

Restaurant SEO Checklist

Follow the steps below to help show up in hundreds, if not thousands, of search results and attract new guests—without paying for a single ad.

1 Optimize your Google Business Profile (GBP)

- ☐ Claim and verify your GBP on Google
- ☐ Fill out **every single field**:
 - ☐ Business name
 - ☐ Category
 - ☐ Description
 - ☐ Hours
 - ☐ Website & menu links
 - ☐ Accessibility, service options, WiFi, etc.
- ☐ Add **high-quality photos** regularly (food, interior, exterior, staff)
- ☐ Keep **Name, Address, Phone (NAP)** consistent with all other listings
- ☐ Link to **preferred online ordering & reservation providers**
- ☐ Update your GBP whenever something changes

2 Use the right keywords on your website

- ☐ Identify **local + cuisine-specific keywords** (“wood-fired pizza in Kansas City”)
- ☐ Add keywords naturally to:
 - ☐ Homepage
 - ☐ Menu page
 - ☐ About page
 - ☐ Contact page
- ☐ Avoid **keyword stuffing**
- ☐ Add keywords to **page titles and meta descriptions**
- ☐ Ensure each page has **unique metadata**

3 Create SEO-friendly website content

- ☐ Write **unique copy** for each page (not just images of food)
- ☐ Tell your **restaurant’s story** on the About page
- ☐ Consider starting a blog for menu updates, local events, or behind-the-scenes stories
- ☐ Embed a **Google Map** and full contact info (matching GBP exactly)
- ☐ Make your site **mobile-friendly** and **fast-loading**

4 Get listed in online directories

- ☐ Add your restaurant to:
 - ☐ Yelp
 - ☐ TripAdvisor
 - ☐ OpenTable
 - ☐ Apple Maps
- ☐ Keep **Name, Address, and Phone Number consistent** across all directories
- ☐ Use a **listing management tool** if managing multiple locations
- ☐ Prioritize **high-ranking directories** that appear often in search

5 Encourage & respond to reviews

- ☐ Ask for reviews after positive experiences (in-person or digitally)
- ☐ Make leaving a review **easy** (QR codes, direct links in receipts/emails)
- ☐ Respond to **every review**—positive, neutral, or negative
- ☐ Share **positive reviews** on your website and social media

6 Track & measure your SEO results

- ☐ Use **Google Search Console** to see search terms people use to find you
- ☐ Use **Google Analytics** to track:
 - ☐ Website visits
 - ☐ Top-performing pages
 - ☐ Conversion actions (calls, menu views, online orders)
- ☐ Review metrics **monthly** to spot trends and adjust your strategy

Pro tips

- Keep your information up-to-date everywhere—small inconsistencies can hurt rankings
- Treat SEO as ongoing maintenance, not a one-time project
- Think like a customer: make it as easy as possible for them to find you and choose you

Don't have the time or resources to optimize your site?

SpotOn can build a mobile-friendly, SEO-ready website for you, designed to look great, load fast, and help you rank higher in search.

[Learn more](#)

Or scan



Everyone on the SpotOn Website team has been nothing but fantastic. They created a design that led to an increase in sales and fits who we are and what we're trying to do. From one conversation they took our vision and put it into place.



MARK MAYFIELD | VP OF OPERATIONS, PEDRO'S TAMALE