

Membership has its advantages

We are the voice of the industry representing you at a local and state level. We listen to your needs and lobby for the ultimate interest of restaurants.

We offer trainings to keep you and your staff compliant.

Free Legal Advice, Helpline, White papers, Weekly newsletter, Buyers Guide

Join a local chapter for meetings, events and seminars year-round.

Access valuable discounts, programs and services on behalf of our members through the CRA Marketplace.

As part of your restaurant membership, you also receive a membership with the National Restaurant Association (NRA).



Advocacy



Discounts from our partners



Trainings + Certifications



Dual Membership



Resources + Support



Community + Networking



Jackie Gutierrez
Sr. Member Services Manager
California Restaurant Association
(916) 431-2743
jackie.gutierrez@calrest.org





Helping California's Restaurants Thrive



This is where we started.





CRA Member Benefits

Square is the preferred POS provider of the CRA.

Square is a proud sponsor of the CRA and supports thousands of sellers across the state of California.

Members get up to \$5k in free hardware

Square will offer discounts on hardware of up to \$5,000 for eligible new Square sellers referred by CRA.

Learn more at calrest.org/square

Learn how Square can help you improve the flow of orders and find more ways to keep profit in your pocket.



Google Business Profile: Essential Tips for CA Restaurants





Lisa Landsman

Global Business Development,
Google Search

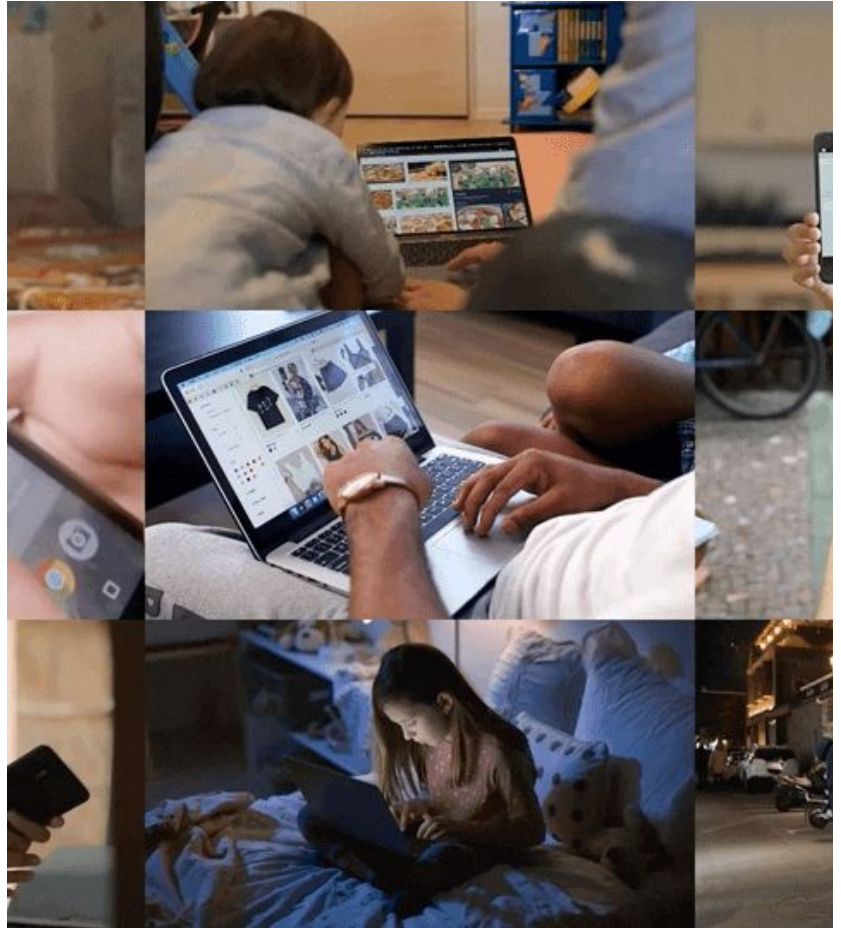




68%

of online experiences begin
with a search engine

Source: [BrightEdge](#)



Right now, people nearby are looking for businesses like yours

8x

more searches globally for “open now near me”



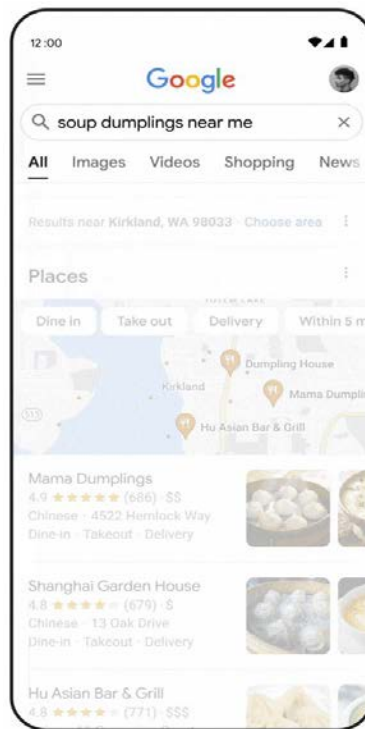
40%

of people already have a dish in mind when they search for food

82%

of people buy a dish just because of how it looks in a picture

Dish Search



Dish Photo Viewer



> **2 billion**

Direct customer connections to American businesses powered by Google, **every month** in 2023.

> **18 million**

American businesses that, in 2023, used Google's free tools to receive direct connections from customers.

OUR GOAL

Make it easy to **connect** with customers, **engage** in an authentic manner, and **grow** your business.



Top tactics to connect, engage, and grow

- Q Be **there** when customers are looking for you
- Q Stay **relevant** by showcasing your offerings
- Q Be **ready** when customers are looking to take action
- Q Be **engaged** with your customers
- Q Leverage **insights** to drive action



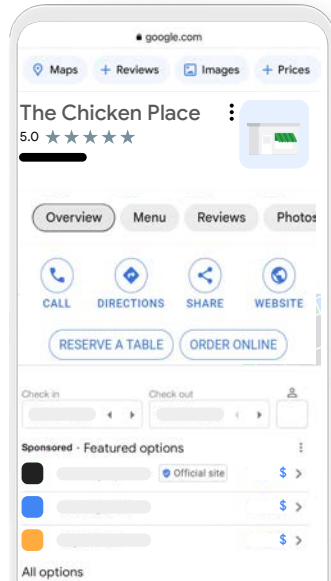
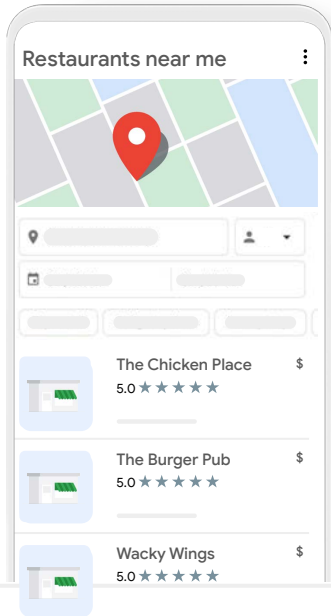
Be there when customers are looking for you

 Search for local businesses, hours and more |

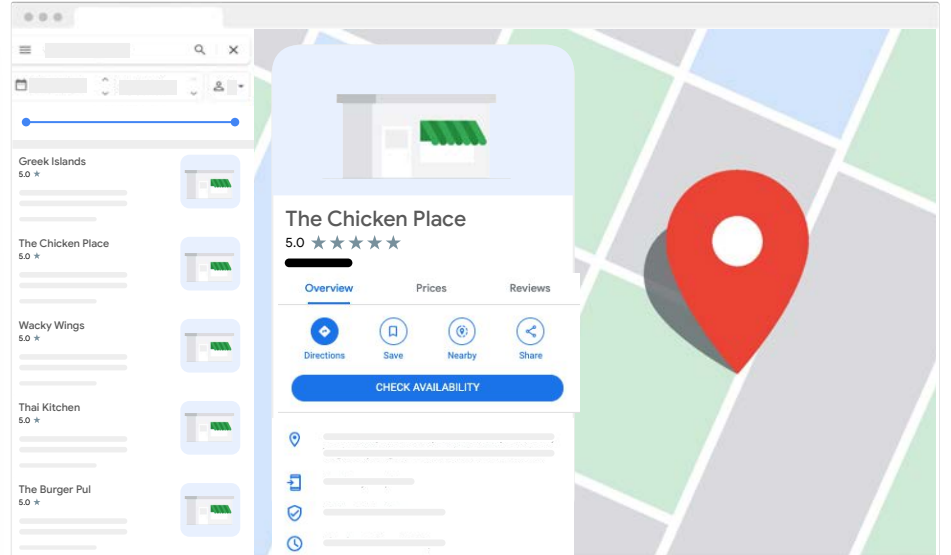
Restaurant search appears on several surfaces

Google Search and Maps reach >1B Users, giving high exposure to your restaurant

GOOGLE SEARCH

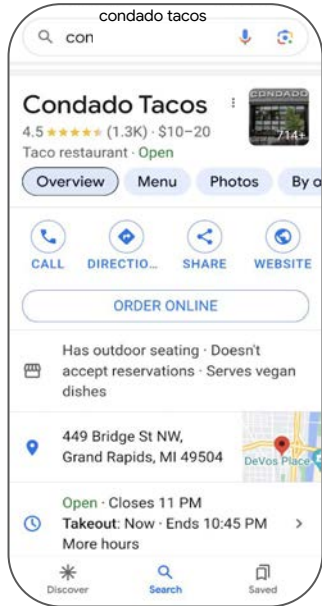


GOOGLE MAPS



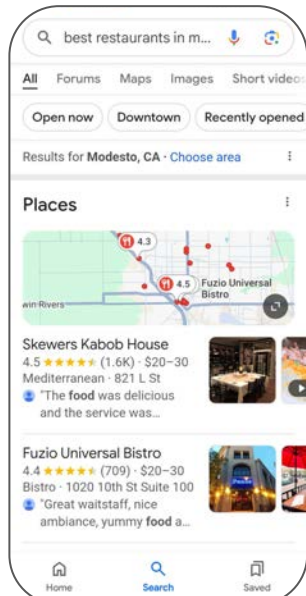
How do diners search for restaurants?

Restaurant Name



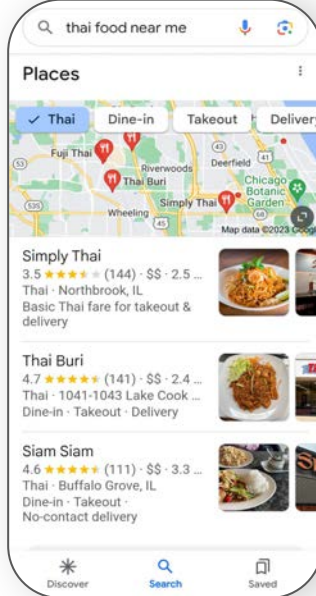
Condado Tacos

Location or Nearby



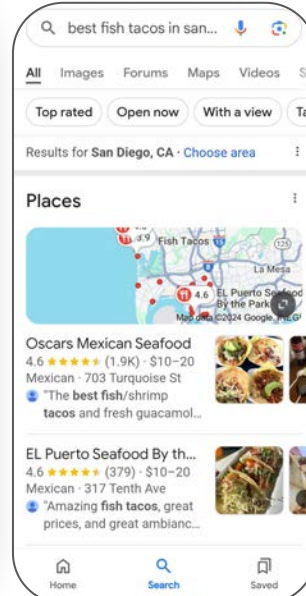
Restaurants in Modesto

By Cuisine



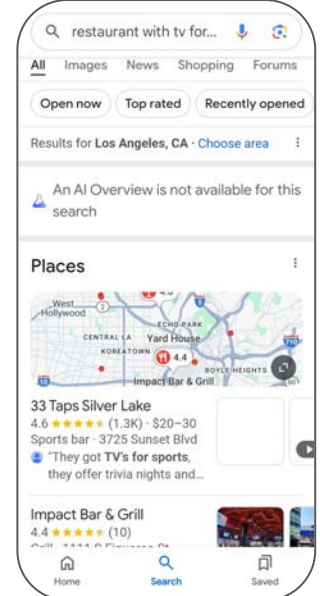
Thai food near me

By Dish



Best fish tacos

By Attribute



For watching sports



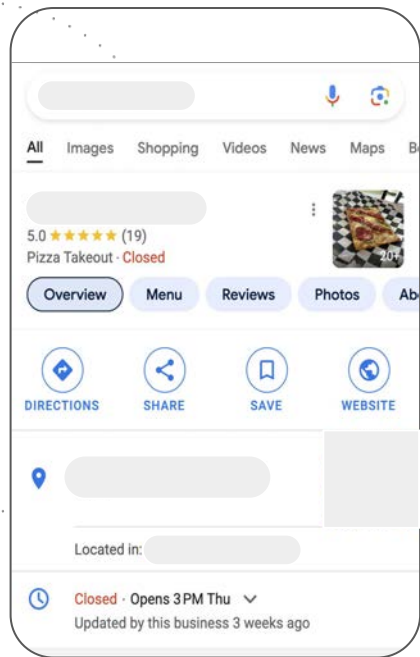
Or, they need

INSPIRATION

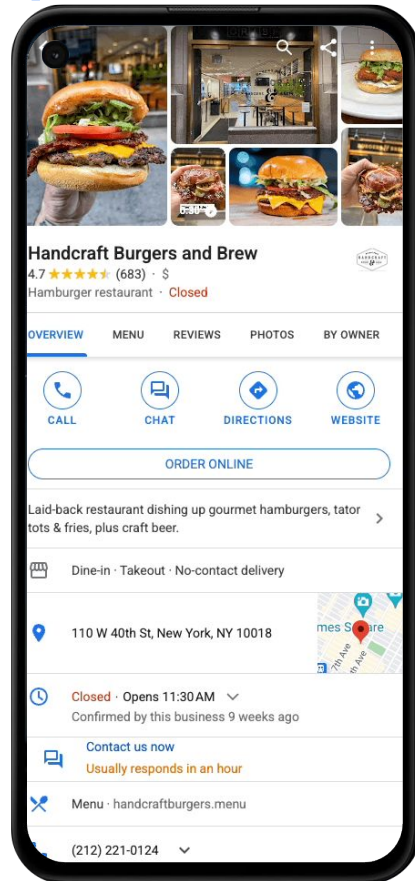
Searching for topics where you need fresh ideas (like where to go for dinner) will soon have AI-organized results pages

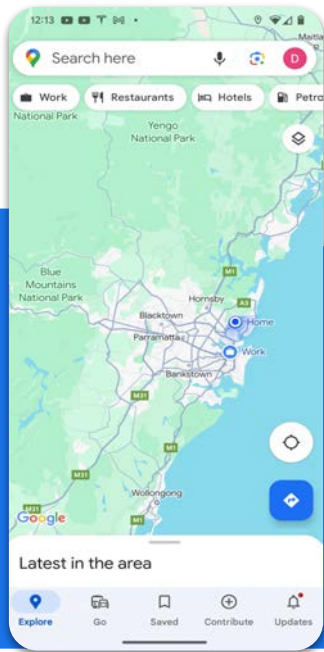
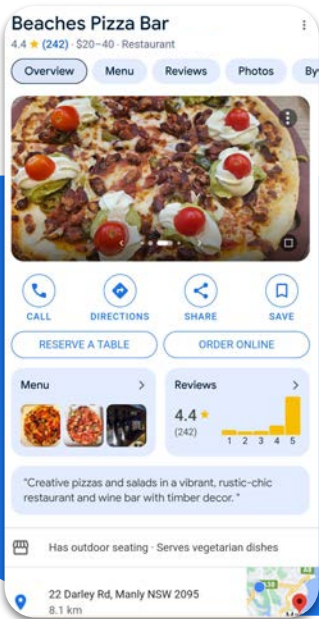
Your unique selling points + fresh and timely content matter more than ever.

Your Business Profile is your **identity** on **Google** and worth the time to make it great



VS





STEP ONE

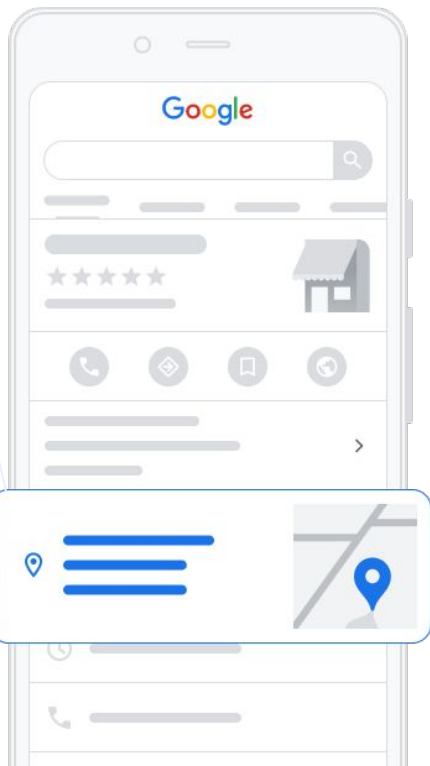
Claim and **verify** your business

Simply search for your business on Google Search or Maps to create or manage your profile. Verify your business using one of 5 methods.

A note on **business types** (we get this question a lot!)

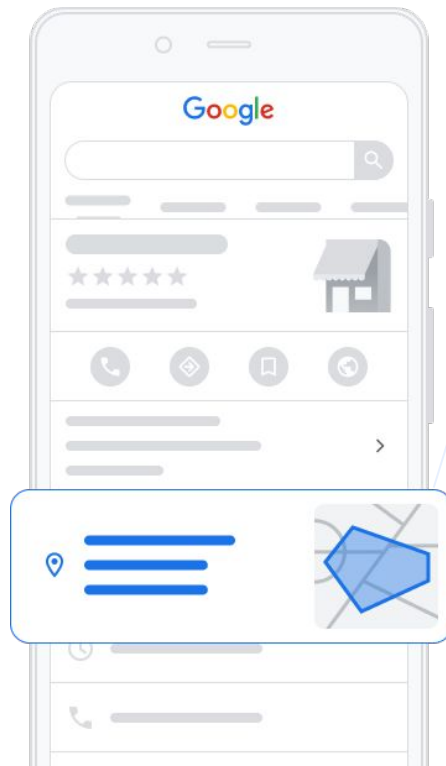
Storefront Business

A business with a published address, where customers come to your location for a service



Service Area Business

No customer facing location, but business serves a specific area



STEP TWO

Add your business information



Address



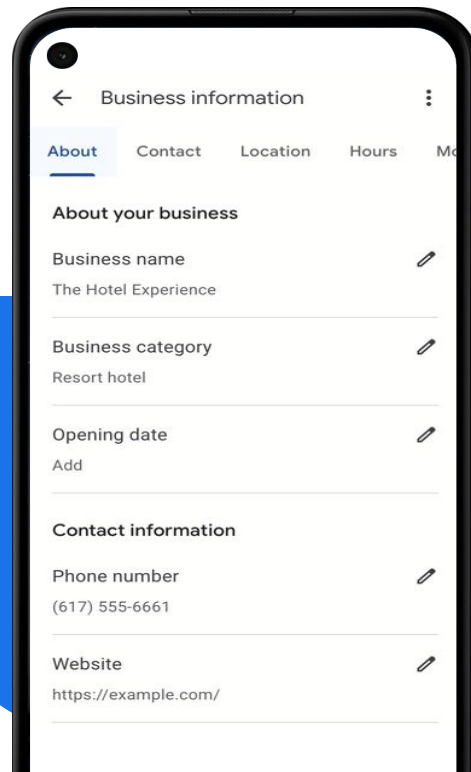
Operating hours (holiday hours!)



Contact Information



Website



Manage your Business Profile easily from Google Search and Maps

STEP ONE

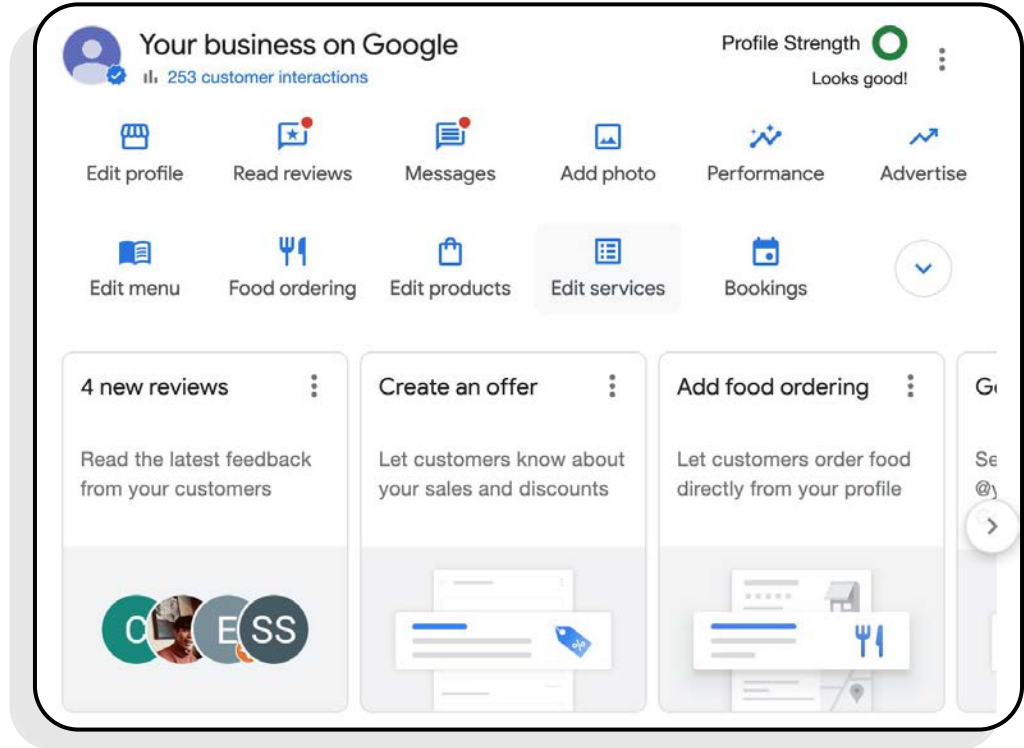
On Google Search or Maps, just search for your business' name or "My business".

STEP TWO

Click "Edit profile" to make changes to your Business Profile.

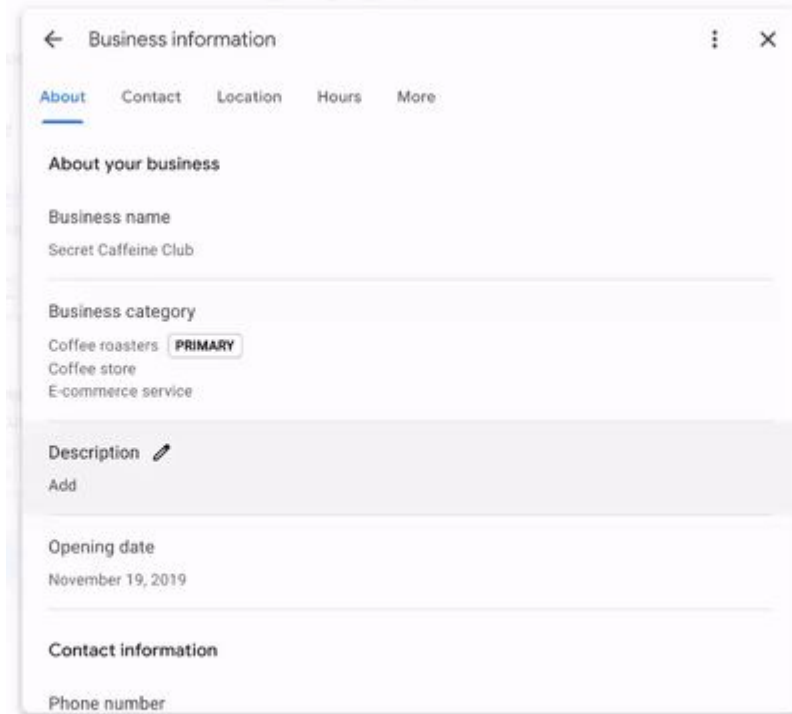
STEP THREE

Easily view and respond to reviews, add posts or promotions, and more.



NEW

Create business descriptions using Gen AI




← Business information

About Contact Location Hours More

About your business

Business name
Secret Caffeine Club

Business category
Coffee roasters **PRIMARY**
Coffee store
E-commerce service

Description 
Add

Opening date
November 19, 2019

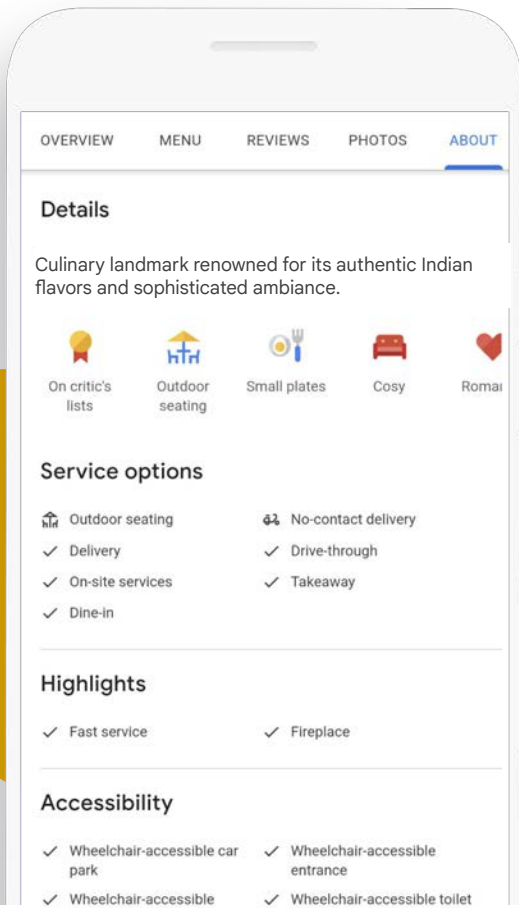
Contact information

Phone number

*only available on desktop

Stay relevant by showcasing your offerings

 Search for vegetarian dish, kid friendly and more |

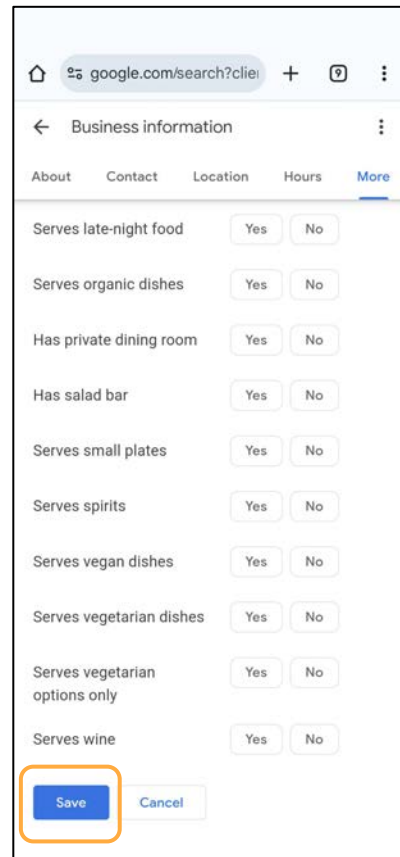
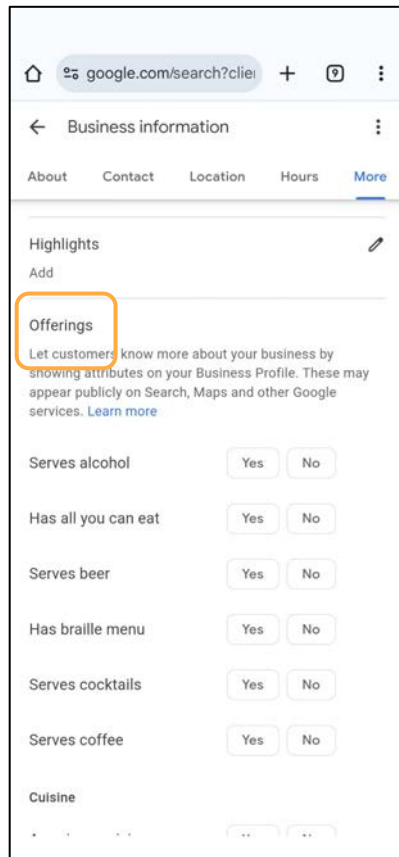
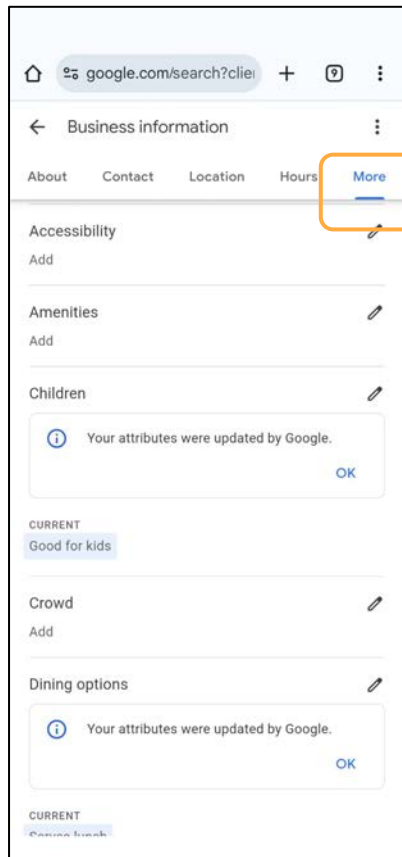
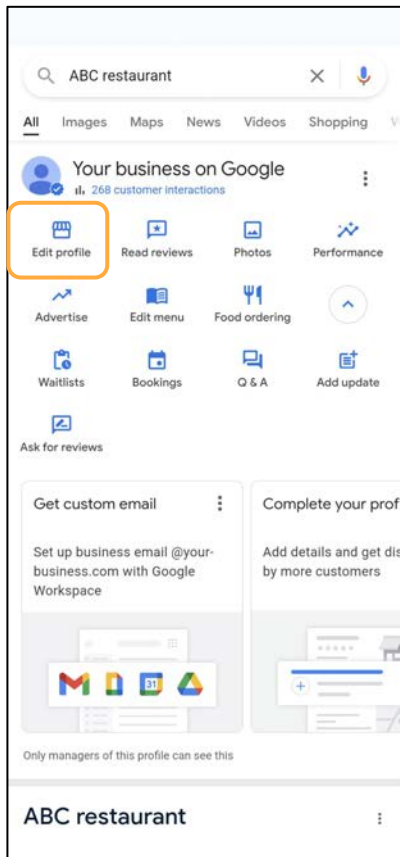


STAND OUT ON GOOGLE

Add your attributes to highlight what you offer

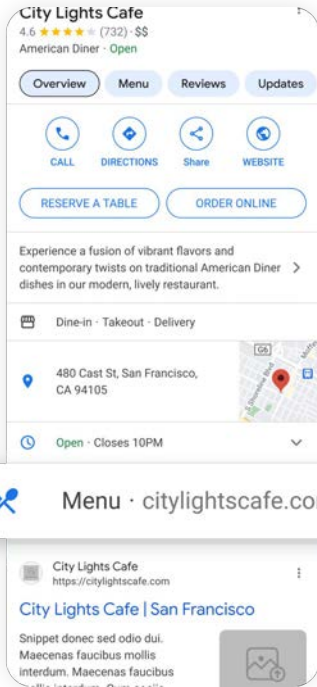
Let customers know everything you offer, such as free parking, a patio, and whether it's good for kids

How to add your attributes

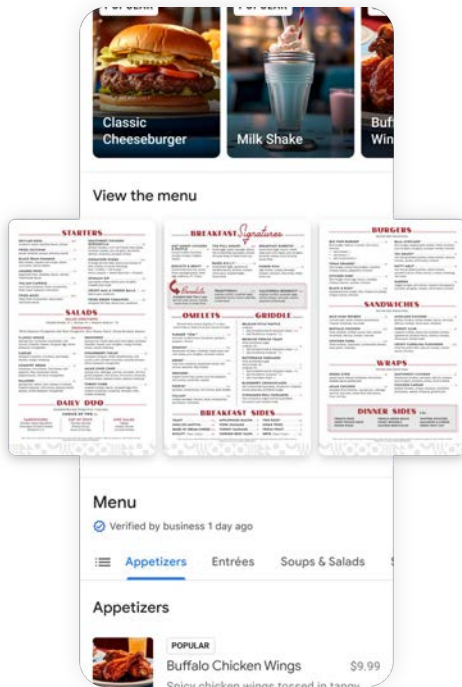


Menus are the most important factor when diners are deciding where to eat

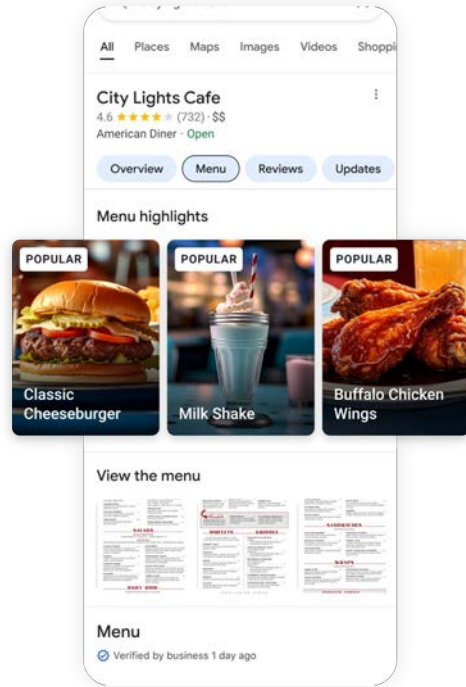
Menu Links



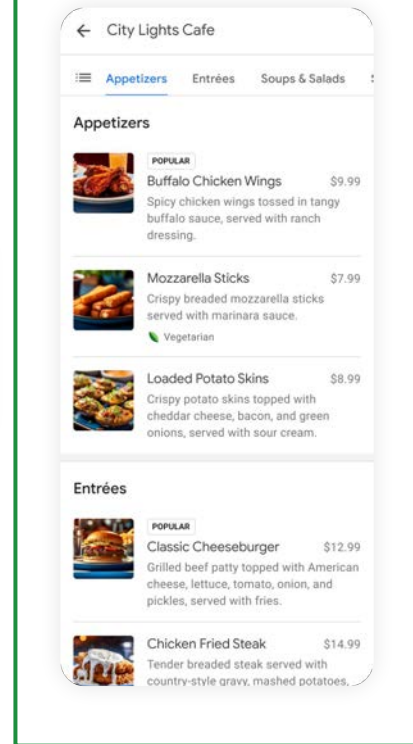
Menu Photos



Menu Highlights



Structured Menus



CONDADO

TACOS • TEQUILA • MARGARITAS



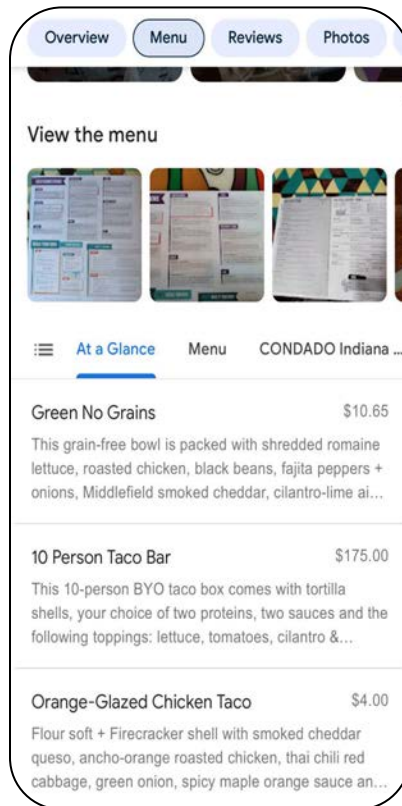
Condado Tacos adds dish images and attributes to their menus

+10% MoM in menu interactions

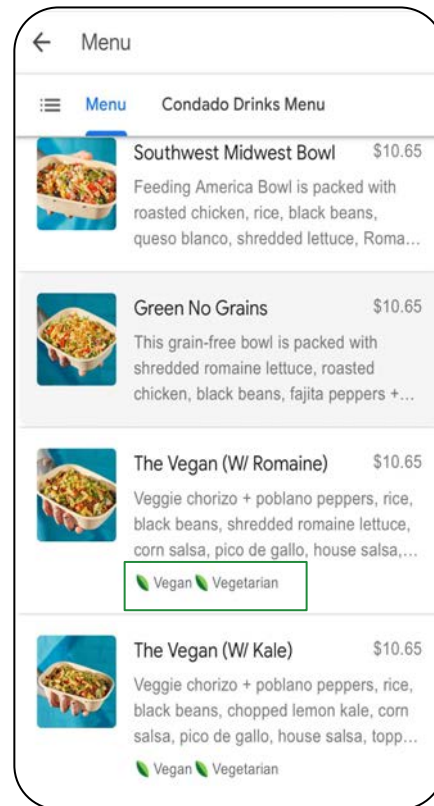
+15% MoM in Organic Search Impressions for Mexican Restaurants

+134% MoM in Organic Search Impressions for Vegetarian & Vegan Menu Options

Before



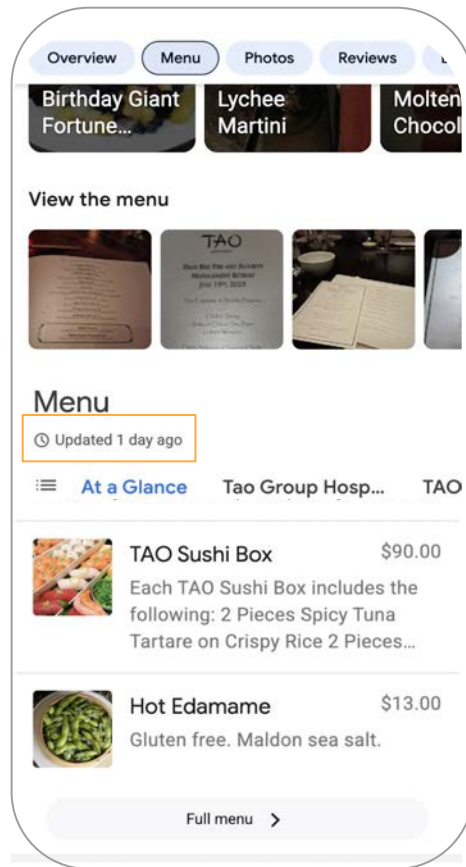
After



NEW

Make sure your menus are **fresh and accurate**

Our new menu freshness indicator lets customers know that your menu is up to date (or not!)



How to add my structured menu?

you can start from scratch or...

OPTION 1

Make your own menu

← Menu

Full menu Photos of menu

CONTEMPORARY SANDWICHES

#13 Smoked Turkey
Served with our mayonnaise, lettuce, tomatoes and American cheese, on a 10 inch Baguette
\$6.50

#15 Black Forest Ham
Served with our mayonnaise, lettuce, tomatoes and American cheese, on a 10 inch Baguette
\$6.50

+ Add menu item

CROISSANT SANDWICHES

#23 Ham Croissant
Served with lettuce, tomato, cheese, & mayonnaise spread
\$6.50

#24 Turkey Croissant
Served with lettuce, tomato, cheese, & mayonnaise spread
\$6.50

Grilled Beef Croissant
Served with lettuce, tomato, cheese, &

← Add menu item

CONTEMPORARY SANDWICHES

Item name*
Avocado Club Sandwich

Item price (USD)
7.50

Item description
Three-tiered toasty fortress stacked with sliced avocado, fried onion and mayo. Crunch, coolness, and flavor in every bite.

Dietary restrictions
Select all that apply

✓ Vegetarian Vegan

Cancel Save

← Menu

Full menu Photos of menu

CONTEMPORARY SANDWICHES

#13 Smoked Turkey
Served with our mayonnaise, lettuce, tomatoes and American cheese, on a 10 inch Baguette
\$6.50

#15 Black Forest Ham
Served with our mayonnaise, lettuce, tomatoes and American cheese, on a 10 inch Baguette
\$6.50

Avocado Club Sandwich
Three-tiered toasty fortress stacked with sliced avocado, ...
Vegetarian
\$7.50

+ Add menu item

CROISSANT SANDWICHES

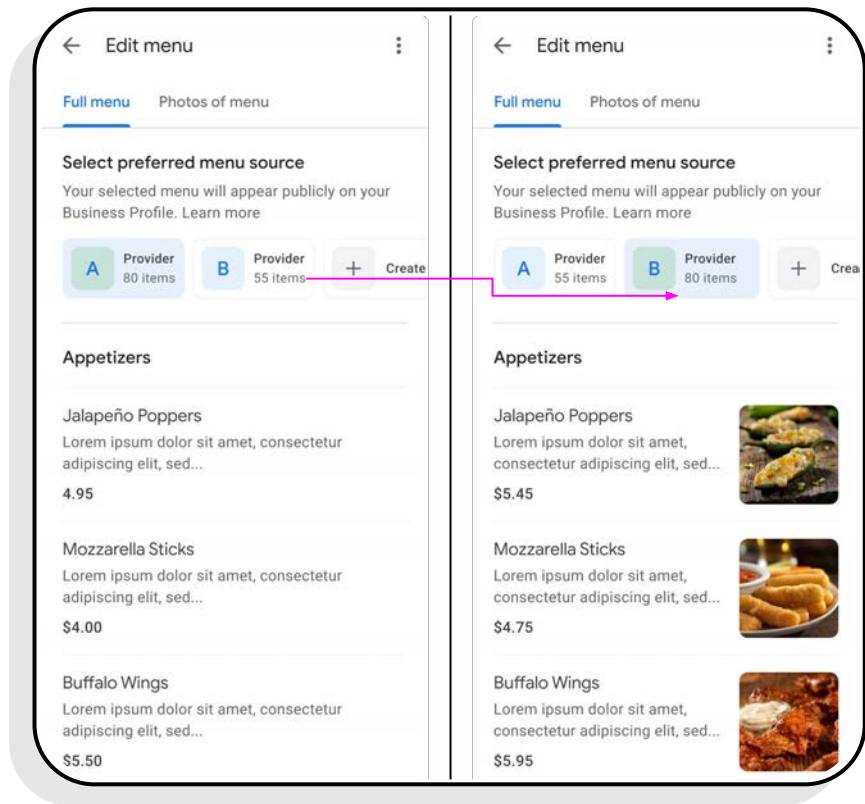
#23 Ham Croissant
Served with lettuce, tomato, cheese, & mayonnaise spread
\$6.50

#24 Turkey Croissant

New

OPTION 2

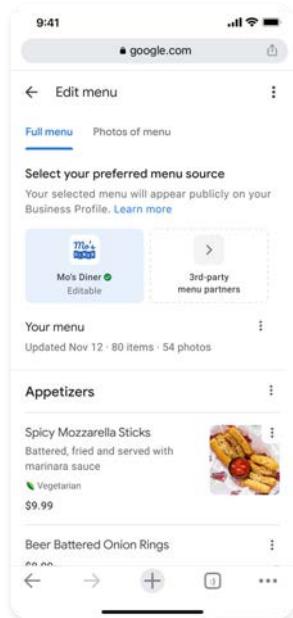
Set a preferred menu provider



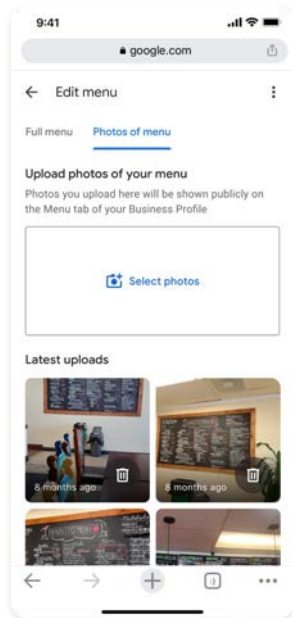
How to add my menu?

Add **photos** of your menu

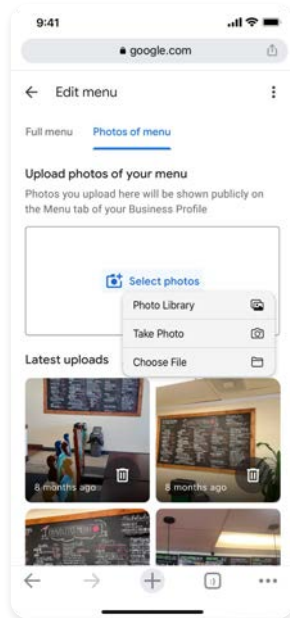
NEW



Open the Menu Editor



Switch to the tab



Choose a photo

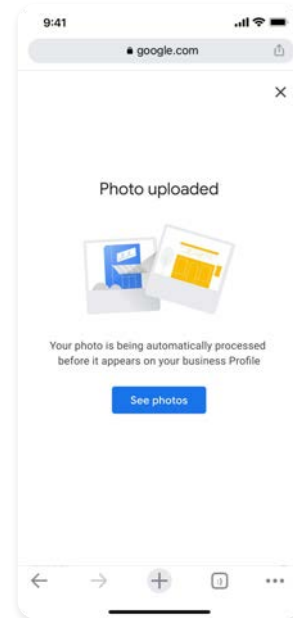
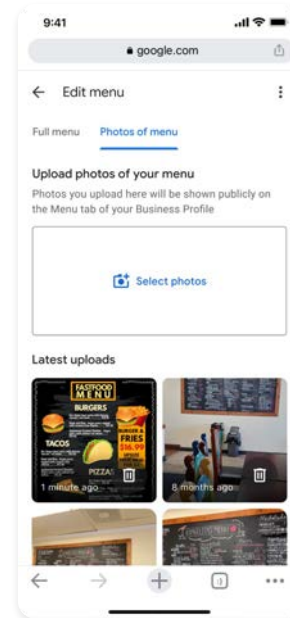


Photo is uploaded

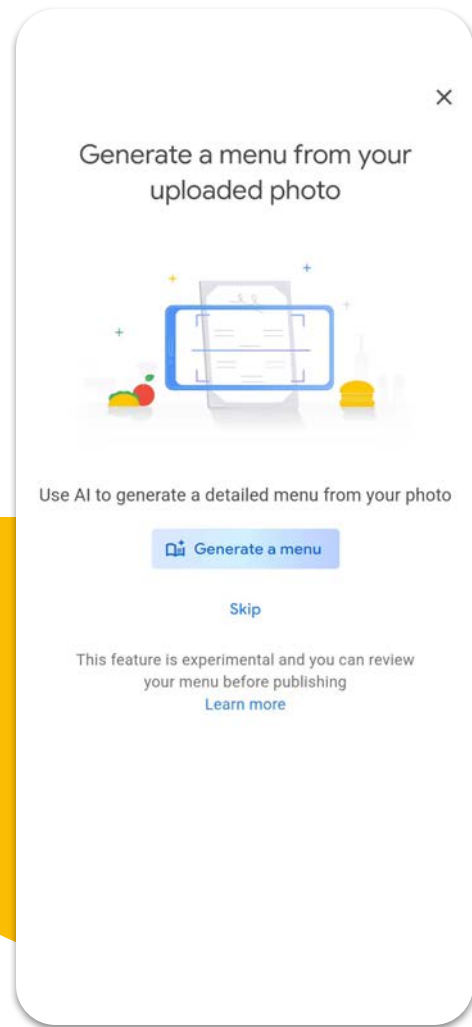


DONE!

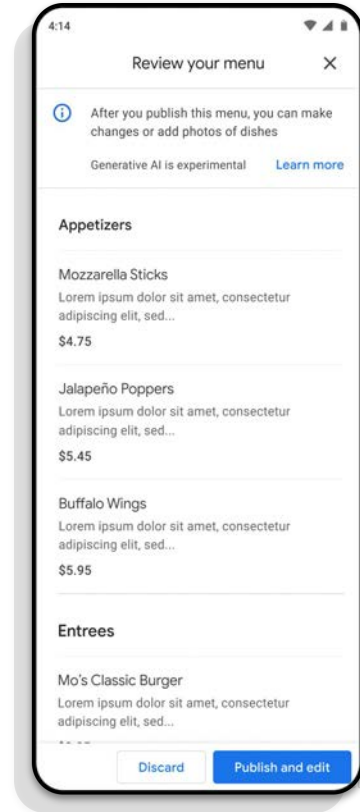
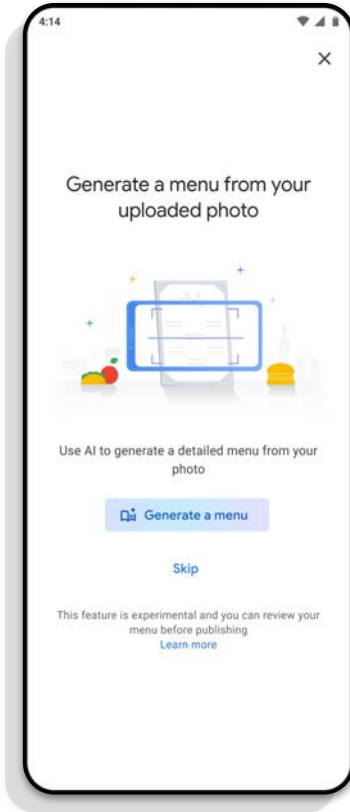
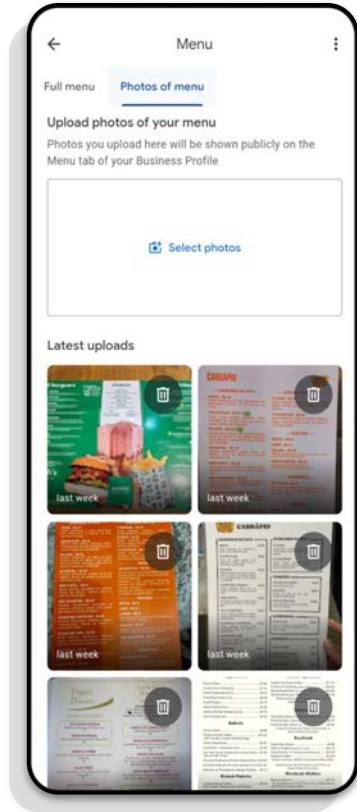
OPTION 3

Use the magic of
AI to transform a
photo into a
structured menu

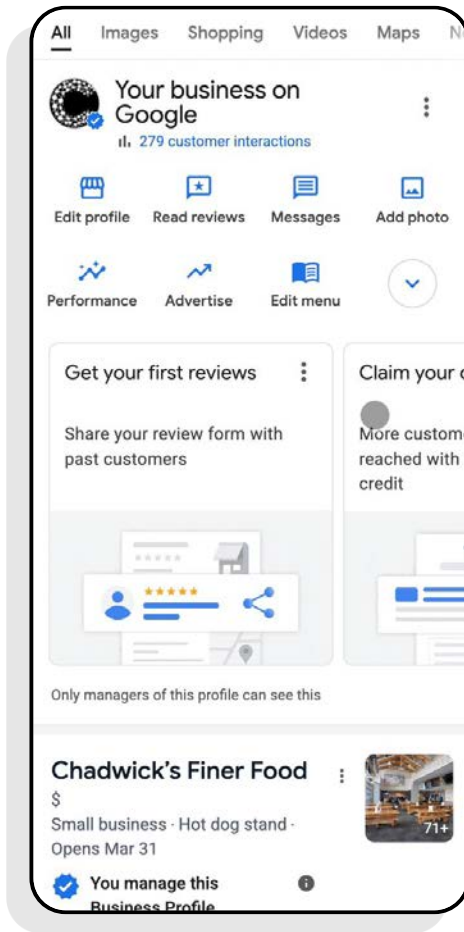
NEW



How to generate an AI menu



Edit your menu highlights



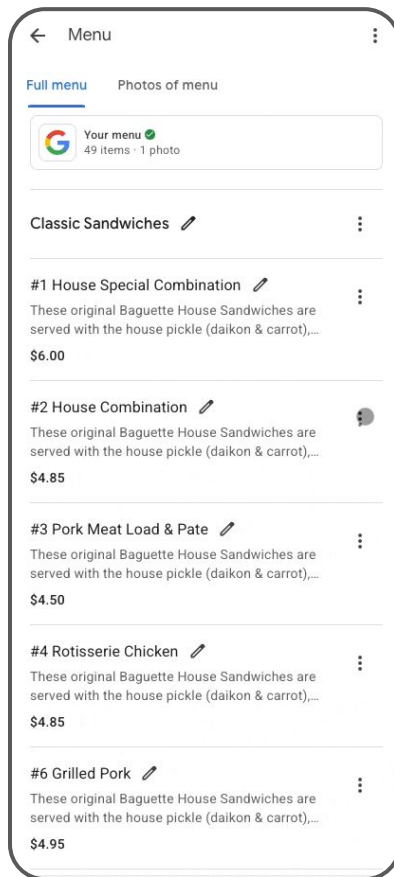
NEW

NEW

Quickly update prices

A focused view built for speedy edits

More quickly
update your
menu prices





Photos and videos tell the story of your business. It's worth the time to make them great



Upload photos and videos

42%

more direction requests for businesses with photos.

35%

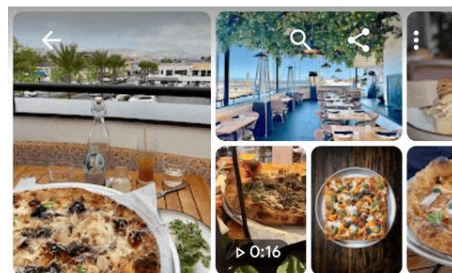
more clicks through to their websites for businesses with photos

7x

more clicks for businesses with complete profiles.

90%

of people are more likely to visit you if you have photos of your business



Truly Pizza

4.3 ★★★★★ (252) · \$20–30

Pizza restaurant · Closed

OVERVIEW

MENU

REVIEWS

PHOTOS

A



CALL



DIRECTIONS



SHARE



WEBSITE

RESERVE A TABLE

ORDER ONLINE



Has outdoor seating · Dogs allowed inside

Menu highlights

5 dishes related to your query



Home



Search



Saved

Upload all other photos and videos of your restaurant

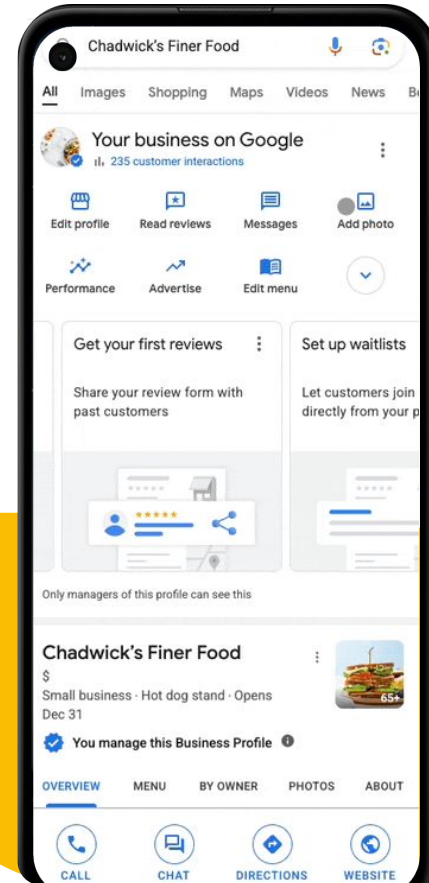
- ✓ Add photos & videos of interior, exterior, experience, dishes
- ✓ Create short form videos on YouTube Shorts and repurpose this content by uploading directly into your GBP

Photo guidelines

- Format: JPG or PNG.
- Size: Between 10 KB and 5 MB.
- Recommended resolution: 720 px tall, 720 px wide.
- Minimum resolution: 250 px tall, 250 px wide.
- Quality: The photo should be in focus and well lit, and have no significant alterations or excessive use of filters. In other words, the image should represent reality.

Video guidelines

- Duration: Up to 30 seconds long
- File size: Up to 75 MB
- Resolution: 720p or higher



Be ready when your customers are looking to take action

 food delivery, restaurant reservation and more

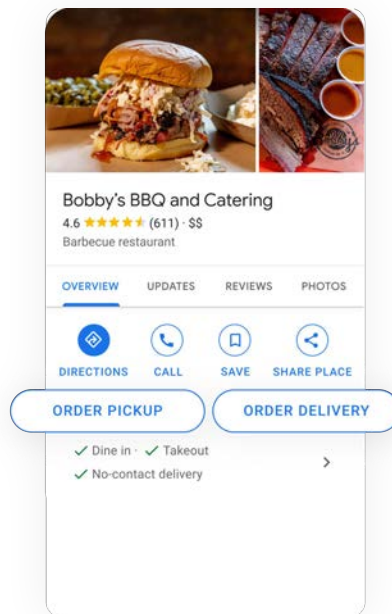
Help customers reserve or order

80%

of US consumers expect to be able to book a table or place an order from a restaurant online

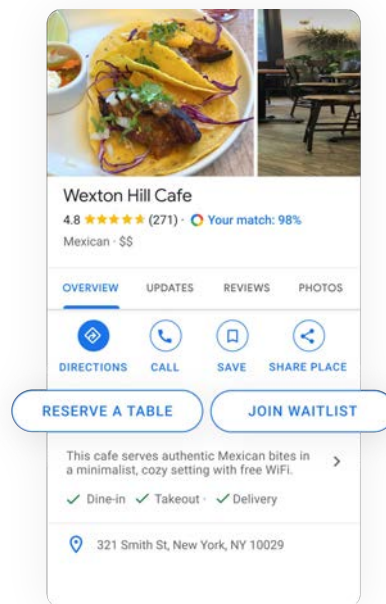
Accept online food orders

Use [Order with Google](#) to let customers order takeout or delivery from your profile.

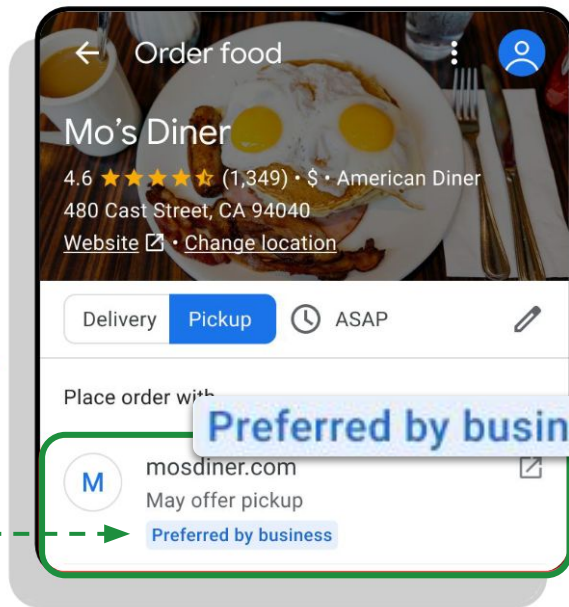
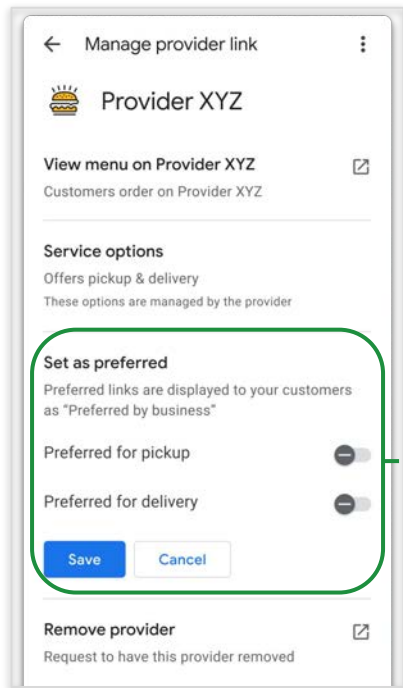


Let customers make reservations

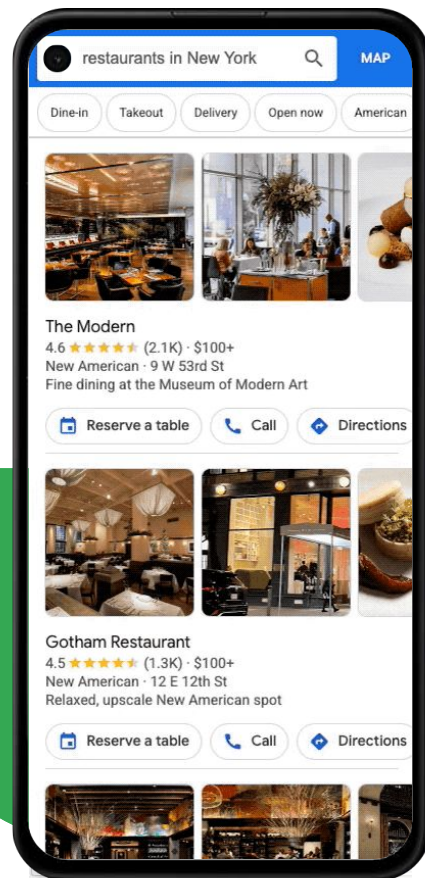
Use [Reserve with Google](#) to help customers book a table or join a waitlist from your profile




Set your preferred actions partner

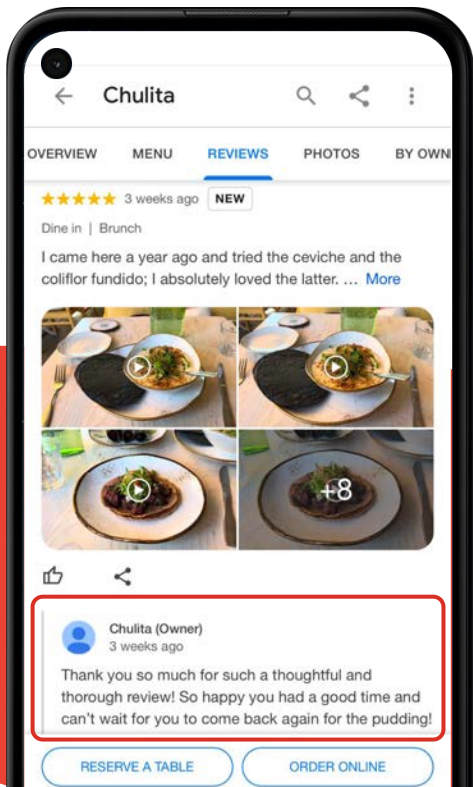


Our goal is to create
a rich discovery
experience to help
users **find & take
action with your
business**



Be engaged with your customers

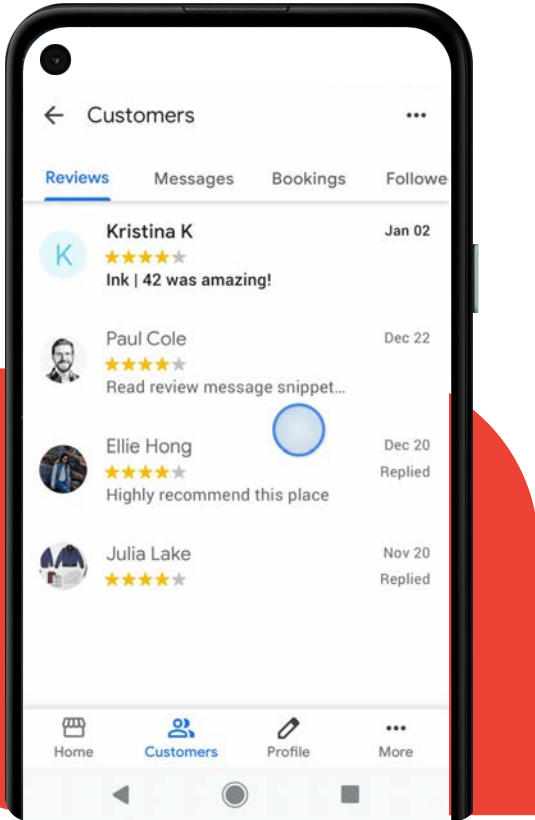
 Phone number, reviews, messaging |



CONNECT WITH YOUR CUSTOMERS

Showcase & respond to feedback / reviews.

- **Be notified** when guests write reviews about your business
- **Build brand loyalty** by responding
- **Reply** with your point-of-view, solutions, answers, or thanks

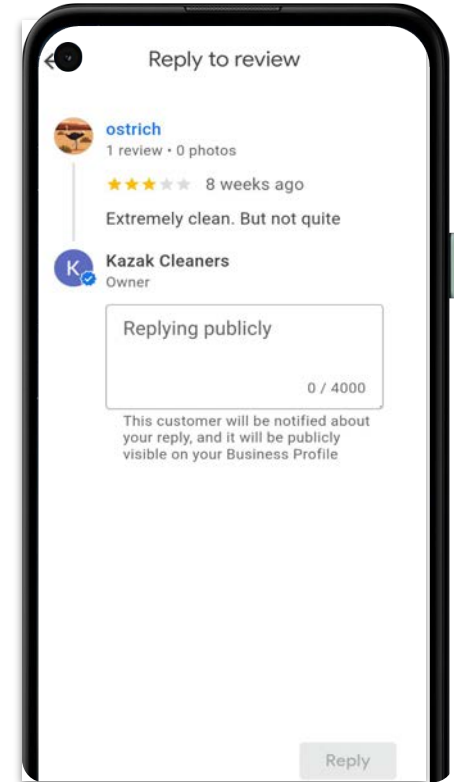
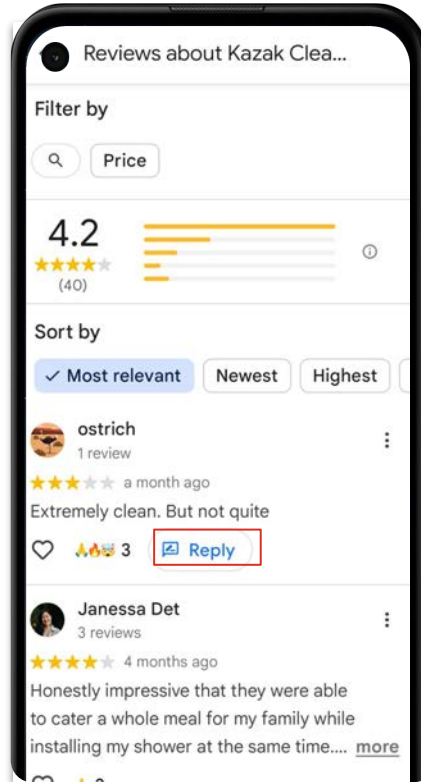
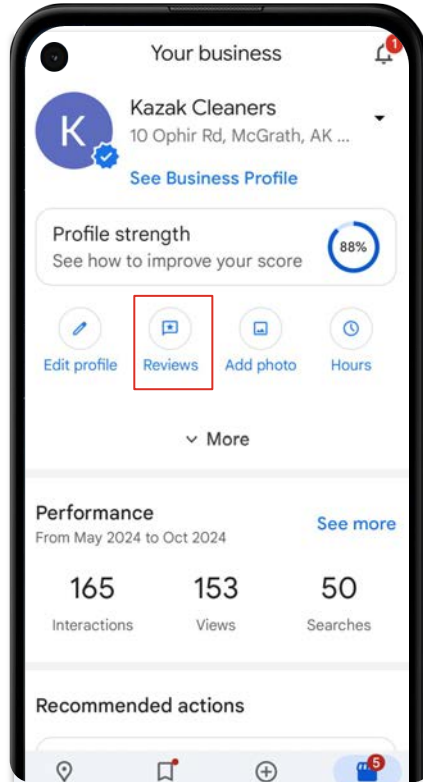


BEST PRACTICES

Best practices for negative reviews

- **Don't panic** when receiving a negative review
- **Evaluate the situation** by looking into what they said
- **Respond** to negative reviews quickly to calm the guests
- **Rectify** the situation as soon as possible

Replying to Reviews



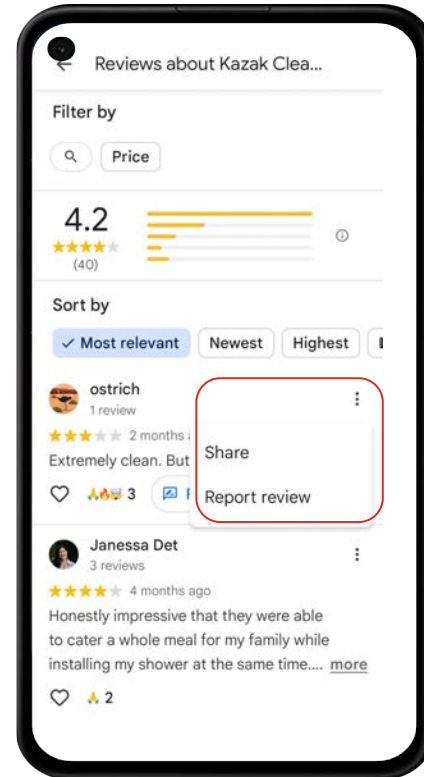


Dealing with inappropriate reviews

Report only reviews that **violate Google policies** such as spam or inappropriate content. Reviews that are removed for policy violations are not reinstated

Don't report a review **just because you disagree with it or don't like it**

- Google doesn't get involved when businesses and customers disagree about facts
- There's no reliable way to tell who's right about a particular customer experience



← Mobile view



Report a review for removal

Manage your Google Business reviews

Manage reviews on your Google Business Profile with our easy, automated self-help flow. It lets you report review removals and check review status in minutes.

Request to report a review

Use this table to find the reviews submitted for your business. The reviews appear in the order they were posted. Use the links to report a review for removal. To check the status of the reviews you've already reported through this tool, check your email or return to this page. Most reported reviews are processed within 3 business days.

Important: Selecting the "Not Helpful" option in the "Report a problem" page doesn't flag a review for removal due to policy violation. Please choose another option if you believe the review is violating policy and should be removed.

Review	Rating	Reviewer name	Link to review	Report a review link
I am literally a competitor who wants to tank your business.	1/5 stars	John Smith	View in Maps	Report

Back

Close

← Reviews



4.5 ★★★★★ (21 reviews) ⓘ

↩ Reply to reviews

↗ Get more reviews

All

Replied

Unreplied

☰ Newest



John Smith

1 review · 0 photos

★★★★★ 2 days ago **NEW**

I am literally a competitor who wants to tank your business. [View full review](#)

↩ Reply



Desktop view



Report a review **for removal**



Manage your Google Business reviews

Manage reviews on your Google Business Profile with our easy, automated self-help flow. It lets you report review removals and check review status in minutes.

Select a business to review

Select a business to review

You can type in a search in the format of prefix:value [?](#)

Business name	Business address	Status of business
<input checked="" type="radio"/> My restaurant	1600 Amphitheatre Pkwy	Verified

All items shown

[Back](#)

[I can't find my business](#)

[Continue](#)



Report a review **for removal**



Manage your Google Business reviews

Manage reviews on your Google Business Profile with our easy, automated self-help flow. It lets you report review removals and check review status in minutes.

Confirm whether you've reported a review

What would you like to do with your reviews?

- Check the status of a review I've already reported and my appeal options
- Report a new review for removal

Back

Continue



Report a review for removal

Report review

Off topic

Review doesn't pertain to an experience at or with this business >

Spam

Review is from a bot, a fake account, or contains ads and promotions >

Conflict of interest

Review is from someone affiliated with the business or a competitor's business >

Profanity

Review contains swear words, has sexually explicit language, or details graphic violence >

Bullying or harassment

Review personally attacks a specific individual >

Discrimination or hate speech

Review has harmful language about an individual or group based on identity >

Personal information

Review contains personal information, such as an address or phone number >

[Report a legal issue](#)



Conflict of interest

Review is from someone affiliated with the business or a competitor's business

Submit



This review has been reported to Google

Thanks for helping make reviews better



Check the status of removal request

The screenshot shows the 'Reviews' section of a Google Business Profile for 'Kazak Cleaners'. The profile has a 4.2 star rating based on 40 reviews. A dropdown menu is open, showing options: 'Manage reported reviews' (highlighted with a red box), 'Help and support', and 'Send feedback'. Below the menu, two reviews are visible:

- Yara Tarly**: 0 reviews · 10 photos · 6 weeks ago (5 stars)
- Beta 236**: 0 reviews · 0 photos · 6 weeks ago (5 stars)

Each review has a 'Reply' button. The background shows the business name 'Kazak Cleaners', address 'Daphir Rd, McGrath, AK 99627', and phone number '907-543-1009'.



Check the status of removal request



Manage your Google Business reviews

Manage reviews on your Google Business Profile with our easy, automated self-help flow. It lets you report review removals and check review status in minutes.

Confirm whether you've reported a review

What would you like to do with your reviews?

- Check the status of a review I've already reported and my appeal options
- Report a new review for removal

Back

Continue



Filing an appeal



Manage your Google Business reviews

Manage reviews on your Google Business Profile with our easy, automated self-help flow. It lets you report review removals and check review status in minutes.

Check the status of reported reviews

These reviews are shown in the order they were posted. Removed reviews aren't displayed.

Review	Rating	Link to review	Decision	Reviewer name
I am literally a competitor who wants to tank your business.	1/5 stars	View in Maps	Decision pending	John Smith

What would you like to do with your reviews?

Appeal eligible reviews

[Back](#)


[Continue](#)



Filing an appeal

Request Removal of Inappropriate Reviews

* Required field

 You're currently signed in as **myemail@gmail.com**. If this isn't the account associated with your issue, please [switch accounts](#).

Please type in the name of the [policy](#) that you suspect the review is violating: *

Fake engagement

Min 5 characters

Why do you think the [policy](#) is violated by the review in question *

I know John Smith. He is the owner of the restaurant down the road and he is obviously posting on my business to cause me harm.

Attach any attachments to substantiate your appeal

No file chosen

+ Choose file

Information confirmation *

I confirm that information I provided is accurate

Submit

Some [account](#) and [system information](#) will be sent to Google, and support calls and chats may be recorded. We will use this information to improve support quality and training, to help address technical issues, and to improve our products and services, subject to our [Privacy Policy](#) and [Terms of Service](#). Translation services may be used in chats and email.

Prohibited & restricted content

Deceptive content & behavior

Fake engagement

Contributions to Google Maps should reflect a genuine experience at a place or business. **Fake engagement** is not allowed and will be removed.

This includes:

- Content that is not based on a real experience and does not accurately represent the location or product in question.
- Content that has been posted due to an incentive offered by a business - such as payment, discounts, free goods and/or services.
 - This includes content posted following requests for revision or removal of a negative review in exchange for an incentive.
- Content that has been posted from multiple accounts to manipulate a place's rating.
- Content that has been posted using an emulator or other device tampering service, modified operating system, or other method to mimic genuine engagement, manipulate sensor data or results, or otherwise thwart or confuse normal operations.

We **do not** allow merchants to:

- Solicit or encourage the posting of content that does not represent a genuine experience.
- Offer incentives - such as payment, discounts, free goods and/or services - in exchange for posting any review or revision or removal of a negative review.
- Discourage or prohibit negative reviews, or selectively solicit positive reviews from [customers](#).
- Post content on a competitor's place to undermine that business' or product's reputation.

We **do** allow merchants to:

- Solicit or encourage the posting of content that does represent a genuine experience, without offering incentives to do so.

[Impersonation](#)

[Misinformation](#)

[Misrepresentation](#)

Encourage satisfied customers to share.

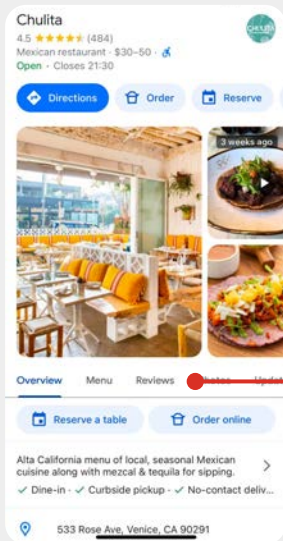
Messages to encourage customers to share their review

Short link to review

Enjoyed your visit?

Share your review on Google.

g.page/XXXXXXX/review

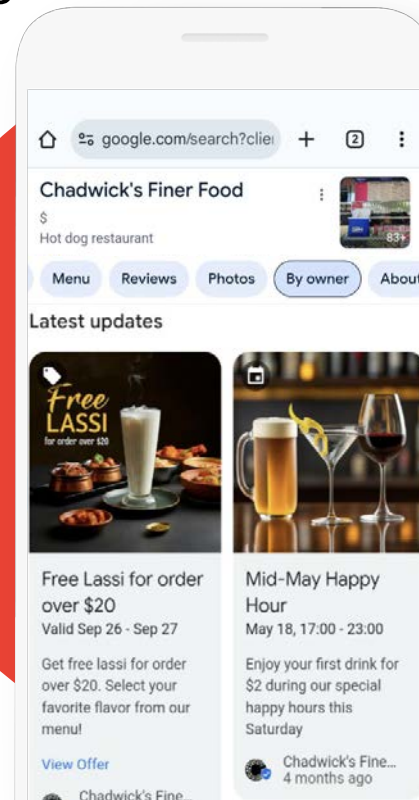


Screenshot of your Business Profile

Use business posts to keep customers up to date on events and deals

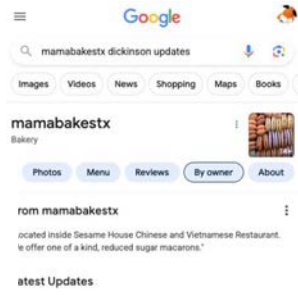
54%

customers say that coupons and discounts encourage them to try a new restaurant



“Nearby Events and Deals” Module

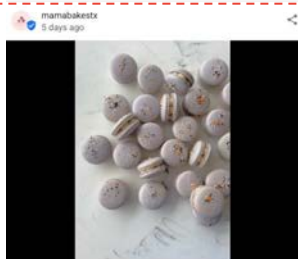
- Elevating business Post content into a new “Nearby events and deals” module
 - “dessert near houston”
- Applies to posts for local events and deals
- Launched the feature for Food & Drink in the US initially



These cookies are too cute to spook.

Find these cuties filled with boobery lemon curd exclusively in our Happy Haunting macaron... More

Order online Chat



Get in the spooky spirit and find these Frosted circus animal macarons in our shop all month long 🍬

#mamabakestx... More

Chat



Bar, Il Bracco ...

The Texas Tasty
<https://www.thetexastasty.com> · bes...

25 Best Dessert Spots in Houston, Texas

Aug 21, 2023 — List of Dessert Places in Houston: Squable · Underground Creamery · Coltivare · Popfancy Dessert Bar · Connie's Frozen Custard · Milk Mustache ...

Squable Popfancy Dessert Bar Connie's Frozen Custard Crave

Nearby events and deals



Get your Fall on with Slims Fall Jar Desserts. For a limited tim...
Slim Chickens
2.7 ★ (119)



Fall Vibes Alert 🍂 Our limited-time pumpkin bread...
Cinnaholic
4.5 ★ (261)



Get in the spooky spirit and find these Frosted circus...
mamabakestx
No ratings or reviews



Halloween at Pinstripes: Costumes, Desserts, and...
Pinstripes
4.3 ★ (816)

NEW

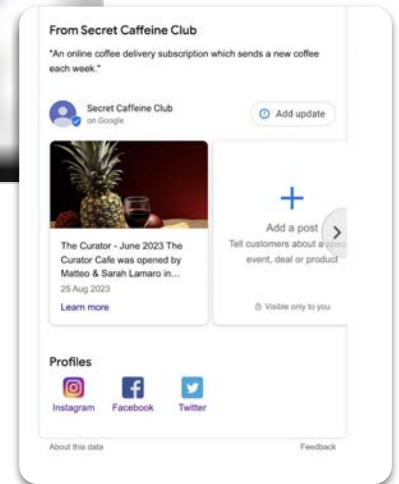


Add **social media profiles** to your Business Profile

- Up to 7 profiles can be added:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Pinterest
 - TikTok

- Up to 5 profiles will be shown at a given time

Note: Business provided edits will override Google Search suggestions



Now featuring **social media updates** directly on your Google Business Profile (mobile)



NEW

Overview Menu Reviews Photos By owner

Preview this place
8 pages

Menu
The cavalier austin menu

Popular times
Live updates on how busy The Cavalier Austin is

Social media updates

DAD OLYMPICS
SUNDAY, JUNE 16
FOUR PM TO SIX PM
CENTRAL TEXAS FOOD BANK
FOOD DRIVE
BEST DAD OUTFIT
THE CAVALIER

Celebrate Father's Day w/ DAD OLYMPICS this...
The Cavalier (@thec...
Instagram · 2 days ago

Come get those patio vibes while the gettin is good! 🌟 It'...
The Cavalier (@thec...
Instagram · 5 days ago

LUN
CRI
BAL

Reviews
Reviews from the web and Google

2 more

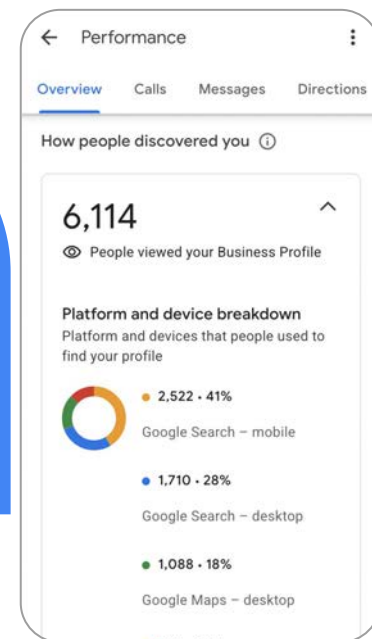
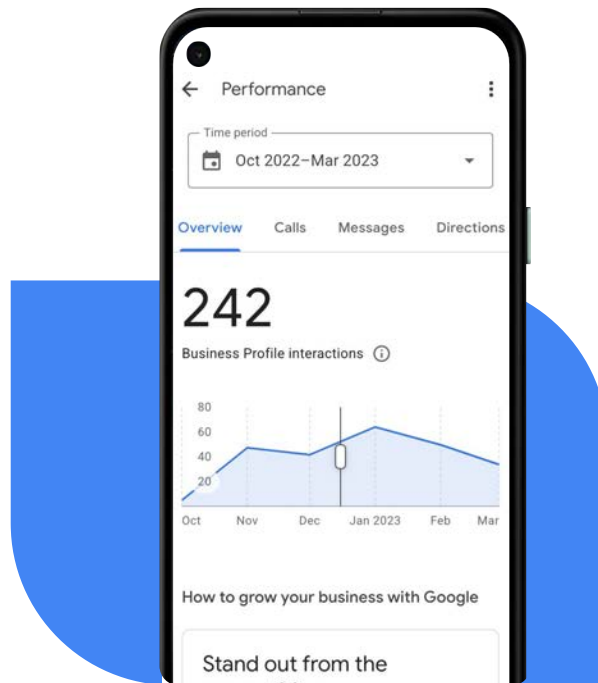
Leverage insights to drive action

🔍 Local promotions, brand messages |

Track your Business Profile performance

See what your customers are interested in by monitoring specific profile interactions such as:

- Searches
- Users who viewed your profile
- Menu interactions
- Direction requests
- Calls
- Website clicks



Monthly Performance Report

Provides a monthly recap of performance, with trends and insights

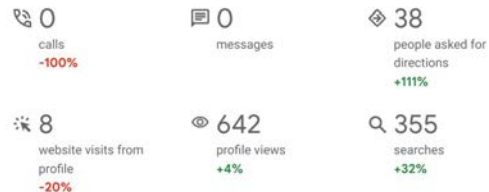


Your Business Profile report with 46 interactions* last month

See how Chadwick's Finer Food at 1901 Poquito St, Austin, TX 78702 performed in September 2024 compared to the previous month.

[See full report](#)

Your performance at a glance



*An interaction is when a customer calls, messages you, makes a booking, is sent to your website, or requests directions from your Business Profile.

Top search terms

1 restaurants 185	2 chadwicks 58	3 food 57
----------------------	-------------------	--------------

Are your hours, phone number, and website accurate?

Make sure your Business Profile is up to date on Google, so customers have a way of reaching you.

[Update Now](#)



Thank you for attending our webinar today!

Please take a few moments to complete the survey via QR Code. Your responses will help us enhance our upcoming webinars and meet your expectations.



Here is what you learned today:

- ✓ Be **there** when customers are looking for you
- ✓ Stay **relevant** by showcasing your offerings
- ✓ Be **ready** when customers are looking to take action
- ✓ Be **engaged** with your customers
- ✓ Leverage **insights** to drive action



Thank you