2130 Your Digital Front Door

Product Fieldbook · https://kb.jeffreysummers.com/docs/2130-your-digital-front-door-2/

The Demand

Tomorrow, Google your own restaurant the way a Guest who has never been there would. Check your rating, your last three reviews and whether you responded, your listed hours, your menu prices, and your photos on Google, Yelp, TripAdvisor, and Facebook. Fix the single worst thing you find — an outdated price, an unanswered negative review, a stock photo that doesn't match your food — before the end of the day.

The Work

Your current Google rating:

Are your hours, menu, and prices current across every platform — yes or no:

Are your photos real, current shots of your actual food, or stock/outdated images:

Number of unanswered reviews, positive and negative:

The most recent negative review — did your response read as calm and accountable, or defensive and dismissive, or was there no response at all:

The single worst thing you found in this audit:

The fix you will make today: