

# Restaurant Listings Online

## 97% of Consumers Search for Restaurants Online

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**In the good old days**, potential customers looking for a restaurant in your town did it the old fashioned way and found you in the Yellow Pages of the telephone book. Well, those days are gone and today 97% of consumers search for local businesses online. If you are not listed, you may be missing out on potential customers. One of the most widely used tools is *Google Places* which is a free service to business owners.

## How to set up your restaurant on **Google Places**

Setting up a *Google Places* listing for your business can be accomplished in a few simple steps. There are a few things that you will need in order to accomplish setting up your *Google Places* listing. You must have a Google account. If you don't have one, you will be asked to set one up. You will also need your primary business information such as your address, a business phone number that does not ring to a switchboard, and any logos or business photos that you would like to add to your listing.

### Checklist

1. Go to <http://www.google.com/local/add/businessCenter> and log in with your Google Account; if you don't have an account you can also set one up here. (or you can start by going to [maps.google.com](http://maps.google.com) and clicking "claim my listing" on your already listed Google Local page and edit the listing)
2. Select "add a new business >>"
3. Follow the steps to add your business information. Be careful to enter your information correctly.
4. Please note that when adding your phone number, Google will verify your business by calling that number and providing a PIN number for verification. **It is advisable not to use a cell phone or a number that rings to a switchboard.**
5. To fully optimize your listing, add descriptive keywords to the "Description" field and select appropriate categories where your business will be listed. If applicable, also list your operating hours and method of payment. This will make your listing appear complete and give customers the information they are looking for.
6. Adding Photos. Add photos of your business location, popular products, and any official logos of the business. TIP: upload the logo you wish to be displayed as the profile picture last.
7. Adding Videos. If you have company videos on YouTube, you can attach them to your business profile. Be careful that the YouTube account contains only company videos. Google will pull external content into your listing from other sources on the web as well.
8. Additional Details. Include these if possible. This will include more powerful keywords that will be associated with your page.
9. Verify your business listing. You can verify your listing by phone or by postcard. Phone is optimal as the postcard is often lost in the mail and takes a long time. Google will call the phone number on the listing and provide a PIN number to enter for verification purposes. The process should take less than 5 minutes.
10. That's it, you're done!



### Example of Google Places listing in a search for Italian Restaurants in Hoboken, New Jersey

#### **Tutta Pasta Restaurant**

132 reviews - Place page  
[www.tuttapastanj.com](http://www.tuttapastanj.com) - 200 Washington Street, Hoboken  
(201) 792-9603

#### **Piccolo Roma Restaurant**

52 reviews - Place page  
[www.piccoloroma.com](http://www.piccoloroma.com) - 120 Washington St # A, Hoboken  
(201) 876-9088

#### **Trattoria Soporito**

52 reviews - Place page  
[www.trattoriasaporito.com](http://www.trattoriasaporito.com) - 328 Washington Street, Hoboken  
(201) 533-1801

#### **Luca Brasis's Deli**

61 reviews - Place page  
[www.lucabrisisdeli.com](http://www.lucabrisisdeli.com) - 100 Park Avenue, Hoboken  
(201) 217-9960

#### **Anthony David's Gourmet Spclts**

79 reviews - Place page  
[www.anthonydavids.com](http://www.anthonydavids.com) - 953 Bloomfield Street, Hoboken  
(201) 222-8399

#### **DA Vinci Restaurant**

3 reviews - Place page  
[maps.google.com](http://maps.google.com) - Ste A, 411 Washington Street, Hoboken  
(201) 659-2141

#### **Augustino's Restaurant**

154 reviews - Place page  
[maps.google.com](http://maps.google.com) - 1104 Washington St # A, Hoboken  
(201) 420-0104

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