

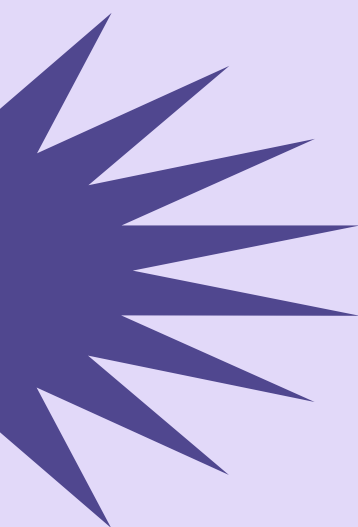
**A Manual Guide by Tableo
Made for Restaurants**



10 TIPS

to Boost Restaurant Exposure & Increase Online Bookings

LEVEL UP LEVEL UP LEVEL UP



As a restaurant owner or manager, **growing your online presence** is essential for attracting more customers and increasing bookings. With the right strategies, you can **stand out from the competition** and ensure your restaurant is the **go-to choice for diners**. Here are some proven tips to help you maximise your visibility and drive more online bookings.

01. SHOWCASE STUNNING VISUALS

Invest in **high-quality images** of your restaurant's interior, exterior, and most importantly, your food. These images create a **strong first impression** and give potential customers a sense of the atmosphere and the quality they can expect.

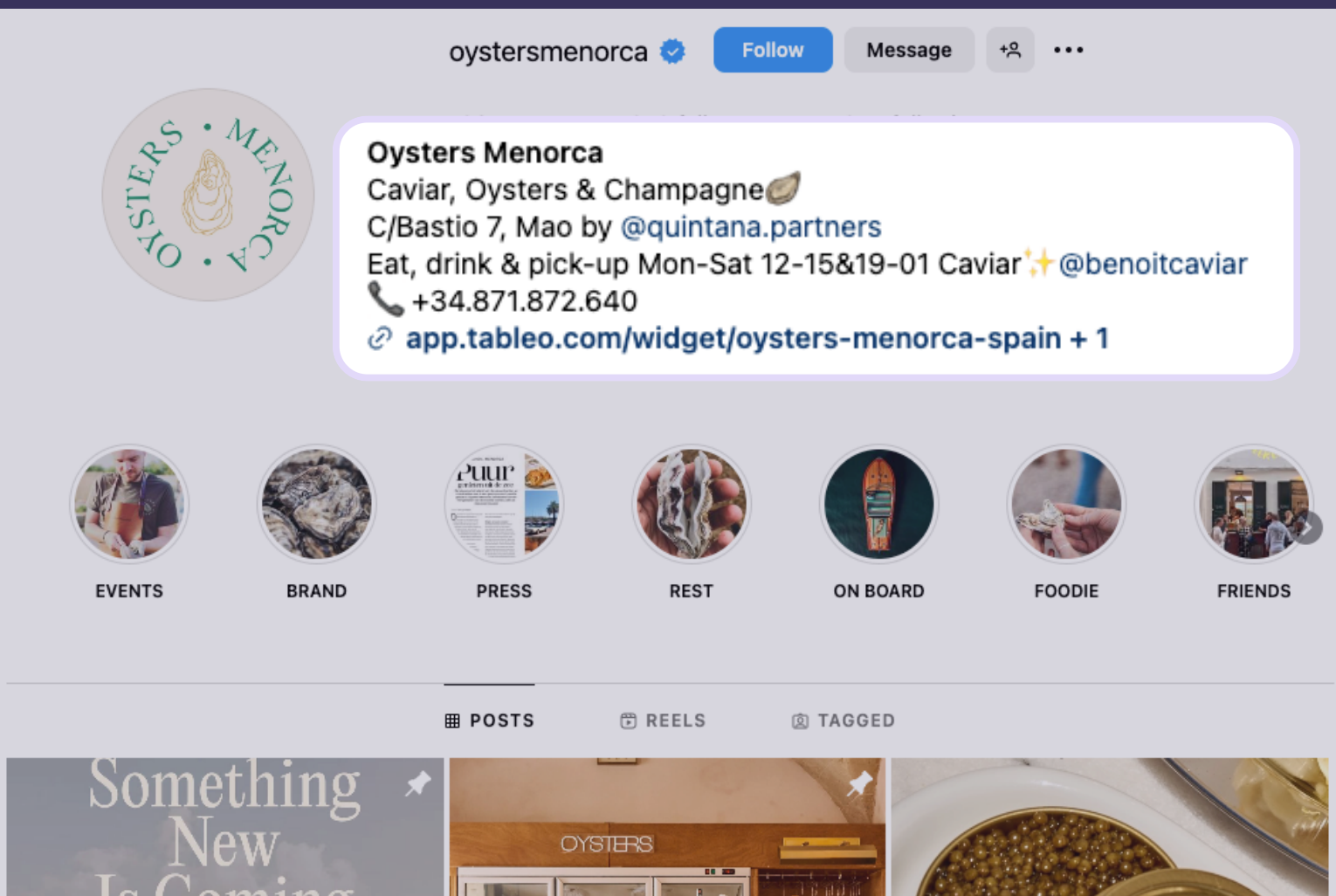
Regularly update your photos to **keep your content fresh** and reflective of any changes or seasonal menus.



02. OPTIMISE YOUR SOCIAL MEDIA PROFILES

Ensure that your **Instagram, Facebook, and Google Business Profile** are fully filled out. **Include key information** like your address, opening hours, menu, contact details, and a brief but compelling description of your restaurant.

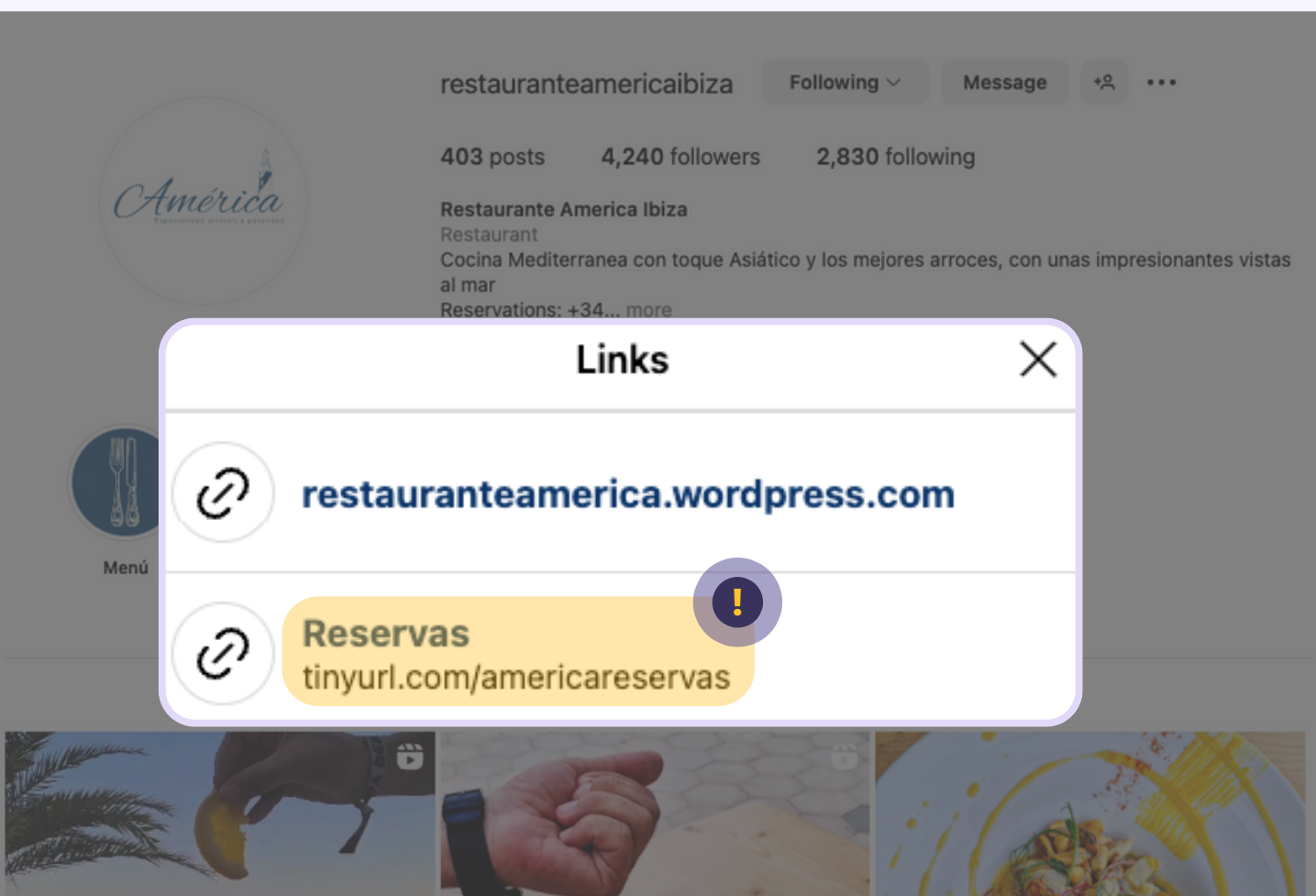
Use the same profile and cover images across platforms for **consistent branding**. Ensure all visual elements are high resolution and align with your restaurant's style and theme.



03. USE A SHORTENED BOOKING LINK

Make it easy for customers to book by including a shortened booking link on all your social media profiles. Add this link to your Instagram bio, Facebook page, and Google Business Profile.

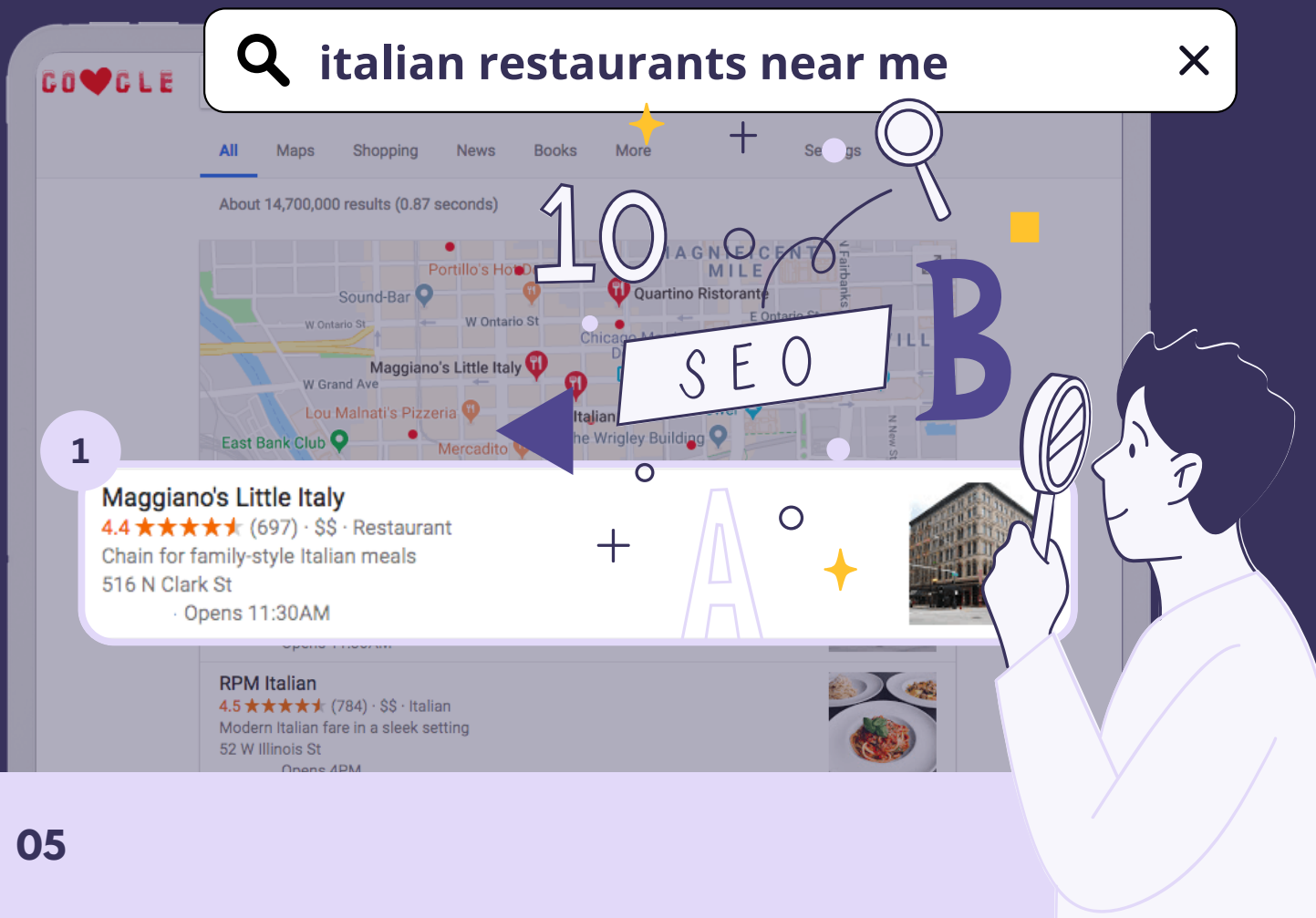
Always include the booking link in your posts, stories, and any promotional content to **drive traffic directly** to your reservation system.



04. LEVERAGE GOOGLE BUSINESS PROFILE KEYWORDS

When setting up or updating your **Google Business Profile**, **use relevant and popular keywords** that potential customers might use when searching for a restaurant in your area. Think of keywords related to your cuisine, location, and unique features.

Include your city or neighborhood in your keywords to appear in local searches. **For example, "best seafood in [city]" or "cozy Italian restaurant in [neighborhood]."**



05. ENGAGE WITH YOUR CUSTOMERS' REVIEWS

Always **take the time to respond** to customer reviews, both positive and negative. **This shows that you care** about feedback and are committed to improving your service.

Leverage Tableo to politely ask happy customers to leave a review on Google or TripAdvisor. More positive reviews **increase your credibility** and can **boost your ranking** in local search results.



**Isa W**
14 reviews · 16 photos

★ ★ ★ ★ ★ 3 months ago

I am really disappointed with the portion sizes at this restaurant. They are extremely tiny! It's almost like they are trying to be sneaky with their takeout food, using a round lunch box that is even smaller than the usual rectangle one, ... [More](#)



 Like

Response from the owner 3 months ago

Hi there, Isa. Thank you for leaving us a review. We are sorry that the meal you ordered did not meet your expectations. As for the portion, rest assured that the ingredients are weighed before cooking/serving them. This helps us ensure that the right portions are delivered. Also, we source our ingredients from different distributors, so the pricing could vary at some locations. We strive to provide customer satisfaction with every visit. We have shared your review with our team to see if adjustments are necessary. Nevertheless, we hope to serve you again in the future.

06. CREATE APPEALING & SHAREABLE CONTENT

Share behind-the-scenes photos or videos of your kitchen, chef, or staff preparing meals. **It humanizes your brand and creates a connection with your audience.**

Encourage customers to post their dining experience on social media and tag your restaurant. Repost their content on your channels to **build a sense of community and trust.**

Create content around current events, holidays, or trends to keep your brand relevant. Seasonal menus or limited-time offers can **create urgency and excitement.**



07. KEEP TOP OF MIND THROUGH EMAIL MARKETING

The patron list found in Tableo includes a treasure trove of **contacts and information**. Export the list to CSV and use it to send personalized email campaigns to your audience's preferences. For example, send out exclusive tasting events, or early access to new menu items.

The screenshot shows the 'Patrons' management interface in the Tableo app. The top navigation bar includes a menu icon, the 'tableo' logo, the restaurant name 'TBL Gwen's Bistro', and buttons for 'Booking', 'Diary', 'Floor Map', 'Walk-In', and the user name 'Stephanie'. The left sidebar contains a list of navigation options: Dashboard, Diary, Bookings, Patrons (highlighted), Reviews, Reports, Concierge, Listing & Reviews, Addons, Settings, Promotions, and Support. The main content area is titled 'Patrons' and features search filters for Name, Email, and Mobile number, along with 'Export', 'Import', and 'Add New' buttons. Below the filters is a table of patrons with columns for ID, Name, Contact, and Actions. The table lists four patrons: Ana G, Gloria, Jan F, and Tamara N, each with their ID, total bookings, and last booking date. An illustration of a person with long dark hair sitting at a desk and using a laptop is overlaid on the bottom right of the interface. A dashed line connects the 'Export' button to the illustration, suggesting the export of data for email marketing.

ID	Name	Contact	Actions
#1352203	Ana G Total Bookings: 1 Last Booking: 2024-09-30	35677771177	
#1352192	Gloria Total Bookings: 1 Last Booking: 2024-09-30	3464	
#1352171	Jan F Total Bookings: 1 Last Booking: 2024-09-30	3569	
#1352169	Tamara N Total Bookings: 1	3568818	

08. COLLABORATE WITH INFLUENCERS & BLOGGERS

Partner with local food influencers or bloggers who can review your restaurant or feature it in their content. Their audience can **provide additional exposure**, especially if you are new or want to attract a specific demographic.

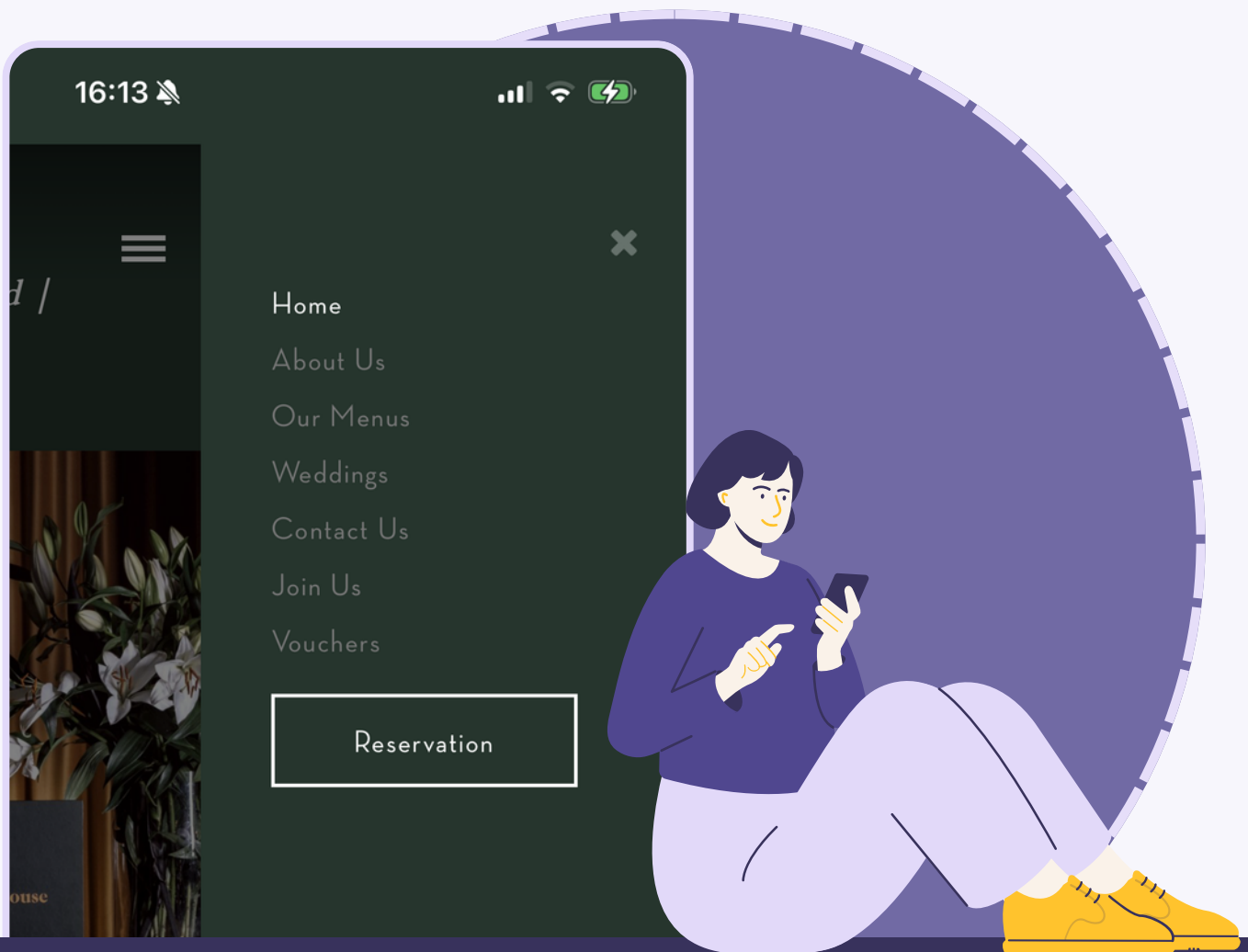
Consider inviting influencers to your restaurant for a free meal **in exchange for honest reviews or social media shoutouts**. It's an easy way to build buzz.



09. OPTIMISE YOUR WEBSITE FOR MOBILE

Ensure your restaurant's website is mobile-friendly. **With most customers booking through their smartphones**, a website that loads quickly and is easy to navigate on mobile devices is crucial.

Make sure key details such as your menu, opening hours, location, and booking button are **prominently displayed on the mobile version** of your website.



10. RUN CONTESTS AND GIVEAWAYS

Boost engagement by running contests or giveaways on your social media channels. For example, ask followers to tag a friend they'd like to dine with for a chance to win a free meal.

Use contests to increase your reach and visibility. When customers share your posts or tag others, it **introduces your restaurant to new potential customers.**



POST DESCRIPTION IDEA

It's Giveaway time! We decided it would be a perfect occasion for us to do a fun giveaway for our fans and followers.

We are giving away a **FREE DINNER FOR 2** to a lucky winner! How to enter?

1. Like this post
2. Follow us on Instagram
3. Tag a friend who you would take out to dinner!

And that's it! Giveaway ends 11:59pm Monday 28th October. **GOOD LUCK!**

TO WRAP THINGS UP

With these additional tips, you can improve your restaurant's visibility and drive more online bookings. By combining content creation, targeted marketing, personalized customer engagement, and an online booking system, you will **boost your restaurant's reputation and attract more diners.**

