Marqii

GEO Discoverability Checklist

Listings

- [ ] High-quality, recent photos are uploaded
- [ ] Attributes are fully completed (patio, happy hour, live music, etc.)
- [ ] Service types are updated (dine-in, takeout, delivery)
- [ ] Hours (including holiday hours) are accurate
- [ ] Primary and secondary categories are correct
- [ ] Name, Address, Phone (NAP) are identical everywhere

Reviews

- [ ] Use natural language that reflects your brand voice
- [ ] Personalize responses (avoid generic copy-paste)
- [ ] Respond to 100% of reviews

Menus

- [ ] Highlight seasonal and limited-time offers
- [ ] Keep pricing accurate
- [ ] Include dietary tags (gluten-free, vegan, vegetarian, etc.)
- [ ] Add clear, descriptive item descriptions
- [ ] Upload structured menu items (not just a PDF)

Posts

- [ ] Promote limited-time offers
- [ ] Highlight seasonal menu iteams
- [ ] Share events (live music, trivia, themed nights)
- [ ] Feature popular dishes

Website

- [ ] Implement schema markup
- [ ] Location-specific landing pages (for multi-unit brands)
- [ ] Embedded Google Map
- [ ] Clear online ordering integration
- [ ] Click-to-call functionality
- [ ] Fast mobile load speed

Next Step: Schedule your demo with Marqii and take the first step toward an online presence that drives real results.