

## Take Control of Your Digital Reputation



## A CHECKLIST FOR RESTAURANTS | KEY AREAS OF FOCUS

### FIRST IMPRESSIONS

- ☐ Clean windows & doors (inside & out)
- ☐ Trim vegetation & tidy landscaping
- ☐ Evaluate pest attractants & entry points
- ☐ Power-wash/clean exterior walls
- ☐ Evaluate parking lot surfaces

### 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 TOILETS SHINE

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

### PUT FOOD SAFETY FRONT & CENTER

- ☐ Post food safety/hygiene/public health certificates at the entrance
- ☐ Place hand sanitiser 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
- ☐ Minimise food debris inside the restaurant (drains, floor, etc.)
- ☐ Cover all perishable foods & waste containers
- ☐ Train staff to recognise & report signs of pest activity
- ☐ Partner with a proactive pest management professional to provide proactive treatments and ongoing consultation

<sup>1</sup> TripAdvisor, 2017

<sup>2</sup> Harvard Business School research, 2016

<sup>3</sup> <https://moz.com/blog/new-data-reveals-67-of-consumers-are-influenced-by-online-reviews>

<sup>4</sup> <http://www.mintel.com/blog/foodservice-market-news/cleanliness-menu-selection-and-comfort-most-important-when-dining-out-reports-mintel>