

Online Review & Reputation Management

Food Service, Restaurants & Cloud Kitchens

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a review-and-reputation plan — generating positive reviews, responding to all reviews, improving ratings on Google/Zomato/Swiggy, and acting on feedback. Use it to build ratings that drive sales. For complaints use the Complaint Handling tool (F7).

Purpose of this tool & output

Build ratings on Google, Zomato and Swiggy

How the output is used

Use the tool to build ratings on Google, Zomato and Swiggy and respond well.

Important cautions

Ratings drive discovery and orders directly — earn genuine reviews (never fake them), respond to every review professionally, and fix the recurring issues reviews reveal. Negative reviews handled well can win customers back publicly. Adapt to your platforms.

Companion documents

- Restaurant Marketing Plan
- Food Social Media Playbook
- Offers & Promotions Designer
- Restaurant Loyalty Program Designer
- Google Business Profile & Local SEO
- Food Influencer Collaboration Plan

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