2130 Your Digital Front Door

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

Before a Guest walks through your door, most of them have already walked through another one.

They Googled you. They looked at your rating. They read two or three reviews. They checked whether your hours were current. They looked at your photos. In thirty seconds, they formed an opinion — and that opinion determined whether they made a reservation, kept driving, or handed the decision to whoever they were with.

That is your digital front door. And for most operators, it is the least managed part of their entire business.

A 3.8 Google rating with no owner responses. An outdated menu showing a price from two years ago. A Facebook page where the last post was a holiday graphic from 2022. A profile photo that is a stock image of food that doesn't look anything like yours. These are not minor oversights. They are the first impression your brand makes on every Guest who has never been to your restaurant.

Claim and complete every profile — Google, Yelp, TripAdvisor, Facebook. Current hours. Current menu. Current photos. Real photos — not stock, not filtered beyond recognition. The food that will actually arrive at the table.

Respond to reviews. All of them. Positive ones get a brief, genuine acknowledgment. Negative ones get a response that is calm, accountable, and forward-looking — not defensive, not dismissive, not a form letter. Every future Guest who reads that negative review also reads your response. Your response is the audition. A Guest who sees you handle criticism with grace is often more confident in your brand than one who never saw you tested at all.

Your rating is not a scorecard from the past. It is a sales tool for the future. Every point of improvement in your Google rating is a measurable increase in click-through, reservation conversion, and walk-in traffic. Treat it accordingly.