

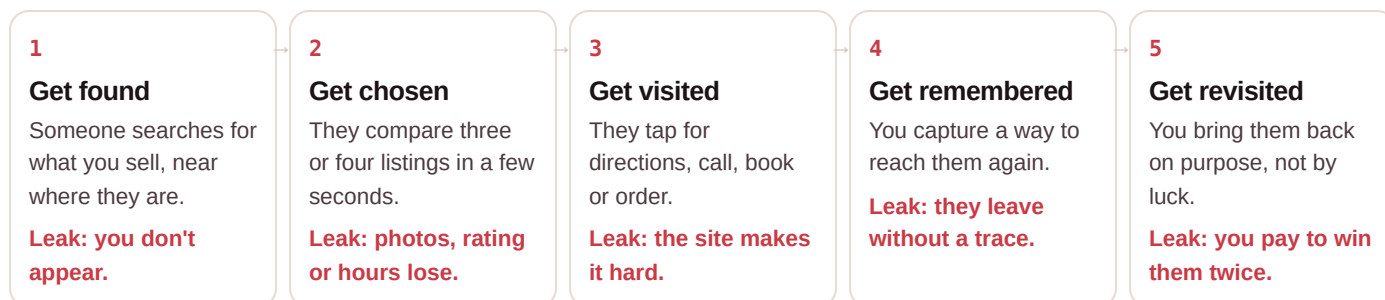
# The 90-Day Restaurant Growth Plan

A practical system for getting found, converting more visitors, and bringing past guests back.

## More guests do not come from doing more marketing.

They come from fixing the leaks between discovery, decision, visit, and return. Most restaurants are losing guests at one or two of those points, and almost none of them know which. This plan shows you how to find out, and then exactly what to do about it, step by step, in the order that works.

### THE GUEST JOURNEY



## THE SYSTEM

# The marketing machine has four parts

Restaurant marketing feels like an endless list of things you could be doing. It is really four systems. When each one works, the list takes care of itself.

### System 1

#### Visibility

Google Business Profile, Maps, local search, reviews, and how people discover you on social.

##### THE QUESTION

**When someone nearby searches for what you sell, do you appear?**

### System 2

#### Conversion

Your website, menu, reservations, ordering, calls and directions. Everything between "found you" and "walked in".

##### THE QUESTION

**Once they find you, how much friction is between them and a table?**

### System 3

#### Retention

Your POS, email, SMS, loyalty, remarketing and win-back campaigns. The part that makes the second visit happen.

##### THE QUESTION

**Can you reach the people who have already eaten with you?**

### System 4

#### Measurement

Calls, direction requests, menu views, reservations, orders, opt-ins and repeat visits. The numbers that tell you what is working.

##### THE QUESTION

**Do you know which of the other three is leaking?**

**The machine turns normal business activity into marketing assets.** You should not have to invent campaigns every week. A working system produces its own material:

- Every plated dish is a photo for your Google listing and your feed.
- Every happy table is a review request, sent automatically after the ticket closes.
- Every ticket is a chance to capture a phone number or an email, with consent.
- Every slow Tuesday is a campaign to the list you have been building.
- Every guest who has not been back in 90 days is a win-back message you already wrote once.

## HOW THIS PLAN IS LAID OUT

### Part 1: Diagnose (pages 3 to 6)

Four short checklists, one per system. You are looking, not fixing. Twenty minutes each.

### Part 2: Prioritise (Part 2)

Score what you found so you fix the right thing first.

### Part 3: Do (pages 8 onward)

Fifteen tasks across 90 days. Each one explains what it is in plain terms, then breaks into steps you can tick off, then tells you what "done" looks like.

### Where you see "DIY or we can help"

That step is one people often get stuck on. You can do it yourself with the instructions given. It is also something we set up for restaurants as part of our work, if you would rather not.

## Visibility: can they find you?

Do this on a phone, standing in your restaurant, using a personal Google account rather than the business one. That is what a guest sees.

- ☐ **Search five high-intent phrases from your location**  
Use this pattern, swapping in your cuisine, dish and city: [cuisine] near me , [cuisine] restaurant [city] , [signature dish] near me , restaurants near me , and one occasion phrase like patio dining [city] . Write down your position for each, or "not shown". Task 6 has a log for this.  
Good looks like: **top three for the specific phrases, not just the broad one.**
- 
- ☐ **Check the Map Pack, not just the list**  
The three businesses inside the map box at the top get most of the taps. Note whether you are inside it for any of the five phrases.  
Good looks like: **in the map box for your category phrase.**
- 
- ☐ **Look at your category**  
Open your listing. Under the name it says what Google thinks you are. If it says "Restaurant" and you are a taqueria, a smokehouse or a pizzeria, that is a problem you will fix in Task 1.  
Good looks like: **the most specific true description of what you are.**
- 
- ☐ **Review your first ten photos as a stranger would**  
Look at the first ten images Google shows on your listing. Count how many show food. Count how many are dark.  
Good looks like: **mostly food and people, bright, with something new in the last two weeks.**
- 
- ☐ **Check hours, menu and links from the outside**  
Do the hours match your door? Is there a menu inside the listing, or just a link? Where do "Reserve" and "Order" go?  
Good looks like: **consistent hours, a menu Google shows inline, your own links first.**
- 
- ☐ **Compare yourself to three competitors**  
Pick the three businesses Google shows beside you for your category phrase. Fill in the table from their public listings. Then answer honestly: if you were choosing, who would you pick?

| RESTAURANT | RATING | REVIEW COUNT | NEWEST REVIEW | FOOD PHOTOS IN FIRST 10 |
|------------|--------|--------------|---------------|-------------------------|
| You        |        |              |               |                         |
|            |        |              |               |                         |
|            |        |              |               |                         |
|            |        |              |               |                         |

## Conversion: once they find you, is it easy?

Most restaurant websites are built to be looked at. Guests use them to make a decision in under half a minute. Test yours the way a guest would.

- ☐ **Open your site on a phone, cold**  
Use mobile data, not your wifi, in a private browser window. Count the seconds until the first screen is readable.  
Good looks like: **readable in under three seconds.**

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- ☐ **The five-second test**  
Hand your phone to someone who has never seen your site. Give them five seconds on the first screen, take it back, and ask what you serve and whether you are open right now.  
Good looks like: **they answer both without scrolling.**

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- ☐ **Are the six actions obvious without scrolling?**  
Hours, menu, location, call, reserve, order. Count how many are visible on the first screen of a phone.  
Good looks like: **menu, directions and call on the first screen; the rest one tap away.**

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- ☐ **Is your menu readable, or trapped in a PDF?**  
Try to select a dish name on your menu page with your finger. If you cannot, it is an image or a PDF, and neither Google nor an AI assistant can read it either.  
Good looks like: **dish names and prices are selectable text on a page of your own site.**

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- ☐ **Walk the full journey from Google to done**  
Start on your Google listing. Tap through to a completed reservation or order. Count every tap and note every point where you had to guess, wait, create an account, or got sent somewhere that was not yours.  
Good looks like: **under six taps, no account required, stays on your brand.**

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- ☐ **Where does "Order" actually go?**  
Follow every ordering button. If they all land on a marketplace, every guest who searched for you by name is paying a commission for the privilege of finding you.  
Good looks like: **your own ordering first, marketplaces as a fallback.**

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- ☐ **Send yourself an enquiry**  
Use your own contact form as a guest would. Time how long until someone replies.  
Good looks like: **a reply inside an hour during service, same day otherwise.**

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- ☐ **Check your details match everywhere**  
Name, address and phone on your site, your Google listing, Yelp, Facebook and any delivery apps. Identical, down to the suite number.  
Good looks like: **one version of your details, everywhere.**

## Retention: can you bring them back?

Every guest you have ever served is either reachable or lost. Most restaurants cannot contact a single one of them. This is usually the cheapest leak to fix and the one that compounds.

- ☐ **Does your POS know who your customers are?**  
 Open your point-of-sale reporting and look for a customers or guests section. Is it empty? Does it have names, phone numbers or emails against tickets? Most POS systems can capture this at payment and most restaurants have never turned it on.  
 Good looks like: **a customer record on a meaningful share of tickets.**

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- ☐ **Can you capture a guest's email or phone, with consent?**  
 Three places it can happen: the POS at payment, a visible offer on your website, a card or QR on the table. If none of them asks, you have no list.  
 Good looks like: **at least one capture point live, with consent language and a STOP instruction.**

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- ☐ **Is there a second-visit offer?**  
 Is anything sent automatically within a week of a first visit that gives a new guest a reason to come back?  
 Good looks like: **an automatic message six to ten days after a first visit.**

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- ☐ **Do you have a slow-day campaign?**  
 Is there a standing message that goes out to your list ahead of your quietest night, every week, without anyone remembering to send it?  
 Good looks like: **a repeatable weekly message for your slowest night.**

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- ☐ **Is there a 60 to 90 day win-back sequence?**  
 Guests who have not returned in two to three months are the ones most likely to drift away for good. Does anything go out to them?  
 Good looks like: **two messages, triggered by days since last visit.**

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- ☐ **Are past guests reachable through remarketing?**  
 Is an advertising pixel installed on your site? Is it building an audience of people who viewed your menu?  
 Good looks like: **pixel installed, a menu-viewer audience building.**

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- ☐ **Is your SMS set up to stay compliant?**  
 Texting guests for marketing needs prior written consent, an opt-out that is honoured, and carrier registration for your number. If you do not know whether this was done, assume it was not.  
 Good looks like: **written consent stored per contact, STOP handled automatically, number registered.**

## Measurement: do you know what is working?

Seven numbers tell you whether the machine is running. Most are already being recorded somewhere. The job is to look at them weekly, in one place.

| NUMBER                         | WHERE IT LIVES                                 | WHAT IT TELLS YOU                              |
|--------------------------------|------------------------------------------------|------------------------------------------------|
| <b>Calls</b>                   | Google Business Profile → Performance          | Whether your listing is converting into intent |
| <b>Direction requests</b>      | Google Business Profile → Performance          | The closest thing to "walk-ins from Google"    |
| <b>Menu views</b>              | Google Analytics, on the menu page             | Whether people can find what you serve         |
| <b>Reservation completions</b> | Your booking system                            | Whether the booking journey works              |
| <b>Online orders</b>           | Your ordering system, own site vs marketplaces | Where the margin is going                      |
| <b>New opt-ins</b>             | POS, email or SMS platform                     | Whether the list is growing                    |
| <b>Repeat visits</b>           | POS customer reports                           | Whether retention is working at all            |

**If you cannot get one of these numbers, that is a finding. Part of the machine is running blind. Task 5 fixes it.**

### WEEKLY SCORECARD

Copy this into a spreadsheet or print it. Fill it in every Monday. The point is not any one week; it is the direction after four.

| NUMBER             | WK 1 | WK 2 | WK 3 | WK 4 | WK 5 | WK 6 | WK 7 | WK 8 |
|--------------------|------|------|------|------|------|------|------|------|
| Calls              |      |      |      |      |      |      |      |      |
| Direction requests |      |      |      |      |      |      |      |      |
| Menu views         |      |      |      |      |      |      |      |      |
| Reservations       |      |      |      |      |      |      |      |      |
| Online orders      |      |      |      |      |      |      |      |      |
| New opt-ins        |      |      |      |      |      |      |      |      |
| Repeat visits      |      |      |      |      |      |      |      |      |

## Decide what to fix first

The four checklists will give you a list of problems. Do not start at the top. Score each one on three things and let the arithmetic decide. This is how you avoid spending a month on whatever a salesperson mentioned last.

### Impact, 1 to 5

If this were fixed, how much would it change guest numbers? A 5 changes whether people find you at all. A 1 is cosmetic.

### Effort, 1 to 5

How much time, money and coordination does it take? A 1 is an afternoon in a settings screen. A 5 is a rebuild.

### Confidence, 1 to 5

How sure are you that fixing it will actually help? A 5 is a leak you have measured. A 1 is a hunch.

$$\text{Priority} = \text{Impact} \times \text{Confidence} \div \text{Effort}$$

Highest number first. Finish it before starting the next one.

| PROBLEM                               | IMPACT | EFFORT | CONFIDENCE | PRIORITY |
|---------------------------------------|--------|--------|------------|----------|
| Example: category set to "Restaurant" | 5      | 1      | 4          | 20.0     |
| Example: menu is a PDF                | 4      | 3      | 4          | 5.3      |
| Example: POS captures no customers    | 4      | 2      | 3          | 6.0      |
|                                       |        |        |            |          |
|                                       |        |        |            |          |
|                                       |        |        |            |          |
|                                       |        |        |            |          |
|                                       |        |        |            |          |
|                                       |        |        |            |          |

**Fix the highest score first. Ignore everything else until it is done. No shiny objects.**

A low confidence score is useful on its own. It means you are guessing, and the fix is to measure before you spend. That is usually what the audit on the last page is for.

# Days 1 to 30: Foundation

The order matters. Foundation before capture, because there is no point sending people to a listing or a site that loses them. Six tasks this month. Task 1 is the biggest single lever most restaurants have and it costs nothing.

## Days 1 to 30 Foundation

Stop the leaks that lose guests you already have

### Task 1 Fix your Google Business Profile

Week 1 · about 2 hours

**What this is.** Your Google Business Profile is the free listing that shows up in Google Maps and in the box beside the results when someone searches your name. It is the most-viewed page about your restaurant, more than your website. Most owners set it up once and never open it again. You manage it at [business.google.com](https://business.google.com).

#### GET IN

##### ☐ Get access to the listing

Go to [business.google.com](https://business.google.com) and sign in. If you have never done this, search your restaurant name on Google, find your listing, and look for "Own this business?". Claim it. Google will verify you by postcard, phone or video, which can take a few days. You are in when you can see an **Edit profile** button.

##### ☐ Check the basics

Business name exactly as it appears on your sign, with no extra words like "best" or your cuisine added. Address matching your website. A phone number that someone answers during service.

#### TELL GOOGLE WHAT YOU ARE

##### ☐ Set your primary category

**Edit profile** → **Business category**. Choose the most specific option that is true. "Barbecue restaurant", "Taco restaurant", "Pizza restaurant", not "Restaurant". This is the single most important setting on the listing.

##### ☐ Add two or three additional categories

Only where each is genuinely true: Bar, Caterer, Breakfast restaurant, Event venue. Do not add categories to game it; Google removes listings for that.

##### ☐ Fill in every attribute that applies

**Edit profile** → **More**. Work through every tab: Accessibility, Amenities, Children, Crowd, Dining options, Highlights, Offerings, Payments, Planning, Service options. Answer everything that is true of you. Leave the rest blank. These are the filters people tap in Maps. An unanswered one removes you from that filtered search.

##### ☐ Write the description

**Edit profile** → **Description**. You get 750 characters. Say what you serve, what you are known for, and the neighbourhood you are in. Name your dishes. Write it for a person deciding where to eat, not for a search engine.

#### HOURS, MENU AND LINKS

##### ☐ Fix your hours

Regular hours correct for every day. Add special hours for the next three holidays now. If your kitchen closes before your bar, add that under "More hours".

- ☐ **Load your menu into the profile**  
**Edit profile** → **Menu**. Add sections, then items with names, prices and a one-line description. Start with your ten best sellers rather than typing the whole thing. Also add your menu page URL.

- ☐ **Point your links at your own systems**  
Website link to your site. Reservations link to your booking system. Order link to your own ordering first; keep marketplace links second or remove them. Someone who searched your name already chose you.

- ☐ **Check the map pin**  
**Edit profile** → **Location** → **Adjust**. Make sure the pin sits on your front door, not the middle of the parking lot.

#### PHOTOS AND QUESTIONS

- ☐ **Upload ten new photos**  
On a phone, in daylight: five plated dishes, the exterior with your sign readable, the dining room during service, the bar or a drink, one of the team. **Photos** → **Add**. Set the cover photo yourself. Delete anything blurry or from a previous decor.

- ☐ **Seed five questions in Q&A**  
Anyone can answer questions on your listing, including people who never worked there. From a personal Google account, post these on your own listing: *Do you take reservations for large groups? Is there outdoor seating? Do you have gluten-free options? Where do people park? Is there a kids' menu?* Then answer each from the business account.

**Done when:** every box above is ticked and you have taken a screenshot of the finished listing on a phone. Keep it. You will compare against it on day 90.

**DIY or we can help.** Everything here can be done from the dashboard in an afternoon. Profile optimisation is also the first thing we do for every restaurant we work with.

**Want us to look at your Google listing for you?** We will go through it line by line on a free call and tell you exactly what to change.

**Get a free Google profile audit**

## Task 2 Claim the other places people look

Week 1 · about 90 minutes

**What this is.** Google is where most people look, but not all of them. iPhone users searching in Apple Maps or asking Siri see Apple's listing. Yelp still decides a lot of dinners. Bing powers search inside Windows and some voice assistants. Each of these has a listing for you whether you claimed it or not, and an unclaimed one shows whatever a stranger typed in. Claiming them takes an evening and only needs doing once.

- ☐ **Write down your master details first**  
Name, address, phone, hours and website, copied from your Google listing. Every listing below should match these exactly. This is the same list from Task 4 part E; if you have it, reuse it.
- ☐ **Yelp for Business**  
[biz.yelp.com](https://biz.yelp.com). Claim your page, verify by phone, then fix hours, categories, photos and the menu link. Reply to reviews here too. Yelp will call you about advertising; you do not need it for this plan.

- ☐ **Apple Business Connect**  
businessconnect.apple.com . This is what shows in Apple Maps and to anyone who asks Siri where to eat. Claim, verify, add photos and an action link for ordering or booking.
- ☐ **Bing Places**  
bingplaces.com . It can import your Google listing directly, which takes five minutes. Do that and check the result.
- ☐ **TripAdvisor**  
tripadvisor.com/Owners . Claim it if you get any visitor or hotel trade. Hours, photos, reply to reviews.
- ☐ **Facebook Page basics**  
Even before Task 9 makes it a real channel, the page needs correct address, hours, phone, website and a category. People check it.
- ☐ **Delivery apps**  
Wherever you are listed: name, address and hours should match, and the photos should be yours and current. A wrong closing time on a delivery app produces refunds and one-star reviews.

**Done when:** every listing above is claimed and shows the same name, address, phone, hours and website.

### Task 3 Restart the review flow

Week 1 to 2 · about 1 hour to set up

**What this is.** Reviews decide whether you get chosen, and a steady flow of recent ones is what a listing needs to keep showing up. The number that matters is not your total. It is how many came in this month, and how recent the newest one is. The fix is to ask every guest, automatically, so nobody has to remember.

#### SET UP THE ASK

- ☐ **Get your review link**  
business.google.com → Home → **Get more reviews**. Copy the short link. It sends people straight to the "write a review" box.
- ☐ **Choose how the ask goes out. Pick one.**  
**Best: your POS.** Many point-of-sale systems (SkyTab, Toast, Square, Clover and others) can text or email a review request after payment. Look in your POS settings under customer engagement, marketing, or reviews. Turn it on with a 60 to 90 minute delay so it arrives after they have left. **Good: a QR code.** Put the link as a QR on receipts and a small card at the table. **Manual:** staff mention it at the table and hand over a card. Manual works for a fortnight and then stops, which is why the automated version wins.
- ☐ **Write the ask**  
Short, warm, one link. Use the template below or your own words. No incentives: offering anything for a review breaks Google's rules and can get reviews removed.
- ☐ **Ask everyone**  
Every guest, not the ones you think were happy. Filtering the ask to likely-positive guests is called review gating and also breaks Google's rules.

#### REVIEW REQUEST TEMPLATE

*Thanks for coming in tonight. If you have thirty seconds, a quick Google review helps us more than you would think: [link]. Either way, we hope to see you again soon.*

#### REPLY AND TRACK

- ☐ **Reply to every review within a day**  
Positive ones get a specific thank-you that mentions something they said. Negative ones get an apology, a short factual response, and an invitation to talk directly. Never argue in public. Templates below.
- ☐ **Catch up on the backlog**  
Reply to every review from the last 90 days that has no response. Do this once, in one sitting.
- ☐ **Track it weekly**  
Count reviews received in the last 30 days and the date of the newest one. Put both on the scorecard.

#### REPLY TO A POSITIVE REVIEW

*Thank you, [name]. Glad the [dish they mentioned] landed. We will pass that on to the kitchen. See you next time.*

#### REPLY TO A NEGATIVE REVIEW

*[Name], I am sorry that happened, and thank you for telling us. That is not how we want a visit to go. I would like to hear more and put it right. Please call me directly on [number] and ask for [your name].*

**Done when:** the automated ask is live, every review from the last 90 days has a reply, and the scorecard shows a review count for this week.

**DIY or we can help.** If your POS has review requests built in, turning it on is a settings change. If it does not, we set up review automation connected to your POS for restaurants we work with, including the reply handling.

## Task 4 Repair your website

Week 2 to 4

**What this is.** Your website's job is not to look nice. It is to answer three questions in seconds: what do you serve, are you open, and how do I get there or order. It also has to be readable by Google, which means real text rather than pictures of text. This task has six parts. Do them in order. Parts A, B and E need no developer.

### A · FIRST SCREEN ON A PHONE

- ☐ **Put the six actions where a thumb can reach them**  
Menu, directions, call, hours with open-now status, reserve, order. Visible on the first screen of a phone without scrolling. Most site builders let you add a button bar under the header.
- ☐ **Remove anything that plays or pops up on load**  
Auto-playing video, splash screens, newsletter popups that appear before the page is readable. They cost seconds and they are the first thing a guest sees.
- ☐ **Make the phone number tap-to-call**  
It should be a link, not just text. In most builders, link the number to `tel:` followed by your number.

### B · MENU

- ☐ **Rebuild the menu as a real page**  
A page on your own site with sections, item names, prices and short descriptions as text. Not a PDF, not an image of the menu. This is what lets Google show your dishes in search and what an AI assistant reads when someone asks what you serve.
- ☐ **Keep the PDF only as a download**  
If you want a printable version, link it from the menu page. The page is primary.

## C · SPEED

### ☐ Test it

Go to `pagespeed.web.dev`, enter your homepage, and look at the mobile result. The number you care about is "Largest Contentful Paint". Under 2.5 seconds is the target.

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### ☐ Fix the usual causes

Compress images so each is under 200 KB (free tools: Squoosh or TinyPNG). Remove the hero video. Remove plugins or apps you do not use. Retest.

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## D · SEARCH BASICS

### ☐ Set your page titles

The title is what shows in the browser tab and in Google's results. Homepage: `[Restaurant name] | [Cuisine] in [City]`. Menu page: `Menu | [Restaurant name]`. Your site builder has a field for this under page settings or SEO.

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### ☐ One page per thing people search for

At minimum: home, menu, hours and location, about. If you do catering or private events, each gets its own page. One long homepage is not enough.

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### ☐ Address, phone and hours in the footer of every page

As text, not an image. Exactly matching your Google listing.

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### ☐ Add structured data

A short block of code that tells Google "this is a restaurant, here is the menu, here are the hours" in a format it reads directly. Your web developer will know it as Restaurant and Menu schema. If you do not have a developer, note it for the call.

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### ☐ Set up Google Search Console

`search.google.com/search-console`. Add your site and verify it. Once it has data, it shows you which searches bring people to your site and whether all your pages are indexed. Free, and it is Google telling you directly.

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## E · CONSISTENT DETAILS EVERYWHERE

### ☐ Write down your exact name, address and phone

Copy them from your Google listing. That is the master version.

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### ☐ Check every place they appear and fix mismatches

Website footer, Yelp, Facebook page, Instagram bio, TripAdvisor, Apple Maps, every delivery app. Suite numbers, "St" vs "Street", old phone numbers. Google trusts a business more when the details agree.

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## F · ORDERING, FORMS AND TRAFFIC

### ☐ Ordering buttons go to your own system first

If you do not have your own ordering yet, note it. It is worth a conversation about what a marketplace is costing you.

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### ☐ Route the contact form somewhere a person reads

It should land in an inbox that is checked during service, or better, send a text to whoever is on. Set a standard: reply within an hour during service, same day otherwise.

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### ☐ Know where your visitors come from

Once Task 5 is done, look in Google Analytics under Acquisition. Most visits should come from Google search and your Google listing. If most come from social or ads, your search presence is weak.

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**Done when:** the five-second test passes, the menu is text on a page, mobile speed is under 2.5 seconds, and your details match on every listing you checked.

**DIY or we can help.** Parts A, B, C and E are doable in most site builders. Structured data and a full rebuild usually need a developer. This is the part of the plan we are most often asked to take on.

**Want a free audit of your website?** We will test it the way a guest uses it and show you where it loses people.

[Get a free website audit](#)

## Task 5 Install tracking

Week 2 · about 90 minutes

**What this is.** Tracking means knowing how many people did each thing: called, asked for directions, looked at the menu, booked, ordered. Without it you cannot tell whether any of this plan worked, and neither can anyone you hire. Three free tools from Google cover almost all of it.

### TOOL 1 · GOOGLE BUSINESS PROFILE PERFORMANCE (ALREADY THERE)

- ☐ **Open it**  
`business.google.com` → **Performance**. Nothing to install. It shows calls, direction requests, website clicks and the searches people used to find you.
- ☐ **Record this month's numbers**  
Calls, direction requests, website clicks. Write them in the scorecard as your starting point.
- ☐ **Look at the searches**  
Under "Searches breakdown". If nearly all of them are your own name, people are finding you only when they already know you. That is the gap Task 1 and Task 6 are about.

### TOOL 2 · GOOGLE ANALYTICS (YOUR WEBSITE)

- ☐ **Create the account**  
`analytics.google.com` → Start measuring. Create a property for your restaurant. You will be given a measurement ID that starts with `G-`.
- ☐ **Add it to your site**  
Squarespace, Wix, Shopify and most builders have a field for it under settings, usually called Analytics or Integrations. Paste the ID. WordPress: a free plugin such as Site Kit does it. Otherwise your developer needs five minutes.
- ☐ **Check it is working**  
In Analytics, open **Reports** → **Realtime**. Visit your own site on your phone. You should see yourself appear within a minute.
- ☐ **Mark the actions that matter as key events**  
**Admin** → **Events**. The simplest version: mark a view of the menu page as a key event, and if your booking or ordering ends on a confirmation page, mark that page view too. Click-to-call and directions clicks can be added later or with a developer's help.
- ☐ **Tag your Google listing link**  
So Analytics can tell visitors from your listing apart from everyone else. In your Google Business Profile, edit the website link to add this on the end: `?utm_source=google&utm_medium=organic&utm_campaign=gbp`. The site still works exactly the same.

### TOOL 3 · GOOGLE SEARCH CONSOLE

#### ☐ **Verify your site**

If you did this in Task 4, tick the box. If not: `search.google.com/search-console`, add your site, follow the verification steps.

#### OPTIONAL

#### ☐ **Call tracking number**

A separate phone number on your website that forwards to your real line and counts every call. Useful if calls are a big part of your bookings. Not essential in month one.

#### START THE HABIT

#### ☐ **Fill in week 1 of the scorecard**

Every Monday from now on. Twenty minutes. It is the only meeting this plan requires.

**Done when:** Realtime shows you visiting your own site, the menu page is a key event, the listing link is tagged, and the scorecard has a week 1 row filled in.

**DIY or we can help.** The Google tools are free and the steps above work for most site builders. Event tracking for calls, directions and orders is fiddly, and it is part of the setup we do.

**Stuck on the tracking?** Twenty minutes on a call is usually enough to get it working.

**Need help? Book a free 20-minute call**

### Task 6 **Measure your search positions**

Day 1, then day 30, 60 and 90 · 20 minutes each time

**What this is.** This is how you find out whether your visibility improved. You search the same phrases, from the same spot, on the same schedule, and write down where you appear. It is the closest thing to proof you can get without paid tools, and it is free.

#### SET IT UP ONCE

#### ☐ **Write your five phrases**

Fill in the log below. Phrase 1 is broad. Phrases 2 to 4 are specific to what you sell. Phrase 5 is an occasion. Keep the same five for all 90 days.

#### ☐ **Decide where you will stand**

Inside your restaurant, same spot each time. Location on, personal Google account or a private window, not the business account. Note the time of day and keep it consistent.

#### EACH MEASUREMENT DAY

#### ☐ **Search each phrase in Google on your phone**

One at a time. Do not tap your own listing before you have recorded the result; that changes what you see next.

#### ☐ **Record two things per phrase**

Are you inside the map box at the top (the three businesses with the map)? Yes or no. And what position are you in the full list when you tap "More places"? If you cannot find yourself in the first twenty, write "20+".

☐ **Screenshot each result**

Save them in a folder named with the date. Memory is unreliable; screenshots are not.

☐ **Optional: repeat from two miles away**

Results change with where the searcher stands. A second reading from the edge of your trade area tells you how far your visibility reaches.

**COMPARE**

☐ **Day 30: compare to day 1**

Which phrases moved up? Those are responding to what you did in Task 1. Which did not? Those need the work in Task 4, or more time.

☐ **Day 60 and 90: same again**

Look at the trend across all four readings, not any single one. A phrase that went from 20+ to 8 to 4 is working. One that has not moved in 60 days needs a different approach.

| PHRASE                               | DAY 1<br>MAP BOX / POSITION | DAY 30 | DAY 60 | DAY 90 |
|--------------------------------------|-----------------------------|--------|--------|--------|
| 1. restaurants near me               |                             |        |        |        |
| 2. _____ near me                     |                             |        |        |        |
| 3. _____ restaurant<br>_____         |                             |        |        |        |
| 4. _____ near me (signature<br>dish) |                             |        |        |        |
| 5. _____ (occasion)                  |                             |        |        |        |

**Done when:** the day 1 column is filled in and the screenshots are saved. Put the day 30, 60 and 90 dates in your calendar now.

## Days 31 to 60: Capture

This month is about building the asset that every campaign will run on: a list of guests you are allowed to contact. It starts with the machine you already own, your point-of-sale, and ends with the first weekly promotions going out to that list.

### Days 31 to 60 Capture

Build the list before you try to use it

#### Task 7 Turn your POS into a customer database

Week 5 · about 2 hours

**What this is.** Your point-of-sale touches every single guest at the moment they pay. Most modern POS systems can record who that guest was, text them a receipt, enrol them in loyalty, ask for a review, and export the whole list. Almost no restaurant turns these on. This is the cheapest customer list you will ever build, because you are already collecting the transaction.

##### FIND OUT WHAT YOU HAVE

- ☐ **Open your POS settings and look for these words**  
Customers, guests, CRM, loyalty, marketing, campaigns, email, SMS, reviews, digital receipts. Write down which ones your system has. SkyTab, Toast, Square and Clover all have some version of most of them. If you cannot find them, call your POS support line and ask "what customer engagement features are included in my plan".

##### TURN ON CAPTURE

- ☐ **Enable digital receipts**  
At payment, the guest is offered a receipt by text or email. Turn this on. Every guest who takes one gives you a phone number or email attached to their visit.
- ☐ **Make the receipt prompt a marketing opt-in too**  
This is the important part. A phone number collected only for a receipt is not permission to send marketing texts. Your POS prompt needs a clear opt-in for offers and updates, with the consent recorded. Check the wording in your POS settings, or ask support how consent is stored. Task 8 has the language.
- ☐ **Turn on loyalty if you have it**  
Simple is fine: points per dollar, or a free item after a set number of visits. Enrolment happens at the counter or on the payment screen. Loyalty members are your most reachable, most frequent guests.
- ☐ **Turn on review requests if you have them**  
If you did this in Task 3, tick it. If your POS has it and you have not, do it now with a 60 to 90 minute delay.

##### LEARN TO GET THE LIST OUT

- ☐ **Find the export**  
Somewhere in customers or reporting there is an export to CSV or spreadsheet. Run it once now so you know how. You will use it for your email and SMS tool and for building ad audiences.
- ☐ **Connect it if you can**  
Many POS systems integrate directly with email and SMS tools, so the list updates itself. Check integrations or the app marketplace in your POS. If there is no integration, a monthly manual export is fine to start.



### Set up four segments

Recent: visited in the last 30 days. Lapsed: 60 to 90 days since last visit. Regulars: three or more visits. Big spenders: top 20 percent by ticket. Your POS may do this for you; if not, sort the export in a spreadsheet. These become your campaign lists in Tasks 10, 11 and 12.

#### MEASURE IT



### Track the capture rate

Tickets with a customer attached, divided by all tickets. Aim for 30 percent within a month and keep pushing. Add it to the scorecard as "new opt-ins".

**Done when:** digital receipts and consent are on, you have run an export, the four segments exist, and you know your capture rate.

**DIY or we can help.** Most of this is settings inside your POS. If your system is older or does not have these features, that is a conversation worth having, because the POS is the foundation of everything in months two and three. Setting up and connecting POS systems is what we do every week.

**Not sure what your POS can do?** Tell us which system you have and we will tell you what to switch on.

**Need help? Book a free 20-minute call**

## Task 8 Set up compliant email and SMS

Week 5 • start early, registration takes days

**What this is.** The tool you will use to send messages to your list, and the rules that keep you out of trouble doing it. Texting is the most effective channel a restaurant has and also the one with legal requirements. Get the setup right once and it runs for years.



### Pick a platform

If your POS has email and SMS built in, use that; it is already connected to your customers. If not, any established small-business SMS and email tool will do. The things to confirm before you sign up: it stores consent per contact, it handles STOP replies automatically, and it walks you through carrier registration.



### Register your number with the carriers

US carriers require business texting numbers to be registered (you will see it called 10DLC). Your platform handles the paperwork; you provide business details. It can take several days to approve, so do it first.



### Use consent language everywhere you collect a number

POS prompt, website form, table card. Use the template below. Store the exact wording shown and the date and time of consent. That record is what protects you.



### Add a website opt-in

A simple form or a small banner on the menu page, with a reason to join: first look at specials, a small welcome offer, the slow-night deal. Not a popup on page load.



### Add a table card or QR

"Text JOIN to [number]" or a QR to the form. Small, on every table, with the same consent language.



### Write the welcome message

Sent automatically the moment someone joins. One line of thanks, what they will get, how often, and how to stop.

☐ **Test STOP**

Join your own list from your phone. Reply STOP. Confirm you are removed and get a confirmation. If that does not work, do not send anything until it does.

**CONSENT LANGUAGE (ADAPT TO YOUR PLATFORM'S REQUIREMENTS)**

*By providing your number you agree to receive marketing texts from [Restaurant] at the number provided. Consent is not a condition of purchase. Message frequency varies. Message and data rates may apply. Reply STOP to opt out, HELP for help.*

**WELCOME MESSAGE**

*Welcome to [Restaurant]. You will hear from us about once a week with specials and the occasional heads-up. Reply STOP any time to leave.*

**Done when:** the number is registered, consent language is live at every capture point, the welcome message sends, and STOP works.

**DIY or we can help.** The platform does most of the compliance work if you pick a good one. If you would rather not think about carrier registration and consent records, this is part of what we set up.

**Task 10 Build the second-visit offer**

Week 6 • about 1 hour

**What this is.** The first visit is the most expensive one to earn. A second visit within a few weeks is what turns a one-time guest into a regular. This is one automatic message that gives new guests a reason to come back soon.

☐ **Decide the reason**

It does not have to be a discount. A free appetiser on the next visit, a first look at a new dish, an invitation to a weeknight special. Something small that makes the second decision easy.

☐ **Write one message**

Two sentences and the offer. Add a code word or a link so you can count who used it.

☐ **Set the trigger**

Six to ten days after a first visit if your POS can trigger on that. If not, six to ten days after opt-in in your messaging platform.

☐ **Tell the floor**

Staff need to know the offer exists and how to honour it.

☐ **Count redemptions weekly**

Add a line to the scorecard.

**TEMPLATE**

*Thanks for coming in last week. Next time you are in, mention SECONDS at the counter and the [appetiser] is on us. Good through [date].*

**Done when:** the message sends automatically and you have logged at least one redemption.

## Task 9 Build your social media presence

Week 5 onward · 2 hours to set up, then 30 minutes a week

**What this is.** Instagram and Facebook are where people check you out after they find you and before they decide. An active feed full of food is proof that you are open, busy and worth it. Google also shows your social profiles on your listing and links the two together. On their own, your accounts are a discovery channel: people find restaurants by scrolling, tagging and sharing, and none of that happens if there is nothing to share. The same photos feed your Google listing, so this is one habit doing two jobs.

### SET UP (ONCE)

#### ☐ Create or claim the accounts

A Facebook Page and an Instagram business account. If they exist but nobody has the login, recover access now; it gets harder later. Connect the two in Meta Business Suite at [business.facebook.com](https://business.facebook.com) so you can post to both at once.

#### ☐ Fill in the profile so it converts

Name matching your listing. A bio that says what you serve and where, in one line. Address, hours and phone filled in. The link goes to your menu page or your site, not a marketplace. Turn on the Order or Reserve action button if your platform supports it.

#### ☐ Link the accounts to your Google listing

[business.google.com](https://business.google.com) → Edit profile → Social profiles. Add Instagram and Facebook. Google shows them on your listing.

#### ☐ Decide who owns it

One person. Usually whoever is on the floor most and comfortable with a phone. It is a job, not a favour.

### WHAT TO POST

#### ☐ Food, most of the time

Roughly seven posts in ten should be a plate. As it goes out, in good light, phone held level, no filter. Close-ups of the thing you are known for. This is what people came to see and it is what gets shared.

#### ☐ The other three in ten

The team, a regular who is happy to be photographed, the dining room during service, a special being made, an event. People, not logos.

#### ☐ One short video a week

Ten to twenty seconds of a dish being plated, a sauce being poured, a cut through something. Vertical, from a phone. Short video reaches more people than a still on both platforms and needs no editing.

#### ☐ Use an AI assistant to write the captions

You do not need to be a writer. Paste the dish name and two facts about it into ChatGPT, Claude or whichever assistant you use, ask for three short captions, pick one, and trim it. Keep captions plain: what it is, when it is available, how to get it. Template below.

#### CAPTION PROMPT TO PASTE INTO AN AI ASSISTANT

*Write three short Instagram captions, under 25 words each, for a photo of [dish] at [Restaurant] in [city]. Facts: [it is smoked for 14 hours] and [available Thursday to Sunday]. Plain tone, no hashtags, no exclamation marks, end with how to order or book.*

### CADENCE AND SCHEDULING

- ☐ **Three posts a week, minimum**  
Tuesday, Thursday, Saturday works for most restaurants. One of the three is the video. Stories every day you are open if the person owning it can manage; a story is one photo, no caption needed.
- ☐ **Batch it on Monday**  
Shoot during the week, then sit down once and schedule the whole week in Meta Business Suite. It posts to Facebook and Instagram at the times you set. Thirty minutes, done.
- ☐ **Send the same three photos to Google**  
`business.google.com` → Photos → Add. Plus one Google Post a week under Promotions: the special, an event, a new item. Two sentences and a button.
- ☐ **Add the hashtags that matter, nowhere else**  
Three to five local ones: your city, your neighbourhood, your cuisine plus city. Skip the generic food hashtags; they reach nobody near you.

#### ENGAGE AND MEASURE

- ☐ **Reply to comments and messages within a day**  
A DM asking about a table for eight is a booking. Treat messages like the phone.
- ☐ **Repost people who tag you**  
Ask first if it is a face. Guest photos are free content and social proof at the same time.
- ☐ **Track the numbers that matter**  
Followers is not one of them. In Business Suite insights, watch profile visits, website taps and messages. Add website taps to the scorecard.

**Done when:** both accounts are set up and linked to your Google listing, and four consecutive weeks have three posts, one video and one Google Post each.

**DIY or we can help.** Meta Business Suite is free and does the scheduling. If the weekly batching is the part that will not happen, we have software that posts to your accounts automatically from the photos you take, with captions written for you.

## Task 11 Run weekday promotions by text and email

Week 7 · 3 hours to set up, then automatic

**What this is.** This is where the list starts paying for itself. A fixed weekly rhythm of offers, each one giving people a reason to come in on a night you would otherwise be quiet. Written once, scheduled once, sent automatically every week. Texts do the heavy lifting because nearly everyone reads them within minutes. Email carries the longer story once a month.

#### A · GET YOUR CUSTOMERS INTO THE MESSAGING TOOL

- ☐ **If your POS connects directly, connect it**  
Check the integrations or app marketplace in your POS for your email and SMS platform. When it is connected, every new guest with consent flows in on their own and last-visit dates stay current. This is the version you want.

☐ **If it does not, import the export**

Run the customer export from Task 7. In your messaging platform, find Import contacts, upload the file, and match the columns: phone, email, first name, last visit date, and the consent field. Only import contacts who opted in. Set a reminder to repeat the import on the first of every month.

☐ **Rebuild the four segments in the platform**

Recent (last 30 days), Lapsed (60 to 90 days), Regulars (three or more visits), Big spenders (top 20 percent). Most platforms let you save these as lists that update themselves.

**B · DECIDE THE WEEKLY OFFER GRID**

☐ **Find your slow nights with data**

POS sales by day of week for the last eight weeks. Most restaurants have two or three. Those are the nights that get a promotion. Do not promote nights you are already full.

☐ **Give each slow night one reason**

A reason is stronger than a discount and costs less. Fill in the grid below. Examples are there to spark ideas, not to copy.

☐ **Cap the frequency**

No one person should get more than one or two texts a week. If you promote three nights, rotate who gets which, or send each promo only to the segment most likely to want it.

| NIGHT            | EXAMPLE REASONS                                                                                  | YOUR REASON | CODE WORD |
|------------------|--------------------------------------------------------------------------------------------------|-------------|-----------|
| <b>Monday</b>    | Industry night: hospitality staff get a set menu. Half-price bottles. Kids eat free.             |             |           |
| <b>Tuesday</b>   | The dish that only exists on Tuesday. Two-for-one on the signature item. Trivia or a game night. |             |           |
| <b>Wednesday</b> | Wine or draught night. Date-night set menu for two. Live acoustic set.                           |             |           |
| <b>Thursday</b>  | Preview of the weekend special. Loyalty members double points.                                   |             |           |
| <b>Sunday</b>    | Family-style platter. Brunch heads-up on Saturday evening.                                       |             |           |

**C · WRITE THE MESSAGES**

☐ **One text per promotion**

Under 160 characters. The night, the reason, the code word, and how to stop. Write them all in one sitting. Use the template and an AI assistant if writing is not your thing.

☐ **One email a month**

Longer and calmer: what is new on the menu, next month's specials in one list, any event, one photo. Sent on the first. Most platforms have a simple template; use it as is.

#### TEXT TEMPLATE

*[Restaurant]: Tuesday is brisket night. The 14-hour brisket plate, only on Tuesdays. Say TUESDAY when you book or walk in. Reply STOP to opt out.*

#### MONTHLY EMAIL OUTLINE

*Subject: What's new at [Restaurant] this month. Body: one photo, three lines on what changed, the weekly promotions listed by night, one event if there is one, a button to book or order.*

#### D • SCHEDULE AND SEND

##### ☐ **Schedule each text as a recurring send**

In your platform: the day before the promotion, late afternoon, to the right segment. Set it to repeat weekly. You should not have to touch it again.

##### ☐ **Schedule the monthly email**

First of the month, mid-morning, to everyone with an email. Update the content on the last day of each month; it takes twenty minutes.

##### ☐ **Tell the floor**

Staff need to know each night's offer and its code word so they can honour it without asking.

#### E • MEASURE

##### ☐ **Count code words**

Redemptions per promotion per week. Your POS can track a discount or a modifier per code word; if not, a tally sheet by the till.

##### ☐ **Compare covers on each promoted night**

Against the four-week average before you started. That is the test of whether the reason was good enough.

##### ☐ **Watch opt-outs**

If more than two in a hundred people unsubscribe after a send, the message or the frequency is wrong. Change one thing and send again.

**Done when:** the customer list is flowing into the platform, at least two weekly promotions are scheduled and have run four times, and you have redemptions and covers logged for each.

**DIY or we can help.** The import, the segments, the schedule and the automations are a few hours of setup if you are comfortable with software. If you are not, this is one of the things we set up most often, including the connection from your POS so it runs without imports.

**No time to build the campaigns?** We can have the weekly promotions running from your POS list in about a week.

**Need help? Book a free 20-minute call**

## Days 61 to 90: Reactivation

You have a list, a way to message it legally, and a habit of measuring. This month you use it: bring back people who drifted, follow up with people who looked but did not act, and test one paid channel with real tracking.

### Days 61 to 90 Reactivation

Turn the list into visits

#### Task 12 Launch the win-back sequence

Week 9 · about 1 hour, then automatic

**What this is.** Guests who have not returned in 60 to 90 days are the ones most likely to drift away permanently. Two messages, written once, catch a share of them before they do. This uses the Lapsed segment from Task 7.

- ☐ **Pull the Lapsed segment**  
Last visit 60 to 90 days ago. From your POS or your platform.
- ☐ **Write message one**  
Warm, no offer yet. What is new, what they missed, a reason to think about you again.
- ☐ **Write message two**  
Sent a week later to anyone who has not visited. An offer with a deadline, and a code.
- ☐ **Automate it if you can**  
If your platform can trigger on days since last visit, set it and forget it. If not, run it manually on the first of each month to that month's Lapsed list.
- ☐ **Track redemptions**  
Scorecard.

##### MESSAGE ONE

*It has been a while. We have added [new dish] to the menu and [something else that changed]. Thought you would want to know.*

##### MESSAGE TWO

*Come back this month and the [item] is on us. Mention WELCOMEBACK. Good until [date].*

**Done when:** both messages have gone to the Lapsed segment and you have logged redemptions.

#### Task 13 Retarget people who looked but did not act

Week 10 · about 2 hours to set up

**What this is.** Someone who viewed your menu and left was close. A small ad that follows them on Facebook and Instagram for a couple of weeks is the cheapest advertising a restaurant can run, because it only goes to people who already showed interest. It needs a pixel: a small piece of code on your site that lets Meta recognise those visitors.

- ☐ **Install the Meta pixel**  
business.facebook.com → Events Manager → Connect data source → Web. You will get a pixel ID. Most site builders have a field for it under marketing or integrations. Confirm it works with the free Meta Pixel Helper browser extension.
- ☐ **Build two audiences**  
In Ads Manager → Audiences: everyone who visited your site in the last 30 days, and everyone who viewed the menu page in the last 30 days. They fill up on their own from here.
- ☐ **Upload your consented customer list too**  
The export from Task 7, only if your consent language covers advertising use. Meta matches it to accounts. This lets you reach past guests directly.
- ☐ **Make one ad**  
One photo of a plate. One line. One button: Order, Reserve, or Get Directions. Aimed only at the audiences above. \$5 to \$10 a day is enough to start.
- ☐ **Run it three to four weeks and measure**  
Use a tracked link or a code in the ad. Judge it on bookings, orders or redemptions, not on likes.

**Done when:** the pixel is confirmed working, the audiences are building, and one ad has run for three weeks with a tracked result.

**DIY or we can help.** Pixel installation and audience setup is where most owners stall. It is part of the retention setup we build.

**Pixel not working?** It is a ten-minute fix on a screen share.

**Need help? Book a free 20-minute call**

## Task 14 Test one local campaign

Week 10 to 13

**What this is.** One channel you have not tried, one offer, one month, tracked properly. The goal is not the campaign itself. It is finding out whether that channel works for you before you spend real money on it.

- ☐ **Pick one channel**  
A local ad to people near you on Meta or Google. A printed mailer to homes within two miles. A partnership with a nearby business, gym or office. Local event sponsorship. One only.
- ☐ **Give it a unique code or link**  
If you cannot track it, you will never know whether it worked, and you will end up keeping it out of habit. Print campaigns need a code on the card. Digital ones need a tracked link.
- ☐ **Set a budget and a deadline before you start**  
Decide now what "worked" means: redemptions, bookings, or covers. Decide what you will spend. Do not extend it because it "feels like it's working".
- ☐ **Keep or kill**  
At the end of the month: cost divided by tracked results. Compare to the second-visit and slow-day numbers. Keep it only if it beats them.

**Done when:** the campaign has run its month and you have a cost per result written down.

## Task 15 The day 90 review

Day 90 · one hour

**What this is.** Ninety days of measuring means you now have data most restaurants never collect. This is where you look at it and decide next quarter's one focus.

☐ **Run the day 90 search positions**

Task 6, same five phrases, same spot. Fill in the last column.

☐ **Compare your listing to the day 1 screenshot**

Category, photos, reviews, rating, newest review date.

☐ **Read twelve weeks of scorecard**

Month one versus month three, for each of the seven numbers. Which moved the most?

☐ **Add up the campaigns**

Second-visit redemptions, slow-night covers, win-back redemptions, the retargeting result, the local test. Which cost least per visit?

☐ **Pick one focus for next quarter**

Whichever moved the numbers most gets more attention. Everything else gets maintained on the weekly rhythm, not expanded. One thing.

**Done when:** you can answer three questions: where do you rank for what you sell, how many people can you reach, and how many came back.

## REFERENCE

# Tools, roles and the weekly calendar

Everything the plan refers to, in one place, so nobody has to go hunting. Almost all of it is free.

| TOOL                                                          | USED FOR                                                              | COST                          | TASK          |
|---------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------|---------------|
| <b>Google Business Profile</b>                                | Your Maps listing, photos, posts, Q&A, Performance data               | Free                          | 1, 5, 9       |
| <b>Yelp, Apple Business Connect, Bing Places, TripAdvisor</b> | The other listings people find you on                                 | Free                          | 2             |
| <b>Your POS</b>                                               | Customer capture, loyalty, review requests, exports                   | Included                      | 3, 7          |
| <b>PageSpeed Insights, Squoosh or TinyPNG</b>                 | Speed test and image compression                                      | Free                          | 4             |
| <b>Google Analytics, Search Console</b>                       | Website tracking, search data                                         | Free                          | 4, 5          |
| <b>Email and SMS platform</b>                                 | List, consent, campaigns, automations                                 | Roughly \$20 to \$100 a month | 8, 10, 11, 12 |
| <b>Meta Business Suite</b>                                    | Social scheduling, pixel, audiences, ads                              | Free (ads are paid)           | 9, 13         |
| <b>An AI assistant (ChatGPT, Claude or similar)</b>           | Captions, message drafts, review replies                              | Free or low                   | 3, 9, 11      |
| <b>Auto-posting software</b>                                  | Posts to your accounts from photos you take, captions written for you | Optional, ask us              | 9             |

## WHO DOES WHAT

### Owner

Decisions, the Monday twenty minutes, the priority grid, the day 30, 60 and 90 reviews. Tasks 1, 2, 6, 15.

### Manager

Review replies, enquiry responses, POS settings, the promotions calendar, honouring code words on the floor. Tasks 3, 7, 8, 10, 11, 12.

### Floor lead or the person with the phone

One plate photo a day, the weekly three posts and video, reposting tagged guests. Task 9.

### Developer, or us

Website fixes, structured data, tracking events, pixel, POS integration. Tasks 4, 5, 13, and anything with a "DIY or we can help" note.

## THE WEEKLY CALENDAR ONCE EVERYTHING IS RUNNING

| DAY              | SOCIAL                                    | TEXT AND EMAIL                                   | GOOGLE                                    | OPS                               |
|------------------|-------------------------------------------|--------------------------------------------------|-------------------------------------------|-----------------------------------|
| <b>Monday</b>    | Schedule the week's three posts and video | Monday promo text goes out (Sunday evening send) | Upload the week's photos, one Google Post | Fill in the scorecard, 20 minutes |
| <b>Tuesday</b>   | Post 1 (food)                             | Tuesday promo text (Monday 4pm send)             |                                           | Reply to reviews and DMs          |
| <b>Wednesday</b> | Story                                     | Wednesday promo text (Tuesday 4pm send)          |                                           | Reply to reviews and DMs          |
| <b>Thursday</b>  | Post 2 (video)                            |                                                  |                                           | Reply to reviews and DMs          |
| <b>Friday</b>    | Story                                     |                                                  | Check Performance for the week            | Reply to reviews and DMs          |
| <b>Saturday</b>  | Post 3 (food)                             |                                                  |                                           | Reply to reviews and DMs          |
| <b>Sunday</b>    | Story                                     | Monthly email on the 1st; win-back on the 1st    |                                           | Tally code words for the week     |

Each row is a few minutes once the automations exist. The only sit-down is Monday. Everything in the "Text and email" column is a scheduled send you set up once in Task 11.

## The rhythm after day 90

The plan front-loads the setup. Once it is built, it runs on a light schedule that does not need a marketing person.

### EVERY DAY

Reviews get replied to. Enquiries get answered within the hour during service. Whoever is on the floor takes one photo of one plate.

### EVERY WEEK

Twenty minutes on Monday: fill in the scorecard, upload the week's three photos, post once on Google, confirm the slow-night message went out. That is the whole meeting.

### EVERY MONTH

Re-run the five searches. Look at which of the seven numbers moved. Send the win-back sequence to that month's lapsed list. Pick the next item from the priority grid. One thing, not five.

### NINETY-DAY CHECKLIST SUMMARY

| TASK | WHAT                                         | MONTH    | DONE |
|------|----------------------------------------------|----------|------|
| 1    | Fix your Google Business Profile             | 1        |      |
| 2    | Claim the other places people look           | 1        |      |
| 3    | Restart the review flow                      | 1        |      |
| 4    | Repair your website                          | 1        |      |
| 5    | Install tracking                             | 1        |      |
| 6    | Measure search positions (day 1, 30, 60, 90) | 1, 2, 3  |      |
| 7    | Turn your POS into a customer database       | 2        |      |
| 8    | Set up compliant email and SMS               | 2        |      |
| 9    | Build your social media presence             | 2 onward |      |
| 10   | Build the second-visit offer                 | 2        |      |
| 11   | Run weekday promotions by text and email     | 2 onward |      |
| 12   | Launch the win-back sequence                 | 3        |      |
| 13   | Retarget people who looked but did not act   | 3        |      |
| 14   | Test one local campaign                      | 3        |      |
| 15   | The day 90 review                            | 3        |      |

**Ninety days from now you should be able to answer three questions: where do you rank for what you sell, how many people can you reach, and how many came back. Most restaurants cannot answer any of them today.**

## NEXT STEP

# What this plan cannot do

It gives you the system, the checks, and the steps. It cannot tell you which three leaks are costing your restaurant the most, because that depends on your listing, your site, the businesses you are shown beside, and your numbers. Finding that out is a different piece of work, and it is the piece that decides where your first month goes.

## Book your Restaurant Growth Audit

On the call we run the full audit for you: local visibility from your address against the businesses Google actually shows beside you, your website's conversion path on a phone, your Google profile line by line, and whether you can reach the guests you have already served. Then we turn it into your specific 90-day priority plan, using the same priority grid from Part 2 with real numbers in it.

- Twenty minutes, no charge
- You leave with a written list of your top three leaks and what to do about each
- If you want help implementing, we can talk about that. If you want to run this plan yourself, you will know exactly where to start

**Book your Restaurant Growth Audit**



The 90-Day Restaurant Growth Plan · MorePie · General guidance for independent restaurants. Nothing in it is specific to your business until it has been checked against your own listing, site and numbers. Platform names are mentioned for orientation only; menu paths and features vary by system and change over time.