

# HOW TO SET UP A *top shelf* FACEBOOK PAGE FOR YOUR RESTAURANT

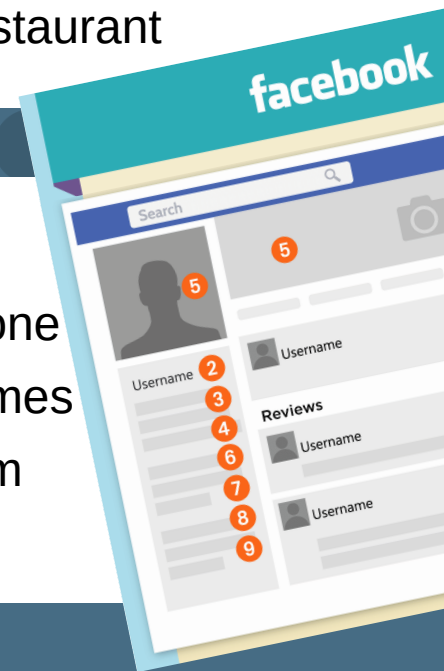


## CREATE YOUR PAGE

- Create a Business page (Business, Brand, or Place)
- Use the name of your Business - include location if multiple
- Choose "Restaurants & Cafes" as the category template
- Update the default page URL/username to your restaurant

## FILL IN YOUR DETAILS

- Include all your contact details: email, location, phone
- Daily business hours - keep these updated at all times
- Add a link to your website or online ordering system
- Include your menu to engage customers



## USE IMAGES STRATEGICALLY

- Profile photo - use your logo or other easily identifiable image
- Banner - use mouthwatering pics/videos, seasonal specials, etc.
- Pics of FACES and FOOD work the best on social media



# HOW TO SET UP A *top shelf* FACEBOOK PAGE

Continued

## GET MAXIMUM SEARCH VISIBILITY

- Use strong keywords in the short "About" description (1-2 sentences)
- Pepper your keywords in your content
- Use keywords in the "My Story" section too
- Use as much original content as you can

KEYWORDS are words which people may use to search for your restaurant: e.g. Chinese cuisine, best coffee, pizza delivery

*Search Engine Optimization (SEO) also applies to Facebook pages. In order to increase your ranking you need to tell the search engines that you are worth looking at.*



## MANAGE YOUR PAGE WISELY

- Craft posts carefully to engage your audience
- Utilize the "pinned post" feature to keep your opt-in offer for your VIP Program at the top of the page! For more info on how to do that click [here](#).
- Turn on reviews and manage negative reviews quickly
- Use Messenger bots to respond quickly to customers' inquiries



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**HERE'S TO YOUR RESTAURANT VICTORY!**