

SLERP.

GOOGLE SETUP GUIDE

Slerp Success.

create the crave.

DRIVE AWARENESS
AND DEMAND

Social | Digital | On premise

bring them back.

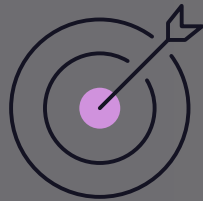
DRIVE LOYALTY
AND ADVOCACY

Experience | Exclusivity | Value

drive the visit.

DRIVE CONSIDERATION
AND CONVERSION

Homepage | Menu | Promotions



Google is the first point of call when searching for a brand. It is at the centre of driving awareness & demand.

Customers expect accurate information immediately available to them, they won't spend time searching. Utilise Google to drive quick demand to your website.

Google is the free marketing tool that lets customers find out more information about your business.

It is important the information is as accurate, complete, and optimised as possible.

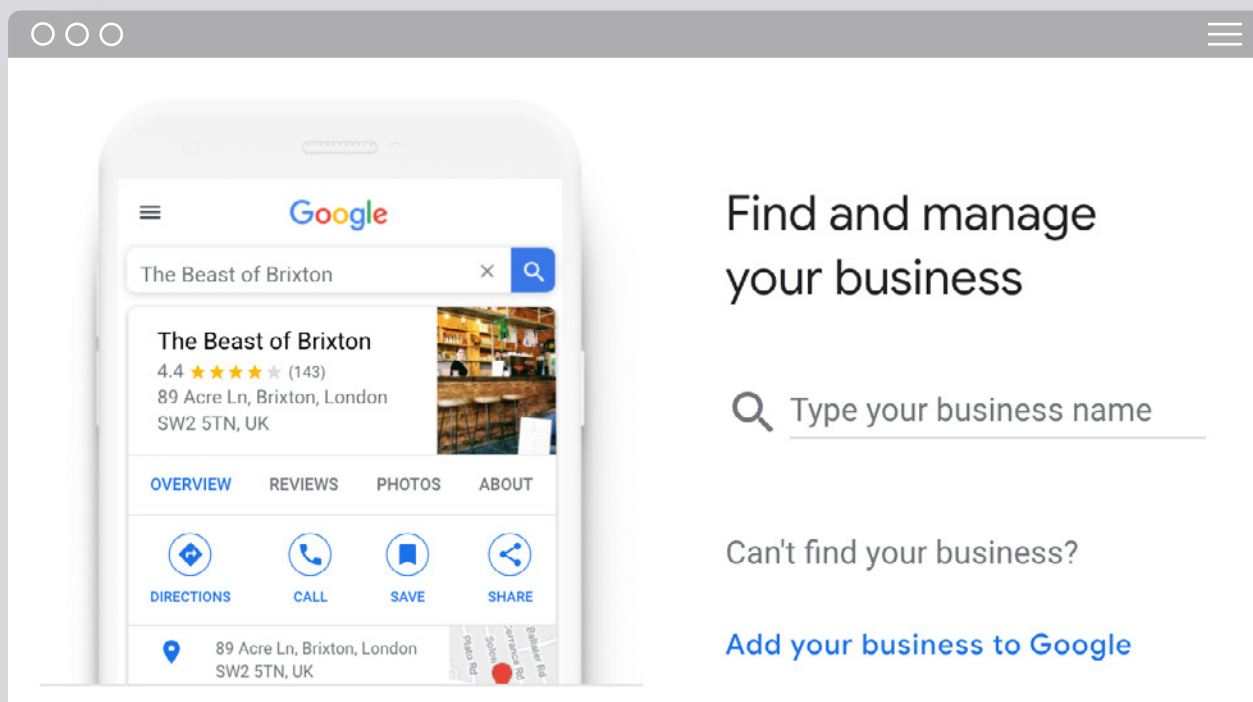
This guide will take you through the steps of setting up your Google profile.

Google My Business 4-7

Google Knowledge Panel 7-9

Google My Business.

Google My Business enables you to control how you appear in Google Search and Google Maps.



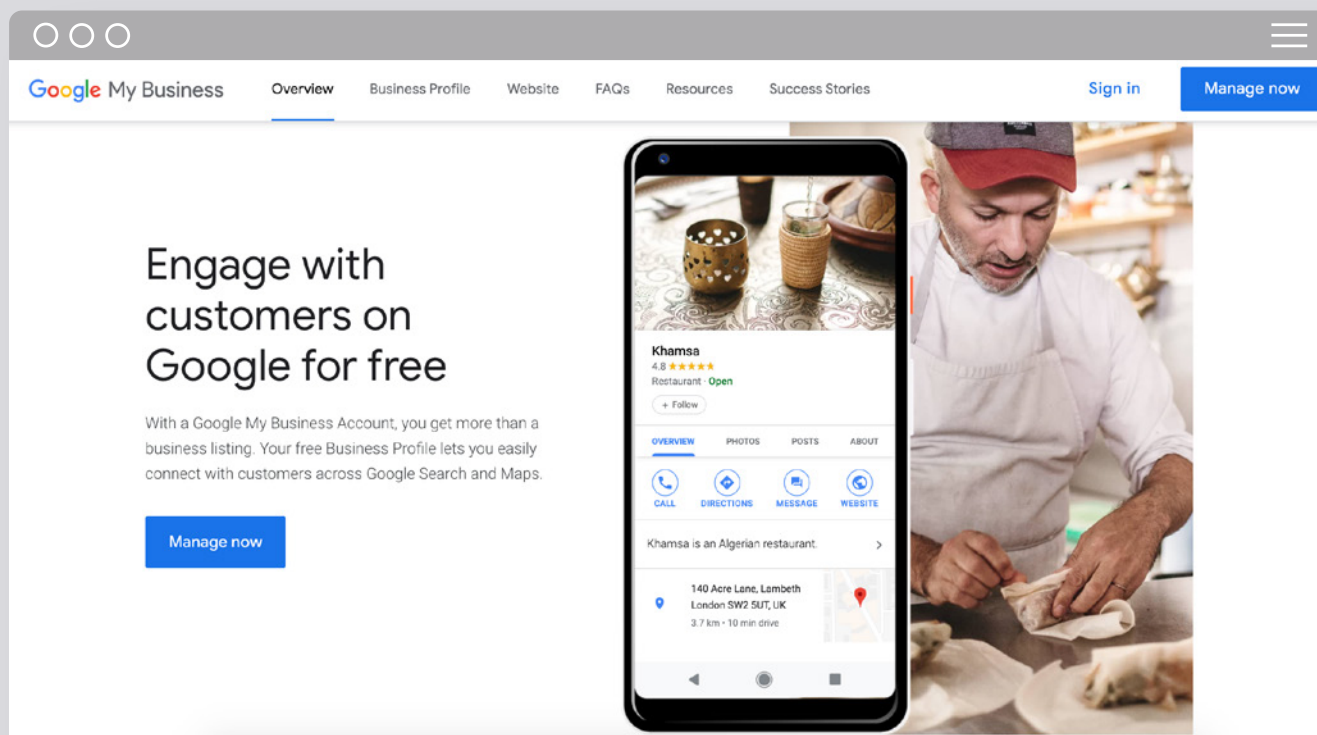
Follow the simple steps to get the most from your business listing.

1. claim or create your Business Profile on Google:

https://www.google.com/intl/en_uk/business/

FOLLOW THE SET-UP STEPS ENSURING YOU CORRECTLY DETAIL:

- ✓ Location/s
- ✓ Category
- ✓ Website
- ✓ Phone number
- ✓ Opening hours



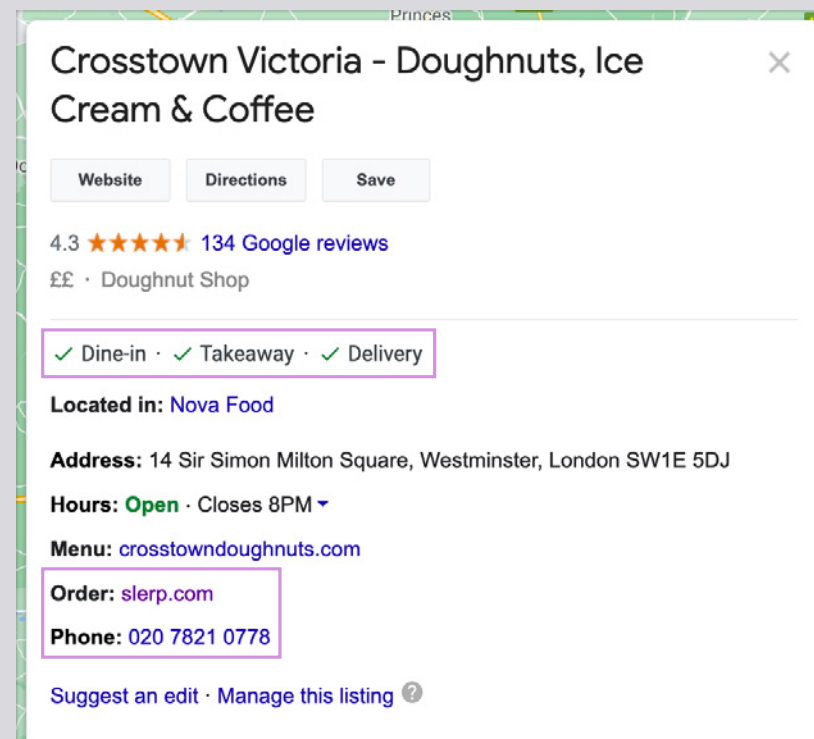
2. verify your local business on Google.

The verification process helps make sure your information is accurate and that only you, the business owner or manager, has access to edit and update the profile for your business.

Please note: Your 5-digit code may take up to two weeks to arrive.

ONCE VERIFIED, YOU CAN ADD YOUR OWN URLS FOR SPECIFIC DINING ACTIONS, SUCH AS:

- ✓ **Placing an order**
- ✓ **Reserving a table**
- ✓ **Viewing menus**



3. build your Knowledge Panel – the essentials.

Your Knowledge Panel is the hub that quickly gives customers correct information for all types of dining.

Images

- According to Google, businesses with photos see **35% more clicks** to their website.
- Show images of your premise and the food for both eat-in and takeout.
- Image specs can be found [here](#).

Information

- Add all essential information and constantly update.
- In the description, put your most important information first and ensure you don't repeat information.

CTA links

- Choose direct call-to-action links that seamlessly continue the customer's journey.

REMEMBER: to keep your listing up-to-date – regularly check what you look like, that all information is correct and that all links work.

Brigadiers

Website Directions Save

4.5 ★★★★★ 946 Google reviews

Indian restaurant

The military bars of India inspired this lively spot with exotic BBQ, full bar, TV sports & pool.

✓ Dine-in · ✓ Curbside pickup · ✓ Delivery

Address: 1-5 Bloomberg Arcade, London EC4N 8AR

Hours: Open · Closes 11PM

Takeaway: 5PM–10PM · [More hours](#)

Updated by business 2 days ago

Menu: brigadierslondon.com

Reservations: sevenrooms.com, opentable.co.uk

Order: slerp.com (preferred by this business), deliveroo.co.uk

Phone: 020 3319 8140

4. choose your preferred order link.

Google will automatically allow third-party booking services to appear ahead of your chosen delivery options.

Encourage direct ordering

You can select your 'preferred by business' link to incentivise customers to order direct versus the marketplace.

Menu: brigadierslondon.com

Reservations: sevenrooms.com, opentable.co.uk

Order: slerp.com (preferred by this business), deliveroo.co.uk

Do you want to show as your business name versus Slerp?

You can URL mask so that the order link is your website address versus Slerp.

yauatcha.slerp.com



yauatcha.com/order

Don't want the third-party links?

If you do not want the third-party links on your Knowledge Panel then please refer to the Google support page [here](#) and follow the process to get them removed.

5. continually update & inform customers.

Your Knowledge Panel isn't static, it is a live record of your business so drive a conversation and engage with customers.

Reviews

Your response shows future customers that you're engaged, authentic and attentive.



Jonathan Gan
Local Guide · 480 reviews · 5,891 photos

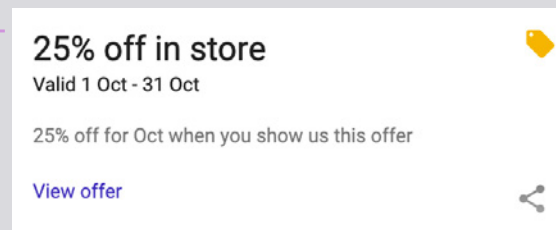
★★★★★ 11 months ago
A really nice meditation restaurant with really good menu, delicious dishes and excellent flavours. Can't book a table for lunch and waiting is around 30-60 minutes. Enjoy :)

Like

Response from the owner 11 months ago
Thanks Jonathan! Hope to see you again :)

Posts

Keep your business top of mind and post updates on promotional offers, latest news or seasonal events.



25% off in store

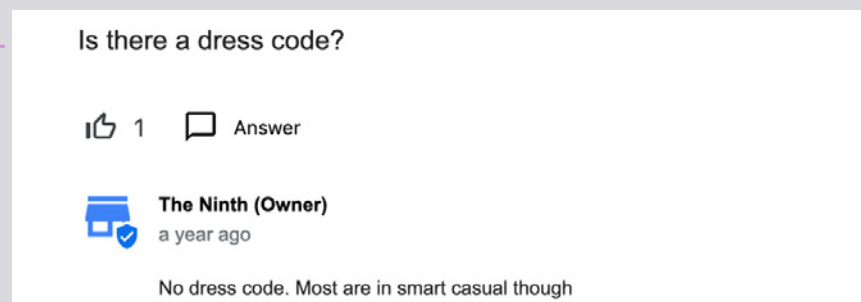
Valid 1 Oct - 31 Oct

25% off for Oct when you show us this offer

[View offer](#)

Questions

Cover all frequently asked questions in your listing. This can be clarification on allergy menus or takeaway and pickup times.



Is there a dress code?

1 Answer

The Ninth (Owner)
a year ago

No dress code. Most are in smart casual though

