



Restaurants & Food Industry
&
ORM

1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This rises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Companies and businesses

No matter what field you are in – medicine, finance, catering, etc. - you want to leave the public with a good impression of your company. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM strategy can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

Individuals

Just like companies individuals need to maintain a positive image online. CEOs, job seekers, public figures or future students can all suffer from the detrimental effects of negative content about them online. A good ORM approach can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. SEO & SOCIAL MEDIA

1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. It is an excellent and efficient marketing tool aimed at driving traffic to your website. The work of a SEO practitioners involves attempting to analyze how search engines, such as Google, decide which site goes where. Meaning: why does one site come up on the first page while another shows up on page 15? Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms.

Ranking well on organic search results is extremely important for companies or businesses, which highly depend on their website to drive sales or attract new customers.

2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful marketing tool, which provides businesses with vast exposure,

as well as interaction with past, present or future customers. Social media sites are free and reach a wide and active demographic with which any company can establish a two conversation. Thus it is important that businesses utilize the advantages of social media in order to provide good customer service, up-to-date information and solidify the brand's image.

Restaurant and Food Industry and ORM

The Internet has become an incredible source of information where even food has come to be a beloved commodity for sharing. Foursquare and Instagram have revolutionized people's relationship with food and restaurants, bridging the gap between businesses and consumers through interaction, sharing and interactivity. Thus the impact negative comments, reviews or articles can have on a restaurant is apparent. The adoption of a good ORM strategy can prevent and resolve emerging only image issues. The application of SEO techniques can boost a restaurant's website to the top results of search engines. A detailed and strong social media approach can help engage audiences and thus build up your brand and successfully promote your business. Employing a team of ORM specialists will help you quickly reach your online goals and with that your offline aspirations.

4. FACTS

40% of consumers post restaurant reviews online

9 out of 19 restaurants used social media

30% of restaurants have a mobile app

40% of consumers learn about food via websites, apps or blogs

72% of food photography is of a main meal (mostly dinner) rather than snacks

Contact us:

BEYOO ONLINE.

Phone number: +41 76 624 00 15

E-mail: info@beyooonline.com

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