

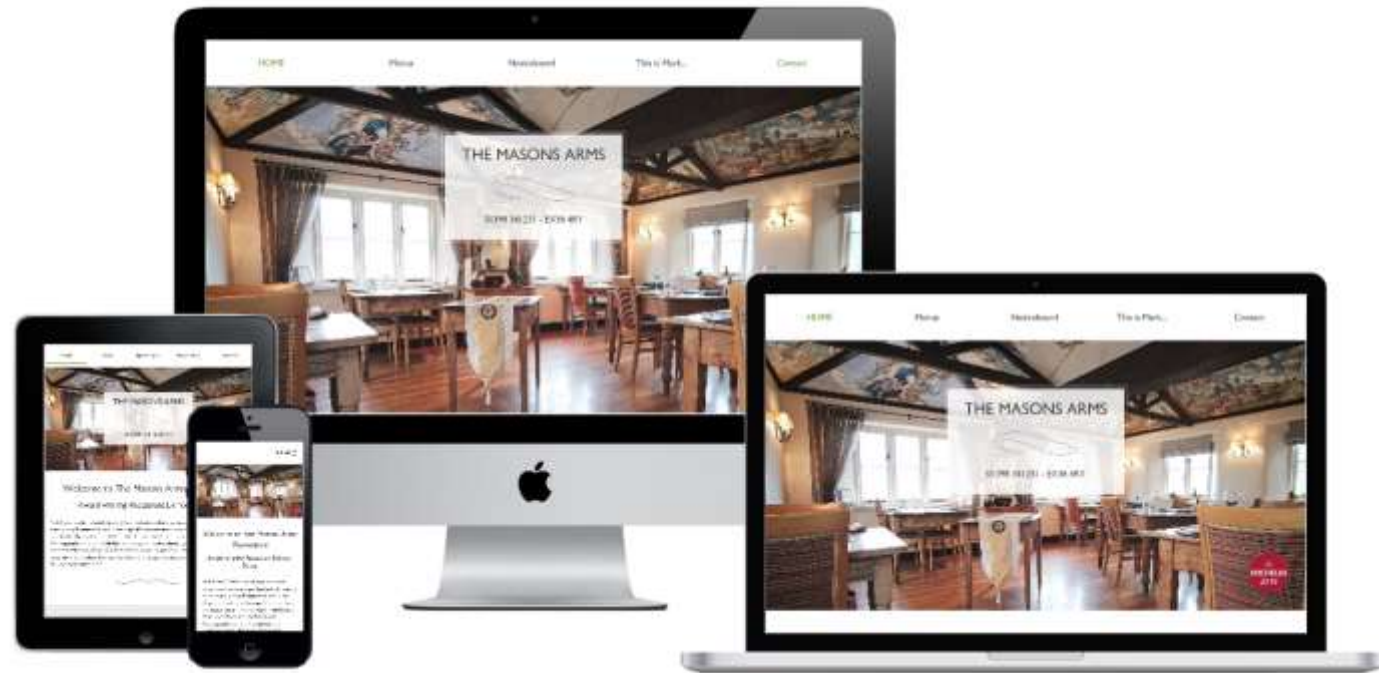


POSITIVE REVIEWS & MORE TABLE BOOKINGS

WORKSHOP FOR RESTAURANTS & BARS

TODAY'S WORKSHOP

- Enhance Your Online Presence
- Google My Business Listing
- How to Manage Your Online Reputation
- Q&A Session



IS YOUR
WEBSITE
USER
FRIENDLY?

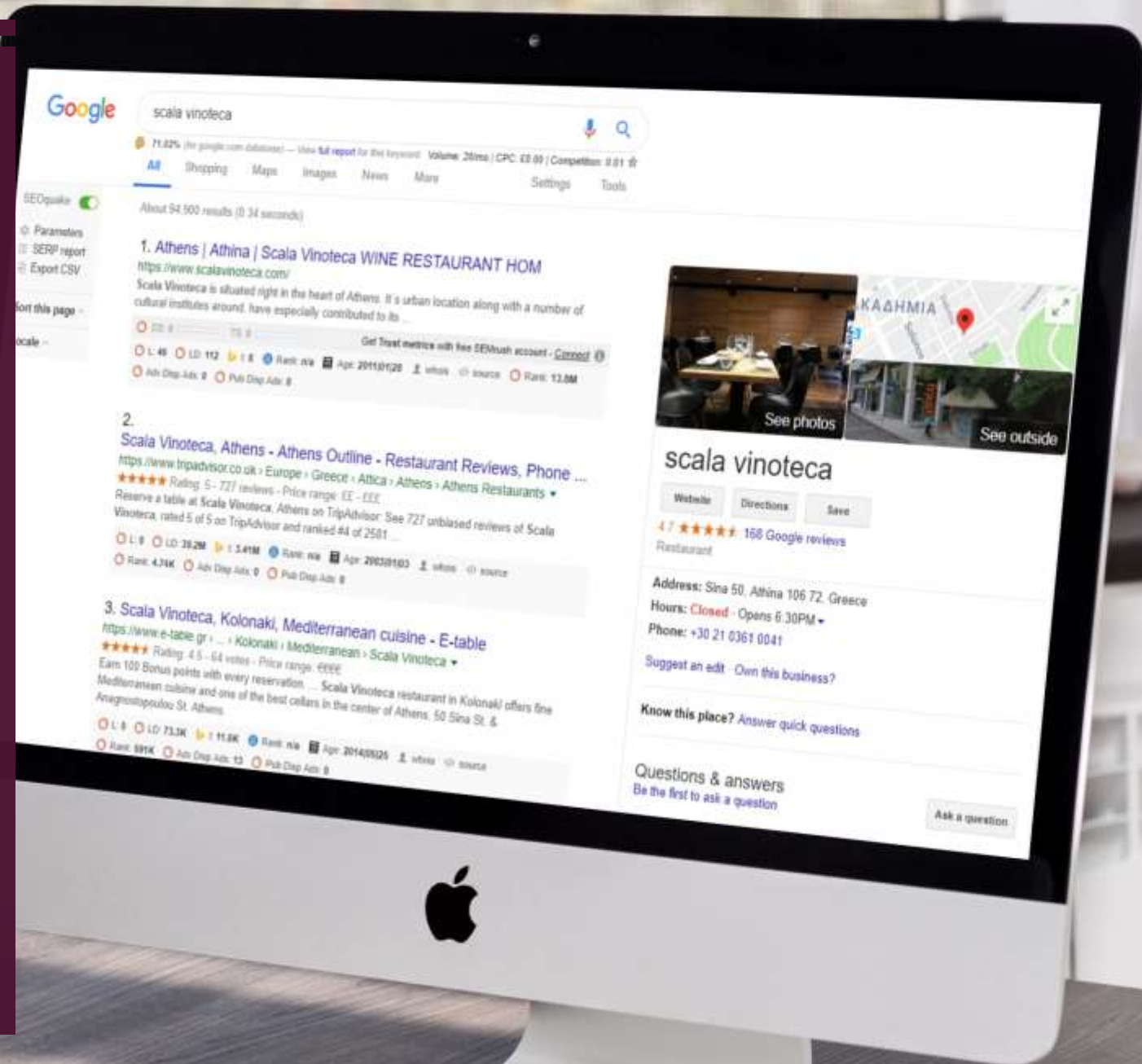
RESTAURANT WEBSITE ESSENTIALS

- General Information
- Menu
- Real Images of the Food & Location
- Responsive Design
- Security
- Booking System / Online Ordering
- Events & Offers
- Location Map
- About Us
- Social Media Links & Newsletter Sign-up
- Language Switcher
- TripAdvisor Reviews

GOOGLE MY BUSINESS

A GAME CHANGER FOR RESTAURANTS!

POSITIVE REVIEWS & MORE TABLE BOOKINGS WORKSHOP



8 TIPS FOR OPTIMISING YOUR GOOGLE MY BUSINESS



Claim Your Account and Add Your Business Description



Post Directly to Google My Business



Answer Questions



Respond to All Reviews



Add Your Menu



Add Video



Add Booking Button



Utilise Direct Messaging



HOW TO MANAGE YOUR ONLINE REPUTATION

HOW IMPORTANT ARE REVIEWS?

- 64% of people read reviews on TripAdvisor to find better restaurants
- 67% of consumers will read 6 reviews or less before forming an opinion on a business.
- A one-star increase in a restaurant's Yelp rating correlated with 5-9% increase in revenue



HANDLING NEGATIVE REVIEWS WITH EASE

- **E**MPATHISE
- **A**CKNOWLEDGE
- **S**OLVE
- **E**EVALUATE

We would like to sincerely apologise for the errors with the issues that you have pointed out in your review. We have taken your review and feedback very seriously. We take full responsibility for the issues and can assure you that we have taken every measure to ensure that this very poor service level will not happen again.

I would like to thank you for your custom and hope that you will forgive us and try us again in the near future.

Free Downloads and Exclusive Offer



gettalk**.at/more**
bookings