



GUIDE

Recipe for SEO Success

11 Ways to Spice Up Your Restaurant
Locations' Online Visibility



Introduction

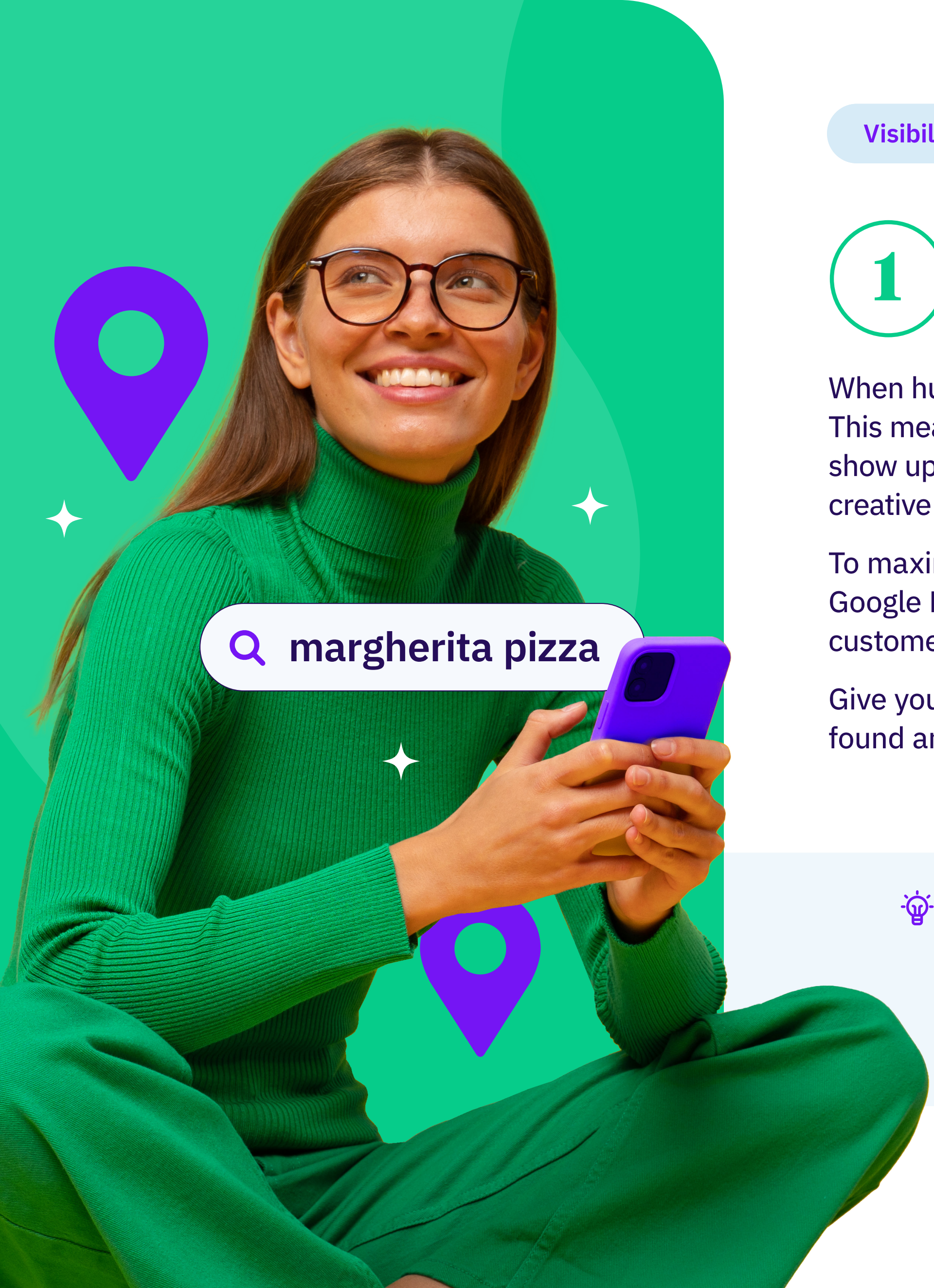
For multi-location, restaurant or quick service restaurant (QSR) brands like yours, the battle for business and getting diners at tables is relentless. Today, the journey starts online: to get customers through your doors, you need to first win them over on the web. With your competition a click away, a well-optimized **Google Business Profile** (GBP) for each of your locations is just the ticket for standing out in local search results and winning customers.

In this guide, we're serving up eleven actionable tips to ensure all of your locations appear as the crème de la crème in search rankings, making you the top choice for hungry customers nearby. Whether you're managing a handful of locations or hundreds, a GBP that's seasoned to perfection with **trust factors** and **localization** will help each venue reflect its unique character and deliver an unforgettable experience. Think of it like crafting a lasagna—every layer, from keywords and categories to photos and reviews, adds flavor to your GBP and drives customers to your tables.

Ready to get cooking? Explore our research-backed tips to boost your multi-location restaurant's **online visibility, reputation, conversions, and engagement**—the four key drivers of location performance and local sales. Each tip is organized by one or more of these components, making it easy to see how each action contributes to the bigger picture.

From SEO-friendly menu items and mouth-watering photos to making the most of customer reviews and popular times, these insights in this guide will help your restaurant brand stand out and stay competitive, ensuring every location has the ingredients for success.

Ready to get
cooking?



Visibility

Engagement

Conversions

Reputation

1 Serve Up SEO-Friendly Menu Items

When hungry customers are searching for their next meal, they often look up specific dishes they're craving. This means you must optimize your menu items with **SEO-friendly, keyword-rich names** to help your restaurant show up in these searches. For example, using clear and popular terms like "Margherita Pizza" instead of a creative but less familiar term like "Margherita Delight" can make the difference in getting noticed.

To maximize **visibility**, ensure these keywords are consistent across all online platforms, including your website, Google Business Profile, and any third-party delivery services. A consistent menu presentation makes it easier for customers to find you and strengthens your online presence by aligning keywords with what diners are searching for.

Give your menu items names that represent your offerings to give your locations the best chance of being found and chosen online.

💡 Pro Tips:

Match Menu Items to Search Intent: Make sure your menu item names align with popular search queries to improve ranking. The name must match the search intent of potential customers to be effective.



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Plate Up Picture-Perfect Photos

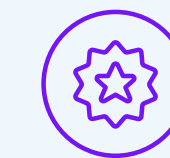
Nothing grabs a customer's attention quite like high-quality, mouth-watering images on your Google Business Profile. These create a visual feast that draws diners in so make sure your restaurant's gallery is constantly refreshed and visually appealing—just like updating the day's specials.

Showcase your signature dishes in their best light, with professional-grade photos that capture the textures, colors, and flavors of your menu. Regularly adding new images, from seasonal items to crowd favorites, keeps your profile dynamic and engaging. This not only appeals to potential customers scrolling through, but it also signals to Google that your profile is active and up-to-date. Remember, customers eat with their eyes first—so make sure your photos are as inviting as the meals themselves!

Best Practices For Top-Notch Photos:



Schedule professional photo shoots 1-2 times a year for lasting impact.



Post 4 high-quality photos monthly to maintain engagement.



Use professional photos for better quality than customer-uploaded images.



Encourage staff to upload phone photos for an authentic, cost-effective touch.

3 Season Customer Reviews With Menu Specifics

Customer reviews are a powerful ingredient in your Google Business Profile recipe. But to maximize their impacts, it's essential to season them with specifics. This means getting diners to mention their favorite dishes by name. By doing so, they're feeding Google valuable information that can boost your local search rankings.

Automating review requests is a great way to streamline the process and ensure consistent and genuine feedback. By using customer data from orders or reservations, you can create personalized requests that feel authentic and relevant.

This approach is not only more efficient but also more effective; targeted messages resonate better with customers and are more likely to result in reviews that mention specific dishes or experiences.

Leaving review requests solely to employees can lead to inconsistent results and may come off as insincere to customers. With automation, you keep the process smooth and reliable, gathering high-quality reviews that can add depth and flavor to your profile—helping your restaurant stand out from the crowd.

Master Review Management:

Uberall's Reviews takes the hassle out of review management and gives you full control over your online reputation. It gives you all the tools you need to read, respond to, and analyze local reviews across the web through a single, integrated, AI-powered platform.

Suggest a Reply

Recommended Resource:

How to Ask Customers for Reviews: A Complete Guide

Read Now

4 Pick the Right Restaurant Category from the Menu

Selecting the right category for your Google Business Profile is like choosing the main course for your restaurant's menu—it sets the stage for everything else. Your primary category should directly reflect what your restaurant is best known for. For example, if sushi is your star dish, "Sushi Restaurant" should be your primary category. Secondary categories, like "Seafood Restaurant" or "Japanese Eatery," add nuance, helping your restaurant show up in more relevant searches.

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Business category

Help customers find your business by industry. [Learn more](#)

Primary category

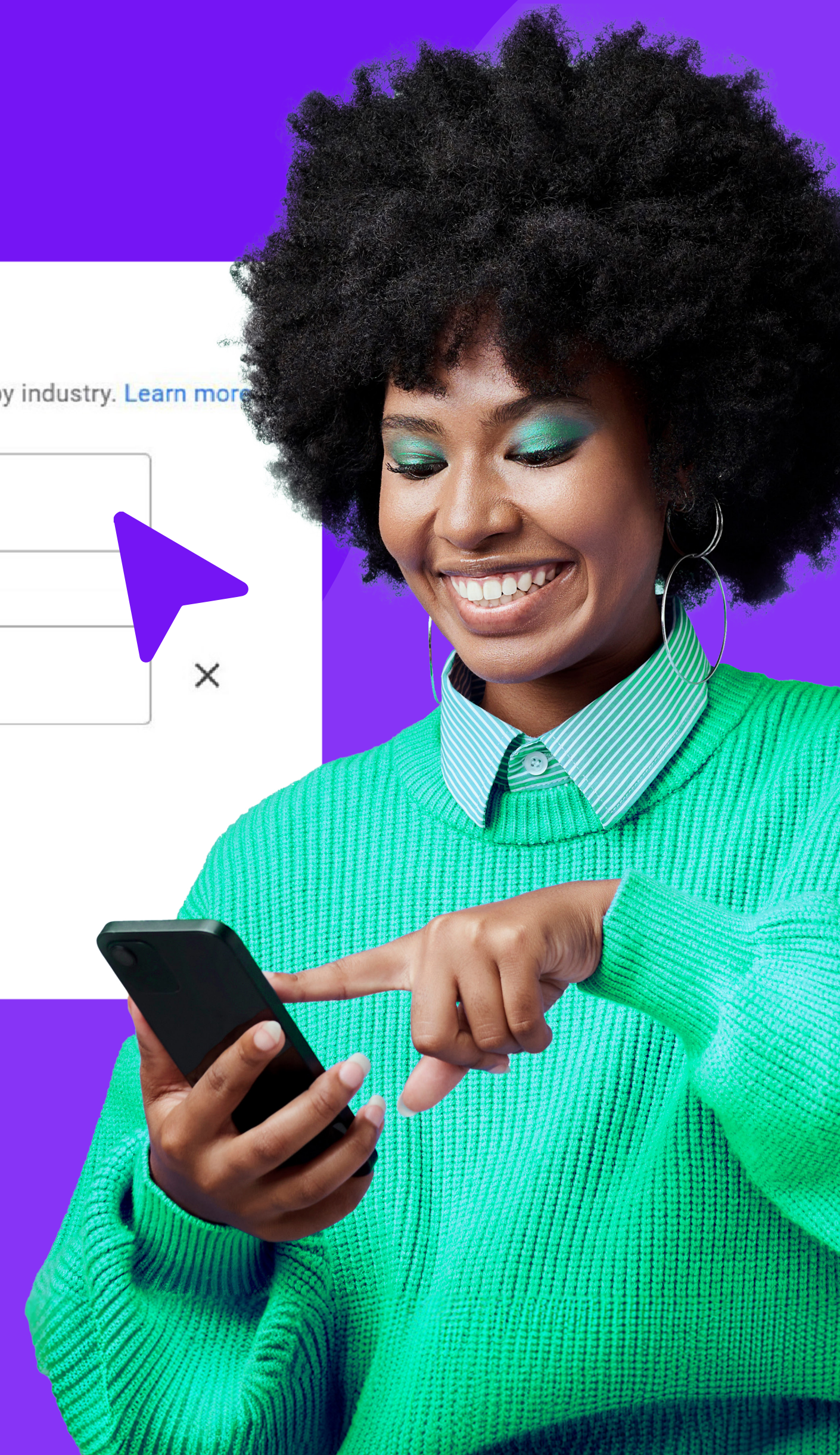
Asian restaurant

Additional category

Bar

+ Add another category

Save Cancel



5

Conduct Keyword Research for Menu Optimization

Keyword research plays a crucial role in optimizing your profile for local SEO. By understanding customer search behavior, especially long-tail and local keywords, you can strategically incorporate these terms into your menu names and Google Business Profile. This helps your restaurant appear in searches like “best seafood pasta near me” or “vegan-friendly Italian restaurant.” Keywords should be relevant, specific, and woven naturally into menu item names.

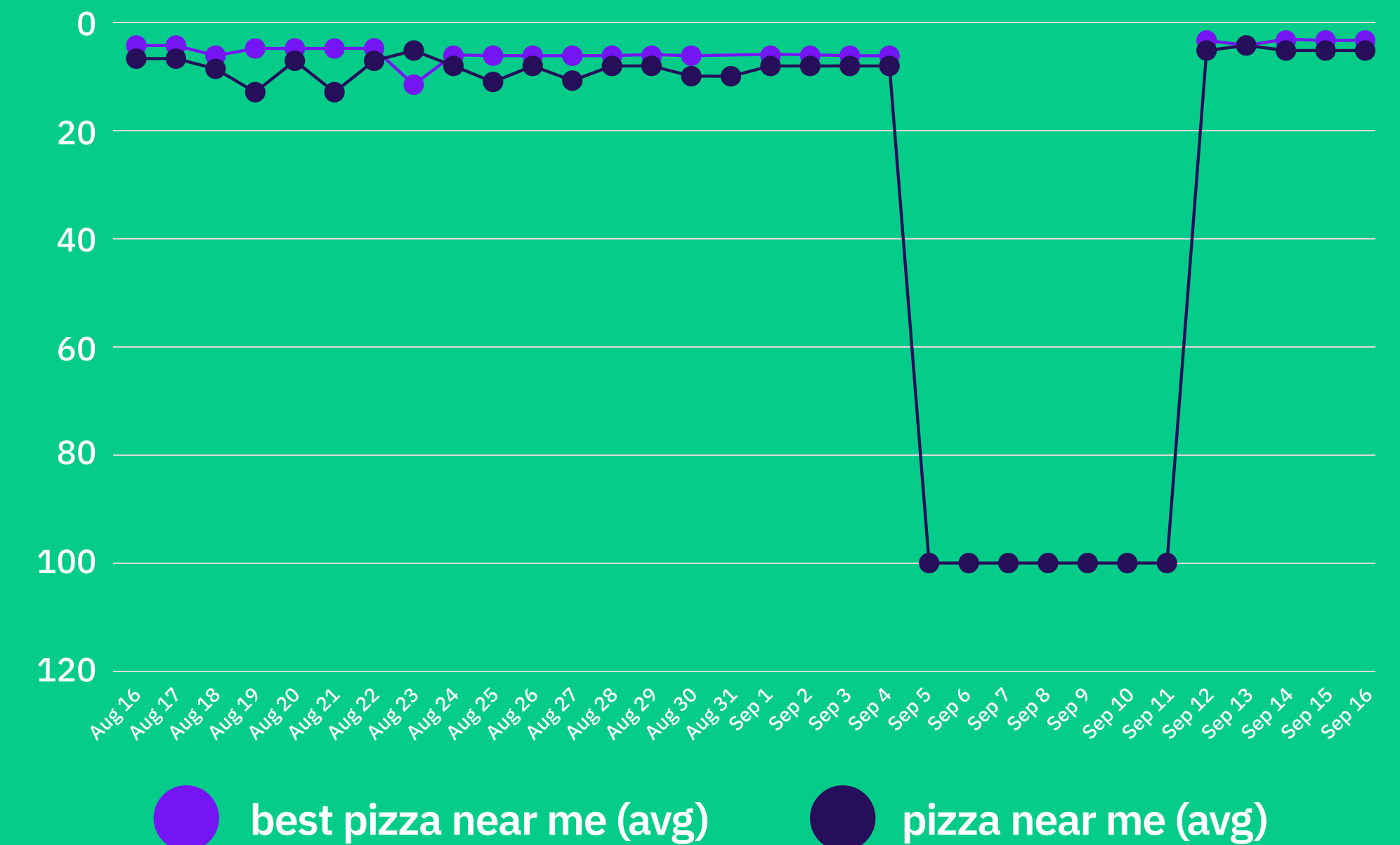
By combining strategic categories and well-researched keywords, you can make your profile more discoverable and ensure that you’re hitting all the right notes in local search results.

Recommended Resource

Local Marketing Beat by Uberall podcast
Local SEO Essentials for Restaurants | Pro Tips For Hospitality Brands

 Listen Now

The Case of the ‘Pizza-less’ Pizza Place



An Italian restaurant ranked 3-4 for “best pizza near me” despite offering only 4 pizzas, with “pizza restaurant” as a secondary category. After removing this category, its rankings dropped.

Source: Claudia Tomina, [Boost Your Rankings with Menu Items, Menu Highlights, Reviews, and Photos Reputation Arm, 2024](#)

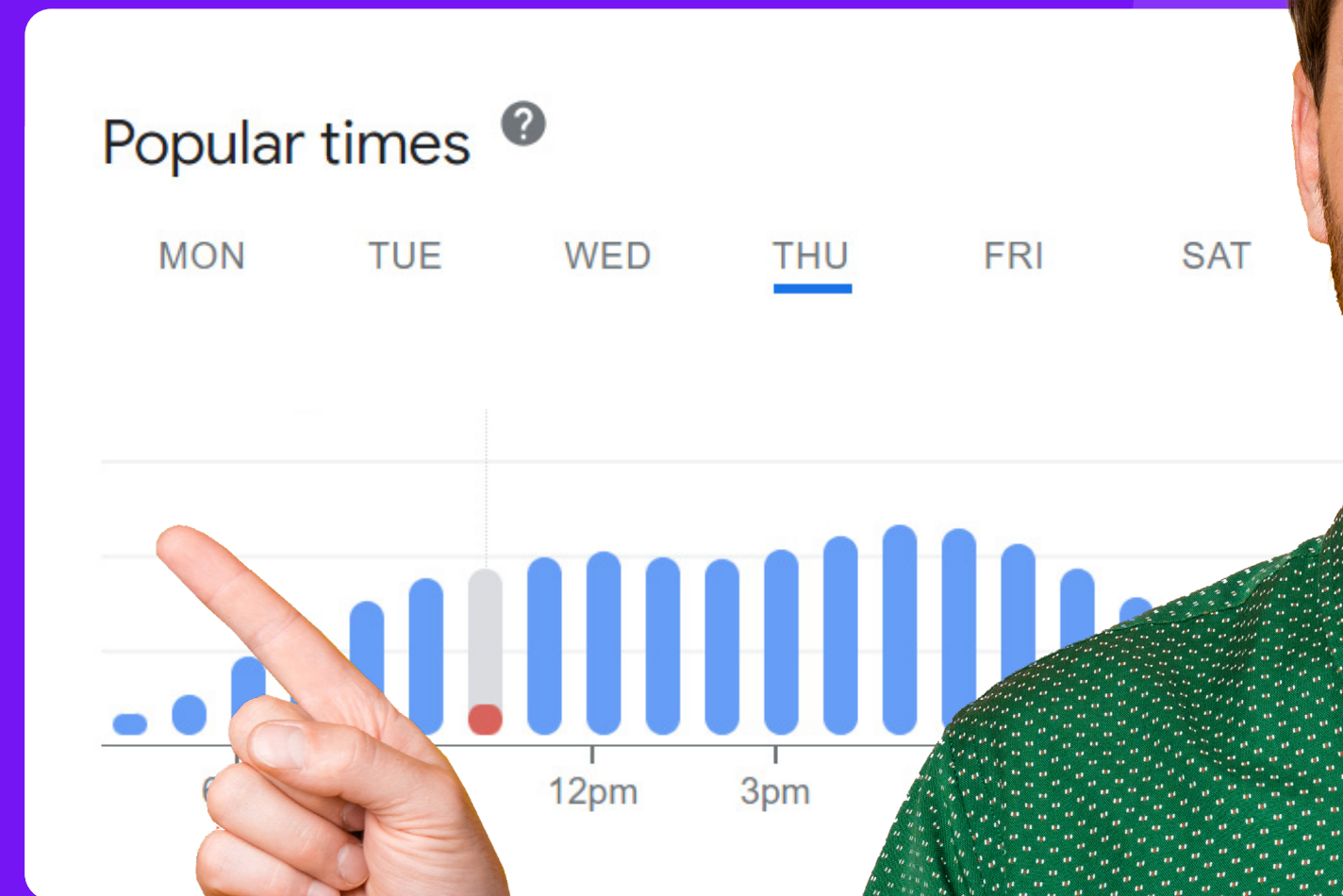
6 Capitalize on Popular Times

Understanding your restaurant's peak hours is crucial for maximizing visibility and customer engagement. Google Business Profile **'Popular Times'** feature can show you when your location sees the most foot traffic so you can ensure you're prepared to deliver top-notch service when customers are most likely to visit.

To keep the cash registers ringing during off-peak times, consider running exclusive specials, happy hours, or limited-time promotions. Go further by aligning these promotions with local events or holidays.

💡 Pro Tips:

Identify your quietest hours using Google's Popular Times feature, then run targeted specials to attract customers when you need them most. Even a small promotion during off-peak hours can make a big difference in filling those seats!





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Integrate with Delivery Services for Extra Flavor

Integrating with delivery services like DoorDash, Uber Eats, or Grubhub can add an extra layer of convenience and visibility to your restaurant's Google Business Profile. By linking these services directly to your profile, you're making it easier for customers to order with just a few clicks.

It's crucial to keep your menu consistent and up-to-date across all platforms, so diners always have the correct information about what's available. Syncing your menu ensures that customers won't be disappointed by outdated items or prices. An accurate, well-maintained profile that's integrated with delivery services boosts your restaurant's credibility and provides a seamless ordering experience that keeps customers coming back.

💡 Pro Tips:



Update your menu seasonally and sync changes across all platforms.



Take advantage of delivery platform promotions to attract new customers.



Track feedback from delivery orders to maintain quality and address any issues promptly.



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Layer in Trust Factors Like a Lasagna

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💡 Pro Tips:



Make it a habit to check your Google Business Profile at least once a month, or whenever you make operational changes. This simple step ensures that all information stays current and reflects what customers see on other platforms.



9

Highlight Your Best-Selling Dishes

Customers searching online for restaurants want to know what they'll get before they even walk in. **Menu Highlights**, a feature where Google automatically labels food items in your photos based on your menu names, is one tool you can use to help customers get the information they need to decide on where and what to eat.

When your profile includes at least **10 well-optimized, high-quality photos**, these highlights can start appearing in Google Maps even before you've received any reviews. Then, once customer reviews begin aligning with specific menu items, Google boosts their visibility further, showcasing your most popular dishes in a dedicated section.

As customers start leaving reviews that mention specific dishes, these items can receive a visibility boost. Google uses this data to further enhance the profile by displaying these popular items in a special "Menu Highlights" section, helping your top crowd-pleasers stand out and attract new customers. Make the most of this nifty feature by encouraging diners



to mention their favorite dishes in their reviews. This will go a long way in aligning reviews with your menu items and keeping customers looking at your menu highlights.

Updating highlights and keeping them up-to-date with your existing menu can make a positive impression and provide diners with a preview of your most popular offerings. Spotlight your signature items, whet the appetites of prospective customers and give them an extra nudge to visit your restaurant by making use of the menu highlights feature in your locations' Google Business Profiles.

What Are Menu Highlights?

Photos of food items on your profile, labelled by Google based on menu item names.

Pro Tips:



Ensure your profile includes at least **10 well-optimized images** of your signature dishes to activate Menu Highlights on Google Maps.



Regularly **update your photos and highlights** to reflect your current menu offerings. This helps attract new customers and keeps returning diners excited about what's on the menu.

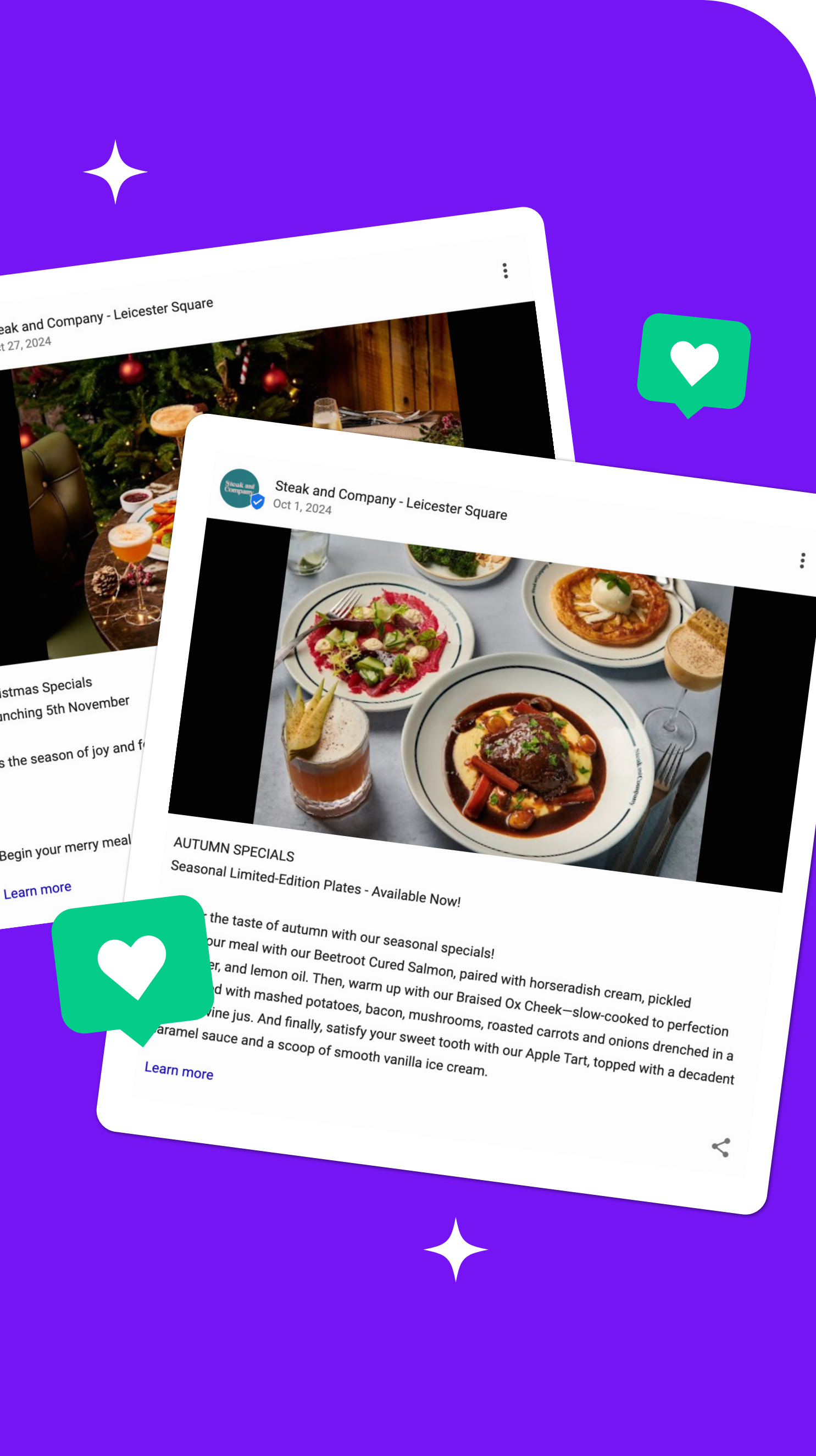


Ask customers to mention their **favorite dishes by name in reviews**. This boosts visibility and reinforces your top items in Google's Menu Highlights section.



You can suggest edits to menu item names but keep in mind that it can take up to 5 days to process and may not always be implemented.





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Post Fresh Updates Like Daily Specials

Customers love to see what's fresh and exciting at your restaurant, and Google Posts are the perfect way to keep them in the loop. Think of these posts as a digital chalkboard where you can highlight daily specials, upcoming events, and limited-time promotions. Regular updates keep your Google Business Profiles dynamic and engaging and show potential diners what they might expect before they even walk through the door. Crucially, regular posts signal to Google that your profile is active and well-maintained, and this can help boost your visibility in local search results. Plus, these updates provide customers with timely information that can influence their decision to visit. Whether it's promoting a seasonal dish, announcing a happy hour, or sharing behind-the-scenes content, fresh posts keep your profile relevant and exciting.

Google Posts are an easy, effective way to showcase the best of what's happening at your restaurant. Consistent, enticing updates can help you stay top-of-mind with customers and give them that extra nudge to choose your spot over the competition.

💡 Pro Tips:



Post at least once a week to keep customers engaged and informed about what's new and exciting.



Use **vibrant, eye-catching** photos to capture attention and make your updates stand out.



Use **clear calls to action** to encourage customers to visit sooner rather than later.

Recommended Resource:

All You Need to Know about Social Media for Restaurants

Read Now

Go Beyond Google Posts

With a fun, engaging social feed, you're not just on the map—you're in their hearts.



Create a Signature Vibe

Keep a consistent look and feel across social platforms. When people know what to expect, your restaurant starts feeling like an old friend.



Make It Snackable

Share mouth-watering pics and quick stories on Instagram and Facebook. Show off your specials and make foodies hungry with just a scroll.



Chat Back

Social media's a two-way street! Reply to comments and DMs to show guests they're heard and appreciated.



Tag Your Spot

Always tag your location to catch the eyes of locals looking for their next meal. It's a simple move with big visibility.



Serve Up Follower-Only Perks

Post exclusive deals or flash discounts that fans can't resist. A little reward goes a long way in keeping them hooked.

11 Monitor the Recipe for Ranking Success

You have to monitor your restaurant's rankings in local search results throughout the day as this will tell you when you're most visible to potential customers and when you're not. By keeping an eye on these ups and downs, you can adjust your marketing "ingredients" to stay relevant and appealing, no matter the time of day. For example, a decrease in your local search ranking at lunchtime could be solved with a focused promotion or highlighting a popular lunch special in a Google Post. Maintaining an eye on your rankings and spotting patterns is about enabling your brand to optimize the performance of Google Business Profiles so that your locations are found online by potential customers.

💡 Pro Tips:



Track your local search ranking performance at different times of the day to spot trends and opportunities.



Use data-driven insights to **adjust your specials** and promotions according to peak and off-peak times.



Experiment with **different types of updates** to see what drives the best results at various times—stay flexible and responsive.



A Taste Of AI-Driven Search

AI-powered search is changing how people look for and find restaurants and places to eat. Now, instead of simply typing specific keywords when looking for a place to dine, consumers can be much more specific and expect a richer set of results through AI search. Picture this: someone asks for “a cozy Italian spot with vegan options and outdoor seating,” and AI-powered tools deliver tailored recommendations that check all their boxes—making the experience more conversational, personalized, and context-aware.

With AI search analyzing everything from user reviews and photos to menus and ratings across multiple platforms, you can bet diners’ search habits are going to change. Increasingly, they will expect rich, comprehensive suggestions in search results, not just a list that we might typically see on more conventional search engines.

AI search tools may also be populating real-time elements like wait times, popular times, and seasonal specials, in search results. This could give consumers even more information to inform their dining choices. As AI-driven search evolves, having well-maintained, robust digital profiles will make your restaurant stand out in this new, personalized search landscape.

While the game may be changing, the essentials of local SEO still matter. Visibility hinges on having accurate, detailed digital profiles for all your restaurant locations. Check out the tips in this guide to make sure your restaurant’s digital presence is optimized—even in the age of AI.



Recommended Resource:

Search GPT - The End of SEO
As We Know It?

 Watch Now

Well-Seasoned Business Profile For Local SEO Success

To succeed online where the customer journey begins, multi-location restaurant brands must optimize their Google Business Profiles. The business profile of each location acts as its digital front door, enticing customers and providing information to win trust. Like crafting a perfect dish, optimizing your profiles requires the right ingredients, a pinch of finesse, and a dollop of consistency. It demands a proactive approach to monitoring reviews, updating your menu, and fine-tuning your profiles so that you can keep your online presence fresh and appetizing to boost your search rankings and ultimately attract more customers.

Don't let your profile simmer on the back burner—keep stirring the pot and make sure each location shines in local search results. Ready to elevate your restaurant's online presence? Contact us today to get a personalized demo.

[Get A Demo](#)





Go Further With Location Performance Optimization

Imagine if you could connect your restaurant's digital presence directly to sales—sounds like a dream, right? In reality, 73% of marketers are in the dark about how location marketing drives local sales.

Uberall's **Location Performance Optimization (LPO)** is here to change that. LPO is the ultimate recipe for turning online visibility, reputation, engagement, and conversions into real, trackable revenue. As the next big thing in location marketing, LPO empowers your restaurant with a revenue-first strategy, creating measurable success across all your locations.

Hungry to take your location marketing to the next level? Dive into Uberall's LPO and get early access to experience its full flavor!

Become an LPO Pioneer