

AI FOR RESTAURANTS ACTION CHECKLIST

Use this checklist to make your restaurant more visible and accurately represented in AI-generated answers across AI tools like ChatGPT and Gemini.

THIRD-PARTY SITES DoorDash, Yelp, etc.

- ☐ **Claim and verify every listing.** Officially claim ownership of your listings so you can edit them directly — unclaimed listings show up far less in AI answers.
- ☐ **Complete every attribute field.** Add cuisine type, "good for groups," outdoor seating, dietary options — exactly what AI matches against searches like "patio dining that's kid-friendly."
- ☐ **Refresh photos and menu items regularly.** This signals to AI tools that your profiles are up-to-date.
- ☐ **Respond to reviews with real detail.** Don't just post generic replies — specific responses are what AI treats as fresh, citable content.
- ☐ **Keep your description consistent across every platform.** Make sure you have the same cuisine type, hours, and address across your third-party profiles so AI isn't getting conflicting signals.

Resources:

[How to Manage DoorDash Customer Reviews](#)
[Turning Customer Feedback Into Restaurant Growth](#)

WEBSITE

- ☐ **Build a dedicated FAQ section.** Write real Q&As on parking, hours, private dining, patio seating — matching how people actually phrase questions to AI.
- ☐ **Make your menu crawlable.** Launch a text-based menu — not a locked PDF or image — so AI can parse and cite specific dishes and prices.
- ☐ **Keep photos current.** Make sure your photos are up-to-date so search engines and AI surface what your food looks like today when people search.
- ☐ **Add restaurant schema markup.** Include structured data tagging hours, menu, price, cuisine so AI pulls facts instead of guessing. This is best handled by your web dev, agency, or website provider. [Check with Google](#) to see if your site is set up correctly.
- ☐ **Confirm your site isn't blocking AI crawlers.** Check robots.txt isn't blocking GPTBot, Google-Extended, or PerplexityBot — if it is, nothing else here matters. This is best handled by your web dev, agency, or website provider.

Resources:

[How to Design a Restaurant Website That Converts](#)
[Building a Restaurant Website that Drives Orders](#)

GOOGLE BUSINESS PROFILE

- ☐ **Claim and verify your profile.** If you haven't already, this is the single highest-impact, free action on this whole list.
- ☐ **Keep hours, categories, and menu information accurate and current.** This ensures Google surfaces the right information to customers looking to eat your food.
- ☐ **Use Posts/Updates regularly.** Fresh, timestamped content signals recency to AI.
- ☐ **Fill out every section, including subcategories.** Don't just fill out primary categories. Make sure subcategories are complete too, so when customers search for something very specific (i.e. "Best gluten-free tacos Wichita outdoor seating") Google includes your restaurant as an option.
- ☐ **Respond to recent reviews.** Responding to reviews shows that you're keeping your profile current, signaling recency to AI.

Resources:

[The Restaurant Owner's Guide to Google My Business](#)
[Restaurant SEO Basics](#)

REDDIT

- ☐ **Search for threads already mentioning your restaurant or neighborhood.** Reddit is cited by AI models more than professional food criticism, so existing threads carry real weight.
- ☐ **Respond where it's appropriate.** Plus, have someone on your team post naturally and occasionally. No need for a full strategy yet — just a starting presence.

Resource: [How Reddit Is Influencing Your Restaurant's Reputation](#)

Diners are increasingly asking AI where to eat before they ever open a map or a review site. Copy these two prompts into your favorite AI tool, like ChatGPT or Gemini, to see whether it's finding your restaurant, getting the facts right, and who it's recommending instead.

PROMPT 1 SEE HOW YOUR RESTAURANT SHOWS UP IN AI TODAY

You are helping me audit how AI surfaces restaurants in my market.

Task: for [restaurant name] which serves [cuisine] and is located in [city/neighborhood], and its main competitors in the same area, tell me:

- Whether the restaurant appears in discovery queries.
- What factual details AI gets right or wrong.
- What sources AI seems to rely on.
- Which competitors are being surfaced instead.
- What I should improve to increase visibility and accuracy.

PROMPT 2 GET AN ACTION PLAN

Run these queries as if you were a diner:

- "Best [cuisine] restaurants in [neighborhood/city]"
- "Good [cuisine] spot for a birthday in [city]"
- "Tell me about [Restaurant Name] in [city] – hours, menu, vibe, price range"
- "Does [Restaurant Name] take reservations / have outdoor seating / accommodate large groups?"
- "What are people saying about [Restaurant Name] lately?"
- "Where can I order [cuisine] near [neighborhood]?"

For each query, return: the restaurants that appear, the order they appear in, the sources cited or referenced, any obvious inaccuracies, and any missing sources that seem important.

Then give a final summary with:

- Top 3 source types AI relies on for this market
- Top 3 competitor signals that seem to matter most
- The 3 biggest fixes for my restaurant's visibility

Format the answer as a table, then a short action plan