



Restaurant Toolkit

Presented by the Burbank Chamber of Commerce and the City of Burbank, Chow Down Burbank is a 90-day program designed to help local restaurants bounce back from 2020.

This summer from June 28th to September 30th, participating restaurants and diners can look forward to free publicity, increased business, and social media spotlights — all for the price of \$0. Yep, you read that right. **It's totally free to participate!** Hungry Los Angelenos who photograph themselves sampling Burbank fare will get a shot at drool-worthy prizes — at no cost to the establishments they visit.

Getting involved couldn't be simpler. Here's what you need to do:

Visit chowdownburbank.com to sign up

...That's it!

Now, ready to maximize your experience with Chow Down Burbank?

This toolkit's got you covered.

Bon appétit!

Google My Business

[HTTPS://WWW.GOOGLE.COM/BUSINESS/](https://www.google.com/business/)

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search. Claiming your Google My Business listing is important so your own listing comes up before any of the delivery services that might have listings in your business's name.

The attributes for local restaurants on a Google My Business profile are designed to grab searchers' attention by highlighting the important service offerings. Important additions Google recently added for restaurants in response to the pandemic include highlighting options for curbside pickup, no-contact delivery and dine-in.

Get started:

1. Sign into [Google My Business](#)
 - a. If you haven't already claimed your Google My Business listing, you can claim it on Google Maps by following these steps:
 - In the search bar, enter the business name.
 - Click the business name and choose the correct one.
 - Click Claim this business > Manage now.
 - To choose a different business, click "I own" or "Manage another business."
 - Select a verification option and follow the on-screen steps.
2. Open your business to manage
3. From the menu, click **Info**
4. Find "**Add Attributes**" and click **Edit**
 - a. You can search or scroll through all available options for your business and add.
5. When you're finished updating your attributes, click **Apply**

Google Maps

[HTTPS://WWW.GOOGLE.COM/MAPS](https://www.google.com/maps)

Google Maps is another way to add your business to Google search results. Your free Google Business Profile lets you easily connect with customers across Google Search AND Maps.

A feature Google Maps has rolled out is recommending a restaurant's most popular dishes and matching them with relevant photos and reviews using machine learning. Users can also look for additional information within the restaurant's menu tab so long as they've been provided by other Google Maps users.

Get started:

Add a dish

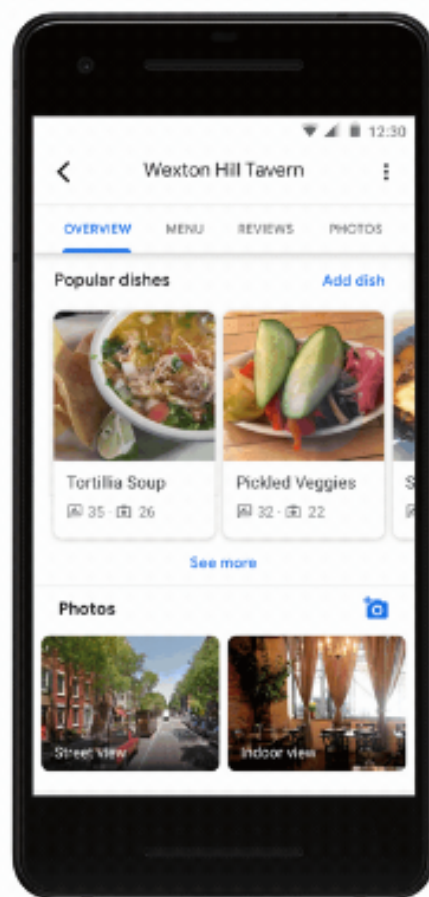
1. Open the Google Maps app
2. Search for a place or tap it on the map
3. At the bottom, tap the place's info tab
4. Tap Menu > Add a dish

Add a photo to a dish

1. Open the Google Maps app
2. Search for a place or tap it on the map
3. At the bottom, tap the place's info tab
4. Tap Menu > The dish you want to add a photo to
5. Tap More > Add a photo
6. Select a photo and tap Done

Add a name to a dish

1. Open the Google Maps app
2. Search for a place or tap it on the map
3. At the bottom, tap the place's info tab
4. Tap Menu > A dish with the "Add a dish name" tab > Add a dish name
5. Enter the name of the dish
6. Tap Done



Bing Places

[HTTPS://WWW.BINGPLACES.COM/](https://www.bingplaces.com/)

Bing Places for Business is a portal that enables local business owners to add a listing for their business on Bing. Using Bing Places for Business ensures customers always find the right information about your business.

1. Claim your listing:

Claim an existing listing or add a new one. If your business has multiple locations, you can add them in one go using the bulk upload tool. If you're already on Google My Business, you can migrate your restaurant's information by using Bing's import tool [here](#).

2. Complete your listing profile:

Filling your profile with current, comprehensive information helps you tell the best story about your business. You can add photos of your business and services and list hours of operation, services offered and ways customers can reach your business.

3. Verify your listing:

Protect your listing from unauthorized changes by verifying it. You can verify your listings by receiving a PIN at your business address, phone or email. All businesses must provide a valid address, but some types of businesses can hide their address in search results.

Apple Maps

[HTTPS://MAPSCONNECT.APPLE.COM](https://mapsconnect.apple.com)

Take advantage of adding your business to Apple Maps for increased online exposure in your service area. Apple Maps allows users to book restaurant reservations without even leaving the Maps app.

Get started:

1. Visit [Apple Maps Connect](https://mapsconnect.apple.com)

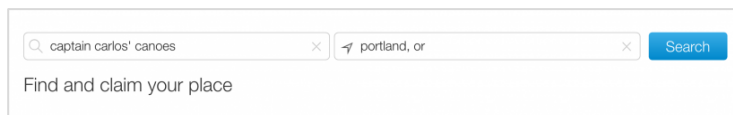


2. Login with your Apple ID or [create a new Apple ID](#) and click the blue arrow to proceed.
3. You will be prompted to a menu called "Small Business." Click "Add My Business."



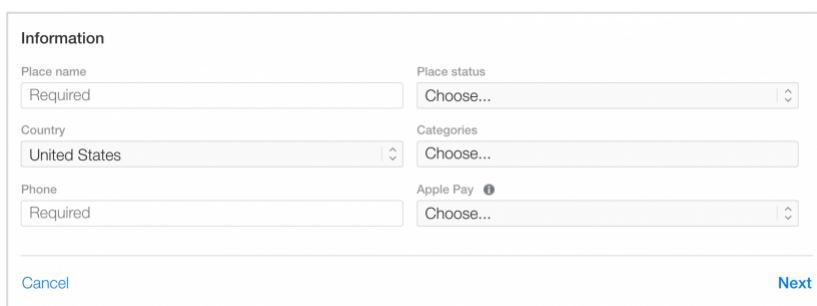
4. Read and agree to the Terms of Use.

5. Enter your business's name and location to find your listing in the Apple Maps directory. If not found, click "Add new place."

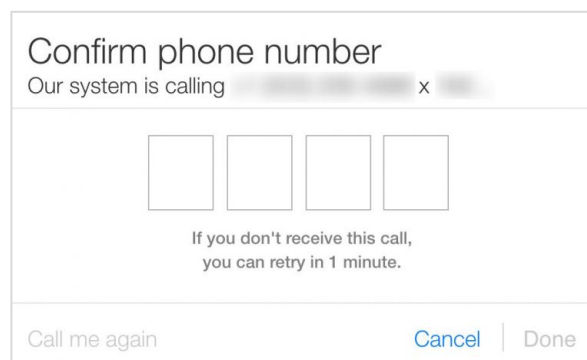
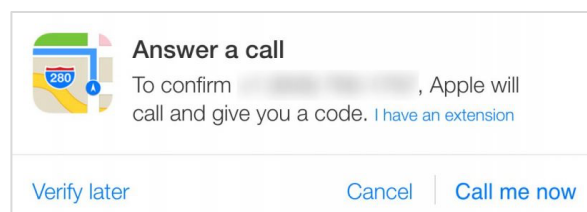


6. Enter the following business information:

- Place name (business name)
- Place status (either "This place is open" or "This place has moved")
- Country
 - Categories
 - Phone number
 - Apple Pay ("Accepted" or "Not Accepted")



7. After submitting your information, click "Call me now" to trigger a verification call to your business. Over the phone, you will receive a 4-digit code that you will need to enter on the screen.



8. Update your business information (locations, hours of operation, etc.) and social links, then click “Claim this place” or “Submit for review.”
9. Create a habit of reviewing your business information every 3-4 months. This is especially important if you rebrand, move locations, or close down your operations.

Restaurants are the most-reviewed type of business on Yelp, making Yelp a great resource for users to discover your business.

Here are some great ways you can use Yelp to promote your restaurant when you claim your free listing:

1. Keep your business information up to date:

Ensure that you have provided the latest, most accurate information on your Yelp listing. This includes the name, address, phone number, and hours of operation. Keeping your restaurant's information updated also improves your SEO, enabling search engines to easily find correct information about your restaurant.

2. Highlight the quality of your business:

Quality photos are more appealing than any other kind of content. Showcase photos of menu items, specials or even the interior and exterior of your restaurant to attract potential customers.

3. Read and respond to customer reviews:

Replying to all reviews is essential to show your customers that you value their opinion.

4. Check-in offers:

There's a check-in button on your business's Yelp page. It can help attract more customers if a user clicks this button while visiting your restaurant because their Yelp friends will see the check-in on their feed. To encourage check-ins, you can attach an exclusive discount or voucher (aka "Yelp Deal") to a check-in.

Tripadvisor isn't just the world's largest travel site, it's also one of the world's largest restaurant sites. Tripadvisor allows restaurants to connect with millions of potential consumers! By optimizing a Tripadvisor listing, your restaurant can be discovered more readily by potential new customers.

To get started:

1. Confirm and edit business details:

If you haven't already, click here to [register as an owner](#). Registering is simple and free. From there, confirm that all of the details on your listing are correct, or make necessary changes

2. Upload photos:

Tripadvisor recommends uploading between 11 and 20 quality photos. Or more: As an owner, you can upload an unlimited number of restaurant photos. Share photos of your menu items or pictures that give potential diners an idea of the atmosphere. You can select a Primary Photo that will help your restaurant make a strong first impression with potential consumers. It's recommended that your Primary Photo be updated frequently so your listing stays fresh and continues to engage consumers. You can manage your restaurant's photos through the Management Center

3. Get your listing on the map:

- Click here to log into the [Management Center](#)
- Select "Location" from the "Manage Listing" tab
- Update your street address and postal code and click "Submit"
- Then, click "Verify Map Pin" and drop the pin in the correct location — Tripadvisor suggests using your main entrance or parking lot for pinned location
- Click "Confirm." Your location will be updated on the site within 24 hours

4. Add your menu:

You can add your menu to your listing by uploading a link to the menu on your website. You can do this by going to "Menu" under the "Manage Listing" tab and typing or copying and pasting the URL of your menu

5. Add a reservation button:

If you are signed up with either OpenTable or TheFork, a "Reserve" button will automatically be added to your Tripadvisor listing so potential visitors can make reservations directly from your Tripadvisor listing

6. Allow users to order delivery:

If you register with a delivery service, an "Order Online" button will be added to your listing, giving your customers the option of delivery

7. Encourage customers to write reviews:

Because Tripadvisor recognizes the importance and power of positive restaurant reviews, they have provided free tools available under the "Reviews" tab in the Management Center to help you encourage travelers to write reviews, including [widgets](#) and their [Review Express](#) email platform

8. Showcase your Tripadvisor listing:

Let your existing customers know you're listed on Tripadvisor by requesting a [Tripadvisor sticker](#) for your storefront to show customers that you value their opinions and to encourage them to leave a review

9. Add a widget to your website:

Adding a Tripadvisor widget to your own website is a great way to spread the news about your Tripadvisor listing. Widgets can feature existing reviews on your website and encourage guests to write new ones

- Visit www.tripadvisor.com/Widgets and enter your restaurant's name to find widgets for your business. You can check out Tripadvisor's [guide](#) for more information and installation instructions

10. Respond to reviews: Regularly checking and replying to your Tripadvisor reviews can help your restaurant stand out, giving you a competitive advantage. Whether the review is positive or negative, providing a response to a review shows that you care about customer feedback

Social Media Best Practices

Creating exciting content for your restaurant's social media accounts is a great way to drive more foot traffic to your restaurant. Here are some tips we recommend to help target local people:

1. Highlight the quality of your business:

Quality photos are more appealing than any other kind of content. Showcase photos of menu items, specials or even the interior and exterior of your restaurant to attract potential customers.

2. Use food-related hashtags in your posts:

Hashtags help promote your content on social media and make it visible to people who wouldn't otherwise view your content.

3. Use Facebook to boost posts to local audience:

To supplement organic growth, you can use Facebook to target local customers and start advertising with just a few dollars per day.

4. Make it easy to view your menu and book a table:

Along with making your social profiles appealing, you'll target people who are actively looking to contact a restaurant or make a reservation. When people like what they see in your restaurant's socials, they'll want to visit.

5. Write a great social bio:

Add a bio to each page you create and include your restaurant's website, location, hours, link to menu, and contact info. Some restaurants use their Instagram bio to point guests to their email signup with a tempting incentive: a free voucher or discount if they sign up.