

# Restaurant SEO Checklist (20 items)

Toronto Restaurant Growth — local search hygiene

## GBP

1. Profile claimed & verified
2. Name matches signage
3. Primary category correct
4. Secondary categories filled
5. Hours + holiday hours accurate

## Content

6. 10+ photos uploaded
7. Menu on GBP
8. Weekly GBP posts
9. Q&A populated
10. Halal attribute if applicable

## Web & citations

11. Mobile-friendly site
12. NAP consistent everywhere
13. Listed on Yelp, YellowPages
14. LocalBusiness schema
15. Menu page (not PDF-only)

## Reviews

16. Respond to all reviews
17. Steady new review velocity
18. Table-side or follow-up asks
19. Neighbourhood landing page
20. Title tags with cuisine + city