

Google Business Profile

Best Practices For Restaurants

3 Advanced Tips

For Getting More

Online Orders



If you want to get more online orders, use as many Google Business Profile (GBP) features as you can.

In this guide, you'll get 3 proven tips to increase sales from your GBP, thanks to insights from some of our customers at Owner.com.

**Adam Guild
CEO @ Owner.com**



Tip #1

**Promote
Special Offers
With Updates**

What are Updates?

Google lets you post updates to your business profile.

When used with coupon offers, they can help you attract new customers.

Google doesn't do a good job of promoting this feature, so a lot of restaurants don't use this!

Here's what it looks like:



Bobby's BBQ and Catering

4.6 ★★★★★ (611) · \$\$

Barbecue restaurant

OVERVIEW **UPDATES** REVIEWS PHOTOS



DIRECTIONS



CALL



SAVE



SHARE PLAC

ORDER PICKUP

ORDER DELIVERY

✓ Dine in · ✓ Takeout

✓ No-contact delivery



1301 N Main St, Fountain, SC 29644,
United States



Chiswick Woollahra

Jan 7, 2020



Chiswick X The Botanist Gin Dinner

19 Feb, 12:00 am - 11:59 pm

For all you gin lovers, this special dinner is one not to be missed! In collaboration with The Botanist gin, immerse yourself in an int... [more](#)



BOOK



Here's an example:

The owner of Talkin Tacos (one of our customers) wanted to get more direct online orders.

So he started posting GBP updates. He offered discounts for new customers.

Pretty soon he was making \$2,000 in monthly sales just from doing this!

The best part? He only spent 5 minutes a week on this tactic.

Here's an example:

Swipe to see the offer he used.

You'll need an online ordering system
that can take and track coupons.



Talkin' Tacos



USE CODE "VIP 20"

USE CODE "VIP 20"

USE CODE "VIP 20"

Save 20% on your first order on our website or app using Code VIP20. The coupon is automatically applied when you click below; valid through the end of the month for pickup and delivery.

Pro tip: Keep it simple

Notice how the image is simple.

No fancy images. No need for new photos. He made this in PowerPoint and took a screenshot.



USE CODE "VIP 20"

USE CODE "VIP 20"

USE CODE "VIP 20"

Pro tip: Post every month

He posted once a week. But if you don't have time for that, once a month is fine. Just keep it up!

It takes 5 minutes to post an update.

And you can use these offers to promote also new menu items, specials, or events.

Pro tip: Use online ordering

To set up coupon codes and track how much sales you're getting from updates, you'll need an online ordering platform.

See how ours works at [Owner.com](https://www.Owner.com).

[Learn more](#)

Tip #2

Use the Q&A
Feature To
Attract Future
Customers

What is the Q&A Feature?

The Question & Answers section of your Google Profile helps your future customers better understand your restaurant.

Do you deliver? Is this location open yet?
When does it get busy?

It's one of the main features of GBP.
Here's how to add a new Q&A:

our past visits

Clear Filters

Taqueria El Asadero- Chicago

Website

Directions

Save

4.6 ★★★★★ 1,082 Google reviews

\$ · Mexican restaurant

Tacos, burritos & homemade chips with salsa draw crowds to this no-frills, cash-only Mexican staple.

✗ Dine-in · ✓ Takeout · ✗ Delivery

Address: 2213 W Montrose Ave, Chicago, IL 60618

Hours: Open · Closes 12AM

Menu: places.singleplatform.com

Phone: (773) 583-5563

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Share the latest info](#)

Questions & answers

[See all questions \(2\)](#)

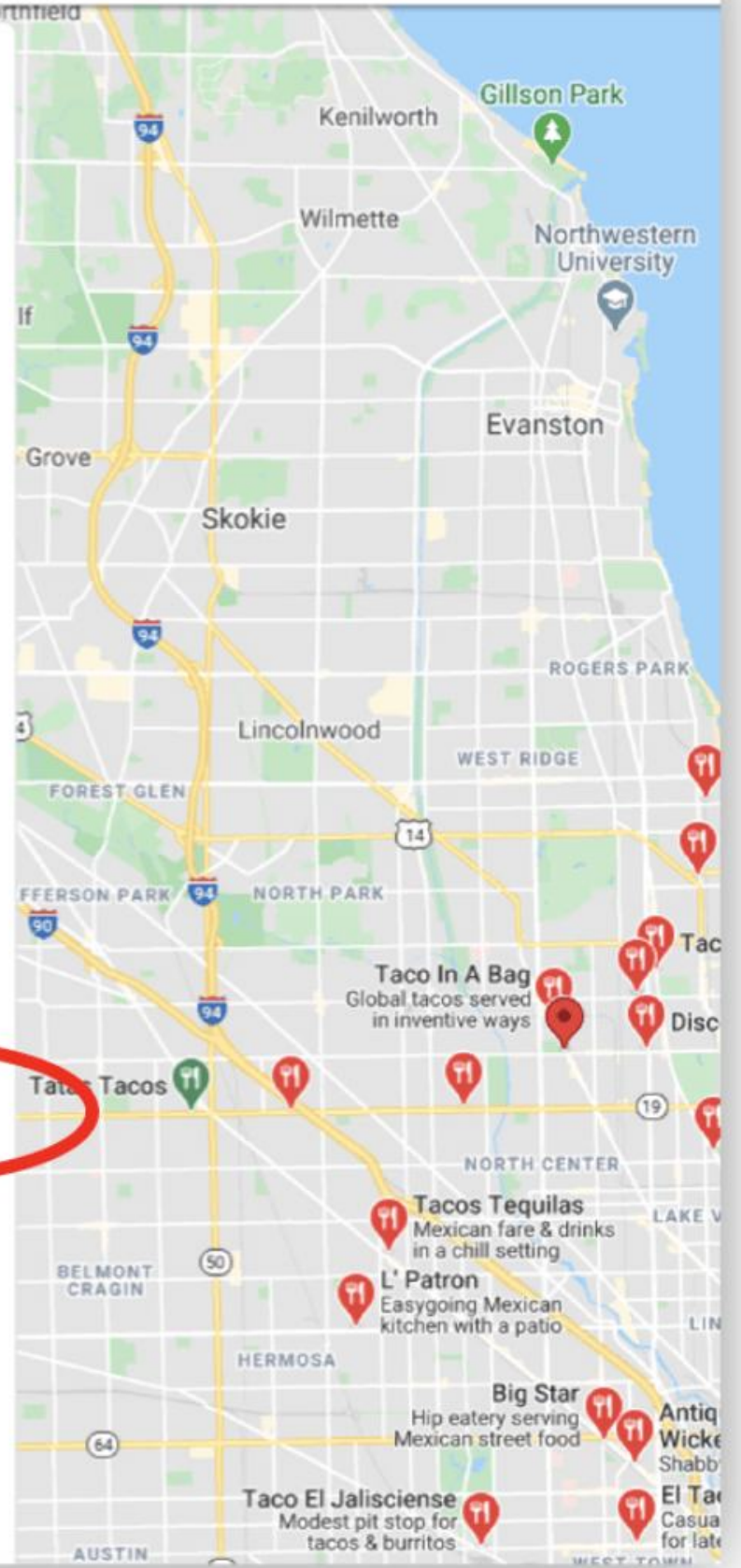
Critic reviews

Taqueria El Asadaro is a small cash only spot in Ravenswood with amazing steak tacos and burritos. [Full review](#)

👤 Adrian Kane
[The Infatuation](#)

It's not going to win any awards for most welcoming decor, but look past the Big Buck Hunter arcade game and the handful of tables that could use some

Ask a question



Why it's important:

Boosts SEO. By filling out your Q&A section, Google learns more about your restaurant (do you have vegan options?) which boosts your visibility.

More clicks to your website. Better SEO means more website traffic, which can lead to more orders.

Saves your staff time. Because customers read the Q&A section, you'll keep your phone line free for orders instead of questions.

Here's an example:

The owner of Doo-Dah Diner (another Owner.com customer) uses the Q&A section to give customers more information.

Swipe to see how they do it.

Questions and answers



Marcia Hackney

2 years ago

Are you opening another place at Harry and We b



That was a temporary location, a couple of summers ago, while they remodeled the...

2 years ago



The building was too broken so we closed it. There will only be 1 Doo-Dah Diner for the...

2 years ago



Gerald Baker

2 years ago

Are you at a new location you used to be at the corner of Broadway and Kellogg



Still on the corner next to Broadway right by the highway downtown

2 years ago



We are NOT at a new location, we are still at 206 E Kellogg St in Downtown Wichita. We...

2 years ago



Nancy Wischmeier

2 months ago

Do you still have the breakfast buffet?



Sad to hear that. It was so good

a month ago



No, that went away.

a month ago

[See all answers](#)



Nancy Shih

6 months ago

How much is Sunday brunch



We no longer offer a brunch buffet, regular menu service.

6 months ago



About 10 to 20 dollars

Edited · 6 months ago

Pro tip: Keep it updated

Rule of thumb: When you you hear any question 3 times, add it to your Q&A section.

When customers see that your Q&A section is updated, they'll ask more questions.

All you have to do is take a few minutes make sure they're answered.

Pro tip: Answer these Q's

Ask your staff about common questions they get from customers. Then write the Q&A yourself on Google.

Here are some common questions to start with. Make sure to have answers for them in your GBP.

- **Parking and Locations**
- **Takeout & Reservations**
- **Special dishes**
- **Average meal pricing**
- **Holiday opening times**

Tip #3

**Add Attributes
To Your GBP**

What are Attributes?

Attributes differentiate you by highlighting unique services and amenities of your restaurant.


When you add attributes like “women-owned” or “free parking” you give Google more information. This helps with SEO.


If you’re not using this, you’re missing out on more traffic.


Here’s what attributes look like:

Homey diner serving from-scratch American breakfast & lunch classics, from pancakes to burgers. >


- ✓ Dine-in · ✓ Curbside pickup
- ✓ No-contact delivery

 206 E Kellogg St, Wichita, KS 67202

 **Closed** · Opens 7 AM ▾


 Find a table
doodahdiner.com

 Menu
doodahdiner.com


 doodahdiner.com

 (316) 265-7011

 MMH7+RC Wichita, Kansas

 Send to your phone

 LGBTQ+ friendly

 Identifies as women-owned

 Your Maps activity

 Add a label

Overview

Reviews

About

Service options

- ✓ Curbside pickup
- ✓ Delivery
- ✓ Dine-in
- ✓ No-contact delivery
- ✓ Takeout

Highlights

- ✓ Fast service
- ✓ Great dessert
- ✓ Great coffee

Popular for

- ✓ Breakfast
- ✓ Dinner
- ✓ Lunch
- ✓ Solo dining

Offerings

- ✓ Braille menu
- ✓ Comfort food
- ✓ Small plates
- ✓ Coffee
- ✓ Quick bite

Here's an example:

I know a business owner who started getting 30+ new customers every month, just because they started using attributes.

Pretty incredible. 30 new customers. For free. Just with this feature.

Google gives you a pre-defined list of attributes. Select all the relevant ones for your restaurant.

Accessibility

- ✓ Wheelchair accessible entrance
- ✓ Wheelchair accessible parking lot
- ✓ Wheelchair accessible restroom
- ✓ Wheelchair accessible seating
- ⊗ Assistive hearing loop

From the business

- ✓ Identifies as women-owned

Atmosphere

- ✓ Casual
- ✓ Cozy
- ✓ Trendy

Service options

- ✓ Curbside pickup
- ✓ Delivery
- ✓ Dine-in
- ✓ No-contact delivery
- ✓ Takeout

Crowd

- ✓ College students
- ✓ Family-friendly
- ✓ Groups
- ✓ LGBTQ+ friendly
- ✓ Tourists
- ✓ Transgender safe space

Pro tip: Maximize attributes

Many people search for things like gluten free or vegetarian menus. Some search for “veteran owned” restaurants.

Some are searching for a cafe with a cozy vibe.

If there’s an attribute relevant to your restaurant, add it to your profile ASAP.

More attributes = more traffic. If you have online ordering, that means more sales.

Bonus Tip 🎉

**How To Get
More Reviews**

How to get more reviews

Well done for making it to the end of the guide! So here's a bonus tip for you. 😊

Reviews are extremely important. It's how people judge which restaurants to visit, or which ones to order delivery from.

Google makes it easy for your customers to write a review.

Here's what it looks like:

Cyclo

5-51 47th Ave, Queens, NY

4.4 ★★★★★ 816 reviews ⓘ



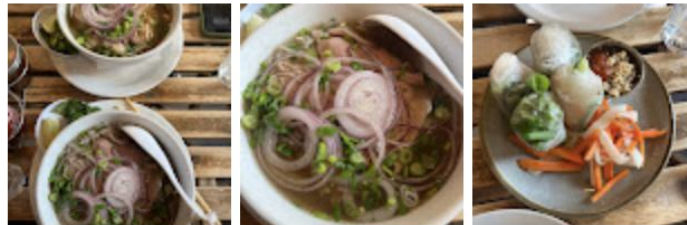
E Train

Local Guide · 53 reviews · 259 photos

★★★★★ 2 months ago

Dine in | Lunch | \$20–30

Went for Friday lunch. Pretty busy in there. Got the lunch special deal which is \$14 per pho and a small salad. Great taste! Ingredients are fresh! And the space is cute and clean. ... [More](#)



👍 Like

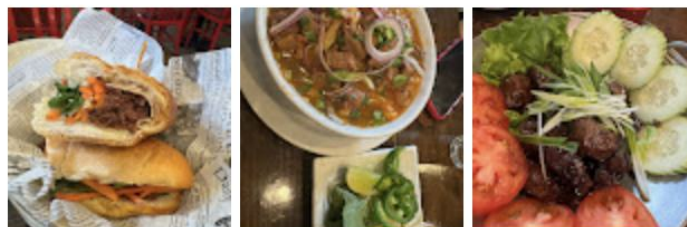


Pattharasaya Wannapakdee

8 reviews · 12 photos

★★★★★ a month ago

Cyclo Vietnamese food in Long Island City, New York, offers a delightful culinary experience. Their beef stew egg noodles are rich and flavorful, providing a comforting and satisfying meal. The bo luc lac, a Vietnamese shaking beef dish, is ... [More](#)



👍 Like

 Write a review



Write a

per friend

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reviews · Price range: \$\$

Pro tip: Automate the “ask”

One of our customers used this simple tactic to get 2,000+ reviews in less than 14 months:

He automated asking for reviews.

He had an online ordering system, so he got the customer’s email address when they made an order.

He then automated an email after their order to leave a review on GBP. That’s it!

Pro tip: Use online ordering

If you're only using the third party delivery apps, then you're not getting customer email addresses.

Your customers will be asked to leave a review, but they'll do it on DoorDash or Uber Eats instead of your GBP.

With your own direct online ordering platform, you'll own customer data.

That means you can ask for reviews on your GBP.

Want more tips like these?

Google Business Profile is such an important part of how restaurants can get more online sales. Improve it ASAP.

Since we have thousands of customers, I'm always sharing tips like these on our Instagram and YouTube. Follow here:



@owner



@owner-com

Book a Demo of Owner.com

And if you want to drive more direct online sales and save thousands on delivery fees, check out of Owner.com.

My team will show you examples of what's working for other restaurants.

Get in touch with us below:

[Book a demo](#)