RBB

RESTAURANT BRAND BUILDERS

A COMPLETE RESTAURANT MARKETING

SEO CHECKLIST + MORE

S E O

SEARCH ENGINE OPTIMIZATION

You're here because, despite having a visually stunning website with professional photographs showcasing your delectable dishes and a menu that's both comprehensive and tempting, you're not seeing the online engagement you anticipated. The issue? Your site isn't being discovered as it should. This often stems from overlooked opportunities to enhance your website's discoverability, ensuring that when potential customers search, they find you.

Here's what you need to know: The digital realm is teeming with bots. These digital crawlers are on a perpetual quest to connect searchers with exactly what they're seeking. Our goal is to facilitate their mission. The most effective strategy to boost your website's traffic is by honing your Search Engine Optimization (SEO) to be both precise and efficient.

But how? Start with this checklist to ensure you're maximizing page descriptions, keywords, and integrations across the board. Whether your website is established or you're in the process of building one, this checklist will help you harness the full potential of SEO, attracting new customers and driving sales.

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SEO is not about 'gaming' the search engines, it's about creating a seamless avenue for your customers to find you amidst the vast digital landscape. It's the bridge between obscurity and visibility."

- Karee Laing
Restaurant Brand Builders

RESTAURANT SPECIFIC

☐ **SITE TITLE**
This should be text that is around 60 characters, includes keywords and is located in the header (the very top of your home page).

☐ **SITE DESCRIPTION**
This appears below your site title in search results and is 50-300 characters. Really call out who you are here - Greek Restaurant, Neapolitan Pizza etc. Be specific don't make people guess what you do.

☐ **ADD YOUR LOCATION**
Ensure that your location(s) are listed with addresses and phone numbers. This is typically in your contact us section.

☐ **PUBLISH YOUR LOCATION ONLINE**
Create and manage online listings for your business this includes your physical location, service areas, and hours. (Google My Business, Yelp, etc.)

☐ **CREATE A CUSTOM DOMAIN**
Don't use the built-in generated URL's be sure to customize your domain. Here are the How-Tos based on your platform Squarespace, Wordpress, Weebly

☐ **CONNECT TO SOCIAL MEDIA**
Add links to your social media profiles, push links and encourage sharing.

☐ **ADD SEO DESCRIPTIONS**
Ensure that each page on your site has a unique SEO description. This should describe the content of the page and be roughly 50-300 characters. Here are the How-Tos based on your platform: Squarespace, Wordpress, Weebly

RESTAURANT SPECIFIC

☐ **VERIFY YOUR SITE WITH GOOGLE SEARCH CONSOLE**
The console helps you measure your site's search traffic and performance, and fix issues. Get yours started here.

☐ **REQUEST THAT GOOGLE INDEX YOUR SITE**
Check out Semrush for a free audit to make sure your site can be crawled and indexed.

☐ **VERIFY YOUR SITE WITH BING WEBMASTER TOOLS**
Bing webmaster lets you explore your site, analyze backlinks, manage keywords & more.

☐ **CONNECT TO GOOLGE ANALYTICS**
Analytics lets you look at your visitor data (Geography, bounce rate, channels & more), Start your analytics journey here.

☐ **REVIEW GOOGLE ANALYTICS FOR VISITOR TRACKING AND REPORTING**
Pay attention to bounce rates, where traffic is coming from, most popular pages, and keywords. Use this data to change your SEO strategy as needed.

☐ **CONTINUE UPDATING AND ADDING CONTENT**
Pay attention to trends and keep your content fresh and engaging.

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"Investing in SEO is not an expense, but an investment in your business's future visibility and credibility on the internet. It turns your website into a 24/7 sales representative that reaches customers exactly when they need you."

- Karee Laing
Restaurant Brand Builders

ON-PAGE SEO

☐ **STRATEGIC TITLE TAG OPTIMIZATION**
Craft compelling and keyword-rich title tags that accurately reflect the content of each page. Keep in mind the click through of your website.

☐ **META DESCRIPTION ENHANCEMENT**
Write informative and persuasive meta descriptions that provide a summary of the page's content, incorporate relevant keywords, and encourage users to visit your site.

☐ **STRUCTURED HEADING TAGS**
Utilize proper heading tags (HI, H2, H3, etc.) to organize content hierarchically and strategically place keywords to signal the relevance of each section to search engines.

☐ **URL OPTIMIZATION AND STRUCTURE**
Optimize UR Ls to be both user-friendly and SEO-friendly by incorporating relevant keywords.

☐ **CONTENT QUALITY ENHANCEMENT**
Develop high-quality and relevant content that satisfies user intent, addresses their queries comprehensively, and incorporates targeted keywords naturally to improve search visibility.

☐ **STRATEGIC INTERNAL LINKING STRATEGY**
Implement a strategic internal linking strategy to establish a logical hierarchy within your website, distribute link equity effectively, and improve user navigation and engagement.

☐ **IMAGE OPTIMIZATION**
Optimize images by optimizing alt attributes with relevant keywords, and ensuring images are appropriately sized and compressed to enhance page load speed and user experience.

☐ **PAGE SPEED OPTIMIZATION**
Implement various page speed optimization techniques such as minification of CSS and JavaScript files, leveraging browser caching, optimizing server response times, and compressing images to enhance site speed and user experience.

☐ **READABILITY AND ACCESSIBILITY**
Enhance content readability by using clear and concise language, breaking up text with subheadings and bullet points.

☐ **SOCIAL MEDIA SHARING INTEGRATION**
Integrate social media sharing buttons and encourage social engagement to amplify your content's reach, increase brand visibility, and drive traffic back to your website.

OFF-PAGE SEO

☐ **NATURAL LINK ACQUISITION**
Focus on acquiring natural backlinks from authoritative and relevant websites through the creation of high-quality content that naturally attracts links, such as infographics, research studies, and insightful blog posts.

☐ **COMPETITOR BACKLINK ANALYSIS**
Conduct thorough backlink analysis ofcompetitors to identify their link building strategies, uncover potential link opportunities, and benchmark your website's link profile against industry competitors.

☐ **DIRECTORY AND LOCAL LISTINGS SUBMISSION**
Submit your website to reputable online directories and local listings platforms relevant to your industry and location.

☐ **SOCIAL MEDIA ENGAGEMENT**
Actively engage with your audience on social media platforms, share valuable content, and participate in relevant discussions to increase brand awareness.

☐ **INFLUENCER OUTREACH AND COLLABORATION**
Identify influencers in your industry or niche and initiate outreach efforts to collaborate on content creation, co-promotion, and endorsement opportunities.

☐ **COMMUNITY ENGAGEMENT**
Engage with on line communities, forums, and discussion groups relevant to your industry to establish your expertise, build relationships with influencers and potential link partners.

☐ **BRAND MENTIONS MONITORING AND OUTREACH**
Monitor brand mentions across the web using tools like Google Alerts or Mention.com, and proactively reach out to websites and publications that mention your brand but haven't linked back to your website.

☐ **CONTENT PROMOTION THROUGH EMAIL OUTREACH**
Utilize email outreach campaigns to promote your content to relevant bloggers,journalists, and website owners, offering them valuable content assets for their audiences in exchange for backlinks or social shares.

☐ **MONITOR AND DISAVOW TOXIC BACKLINKS**
Regularly monitor your website's backlink profile and identify and disavow toxic or spammy backlinks that may harm your website's search rankings.

TECHNICAL SEO

☐ **WEBSITE SPEED OPTIMIZATION**
Optimize website speed by minimizing server response time, leveraging browser caching, compressing images and files, and reducing unnecessary redirects to improve user experience and search engine rankings.

☐ **MOBILE-FRIENDLY DESIGN**
Ensure the website is mobile-friendly and responsive across various devices and screen sizes, adhering to Google's mobile-first indexing guidelines to enhance user experience.

☐ **XML SITEMAP**
Generate an XML sitemap to facilitate search engine crawling and indexing of website pages, and submit it to search engines like Google and Bing through Google Search Console or Bing Webmaster Tools.

☐ **ROBOTS.TXT**
Review and optimize the robots.txt file to control search engine crawlers' access to specific website pages or directories, ensuring important pages are crawlable while excluding irrelevant or duplicate content to prevent indexing issues.

☐ **CANONICALIZATION IMPLEMENTATION**
Implement canonical tags on duplicate or similar website pages to specify the preferred version.

☐ **HTTPS IMPLEMENTATION**
Secure the website with HTTPS encryption by obtaining an SSL certificate to protect user data and build trust with visitors.

☐ **INTERNAL LINKING OPTIMIZATION**
Optimize internal linking structure by strategically linking relevant pages within the website to distribute link equity, improve crawlability and indexation, and enhance user navigation and engagement.

KEYWORD RESEARCH AND CONTENT

☐ **IDENTIFY TARGET AUDIENCE**
Understand your target audience 1s demographics, interests, and pain points to create content that resonates with their needs and preferences.

☐ **BRAINSTORM SEED KEYWORDS**
Generate a list of main keywords relevant to your business, products, or services based on your target audience 1s interests and search intent.

☐ **USE KEYWORD RESEARCH TOOLS**
Utilize keyword research tools such as Google Keyword Planner, SEMrush, or Ah refs to expand your list of seed keywords, discover related terms, and assess search volume, competition, and keyword difficulty.

☐ **ANALYZE COMPETITOR KEYWORDS**
Analyze competitor websites and content to identify relevant keywords they are targeting and assess their effectiveness in driving traffic and engagement.

☐ **LONG-TAIL KEYWORD RESEARCH**
Identify long-tail keywords and phrases that are more specific and have lower competition but higher conversion potential by addressing niche topics and addressing specific user queries.

☐ **PRIORITIZE KEYWORDS**
Prioritize keywords based on relevance, search volume, competition, and potential impact on your content strategy and website 1s SEO performance.

☐ **CREATE KEYWORD MAPPING**
Organize keywords into thematic clusters and map them to specific pages or sections of your website.

☐ **OPTIMIZE ON-PAGE CONTENT**
Integrate target keywords naturally into your website 1s content, including page titles, headings, meta descriptions, body copy, and image alt attributes.

☐ **MONITOR PERFORMANCE**
Monitor keyword performance and track rankings, organic traffic, and user engagement metrics using tools like Google Analytics and Google Search Console to identify opportunities for optimization and content changes.

WEBSITE STRUCTURE AND NAVIGATION

☐ **DEFINE WEBSITE GOALS**
Clarify the primary objectives and goals of your website to guide the development of an effective website structure and navigation.

☐ **CONDUCT USER RESEARCH**
Gather insights into your target audience's preferences, behaviors, and browsing habits to inform website navigation design and structure.

☐ **CREATE A SITEMAP**
Develop a hierarchical sitemap outlining the main categories, subcategories, and pages of your website to visualize its structure and ensure comprehensive coverage of content areas.

☐ **PRIORITIZE CONTENT**
Prioritize content based on importance, relevance to user needs, and business goals to determine its placement within the website's navigation hierarchy.

☐ **IMPLEMENT CLEAR NAVIGATION LABELS**
Use descriptive and intuitive navigation labels that accurately reflect the content and purpose of each page or section to facilitate easy navigation and enhance user experience.

☐ **MAINTAIN CONSISTENCY**
Maintain consistency in navigation elements such as menus, headers, and footers across all pages of the website to provide a cohesive user experience and facilitate easy navigation.

☐ **LIMIT DEPTH OF NAVIGATION**
Limit the number of clicks required to access important pages or information by minimizing the depth of navigation levels and avoiding excessive branching in the website structure.

☐ **INCLUDE SEARCH FUNCTIONALIT**
Incorporate a search function prominently within the website interface to allow users to quickly find specific content or information, complementing the navigational structure.

MOBILE OPTIMIZATION

☐ **MOBILE RESPONSIVE DESIGN**
Ensure your website is designed with responsive web design principles to adapt seamlessly to various screen sizes and devices, providing an optimal viewing experience for mobile users.

☐ **FAST LOADING SPEED**
Optimize your website's loading speed for mobile devices by minimizing file sizes, leveraging browser caching, and optimizing images and multimedia content.

☐ **CLEAR CALL-TO-ACTION (CTA)**
Use clear and prominent CTAs optimized for mobile users to guide them towards desired actions or conversions, such as making a purchase, signing up, or contacting your business.

☐ **TOUCH-FRIENDLY DESIGN**
Implement touch-friendly elements and navigation controls, such as large buttons and clickable areas, to accommodate mobile users' interactions with ease and precision.

☐ **OPTIMIZE TYPOGRAPHY**
Choose legible font sizes and styles optimized for mobile viewing, ensuring readability and accessibility on smaller screens without requiring users to zoom in or strain to read content.

☐ **MINIMIZE POP-UPS**
Avoid intrusive pop-ups that disrupt the user experience on mobile devices, as they can hinder navigation and detract from the overall usability of the website.

☐ **TEST ACROSS DEVICES**
Test your website's performance and usability across a range of mobile devices, including smartphones and tablets, to ensure consistency and functionality across various platforms.

☐ **MONITOR AND ANALYZE**
Regularly monitor mobile performance metrics, such as bounce rate, time on site, and conversion rates, using analytics tools to identify areas for improvement and refine your mobile optimization strategy over time.

LOCAL SEO

☐ **CONSISTENCY**
Ensure consistency of your business name, address, and phone number across all on line platforms, including your website, directory listings, social media profiles, and review sites.

☐ **LOCAL KEYWORD RESEARCH**
Conduct keyword research to identify relevant local keywords and phrases related to your business, products, or services, including location-specific terms, and incorporate them strategically into your website content.

☐ **LOCALIZED CONTENT**
Create localized content tailored to your target audience and geographic location, such as blog posts, articles, or landing pages addressing local events, news, or interests relevant to your community.

☐ **REVIEWS AND REPUTATION**
Encourage and manage customer reviews on platforms like Google My Business, Yelp, and Facebook, as positive reviews can improve your local search rankings and reputation, while addressing negative feedback promptly and professionally.

☐ **LOCAL LINK BUILDING**
Build quality backlinks from local websites, biogs, news outlets, and community organizations to improve your website 1s authority and relevance in local search results.

☐ **LOCATION-SPECIFIC LANDING PAGES**
Create location-specific landing pages for each of your business locations or service areas, optimizing them with relevant local keywords and content to target specific geographic regions and attract local customers.

☐ **SOCIAL MEDIA LOCALIZATION**
Optimize your social media profiles for local SEO by including location information, using location-specific hashtags, and engaging with local communities and events to increase your visibility and authority in your target area.

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Good SEO work only gets better over time. It's only search engine tricks that need to keep changing when the ranking algorithms change. A solid SEO strategy is a ticket to organic visibility and traffic, the lifelines of business growth in the digital age."

- Karee Laing
Restaurant Brand Builders

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LINK BUILDING

RESEARCH
Identify relevant websites and authoritative sources within your industry or niche that you can potentially acquire backlinks from. Consider factors such as domain authority, relevance, and trustworthiness.

CONTENT CREATION
Develop high-quality, valuable content that other websites would naturally want to link to. This could include blog posts, infographics, videos, case studies, or research reports that offer unique insights or solutions to common problems.

OUTREACH
Reach out to website owners, bloggers, journalists, and influencers in your industry to pitch your content and request backlinks. Personalize your outreach messages and highlight the value your content provides to their audience.

GUEST SLOGGING
Write guest posts for reputable websites or biogs within your industry, including a link back to your own website within the content or author bio. Ensure that the content you contribute is relevant, informative, and adds value to the host site's audience.

BROKEN LINK BUILDING
Identify broken links (404 errors) on other websites that point to content similar to yours. Reach out to the website owner or webmaster and suggest replacing the broken link with a link to your relevant content.

SOCIAL BOOKMARKING
Share your content on social bookmarking sites such as Redd it, StumbleUpon, or Mix to increase visibility and potentially attract backlinks from other users who find your content valuable.

INTERNAL LINKING
Optimize your website's internal linking structure by strategically linking relevant pages or posts within your site. This not only improves user experience but also helps distribute link equity throughout your website.

MONITOR BACKLINKS
Use tools like Google Search Console, Moz, or Ah refs to monitor your website's backlink profile. Keep track of new backlinks, analyze their quality, and identify any toxic or spammy links that could harm your site's SEO.

K A R E E   L A I N G

CEO AND FOUNDER OF RESTAURANT BRAND BUILDERS
AND RESTAURANT MARKETING EXPERT

Karee Laing stands at the forefront of the marketing and advertising industry with over 15 years of unparalleled expertise, making her an indisputable authority in crafting strategies that not only resonate with restaurant brands but also significantly drive their revenue through direct action.

As the Chief Strategist and Founder of Restaurant Brand Builders, Karee has dedicated a decade to steering her team at Studio Brand to monumental success, securing over 100 prestigious awards and recognitions in digital marketing, branding, and advertising. This achievement is a testament to her visionary leadership and her team's exceptional talent in navigating the complex landscape of the food and beverage sector.

For restaurant owners and management teams searching for the most effective ways to market their establishments, Karee represents the zenith of strategic marketing partnership. Her approach is deeply rooted in collaboration with clients, identifying unique areas for improvement within their restaurants and deploying innovative strategies that not only address these areas but also amplify the brand's market presence. Her track record speaks volumes, having worked closely with numerous restaurant owners to implement strategic enhancements that have consistently resulted in a quadrupling of their initial investment.

By selecting Karee and her team, it means you are partnering with a seasoned professional who not only understands the nuances of the restaurant industry but is also committed to transforming challenges into opportunities for growth. With Karee Laing at the helm, restaurant brands are not just marketed; they are meticulously crafted to stand out in a crowded marketplace, ensuring they capture the hearts and palates of their target audience.