## Take Control of Your Digital Reputation

### The Good

1-star Yelp increase = 9% revenue boost

### The Bad

1 bad review costs you 1 in 5 potential customers

They trust...

Their #1 expectation: Cleanliness

#1 driver of customer satisfaction

#1 source of negative reviews

---

### A Checklist for Restaurants | Key Areas of Focus

#### First Impressions

- Clean windows & doors (inside & out) - DAILY
- Trim vegetation & tidy landscaping - BI-WEEKLY
- Evaluate pest attractants & entry points - MONTHLY
- Power-wash/clean exterior walls - BI-ANNUAL
- Evaluate parking lot surfaces - ANNUALLY

#### Set the Table for Success

- Cleaning and disinfecting chemicals for basic table turns.
- Heavy-duty spot cleaning chemicals for stains & spills
- Commercial-grade warewashing machine & chemistry
- Address pest activity immediately

#### Make Your Restrooms Shine

- Clearly define restroom cleaning procedures & assign responsibilities
- Deep-clean restrooms – DAILY
- Spot-clean high touch-points (doors, handles, sinks, toilets) – 2-3x DAILY
- Re-stock paper goods (toilet tissue, paper towels, etc.) – 2-3x DAILY
- Multi-purpose cleaner/disinfectant to speed restroom cleaning

#### Put Food Safety Front & Center

- Post food safety/hygiene/public health certificates at the entryway
- Place hand sanitizer dispensers at host stand and in dining areas
- If possible, post food safety protocol in customer-visible location
- Stay up-to-date on current regulatory requirements & changes
- Consider third-party food safety audits

#### Don’t Let Pests Pester Customers

- Inspect exterior for pest feeding/breeding grounds & entry points
- Keep doors & windows closed; maintain positive air pressure
- Inspect all incoming goods for signs of pest activity
- Minimize food debris inside the restaurant (drains, floor, etc.)
- Cover all perishable foods & waste containers
- Train staff to recognize & report signs of pest activity
- Partner with a proactive pest management professional to provide proactive treatments and ongoing consultation

---

9 in 10 diners consider reviews important when choosing where to eat.

1-STAR YELP INCREASE = 9% revenue boost

1 Bad Review Costs You 1 in 5 Potential Customers

Their #1 expectation: Cleanliness

#1 Driver of Customer Satisfaction

#1 Source of Negative Reviews

---

Learn more at:


U.S.: 1-800-325-1671

Canada: 1-800-352-5326

1 Ecolab Place

St. Paul, MN 55102

©2018 Ecolab USA Inc. All rights reserved EBOOK203/1018

1 TripAdvisor, 2017
2 Harvard Business School Research, 2016
3 https://moz.com/blog/new-data-reveals-67-of-consumers-are-influenced-by-online-reviews