Digital Audit Checklist
Quick ways to improve your online visibility

dp dineplan

WEBSITE REVIEW – CONTENT, PERFORMANCE AND SEO

- ☐ Check that your website is mobile-friendly.
- ☐ Make sure that all web pages load quickly.
- ☐ Check for broken links and promptly fix them or set up redirects.
- ☐ Review and update contact information and operating hours as needed.
- ☐ Keep menus, pricing, and promotions up-to-date.
- ☐ Make sure your navigation menu includes all the most important links.
- ☐ Verify that it's easy for guests to make a booking.
- ☐ Regularly test your reservation and ordering systems.
- ☐ Use relevant keywords throughout your website, focusing on cuisine and location-based keywords.
- ☐ Ensure clear header tags (H1, H2, H3, etc.) and unique meta descriptions for each page.
- ☐ Check that all your content aligns with your brand identity and tone of voice.

SOCIAL MEDIA AUDIT

- ☐ Make sure your profiles have all the right info and are easy to find.
- ☐ Check that your branding and logos are consistent across all profiles.
- ☐ Make sure your bio has links to your booking calendar and menu.
- ☐ Post regularly about your menus, daily specials, and what's happening behind the scenes.
- ☐ Check that your posts are clear and interesting.
- ☐ Respond quickly to comments and messages from customers.
- ☐ Keep an eye on who follows you, how they respond to your posts, and if you need to adjust your strategy.
- ☐ Look at the numbers to see which posts are working best and adjust your strategy.
- ☐ See what other restaurants are doing online and learn from them.

DIRECTORIES, LISTINGS AND REVIEW SITES

- ☐ List your restaurant on major directories like Dineplan, Google My Business, TripAdvisor, etc.
- ☐ Keep business information (address, phone, website) accurate and updated.
- ☐ Monitor and respond to guest reviews (both positive and negative) promptly.
- ☐ Use high-quality photos to showcase your dishes and restaurant.
- ☐ Optimise all listings with relevant, keyword-rich descriptions, cuisine types and categories.
- ☐ Use analytics to measure performance and adjust your strategy.

COMPETITOR ANALYSIS

- ☐ Identify your main competitors and review their digital channels.
- ☐ Analyse their strengths and weaknesses.
- ☐ Compare SEO and content strategies.
- ☐ Evaluate the engagement on their social media platforms.
- ☐ Identify areas where you can make improvements.