DIGITAL PLAN AUDIT

Every restaurant has a digital footprint, even if the business owner did not setup anything online. Use this Digital Plan Audit to determine where you should focus your efforts in the digital space.

DIGITAL PLAN	Comments	References
This section will determine what effort is needed on your digital plan.		
1 Do you have a strategy or plan on how you will use digital channels to promote your business?		If you do not have a digital plan, refer to #ORATECH Digital Footprint document found at www.ohiorestaurant.org/oratech
2 Have you evaluated your effectiveness of your digital channels?		

WEBSITE	Comments	References
This section will determine what effort is needed on websites for your business.		
3 Do you have a website for your business?		If yes, you can analyze your site with a free tool: www.woorank.com
4 Does your website list each location with hours?		If you do not have a website or are not listed on other websites, there are many tools to assist with creating one or getting listed. Refer to #ORATECH Website document found at www.ohiorestaurant.org/oratech
5 Does your website list the menu?		
6 Are you listed on other vendors websites?		
7 Do you use Google Analytics with your website?		Get started with Google Analytics here: http://bit.ly/1ykY1qE

WEB SEARCH- SEO	Comments	References
This section will detemrine where you need to focus your efforts on the web.		
Search GOOGLE: Go to Google.com and search for your restaurant name		
(8) What are the results? Do you find your website listed in the results?		If your results from your search are not on the first page, please refer to #ORATECH SEO document found at www.ohiorestaurant.org /oratech
Where do you fall in the result set of your search? Are you in the first 1-5 results? On the first page, second page?		
Search BING: Go to Bing.com and search for your restaurant name		
(9) What are the results? Do you find your restaurant website listed and in the results?		If your results from your search are not on the first page, please refer to #ORATECH SEO document found at www.ohiorestaurant.org /oratech
(10) Where do you fall in the result set of your search? Are you in the first 1-5 results? On the first page, second page?		
Search YAHOO: Go to Yahoo.com and search for your restaurant name		
(11) What are the results? Do you find your restaurant website listed and in the results?		If your results from your search are not on the first page, please refer to #ORATECH SEO document found at www.ohiorestau-rant.org/oratech
(12) Where do you fall in the result set of your search? Are you in the first 1-5 results? On the first page, second page?		

SOCIAL MEDIA	Comments	References
This section will determine where you need to focus your efforts for Social Media.		
FACEBOOK: Do you have a facebook account?		
(13) If yes, when was the last time you posted?		You can anlayze your Facebook page with a tool that measures engagment and responsiveness like www.likealyzer.com
(14) If no, refer to #ORATECH Social Media document		There are posting tools that can help you post. Refer to the #ORATECH Social Media document found at www.ohiorestaurant.org/ oratech
(15) Are you monitoring and responding to comments and reviews on this social channel?		
(16) How many followers or fan base do you have? Is it growing monthly?		
TWITTER: Do you have a twitter account?		
(17) If yes, when was the last time you posted?		There are posting tools that can help you post. Refer to the #ORATECH Social Media document found at www.ohiorestaurant.org/ oratech
(18) If no, refer to ORATECH Social Media document		
(19) Are you monitoring comments and reviews on this social channel?		
(20) How many followers or fan base do you have? Is it growing monthly?		
INSTAGRAM: Do you have an Instagram account?		
(21) If yes, when was the last time you posted?		There are posting tools that can help you post. Refer to the #ORATECH Social Media document found at www.ohiorestaurant.org/ oratech
(22) If no, refer to ORATECH Social Media document		
(23) Are you monitoring comments and reviews on this social channel?		
(24) How many followers or fan base do you have? Is it growing monthly?		

Other Sites: Are you listed on other websites?
Search the following sites to determine if you are listed. If so, have you claimed your business?

25 TripAdvisor		Do you monitor the reviews and guests posts on these sites? There are tools that can help. Refer to #ORATECH Social Media document found at www.ohiorestaurant.org/oratech
26 Yelp		
27 Around Me		
28 Zomato		

EMAIL CLUB	Comments	References
This section will determine where you need to focus your efforts for communicating with your guests.		
29 Do you have a mechanism for guests to opt -in to an email club?		Refer to the #ORATECH Email document found at www.ohiorestaurant.org/oratech
30 How do you get sign-ups? Via website or paper based?		Best practice is no more 4-5 emails a month.
31 What frequency do you send emails?		

LOYALTY	Comments	References
This section will determine if your business can use a Loyalty program to communicate with your guests.		
32 Do you reward your VIP or loyal guests?		Refer to the #ORATECH Loyalty document found at www.ohiorestaurant.org/oratech
33 How do you get sign-ups?		
34 Is your system manual punch card loyalty program or an automated system?		Manual tends to have fraud and is not as trackable. Consider moving to an automated solution.
35 How many members do you have? Is it growing monthly?		If it is not growing, look at your operations procedure to promote it in the restaurant.

SEARCH ENGINE MARKETING (SEM)	Comments	References
This section will determine if your business can use a Loyalty program to communicate with your guests.		
36 Do you have something that you want to promote? (i.e new menu or limited time offers)?		If yes, you should consider buying a few web ads. Refer to the #ORATECH SEM document found at www.ohiorestaurant.org/oratech for more information.
37 Are you working on New Guest acquisition?		

APP	Comments	References
This section will determine if your business can use an APP to engage with your guests.		
38 Do you have an APP for your business?		This digital channel should be one of the last channels you focus on. Other channels may provide more reach, depending on your restaurant. Refer to the #ORATECH APP document found at www.ohiorestaurant.org/oratech for more information.