



Google Business Profile: The Key to More Orders & Higher Profits

Easy to Follow Guide for Independent Restaurant Operators



Why Google Business Profile Matters



- ✔ 68% of online experiences start with a search engine.
- ✔ “Near me” searches have grown 8X in recent years.
- ✔ 50% of customers who click ‘Get Directions’ visit within an hour.
- ✔ Your GBP is your most powerful digital storefront-is it optimized?

GBP Setup & Verification

Claim & Verify Your Business

- Search for your restaurant on Google and claim your profile.
- Use your assigned verification method (mail, phone, video, etc.).
- Ensure you have full ownership and add additional managers for backup access.

Exercise:

- Go to Google and verify your restaurant's profile.
- Note any incorrect details that need updating, such as business name, address, phone number, hours, menus and pricing, photos and branding, website and ordering links, categories and attributes, and customer reviews and responses.

The Essentials - NAP & Business Info

Your Name, Address, and Phone Number (NAP) should be 100% accurate and match your website.

- Keep operating hours updated-including holidays.
- Add multiple contact methods (phone, website, messaging).
- Ensure your menu is linked and up to date.

Exercise:

Review your current GBP info. List any updates needed.

Optimizing for More Orders



Photos

- Businesses with photos get 42% more direction requests and 35% more clicks.
- Add professional food, interior, and exterior shots, including images with customers to showcase the atmosphere and help set expectations for guests.
- Keep photos fresh—update regularly and include high-quality food shots that match your menu to attract more customers.

Exercise:

- Upload at least 5 high-quality photos of your restaurant.

Driving Customer Engagement



Posts & Offers

- Use GBP posts to highlight daily specials, events, or deals.
- Promote limited-time offers to increase conversions.
- Respond to reviews (good and bad) to build trust.

Exercise:

Draft a GBP post promoting an upcoming offer or event.

Performance Tracking & Insights

Use GBP analytics to track

- 📍 Searches (how customers find you).
- 📍 Clicks to your website.
- 📍 Calls & direction requests.

Exercise:

Review your GBP insights-what's working? What can improve?

Homework Section

- Add missing business details.
- Update menus, hours, and contact info.
- Upload 5+ new photos.
- Create a GBP post.
- Respond to 3+ customer reviews.

Next Steps - Get a Free Audit



Want to maximize your Google presence and drive more orders?

Chowly can help.

- ✔ We optimize your Google Business Profile.
- ✔ We integrate GBP with your ordering system.
- ✔ We drive traffic with local SEO and ads.

Get Your Free Audit Today

One Platform to Power Everything



The Chowly Platform consolidates 10+ essential tools, helping restaurants increase revenue, maximize ROT, and optimize digital storefronts.

Key Features:

- Website Builder – Custom sites designed for restaurants.
- 1st Party Online Ordering – Commission-free direct orders.
- Google Business Profile & Ads – Capture high-intent search traffic.
- 3rd Party Marketplace Integration – Sync menus and orders across Uber Eats, DoorDash, and more.
- Email Marketing & Loyalty – Automate engagement and repeat orders.
- Mobile App – Own your customer experience.
- Dynamic Pricing – Optimize revenue with real-time adjustments.
- Customer Surveys & Feedback – Get insights and improve service.

Ready to increase orders and profits?

Visit chowly.com/chowly-platform/ to learn more.

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