

01 / MAKE THE FIRST IMPRESSION CLEAR

Restaurant Discovery & Repeat-Visit Checklist

A working review for restaurant, café, cloud-kitchen and packaged-food business teams. Use it to identify a useful starting scope before adding more marketing activity.

- ☐ **Explain the business.**
Can a visitor tell what you offer, whom it suits and why your brand is different? Record a clear, factual sentence before writing campaign copy.
- ☐ **Keep identity consistent.**
Check the name, visual identity, location and service format across the website, menus, packaging and eligible local profiles.
- ☐ **Make practical information easy to find.**
Verify opening hours, location, contact methods, menu or product detail and the actual next action with an authorised business owner.
- ☐ **Use authorised material.**
Record who owns each image, logo and story. Label illustrative work; do not describe generated premises or people as real clients.
- ☐ **Keep the menu or product accurate.**
Identify who verifies current prices, availability, ingredients, inclusions and relevant customer information before publication.

For each checkpoint: Ready / Needs work / Not applicable.

This is a planning worksheet, not evidence of achieved orders, ratings or revenue. Confirm the actual business facts and obtain any specialist review required before publishing claims.

02 / SEPARATE DISCOVERY FROM OPERATIONS

Design the right next step.

A dine-in restaurant and a delivery-first brand need different handoffs. Make the right action clear without pretending that your marketing website is an ordering service.

- ☐ **For dine-in and cafés.**
Review the route: discover the place, explore the menu, find practical details, then visit or use the operator's genuine table-enquiry system.
- ☐ **For cloud kitchens and products.**
Review the route: find the brand, check the product and delivery information, then use the operator's actual checkout or ordering system.
- ☐ **Test the actual links.**
Open the routes on a phone. Check menu legibility, form validation, the correct location, unavailable items and broken external links.
- ☐ **Name the response owner.**
Define who receives each enquiry, what context they need and who handles requests sent to the wrong location or service.
- ☐ **Separate requests from completed outcomes.**
A click, enquiry, reservation request and fulfilled order are different records. Report only the stage supported by the available evidence.

For each checkpoint: Ready / Needs work / Not applicable.

The business operator owns stock, prices, order acceptance, bookings, fulfilment and service delivery. Agree the agency's responsibility for content, journey design and reporting separately.

03 / TRUST, FEEDBACK & REPEAT COMMUNICATION

Give follow-through an owner.

A useful reputation process connects public communication with a responsible operational next step. The aim is accurate information and genuine feedback, not manufactured approval.

- ☐ **Agree the response workflow.**
Define which messages can be answered directly, which need approval and which concerns must move to a private support route.
- ☐ **Ask for genuine feedback.**
Use a neutral invitation. Do not invent a customer, quotation or rating, and do not pressure people to leave a favourable response.
- ☐ **Protect personal information.**
Remove private order, payment and contact details from public examples. Give the operations team sensitive context through an approved private route.
- ☐ **Follow up with permission.**
Keep communications relevant to the agreed purpose. Document permission and a working way to stop future promotional messages.
- ☐ **Review recurring concerns.**
Log the concern, assigned owner and action status. Include service issues in the operations review instead of treating every negative comment as a design problem.

For each checkpoint: Ready / Needs work / Not applicable.

Publish a case study or testimonial only when actual work, accurate attribution, supporting evidence and the relevant publication permissions are available.

04 / DECIDE WHAT TO DO NEXT

Turn the review into a scoped plan.

Choose the smallest useful engagement. A brand that is already clear may need better enquiry handling rather than another rebrand or additional campaigns.

- ☐ **Choose one primary problem.**
Select brand clarity, local discovery, menu/product information, the enquiry handoff, reputation handling or repeat communication.
- ☐ **Define what will be delivered.**
Write down locations, channels, pages, asset quantities, formats, revisions, responsibilities and the client approvals required.
- ☐ **Separate the budget lines.**
Keep professional fees, media spend, software, messaging usage, photography, printing and specialist review explicit.
- ☐ **Define how progress will be checked.**
Name the source, period and owner of each proposed measure. Record duplicates, cancellations and attribution gaps where relevant.

Priority	Owner	Review date
1.		
2.		
3.		

No service package guarantees conversions, orders or revenue. Review delivered work and observed outcomes separately, using real information.