

4 Tactics to Turn Google Searches into Takeout Orders

Every month, Google creates over three billion connections between local businesses and customers in the US, making it an indispensable resource for independent restaurants. When your customers want to know how late you're open, or when a would-be patron looks up the best lunch in town, they head to Google.

Optimizing your Google presence is essential for capitalizing on Google traffic and turning searches into orders at your restaurant. Customers are 50% more likely to purchase from and 70% more likely to visit a business that has a complete Google profile.¹ Today your search presence is even more valuable as a result of Google's newest feature, which integrates online ordering directly in your Google Search results, creating a direct relationship between search traffic and transactions.

As a Google partner, ChowNow is here to help your restaurant take advantage of search traffic and grow orders with this four-step guide.

DID YOU KNOW?

Third-party delivery marketplaces have been known to exploit the search traffic of independent restaurants by running advertisements and creating web pages on behalf of restaurants that aren't partnered with them. Hungry customers—who are expecting to order from a specific eatery—then get diverted to other restaurants who are willing to pay hefty fees to these third-party services.

In order to prevent these middlemen from hijacking your digital customers, you need to take control of your search presence.



1 CLAIM YOUR GOOGLE MY BUSINESS PROFILE AND VERIFY YOUR INFORMATION.

Google My Business is a free tool for business owners to manage their presence across Google's properties. Claiming your page and making sure the right content is displayed will help your restaurant appear on local map listings, drive customers to your website, and start conversations with your customers.

2 ADD PHOTOS TO YOUR PROFILE TO SHOW OFF YOUR BRAND.

Your Google My Business profile is a highly visible place to tell your restaurant's story. Use it to entice prospective customers by posting drool-worthy photos of your food and sharing what makes your restaurant special.



DID YOU KNOW?

90% of customers are more likely to visit a business that has photos on a Search or Maps results page.²

3 START A CONVERSATION WITH YOUR CUSTOMERS.

Your customers will use your Google My Business profile to leave reviews and ask questions. Monitor this content regularly to ensure that everyone is satisfied and can easily enjoy your restaurant with the most up-to-date information about your menu, hours, and other specifics.

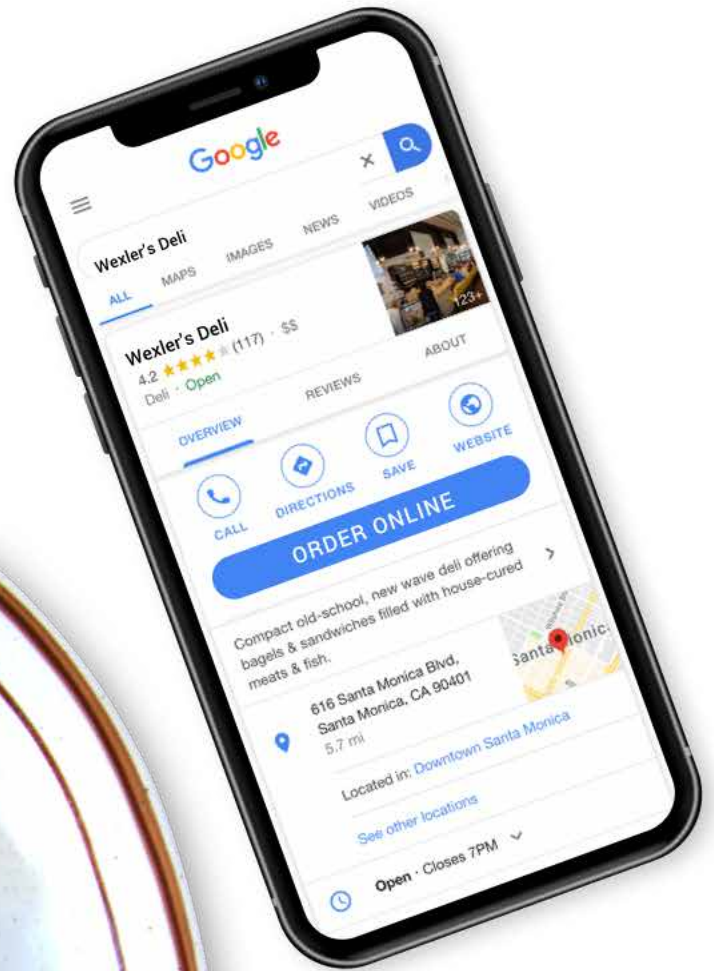
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USE FOOD ORDERING WITH GOOGLE TO TURN SEARCHES INTO ORDERS.

Food Ordering with Google allows consumers to discover your restaurant on any Google property—including Search, Maps, and Assistant—and place an order in just a few taps. Whether they’re searching for your restaurant by name or are looking for key terms like “Sushi near me” or “best falafel in Kansas City,” customers can order takeout from you without ever leaving Google.

**READY TO GET STARTED WITH
FOOD ORDERING WITH GOOGLE?**

Sign up with ChowNow and grow your sales and your margins via Food Ordering with Google. **Schedule a demo today** to learn more about this lucrative channel and ChowNow’s profit protection feature.



Food Ordering with Google increases orders by exposing your restaurant to more customers and making their ordering experience fast and easy.

