

27-Point Instagram & Google Checklist

Tick these off and you're ahead of 90% of restaurants online.

Instagram — profile (1–6)

- Bio clearly says what you serve and where, in one line
- Profile photo is your logo or a crisp signature dish
- Contact buttons set up (call, directions, email)
- A 'book / order' action button is live
- Highlights cover: Menu, Reviews, Location/Hours
- Link in bio points somewhere useful (menu or booking)

Instagram — content (7–15)

- 10–15 genuinely appetising food photos in good light
- A few photos that show the space and atmosphere
- At least 3 reels of food being made or plated
- Posting 3x a week on a consistent rhythm
- Mix of hungry / behind-the-scenes / reason-to-visit posts
- Captions sound like a person, not a billboard
- Location tagged on every post
- Replying to comments and DMs within a day
- Refreshing photos every season

Google — be found (16–22)

- Google Business Profile claimed and verified
- Categories, hours and menu link all correct
- At least 10 recent, real photos on the profile
- Asking happy guests for reviews at the right moment
- A quick review link or QR code ready to share
- Replying to every review — good and bad
- Never buying or incentivising reviews (Google penalises it)

Owned & measured (23–27)

- Collecting a way to reach past guests (email / loyalty)
- A small ad budget behind your best content
- Ads aimed at people nearby who match your customers
- Tracking which posts and channels drive actual visits
- Reviewing what worked once a month and doing more of it

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