

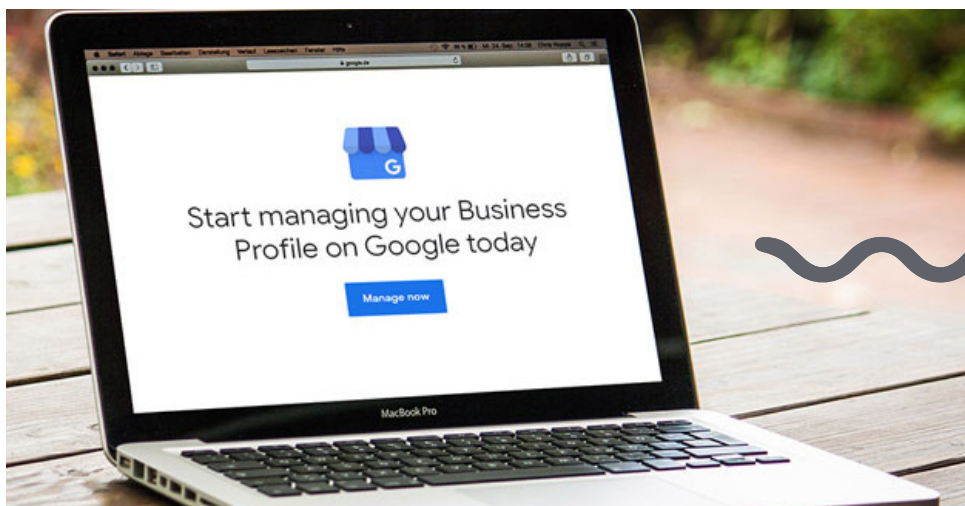


TIPS OF THE TRADE

TOOLKIT FOR YOUR PIZZERIA'S GOOGLE MY BUSINESS ACCOUNT

Google My Business, or GMB, is the information Google uses to deliver search results to people looking for local restaurants. After all, as a restaurant operator, you want people to find your restaurant! To get the most out of Google My Business, you need to understand how GMB works as well as how to optimize your restaurant's profile for maximum impact.

In this piece, you'll learn tips of the trade: how to set up your profile, some basics about keywords, how to continue momentum, profile upkeep, and even some more advanced tips to extend the equity of the profile and enhance customer experience.



Why Google My Business?

Google My Business is often a customer's first introduction to your brand, and mastering how to leverage your GMB profile is one of the most powerful levers you can pull to automate customer acquisition in your pizzeria's marketing strategy. Your GMB profile should be simple enough to quickly scan without overwhelming information to help potential customers choose your pizza.

The old saying "location, location, location" is still relevant—but today, the ideal location is at the top of Google search results. But getting there doesn't happen magically. Savvy companies of all types use Search Engine Optimization, or SEO, to drive their business listing upward not only on a relevant search results page but also on map searches through Google Maps.

Fortunately, you don't have to become an SEO expert to craft a successful GMB profile that will help you stand out in the highly competitive pizza industry. At the very basic level, you'll need to convey your brand identity, what you do best, and why you do what you do. Once you use the tools in this toolkit, you'll have a Google My Business profile that's poised to generate new local customers for you, night and day.

Tool #1: What Makes Your Pizza Better?



Let's face it, pizza menus are usually quite similar from restaurant to restaurant — and customers are primarily looking for takeout and delivery options. So you'll want to use a time-tested brand positioning strategy: ***proudly showcase what makes you unique.***

ou might make the best-tasting pizza in town, but a customer reading text on a screen can't know that for sure. They're looking at two or three nearby pizzerias that serve the same core items — so this is where you want to include a sneak peek into your brand story and personality to help your customers choose you. Address both what you do and how you do it, along with the value you provide.

Some suggestions include:

-  Sourcing ingredients from local farms or ranchers
-  Providing options for special diets
-  Using unusual techniques

Consider doing some research by performing Google searches of your own. Try typing in “best pizza in (your city or area name)” or “pizza delivery near me.” This exercise can give you a better idea of what your competition is doing so you can build a better bridge to local customers. Remember, you'll want to be brief! Your hungry audience probably doesn't want to read paragraphs of text, so only add content to your GMB profile that will catch the eye in just a few seconds.

In addition to helping to build your local SEO keywords and GMB listing, this is a great exercise for creating connection-building elements for your other marketing channels as well.



Tool #2: Keyword Basics

If you aren't very familiar with keywords or SEO, you're in the right place. You do not need extensive SEO expertise to build a list of keywords that will make your GMB profile successful. The idea is to use the kind of language a customer would use when entering words into a search engine. Those words are called **keywords**.

Let's say someone is searching for "rooftop pizza." Google delivers search results that best fit those keywords. So what you'll need to do is come up with a list of 10 to 20 reasonable keywords that someone might use to find a pizzeria like yours. Two great starting points are geographical keywords and descriptive keywords.



Geographical keywords help customers find pizza in a specific area. Some examples include:

-  Pizza on the riverwalk
-  Pizza near Waugh Drive
-  Midtown pizza
-  Arboretum area pizza

And descriptive keywords are geared toward those who are looking for a particular kind of pizza or experience, such as:

-  Detroit style pizza
-  Gluten free pizza
-  Best Greek pizza
-  Seafood pizza
-  Wood fired pizza

Hopefully, these examples have helped inspire you in creating your list of keywords. You can always brainstorm a long list and narrow the choices down to those that are the most relevant to your pizzeria. That way, if someone finds your restaurant by searching and then comes to your restaurant or places a delivery order, their experience will match what they found in their search. So sprinkle those keywords throughout your profile, and serve!

Tool #3: Setting Up Your GMB Profile

When you navigate to <https://www.google.com/business/> and click the Manage Now button, Google will start you out by walking you through some standard questions about your pizzeria. These include your restaurant name, location, hours, and so forth. **Be sure to answer every question with as much detail as you are allowed.** In other words, do not leave your hours or phone number blank—you don't want to lose a single chance to appear on search pages.

BASIC INFORMATION ABOUT YOUR PIZZA SHOP

Your **category** should be one of the “restaurant” categories in the primary category. You'll be able to add more categories to give Google more context later on in the GMB dashboard.

The **description** for your restaurant will be the first couple of sentences that will appear on your public GMB profile. This is your chance to make a great first impression on local searchers, so make it count! But brevity is equally important—you'll only have about 120 characters or so to create a quick and snappy description.

An example we like, from The Pizza Press in Austin, Texas, uses the description “Nostalgic restaurant doling out pizza, beer & more in casual, 1920s-themed surroundings.”



The Pizza Press

[Website](#)[Directions](#)[Save](#)[Call](#)

4.5 ★★★★★ 535 Google reviews

\$ · Pizza restaurant

Nostalgic restaurant doling out pizza, beer & more in casual, 1920s-themed surroundings.

During the profile setup process, you'll add your **address** and service area. Google will ask



to send you a physical postcard to verify your location. Be sure to also include a link to your **website**.

Your **service options** are helpful to customers looking for specific ordering methods. In the previous example, you'll see dine-in, takeout, and no-contact delivery. Speaking of which, Google has also expanded **attributes** that help you provide further information to customers about what to expect from your restaurant. These range from safety (mask required, temperature checks required, etc.) to cultural (LGBTQ+ friendly, women-led) to accessibility (wheelchair accessible, Wifi, etc.) And a new attribute—**highlights**—displays small visual icons that represent features of your pizza shop you want to spotlight, ranging from *private dining room* to *outdoor seating*.



PROFESSIONAL PHOTOGRAPHY

Customers might make a quick decision about whether your eatery is what they're looking for by the photography alone. For that reason,

we recommend having professional photos taken

so you don't lose any searchers through less-than-appetizing DIY imagery. Here are some ideas of images you'll want to publish right from the start:



Indoor and outdoor atmosphere (good lighting is important!)



One or more images of your physical menu



Appealing photos of three to five featured dishes

If your business is delivery-only, the atmosphere probably isn't crucial; in that case, you'll want to showcase your menu and some popular menu items. Keep your keywords in mind as you decide which dishes to feature in your profile. Specialize in Detroit-style pizza? Include a few pictures of some pies that



will make searchers want to drool, and they'll be ready to dine in or place an order in no time.

FINISHING TOUCHES

Google also offers a **questions and answers** section where customers can ask questions about your pizzeria. Here, you might want to use a personal account to ask some questions so the pizzeria's account can preemptively answer them. This is a great space to provide customers with additional information you haven't been able to include so far. One example question: "Are they dog friendly?"

You can also add interactivity to your profile. Google now offers customers the ability to order delivery and/or pickup, view menus, and



make reservations. The most commonly used buttons for 2020 and 2021 have been "order delivery" and "ordering pickup." These are options that make it easier for customers to order, which can help them make the decision to choose your restaurant over others.

The most important thing about creating your Google My Business profile is: don't skip a single step. All the attributes and highlights you include in your profile help Google match your pizza restaurant for very specific searches. You might not be at the top of the page for "New York pizza," but it's likely there is less competition for a more specific "New York pizza on the Riverwalk" search.

Tool #4: Momentum

One thing Google loves is regular updates. You'll want to make changes to your profile often, whether it's adding pictures, menu changes, or more answers to questions. One study found that businesses with more than 100 images get 2,717 percent more direction requests than average businesses.¹ Changes can also include limited-time promotions or items, holiday hours, dietary information—or proactively address potential challenges; for example, the best place to park.

¹New research shows strong link between Google my business photo quantity and search performance. (2021, August 27). Search Engine Land. <https://searchengineland.com/new-research-shows-strong-link-between-google-my-business-photo-quantity-and-search-performance-320199>



Another way your profile can be regularly updated is through reviews. BrightLocal found that 91 percent of younger customers look for and trust reviews.² So, make it easy for customers to leave reviews; you can do this by including a “leave a review” link on your website, including a link in your bio on Instagram, etc.

And you’ll want to address all reviews: good, bad, and ugly. [Respond](#) to both good and poor reviews promptly—and remember to be civil. A Harvard Business Review study found that responding to reviews increases review volume, raises the average rating, and generates revenue.³ Not sure how to respond to a negative review? [Reviewtrackers](#) makes this suggestion:

“Dear [NAME OF REVIEWER], thanks for sharing your feedback. We’re sorry your experience didn’t match your expectations. It was an uncommon instance and we’ll do better in the future.

Please feel free to reach out to [INSERT CONTACT INFORMATION] with any further comments, concerns, or suggestions you wish to share. We would love to make things right if you give us another chance.”

Many businesses don’t bother responding to reviews; this means that thoughtful responses are an easy way for your pizza restaurant to stand out in the crowd. Make sure you engage with your customers across multiple platforms—don’t limit responding to reviews and questions only on GMB.

²Local consumer review survey: How customer reviews affect behavior. (2021, June 8). BrightLocal. <https://www.brightlocal.com/research/local-consumer-review-survey/>

³Study: Replying to customer reviews results in better ratings. (2018, February 14). Harvard Business Review. <https://hbr.org/2018/02/study-replying-to-customer-reviews-results-in-better-ratings>



Tool #5: Expand On Your Success

Make GMB a key pillar of your marketing content and options. After all, even though they found you on Google doesn’t mean they’ll become a customer, even if you’re their top pick. Keep in mind that outdated or inconvenient ordering experiences will turn customers away, even if they’re a great match for your menu and atmosphere. Here are some tips for improving your ordering process:



Enable ordering from any device, anywhere—customers expect a seamless and consistent experience across all devices and ordering channels.



Lead the way with text ordering — tech-savvy customers want the simplest ordering methods, and nothing is better than [AI-powered text](#) ordering. You can even include the text-to-order phone number in your GMB profile.



Create personalized experiences automatically — owning all of your customer data enables you (if you have the time, energy, and/or resources) or your marketing team (if you have one) to tailor promotions across ordering platforms and loyalty programs, which can [turn a new customer into a loyal fan](#).

IN SUMMARY

Google My Business isn't the end-all-be-all for marketing your pizzeria, but it should be a priority. Word-of-mouth is great! These days, though, you're more likely to get word-of-keyboard, so to speak. By taking the time to plan out your upfront setup and performing regular, ongoing upkeep on your GMB profile, your pies'll be the hottest in town.



HungerRush helps restaurants and chains of all sizes leverage advanced technology to understand their customers, run more efficient operations and drive more revenue so that they can set a path towards sustainable growth.



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