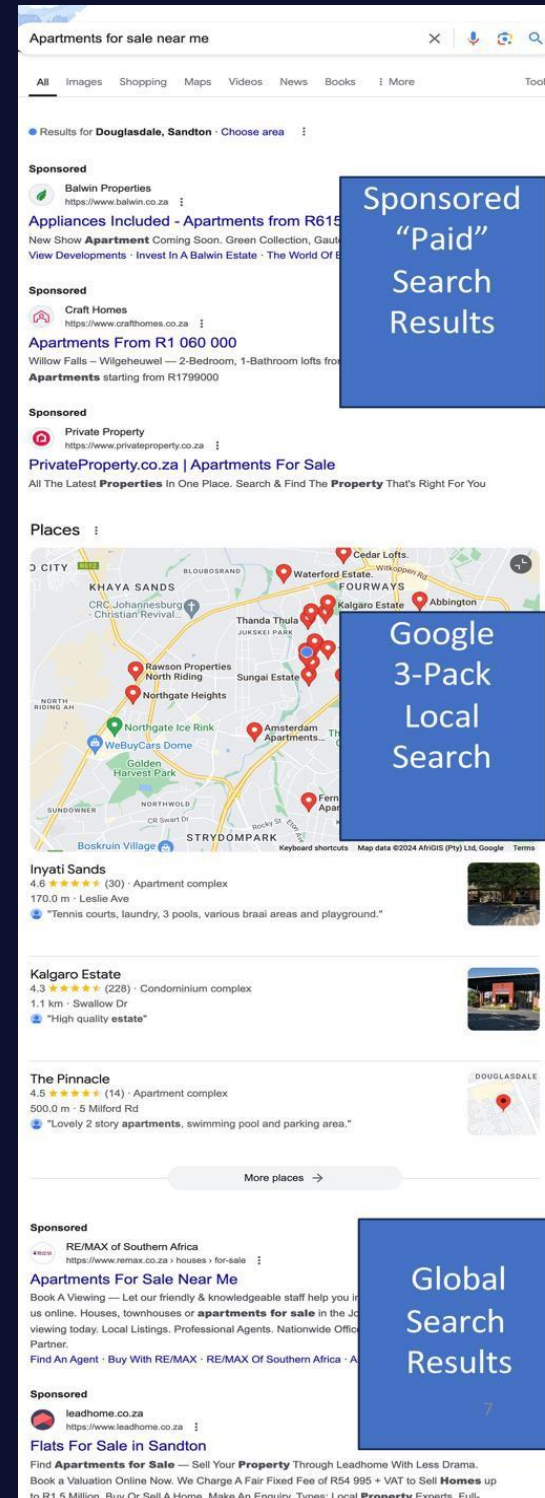
Old Way vs. New Way

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



Sponsored
"Paid"
Search
Results

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



Go
Local

Google
3-Pack
Local
Search

LOCAL SEARCH Results NEXT
Geographically relevant results for nearby
businesses.



Go
Global

Global
Search
Results

GLOBAL SEARCH Results NEXT Worldwide
results based on SEO.

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.



Add verifiable keyword rich content with Webo's NexGen Bundle

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



Exciting Content Attracts Diners



Menus

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

Match
Search
Keywords
To
Content
Keywords

1

Search Keywords

Diners search using specific SEARCH KEYWORDS.

2

Content Keywords

Restaurants add relevant CONTENT KEYWORD.

3

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, prominence 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.

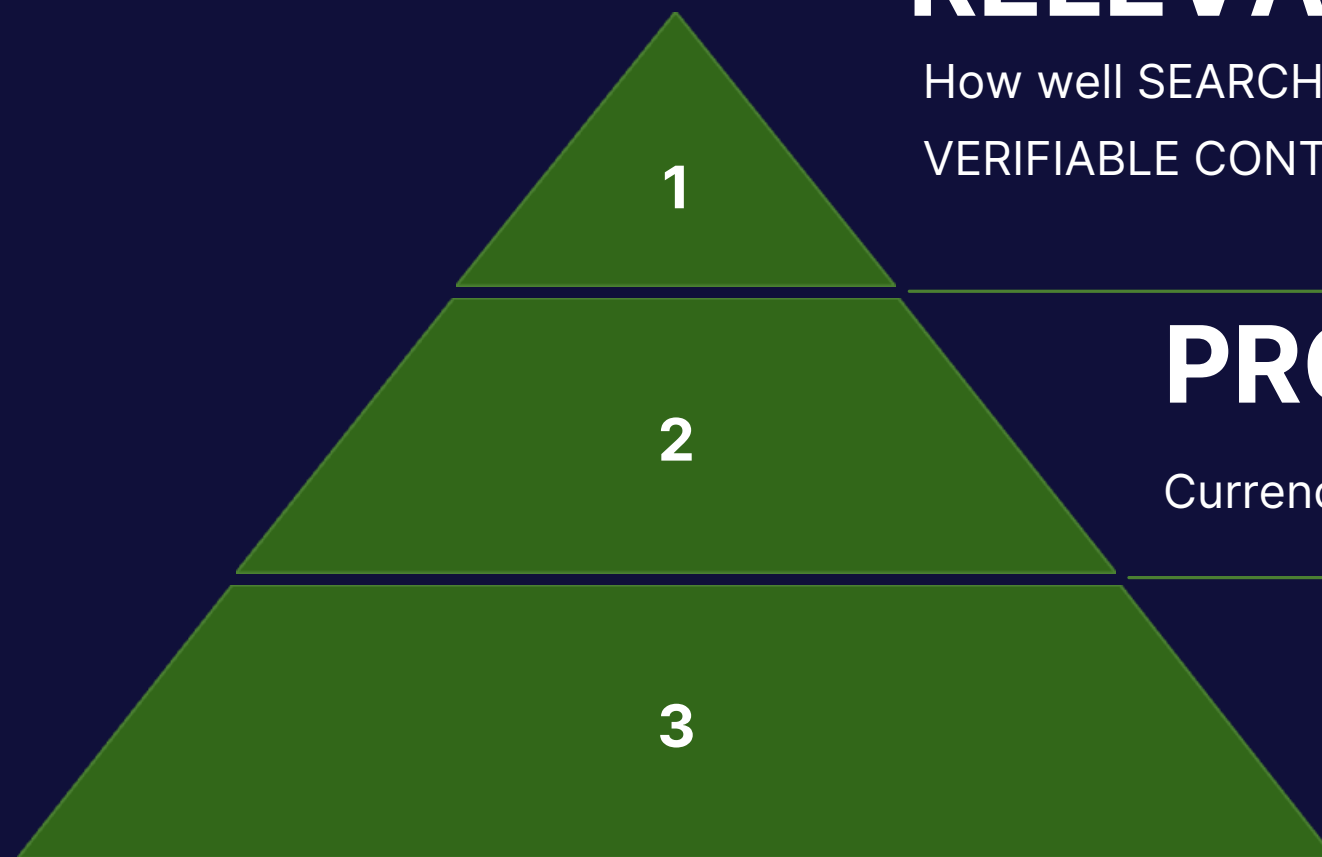
The menu boasts a delightful selection of classic pub fare. I opted for the beer-battered fish and chips, which were cooked to perfection—crispy on the outside, tender and flaky inside. The portion was generous, and the side of mushy peas added a traditional touch. My companion chose the steak and ale 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



RELEVANCE

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

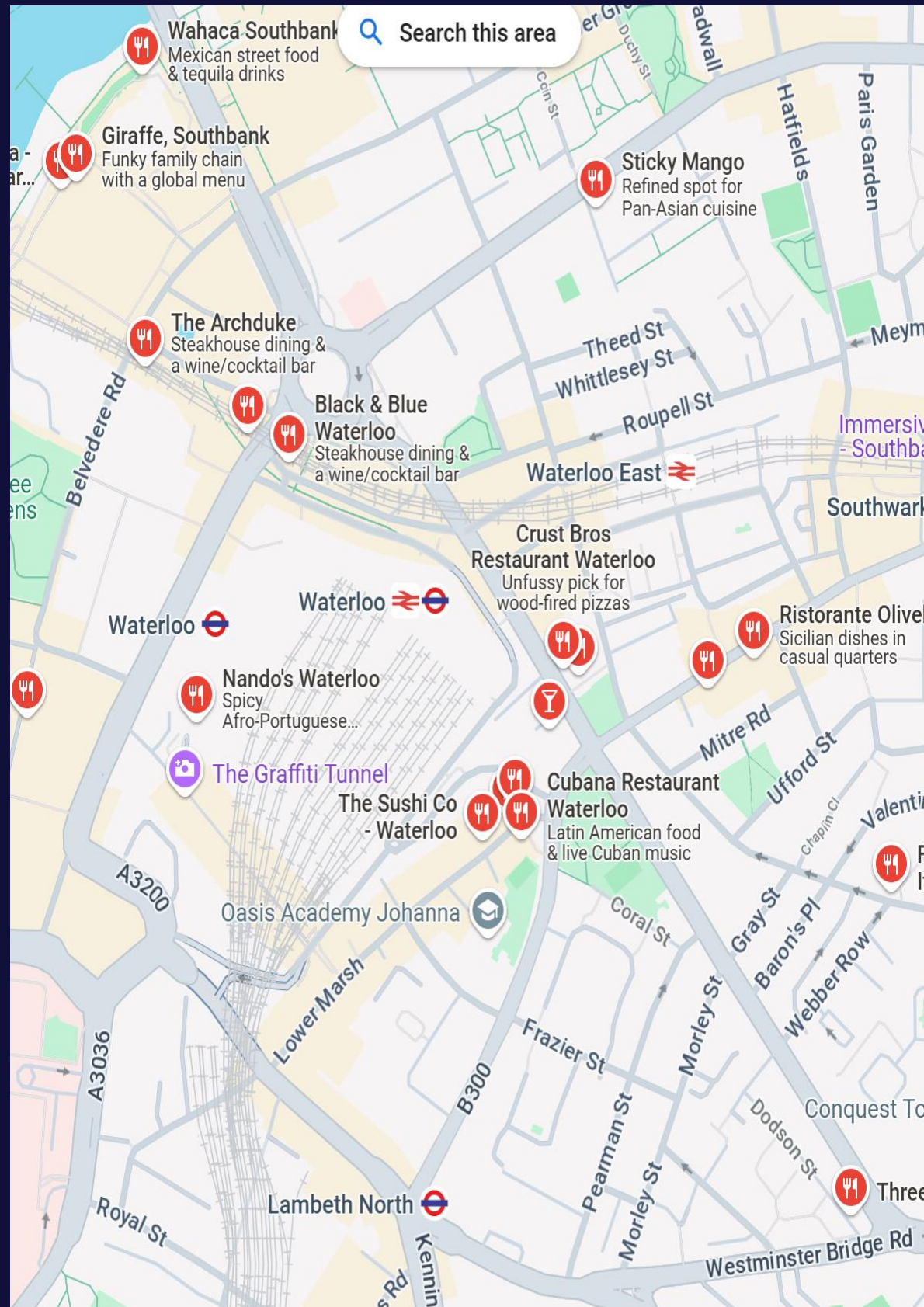
PROMINENCE

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.

Reduced Keyword Abuse

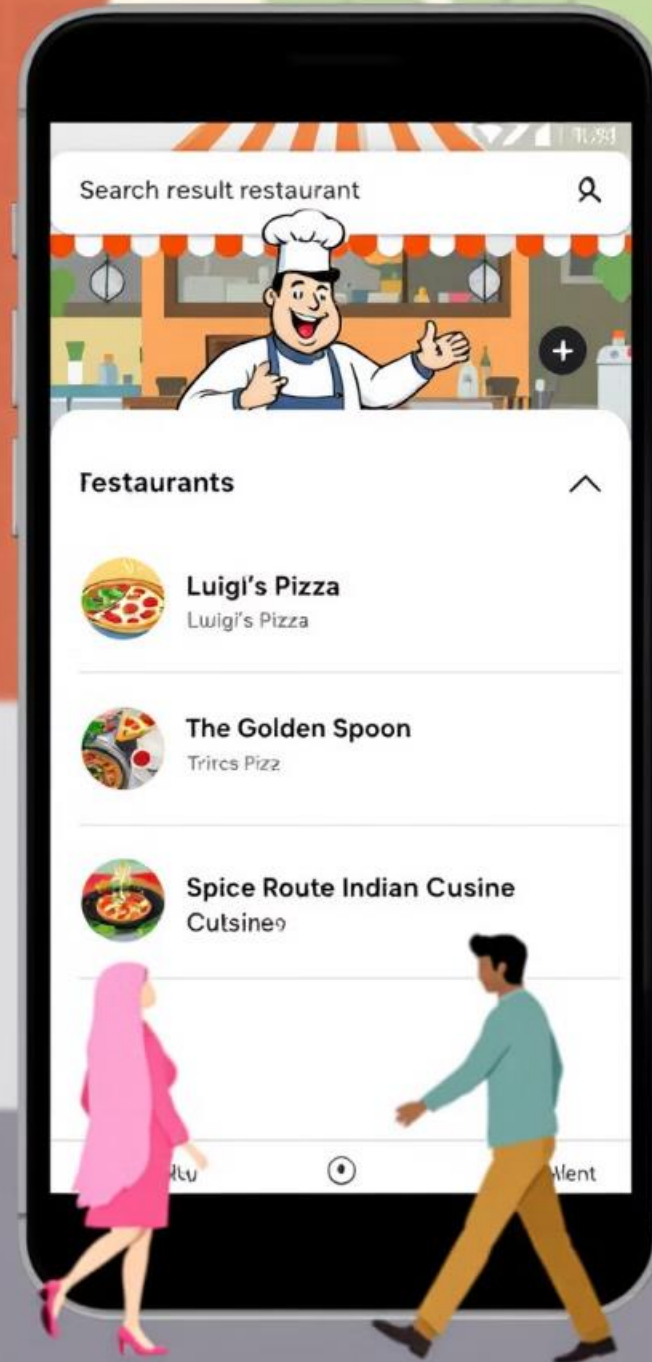
This improves the quality of local search results.

Authentic Content

Restaurants must focus on creating genuine, relevant content.



Driving Diners to Your Restaurant



1

Be Online

Establish a strong digital presence.

2

Compete for Position

Optimize your content for better search rankings.

3

Top 3 Contenders

Aim for the top spots in your category.



Webbo: Your Digital Marketing Partner

1 DIY Guidance

Free, detailed instructions for self-implementation.

2 Done for You Setup

NexGen Google Business Profile setup bundle.

3 Monthly Subscription

Ongoing content refresh and review management.

4 Comprehensive Marketing Campaign Builders

Create directories, eBusiness sites, and eCommerce platforms.



Implementation Guide

1

Set Up Profile

Create or claim your Google Business Profile for your restaurant.

2

Add Basic Info

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

3

Upload Media

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

4

Enable Features

Activate reservations, online ordering, and other relevant features.





Explore Our Demo Restaurant Sites



Coupon Marketing With The Webto eMarketing Software Enablers

The One Page Summary



Coupon on Phone

A Printed Coupon Is An Option



1.
Get the
App URL or
Scan the QR
code

2.
On
Phone: Add
to Home
Screen



3.
Tap the
App Button
on Phone to
Open



4.
Sign In or
Sign Up &
Select a Deal:
tap GET

5.
Pay
Admin Fee
(if needed)
online

6.
Print
& Present
Coupon is an
Option

7.
Hand
Phone or the
Printout to
Seller

8.
Seller
enters PIN on
Phone.
That's it!



Webbo's Integrated Marketing Solutions



PCPhone Desktop Download

Webbo

to the world's most comprehensive
Directory & Site Builder

HOME

FEATURED LISTINGS

LISTING DEALS

FEATURED STORES

FEATURED WEBSITES

ABOUT US

MY ACCOUNT

We are a Marketplace for Global Trade

Register & Start Selling

Explore Demo Sites & Read About Site Building

Grow Businesses with Loyalty, Referrals & More

Read About Online Meeting Rooms, Webbo Hubs and More

GO LOCAL

All Countries

All States/Provinces/Cities

All Cities/Towns/Villages

All Products

All Webbo's

WEBBO MARKETING PLACES

CATEGORIES FOR Listings, Deals and Classifieds

GO LOCAL

We are available who speak 360 to digital marketing agencies. You can drive your traffic, while we search or we'll do it for you.

As a member, you'll discover, design and develop business listings are FREE

WE COACH Referral Marketing to SMEs. Many SMEs Can Get Their Customers To Double Their Turnover in 90 Days. Let's Chat About Your Chances For Success.

Webbo Site Builder

Setup, Build & Drive Your Customers To Grow Your Business

Get Found On The Webbo Directory & Site Builder

Do your Customers Grow Your Business? Let Us Show You How

WELCOME TO THE WEBBO MARKETPLACE

We are available who speak 360 to digital marketing agencies. You can drive your traffic, while we search or we'll do it for you.

As a member, you'll discover, design and develop business listings are FREE

WE COACH Referral Marketing to SMEs. Many SMEs Can Get Their Customers To Double Their Turnover in 90 Days. Let's Chat About Your Chances For Success.

Webbo Site Builder

Setup, Build & Drive Your Customers To Grow Your Business

Get Found On The Webbo Directory & Site Builder

Do your Customers Grow Your Business? Let Us Show You How

WELCOME TO THE WEBBO MARKETPLACE

We are available who speak 360 to digital marketing agencies. You can drive your traffic, while we search or we'll do it for you.

As a member, you'll discover, design and develop business listings are FREE

WE COACH Referral Marketing to SMEs. Many SMEs Can Get Their Customers To Double Their Turnover in 90 Days. Let's Chat About Your Chances For Success.

Webbo Site Builder

Setup, Build & Drive Your Customers To Grow Your Business

Get Found On The Webbo Directory & Site Builder

Do your Customers Grow Your Business? Let Us Show You How

PCPhone Desktop Download

Webbo

to the world's most comprehensive
Directory & Site Builder

HOME

FEATURED LISTINGS

LISTING DEALS

FEATURED STORES

FEATURED WEBSITES

ABOUT US

MY ACCOUNT

We are a Marketplace for Global Trade

Register & Start Selling

Explore Demo Sites & Read About Site Building

Grow Businesses with Loyalty, Referrals & More

Read About Online Meeting Rooms, Webbo Hubs and More

GO LOCAL

All Countries

All States/Provinces/Cities

All Cities/Towns/Villages

All Products

All Webbo's

WEBBO MARKETING PLACES

CATEGORIES FOR Listings, Deals and Classifieds

GO LOCAL

We are available who speak 360 to digital marketing agencies. You can drive your traffic, while we search or we'll do it for you.

As a member, you'll discover, design and develop business listings are FREE

WE COACH Referral Marketing to SMEs. Many SMEs Can Get Their Customers To Double Their Turnover in 90 Days. Let's Chat About Your Chances For Success.

Webbo Site Builder

Setup, Build & Drive Your Customers To Grow Your Business

Get Found On The Webbo Directory & Site Builder

Do your Customers Grow Your Business? Let Us Show You How

WELCOME TO THE WEBBO MARKETPLACE

We are available who speak 360 to digital marketing agencies. You can drive your traffic, while we search or we'll do it for you.

As a member, you'll discover, design and develop business listings are FREE

WE COACH Referral Marketing to SMEs. Many SMEs Can Get Their Customers To Double Their Turnover in 90 Days. Let's Chat About Your Chances For Success.

Webbo Site Builder

Setup, Build & Drive Your Customers To Grow Your Business

Get Found On The Webbo Directory & Site Builder

Do your Customers Grow Your Business? Let Us Show You How

WELCOME TO THE WEBBO MARKETPLACE

We are available who speak 360 to digital marketing agencies. You can drive your traffic, while we search or we'll do it for you.

As a member, you'll discover, design and develop business listings are FREE

WE COACH Referral Marketing to SMEs. Many SMEs Can Get Their Customers To Double Their Turnover in 90 Days. Let's Chat About Your Chances For Success.

Webbo Site Builder

Setup, Build & Drive Your Customers To Grow Your Business

Get Found On The Webbo Directory & Site Builder

Do your Customers Grow Your Business? Let Us Show You How

Directory Listing

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

LINK TO THE WEBBO DIRECTORY

Jozi Northern Marketplace Deals Finder

Find Deals, Specials, Reviews, as well as Featured Products & Services

HOME

TS & CS, Pricing, Read More & Contact Us Pages

Visit Our Website

ADD YOUR PRODUCTS & SERVICES (FREE)

DEALS & COUPONS FINDER

You need not go to ATHENS to taste GREEK DELIGHTS

MYTHOS: DESIGN QUARTER, FOURWAYS

Share 2 Share Deals & eBooks

FRIENDS that BENEFIT Programme

HELLO KIDS TRAVEL LIFE THESE REWARDS I GOT FOR MYSELF

Share 2 Share - Click on any image above to GET STARTED by SELECTING A CATEGORY

Share a DEAL & Share the eBook Rewards

This Xmas - Send an eBook carefully selected for each member of your family and for friends!

Marketplace Listing

Sell through our integrated marketplace & Get Rewarded for Sharing.

Jozi Northern Marketplace Deals Finder

Find Deals, Specials, Reviews, as well as Featured Products & Services

HOME

TS & CS, Pricing, Read More & Contact Us Pages

Visit Our Website

ADD YOUR PRODUCTS & SERVICES (FREE)

DEALS & COUPONS FINDER

My Lunch & the Manager

Click to VOTE for a Special

MYTHOS: DESIGN QUARTER, FOURWAYS

Share 2 Share Deals & eBooks

FRIENDS that BENEFIT Programme

HELLO KIDS TRAVEL LIFE THESE REWARDS I GOT FOR MYSELF

Share 2 Share - Click on any image above to GET STARTED by SELECTING A CATEGORY

Share a DEAL & Share the eBook Rewards

This Xmas - Send an eBook carefully selected for each member of your family and for friends!

BOMBAS

INSPIRED BY THE DUNES OF NAMIBIA

HOME

ABOUT US

BOMBAS MERLOT

BOMBAS CAP CLASSIQUE

BOMBAS SAUVIGNON BLANC

CONTACT US

HOME

ABOUT US

BOMBAS MERLOT

BOMBAS CAP CLASSIQUE

BOMBAS SAUVIGNON BLANC

CONTACT US

WELCOME TO BOMBAS WINES

THE VISION AND MISSION OF BOMBAS WINES

By Sanet Bombas

At Bombas Wines, our journey is one of passion, heritage, and an unwavering commitment to excellence. As the founder of Bombas Wines, I am thrilled to share our vision and mission with you, reflecting our dedication to creating an ever-expanding range of exquisite wines that celebrate the essence of Namibia and beyond.

Our Vision

Bombas Wines is more than just a wine label; it is a tribute to my roots and the rich heritage of Namibia. Our vision is to curate a diverse and luxurious collection of wines that resonate with wine enthusiasts around the world. We aim to make Bombas Wines an ever-growing shop, stocked on shelves globally, and cherished in personal wine cellars. Our wines are crafted to stand alongside the world's finest luxury brands, representing the exceptional quality and elegance that Namibia has to offer.

Our Mission

Our mission at Bombas Wines is to create wines that are synonymous with excellence, quality, and class. Each bottle of Bombas Wines is a testament to our meticulous selection process, where every wine is handpicked for its superior flavor and quality. We are committed to providing wines that enhance culinary experiences and bring joy to every celebration.

The Inspiration Behind Bombas Wines

Bombas Wines was born from my love for Methode Cap Classique (MCC) and all things bubbly. After years of enjoying mimosaes with breakfast and bubbly with dinner, I decided to create my own MCC brand. This passion evolved into a wine label featuring three meticulously curated wines: a Vineyard MCC, a Merlot, and a Sauvignon Blanc. Inspired by the majestic dunes of Namibia, Bombas Wines is a tribute to my roots and the cherished memories of my grandparents.

What Sets Bombas Apart

Our journey from vineyard to bottle is one of dedication and passion. Together with Jean-Pierre, our brand manager, we visited numerous wine farms to find the perfect flavor profiles for each wine. After selecting the perfect vineyard, we meticulously chose the bottles and labels to match the elegance of our products. The result is a classy, stylish, and elegant final product that we are proud to present to the market.

Join Us in Celebrating Bombas Wines

Our journey from vineyard to bottle is one of dedication and passion. Together with Jean-Pierre, our brand manager, we visited numerous wine farms to find the perfect flavor profiles for each wine. After selecting the perfect vineyard, we meticulously chose the bottles and labels to match the elegance of our products. The result is a classy, stylish, and elegant final product that we are proud to present to the market.

Phone: 063 910 0002

eMail: bombaswines@gmail.com

Facebook

BUY NOW

BLOG

Website Blog

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



Reward Your Loyal Customers

Respond Promptly to Reviews

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

Share on Social Media

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

Earn Rewards

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



The Impact of Digital Marketing

92%

Online Discovery

92% of new diners find restaurants online.

75%

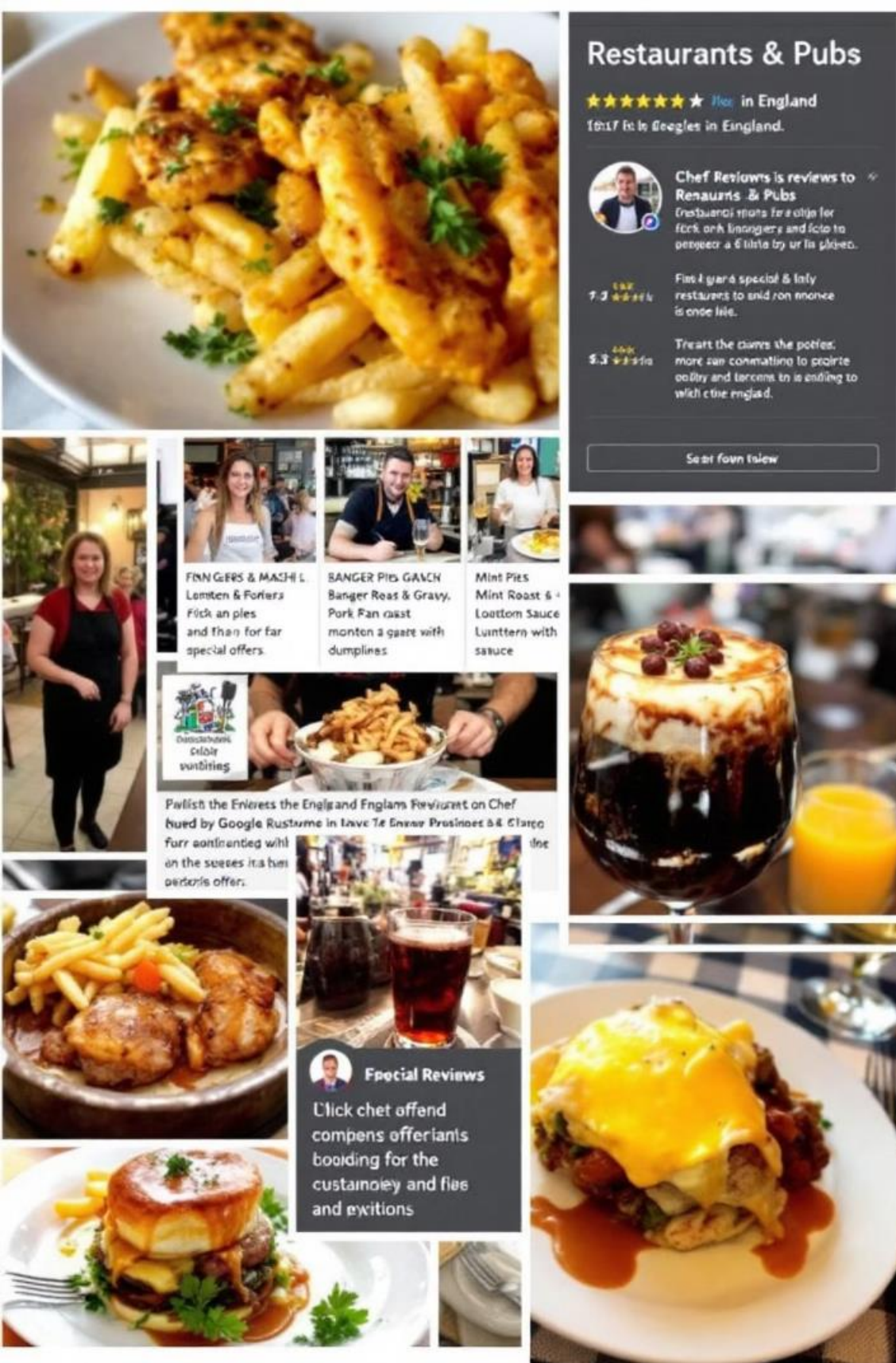
Review Influence

75% check reviews before choosing.

3x

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.

Schedule a Demo/Chat

Let us show you how to revolutionize your online presence.

Start Your Digital Journey

Embrace the new way of attracting and delighting diners.



Events & Corporate Functions

Top Benefits of Google Business Profile for Restaurants

1 Enhanced Visibility

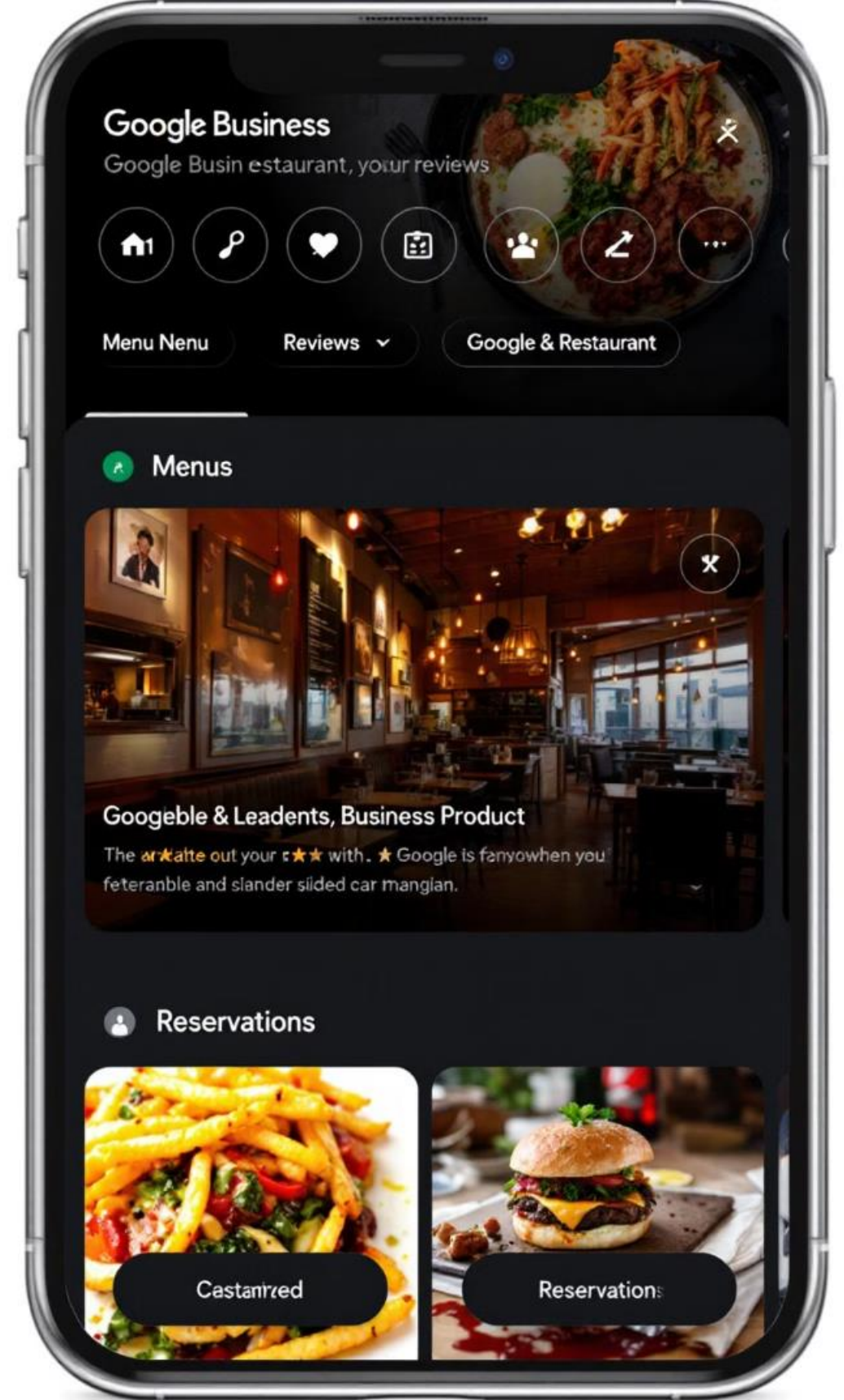
Showcase menus, reservations, and online ordering options directly on your profile.

2 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.



Menus and Reservations



Digital Menu

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.



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

1

Operating Hours

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

2

Special Offers

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

3

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

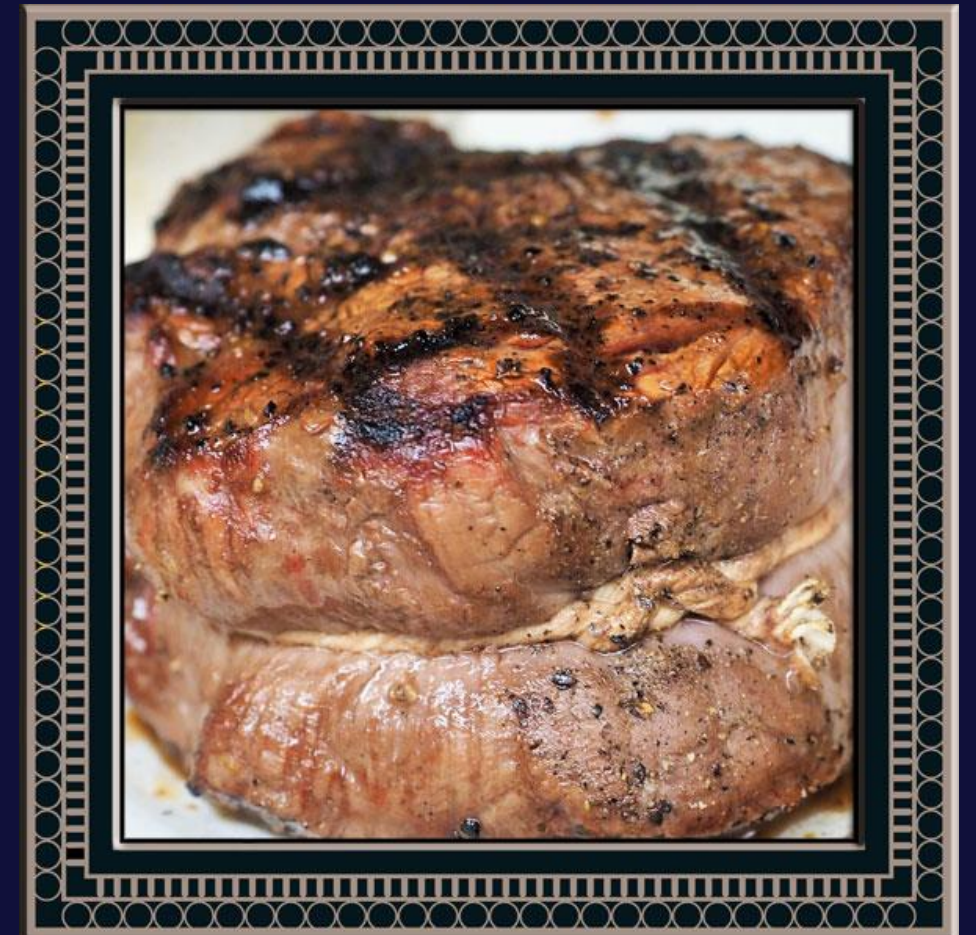


Reservations

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

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

Reassess Staff and Capacity
Reassess Next Steps

REVIEWS

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

SOCIAL MEDIA SHARING

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

DELIGHT & REWARD

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

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.



Key Takeaways & Next Steps

1

Optimize Your Profile

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

2

Engage Regularly

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

3

Monitor Performance

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



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

WEBO'S GO LOCAL BUNDLE

Maps Communities, Communication & Collaboration



The Webo Suite of Enhancements

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 AI Bots



Let's Chat
www.Webo.Directory
Info@Webo.Directory

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