

Restaurant Blog Ideas



Ranking high in search results and receiving lots of social media shares requires you to have an active blog to market your restaurant. Sometimes it can be hard to think of new restaurant blog ideas in order to provide your audience with quality content.

Posting to your restaurant blog on a regular basis increases your restaurant website traffic, and means more hungry people looking at your menu and learning about your brand! The following guide will present some ideas to spark your creativity when it's time for your next awesome restaurant marketing blog post.

Frequently Asked Questions About Your Restaurant

The odds are that you and your staff get a lot of the same questions from guests. You can compile these questions into an FAQ, giving your customers an easy place to find answers about parking, your wine selection, if you have high-chairs available, what your maximum party size is etc. Talk to your staff and get a list of all the questions people ask.

Not So Frequently Asked Questions About Your Restaurant

When you come across an interesting question from a guest, it might make a great feature story. Everyone loves to learn about things and there is always something new! What's the best way to get the meat out of a lobster? Are all red wines basically the same? Am I supposed to eat the garnish? Consider these amusing questions as an opportunity to teach your readers.

Blog Special Menu Items Offered at Your Restaurant

There are lots of ways to use featured menu items as a way to tell an interesting story and generate interest in your restaurant. See our learning center article "Featured Menu Items" for many ideas. Creating special items inspired by great stories can generate a lot of interest for your restaurant.

Blog Regular Menu Items Offered at Your Restaurant

Write about regular menu items, what inspired them, what goes into making them. Consider creating a recipe for people to follow. People love recipes, especially when they're provided by food experts!

Blog Restaurant Tips and Secrets You've Learned Along the Way

People love to read about how to do things the right way. Remember, home chefs still go out to eat, because we all need a break. Providing useful information online is how you generate shares, likes and traffic. So share your passion for cooking with your followers!

- Here are some ideas:**
- How to plate like a pro
 - De-bone a chicken the right way
 - How to get perfect julienne carrots
 - Set the right mood for a relaxing dinner

Blog Post Foodie Tips From a Restaurant Professional

If there's something you know, it's how to enjoy food. Think of some ways people can improve their food enjoyment experience. Which wines go well with fish? Can kale actually taste good? What are the culinary uses of different mushrooms? Sharing your passion and knowledge of food will build trust and remind people that when they go to your restaurant they'll be treated by an expert.

Blog Post Restaurant Guest Profiles

Do your loyal customers have great things to say about you? Consider soliciting an interview and writing a story about their passion for your restaurant. Maybe you can even get them to write it themselves!

Blog Post Restaurant Staff Profiles

Your staff superstars probably have a great story. What are their interests? What's their favorite part of working there? Of course, be sure to include their favorite items on the menu. Staff members often make things "off menu" Consider offering their concoction as a secret menu item, to those who read the story. Maybe someone else out there likes peanut butter jalapeno french fries too? If nothing else, it's a funny story, to get people talking.

The ideas presented here should help jumpstart your creativity and help you develop your own restaurant blog ideas. Always think about telling a good story that connects with people and you will naturally attract the interest of your readers. Share your passion for food and the restaurant business and you'll gain a loyal following on social media who will share your posts. Using these restaurant blog ideas, you'll be a step closer to creating viral traffic, increasing your search engine ranking and building your brand.