

# FOOD & BEVERAGE SECTOR

2025 Study of the e-reputation and online visibility  
of the Food & Beverage sector in the KSA



# Agenda

## ◦ Introduction

- Who is it made for?
- Research numbers
- Brands analyzed

## ◦ How to be found: online presence

- Ranking factors
- The evaluation of Google tab
- Importance of information
- Informational completeness of Food & Beverage stores in KSA
- Store Locator: get found
- Comparison of Store Locator in the Food & Beverage sector

## ◦ How to improve online reputation

- The explosion of Google reviews
- Partoo's Barometer 2024
- Food & Beverage ' stores reviews
- How to manage reviews
- How to get new reviews?

## ◦ Partoo's tips

- Our products
- Contact

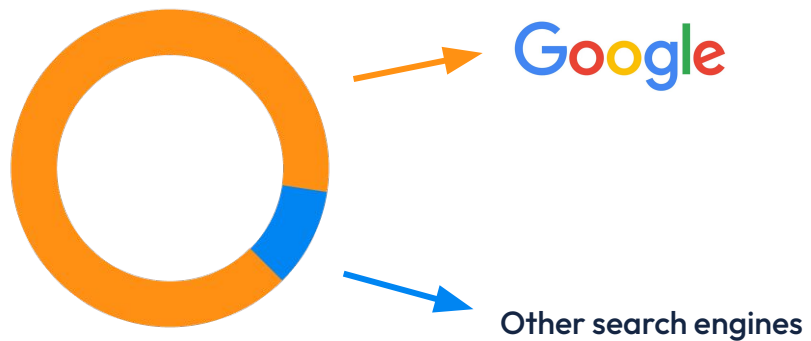




# Introduction

Having a presence on Google has become an indispensable factor in growing Internet businesses and attracting new customers to your Food & Beverage store. **90% of Internet searches are done on Google**, and out of those, half are local searches—that's where prospective customers **are looking for you!**

## Online Research



This is why, Marketing Managers in different companies and sectors are keeping a close eye on the world of online Local Marketing.

Improving one's visibility, however, is not easy, especially in some industries where competition is increasingly fierce, and more specifically in large cities.

**We analyzed the information of some Brands in the KSA...**

# Methodology

## Data studied and analysis method

Through the use of API (Application Programming Interface) extraction, we collected Google Business Profile data from each of the agencies of the 6 brands selected for this study.

For each brand we have studied:

- The **number of reviews** per point of sale
- The **average rating** of the listings
- The **completeness of the listing information** and the key stats

A few key figures:

6



Analysed brands

561



Points of sale

366,954



Analysed reviews

4,29/5



Average rating





منذ ١٩٤٨ - Since 1948



dr. CAFE® COFFEE  
— SINCE 1997 —



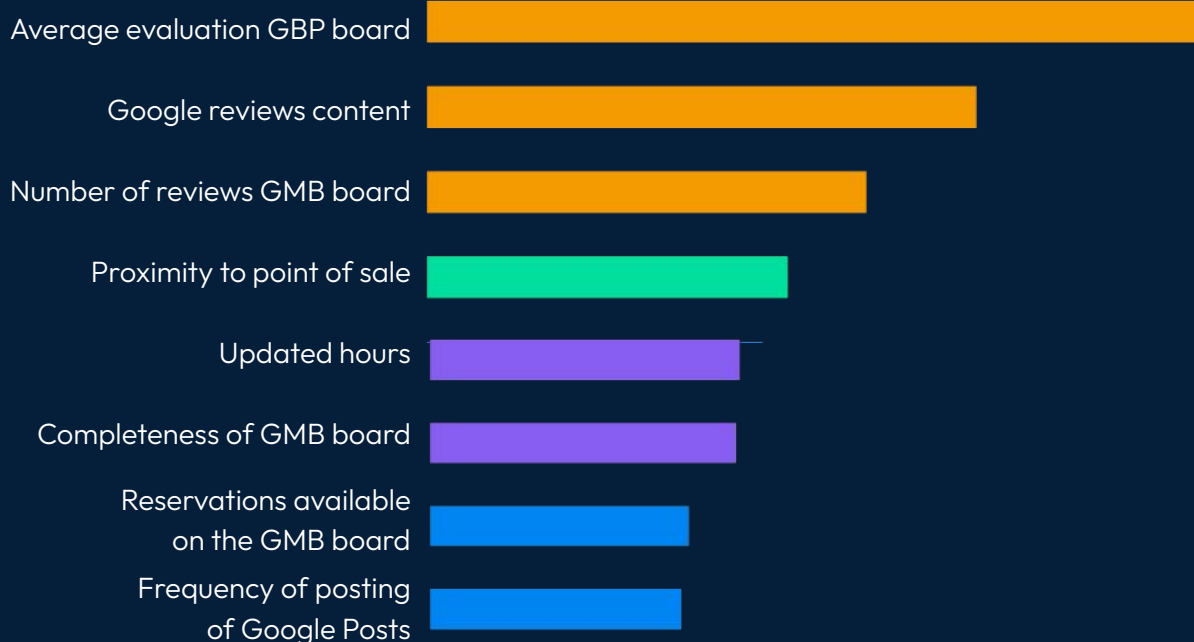
# Studied brands



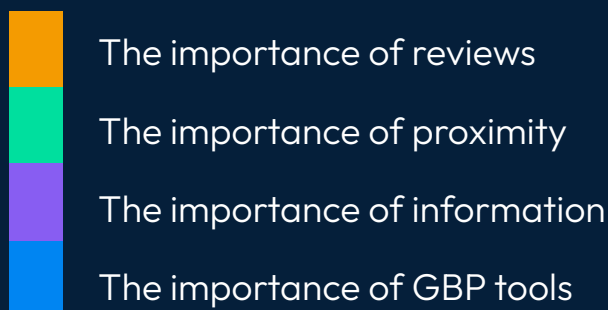
# Analyzing Brands in the KSA



# Positioning factors



No one knows exactly how Google's algorithm works, as they've never provided precise data about it. However, years of study, analysis and research have allowed assumptions to be made based on testing and expert testimony.





La pubblicazione della ricerca Google  
è il risultato di un'operazione più  
importante

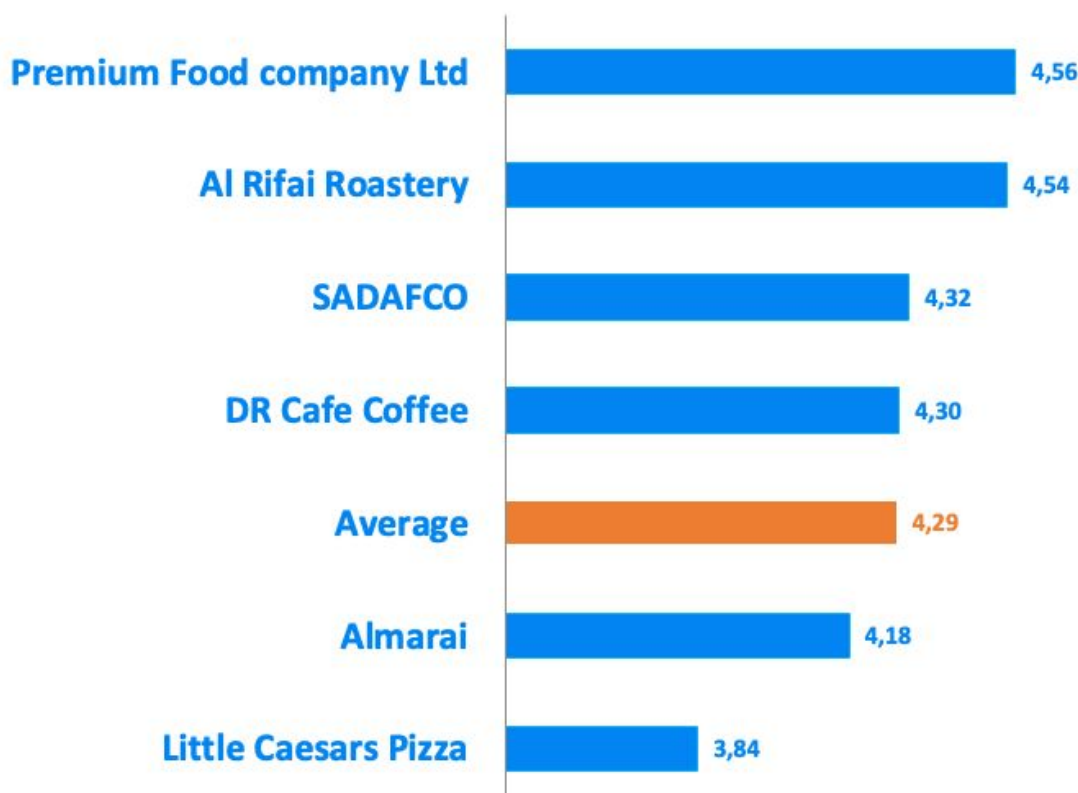
4.5/5

**Do you want to find out  
all the research data?**

**It will soon be  
available!**

# The most important ranking factor: Evaluating Google tab

Average rating of Food & Beverage stores in KSA is **4,29/5**



## Tips

Google gives a lot of importance to the quality of its services, which is why it directs its users to businesses and venues that are most likely to satisfy them. Google's algorithm shows businesses that have a good online reputation as top results, based on the average rating of reviews, ratings and response times.

**99% of Middle eastern users believe that a rating below 3 stars is unacceptable.**

# The importance of information

Most people choose to visit a store among those proposed by the Google Local Pack, especially when it concerns Food & Beverage .

The Local Pack is the block of information that includes all businesses, in the user's vicinity, that can accurately meet the user's needs. Once composed of a larger number of results, today Google's Local Pack is also known as Local 3-Pack, because it extensively displays only the first three results ranked as most relevant.

## Why is it important to feature in the Local Pack?



**65 % of Internet users stop at the famous Local Pack.**

## How to get a privileged place in the Local Pack?

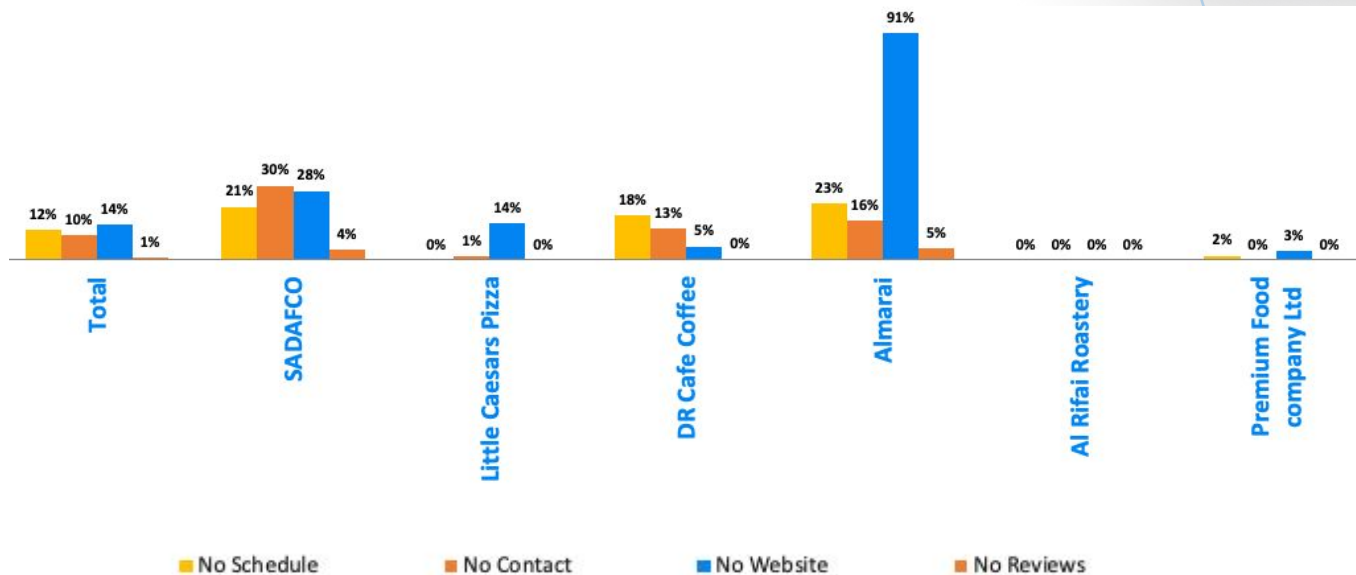
It is necessary to provide Google with the correct local information, and it is very important that this information is the same in all other sites (Facebook, Waze, ...)

Here are the basic steps to follow:

- ✓ **Claim tabs.** If the Google tab is not properly maintained by the owner, any user can edit the information (running the risk of entering it incorrectly).
- ✓ **Enter opening hours.** Update opening hours, as well as exceptions (vacations, public holidays, etc.). This is most important to prevent customers from being disappointed in arriving in front of closed premises
- ✓ **Specify categories/attributes.** Adding categories is essential to ensure relevance of searches. Each Google tab can contain up to 10 categories: 1 main and 9 secondary.
- ✓ **Store Photos.** Tabs with more photos get about 35% more clicks than those without. Also, if you do not upload any photos to your Google tab, Google will do it for you; and your venue will be represented by a random Google Street View or a photo added by a user.



# Food & Beverage in the KSA: **Contacts, Schedule, Website & Reviews**



## Tip

### Leverage Online reviews to influence decisions:

- 76% of consumers rely on reviews; 69% of young adults check them monthly.

### Website = first impression:

- A clean, professional site reflects your business quality.

### Add booking options to increase traffic:

- Include forms or external booking links on your site and Google Business profile.
- Regular updates boost search visibility.

### Create a smooth and easy contact:

- 75% want to message businesses like they do with friends.
- No phone number = lost customers.

### Keep an updated schedule:

- Especially on holidays — outdated info may trigger Google warnings and hurt visibility.

# Store Locator: Get Found

In the digital age, connecting users with your Food & Beverage store is crucial to the success of your business. That's where the Store Locator comes in!

This feature is an interactive map integrated into your website where your physical Food & Beverage store are listed, making it easy for users to access the address and other personalized information about each store, such as products and services, promotions, and contact details.



## Why should you have a Store Locator?

1. **Optimize the customer experience:** it allows users to easily find your Food & Beverage store through searches by country, zip code, city...
2. **Be the first:** pages dedicated to each agency, with accurate and up-to-date information, will improve your search engine rankings.
3. **Centralize all data:** easily collect all the information you publish on your website.
4. **Increase web-to-store traffic and, as a result, your revenue as well!**

[Create your own Store Locator now!](#)

A photograph of a modern, minimalist cafe interior. The space features light-colored wooden floors, a curved wooden ceiling with recessed lighting, and several tables with chairs. In the background, there is a service counter and a display case. The overall atmosphere is clean and contemporary.

# Improving your e-reputation



# The boom of Google reviews

Did you know that **91% of users look at reviews before going to a store?**

**9 out of 10 people will rely on other users' experience** of you before choosing your store. If you only have a few reviews, or none at all, it will be unlikely for the user to choose your establishment.

Reviews have become an integral part of the new generation's path to purchase, and are essential to:

- improve the **visibility** of your store,
- build customer **loyalty**,
- build your **brand image**.



The reviews you receive allow you to improve your visibility and also position yourself according to new keywords.

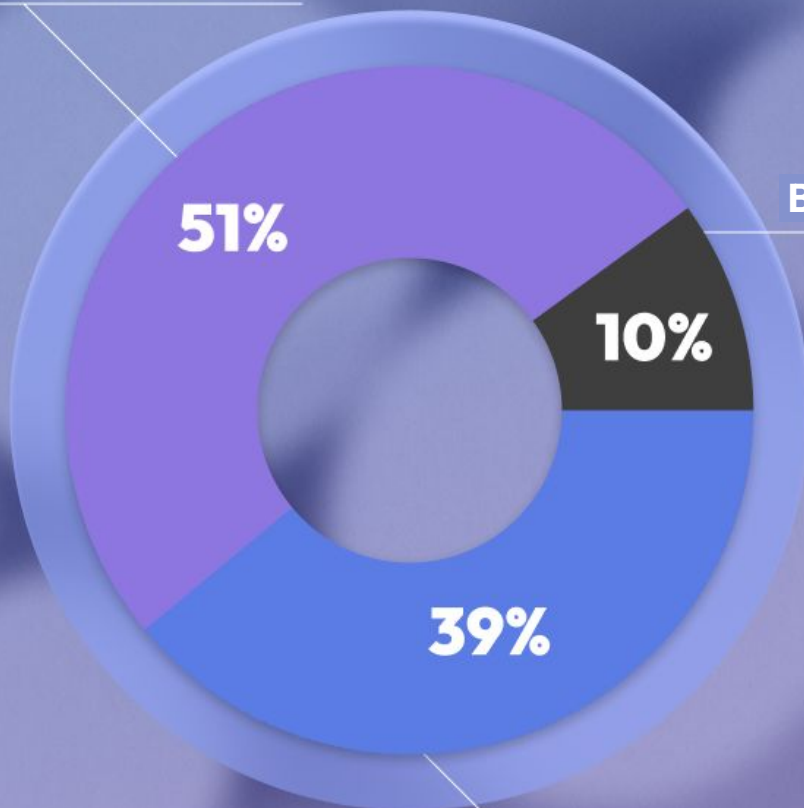
If you want to learn more about this topic, you can download the guide:

[How do Google reviews increase Drive-to-store traffic?](#)

# Your reputation is why they choose you!

## The most important criteria when choosing a store

Point of point de sale reviews.



Brand Research.

The distance between the user and the store.

To see how you can manage your reputation, [Click Here!](#)

# Partoo's 2024 MENA Barometer

Every year at Partoo, we publish a barometer on the impact of reviews, based on data collected from our customers and **in 2024 we created the first MENA Barometer!**

This year, we analyzed **561 of our clients' outlets** to identify the main trends when it comes to e Reputation.

These are the most important points:

**42%**

Argue that reviews received by a store are the most important criterion

**3,65/5**

The average rating in the Middle Eastern Market

**90%**

of people prefer to send a message to a company rather than calling it...

**87%**

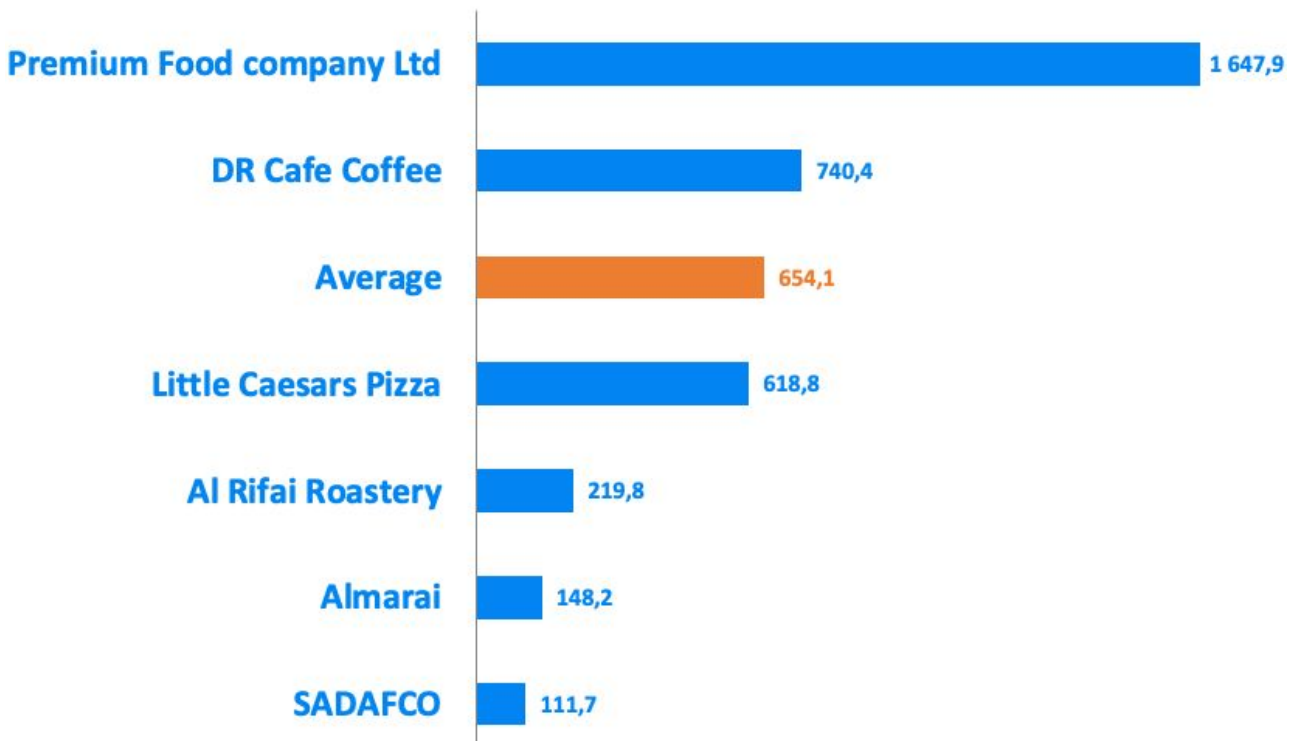
of Consumers have Google as their preferred platform to conduct a local search.

If you would like to research further, [you can visit this link.](#)



# How many reviews do Food & Beverage stores in KSA receive?

KSA Food & Beverage store receive on average **654** reviews



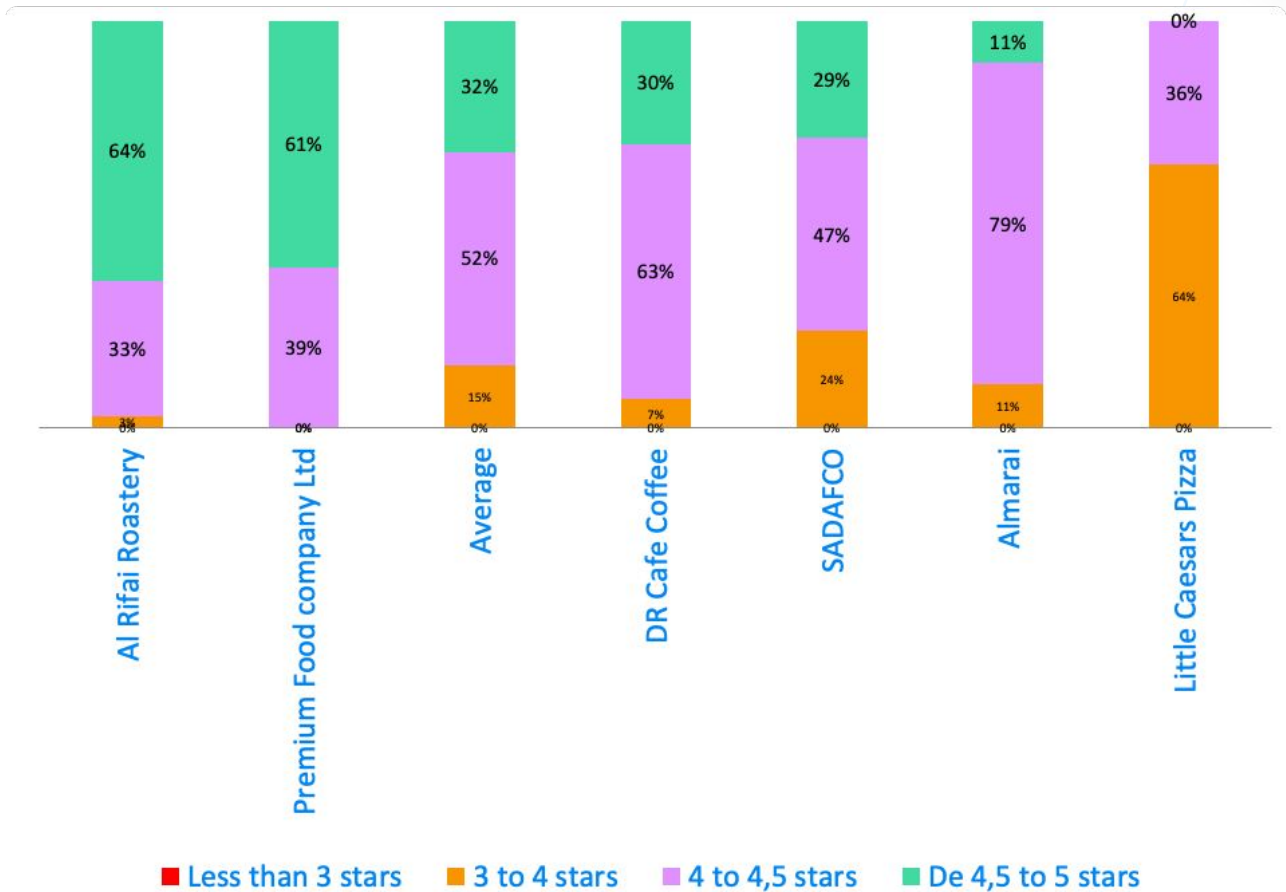
## Tips



We now know that **the more positive reviews you receive, the more your store goes up in search results.**

To get more reviews, don't hesitate to ask for them! Many customers are willing to do it, they just don't think about it. 14% of customers (who are asked) always leave a review, and 28% leave it more than half of the time. To make it easier, you can use a platform like Partoo that allows you to send SMS invitations. [Find out more!](#)

# Breakdown of the average ratings per brand



A low average rating could be a worrying factor for Internet users, particularly if they go to a store for the first time.

70%

Of Middle Eastern consumers **rely on online ratings** ratings **between 4.2 & 4.5 stars** considered reliable & trustworthy

# Delegate reviews to local teams

Who manages your store's reviews? A dedicated on-site team or an agency staff directly? At Partoo, we think the second option has some interesting advantages.

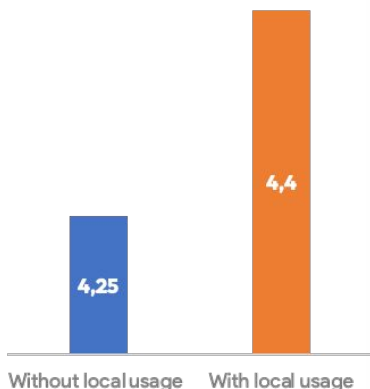
Local managers are best suited to respond to reviews, as they know the reality on the ground and customer issues better than anyone else. It is also an opportunity to improve quality and response time.

**Be careful though!** For it to work, it is necessary to train local teams and clearly explain what is expected of them. Without strategy, instruction, and a solution for managing reviews, it would be difficult to achieve the desired results.

We've compared our clients' results, those who use and those who do not use Review Management at the local level:

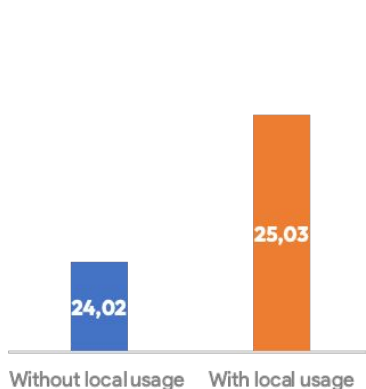
## Average Google rate

Enterprises with RM - First semester 2024



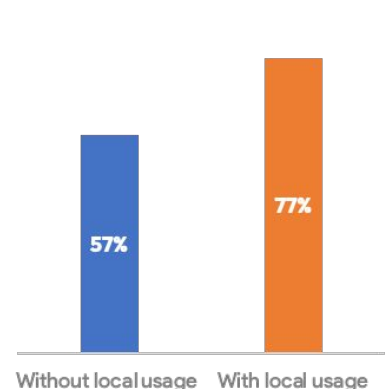
## #reviews/POI

Enterprises with RM - First semester 2024



## Average answer rate

Enterprises with RM - First semester 2024





# How to obtain new reviews?

To obtain new positive reviews easily, we suggest you send a **SMS to your satisfied clients** or place a **QR code** at the cash register.



## Why the QR code?

The QR code has become part of our everyday life. It is the preferred method for collecting reviews among 18-34 year-olds, an age group that reads a lot of reviews.

The main advantages are:

- It's easy to set up
- The connection is instantaneous

## Why SMS?

If you have your clients' telephone number, the SMS is one of the most impactful tool to get new reviews.

The main advantages are:

- A **high open rate** (94%)
- A **remarkable conversion rate**:

50% of conversion following a request via SMS

Hello Michael JORDEN,

Thank you for choosing our store.

We'd be grateful if you left a review at this link:

<https://pto.sh/u/WXYZA>

Thank you and see you soon!



## ADVICE!

Need help to collect reviews from your clients? Our tool **Review Management** could do the trick. Click [here](#) to find out more!



A person's hands are shown holding a black smartphone, capturing a photo of a meal. The meal consists of several white plates with various food items, including what appears to be fried chicken, vegetables, and rice, arranged on a light-colored wooden table. A glass of beer is also visible in the background. The scene is dimly lit, with the primary light source coming from the phone's screen, which displays the photo being taken. The text "Getting chosen over the competition" is overlaid in white, centered on the phone's screen.

Getting chosen  
over the  
competition

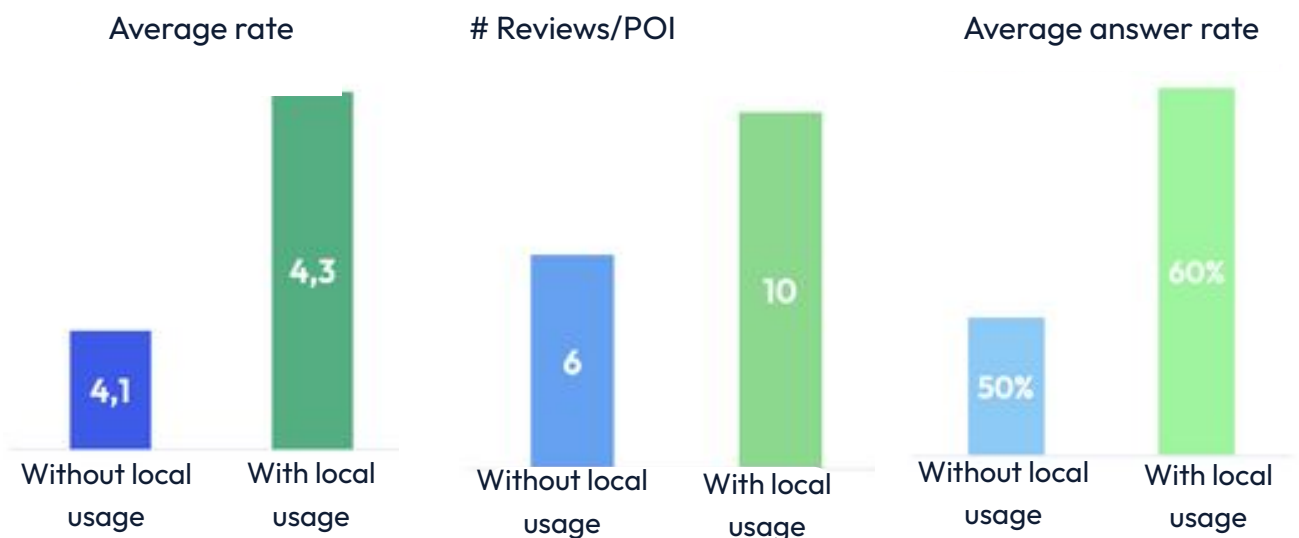
# Delegate reviews to local teams

Who manages customer reviews in your business? A dedicated team at the HQ? Or directly the personnel of the local points of sale? At Partoo, we think the second option has some interesting advantages.

Local managers are best placed to answer customer reviews, because they know the reality on the ground and customer problematics better than anyone else. So it's an opportunity to improve the review treatment and response rate.

A word of caution though: in order for it to work, you'll need to train local teams and tell them your expectations. Without a clear strategy, guidelines, and a tool dedicated to the Review Management, results may not be good enough.

Let's compare our customers' results, with or without local use of Review Management:





# Review Management: Why is it so important

Customer reviews are everywhere — and they matter.

From the first Google search to the final decision, clients are constantly exposed to what others are saying about you. Reviews have become a powerful deciding factor in the customer journey.

But here's the challenge:

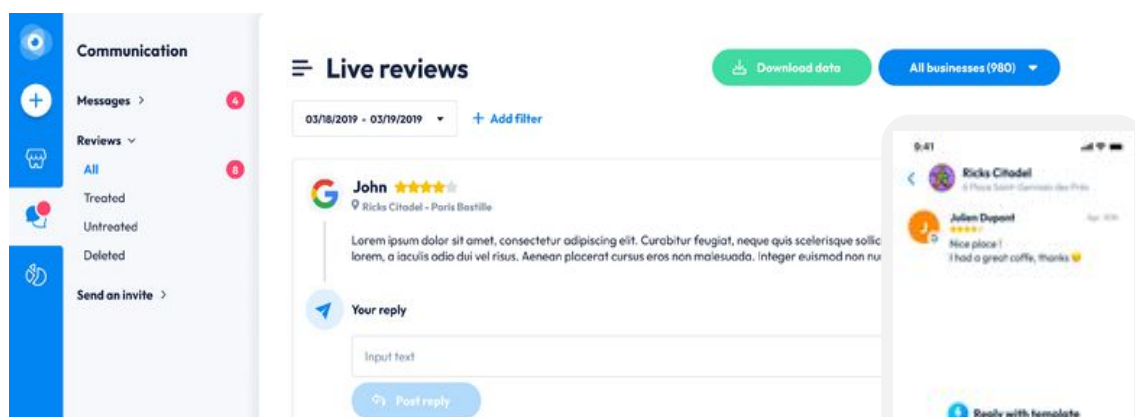
How do you turn happy visitors into vocal advocates? And how can you stay on top of reviews across multiple locations without getting overwhelmed?

That's where a Review Management tool becomes your secret weapon. With the right tool, you can:

- Centralize all your reviews from different platforms into one easy-to-use dashboard
- Get real-time alerts for new reviews and respond quickly
- Track your reputation with detailed performance reports

## 3 pieces of advice to properly manage your customer reviews

1. Answer all reviews, whether positive or negative
2. Prioritise personalised answers when possible. They will be better perceived than generic copy-and-paste answers
3. Use your customer reviews to improve the customer experience. You can read the negative ones to detect your areas of improvement and the actions to be taken at the point of sale.

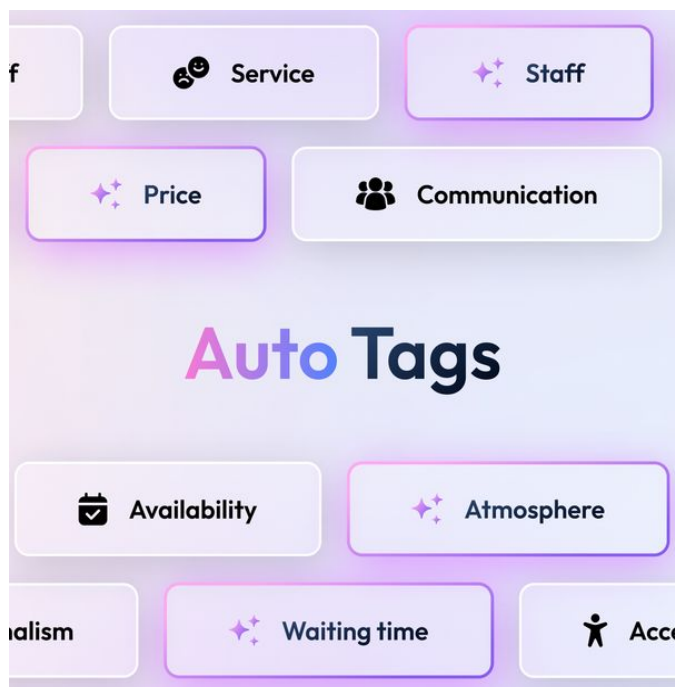


# Better understand your clients with RM+

Customer feedback is full of valuable insights—but manually analyzing hundreds of reviews each day isn't scalable. Auto Tags uses AI to instantly **transform reviews into clear, actionable data.**

What It Does:

- ✓ **Automatic Topic Detection:** Reviews are categorized by key themes like service, pricing, and product experience.
- ✓ **Sentiment Analysis:** Understand the emotion behind every comment, not just the star rating.
- ✓ **Historical Trends:** Analyze up to 24 months of past reviews to track progress and spot long-term patterns.



## Why It Matters:

- ✓ Save 10+ hours a week
- ✓ Quickly address customer pain points
- ✓ Make better, data-driven decisions
- ✓ Stay ahead of the competition

Auto Tags helps you turn customer feedback into a competitive edge.

**Let's talk about how it can work for you!**

A top-down view of a glass bowl filled with golden olive oil. Scattered around the bowl on a white surface are several green olive leaves and small white olives. The text "Getting found by Internet users" is overlaid in white, centered over the bowl and leaves.

# Getting found by Internet users

# Local SEO factors

Here is a graph showing the decisive criteria for your local SEO.

The rating of the listings is the most important conversion factor



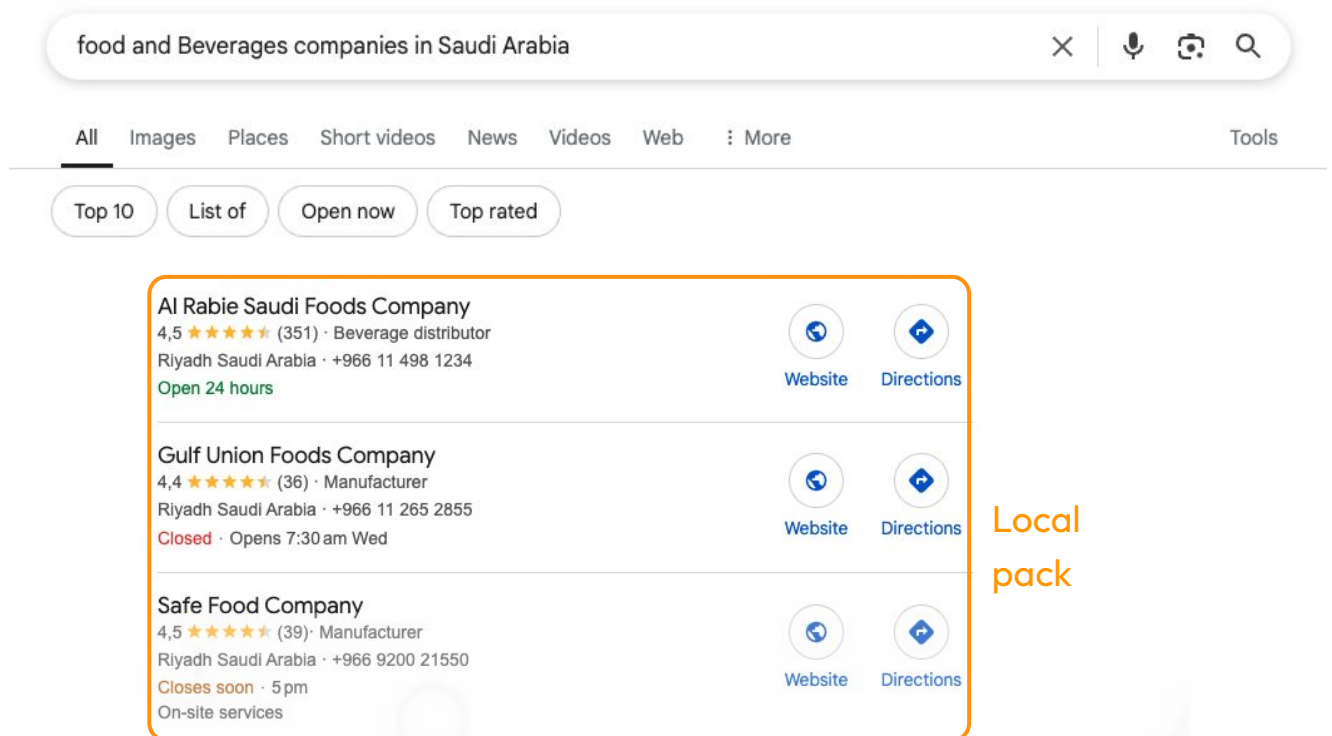
\*Source: MOZ 2020 annual study on local ranking factors



# The importance of providing the right information

Having complete and optimised Google Business Profile listings is the best way to improve your ranking online. It's also a prerequisite to appear in the Local Pack, the most strategic position among the local search results.

The Local Pack designates [the block of 3 businesses](#) proposed to the users after the majority of local searches. The points of sale that are included are more visible than all the others (only accessible by clicking on the "other locations" button). It's therefore paramount to appear at the top of the search results.



## How to be included in the Local pack?

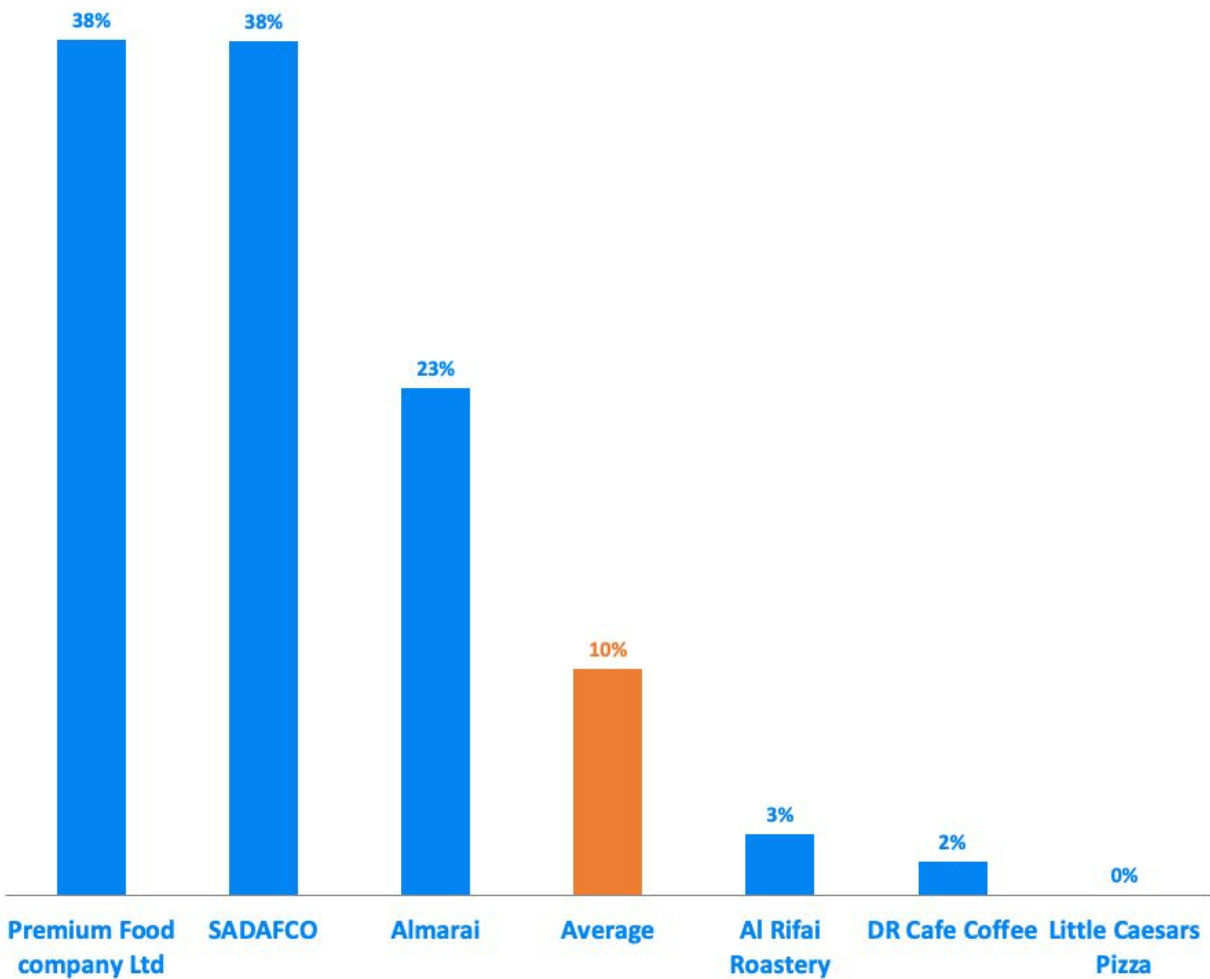
You need to provide Google with the [essential information about your store](#) and it is important that it is the same on all the platforms used by the search engine to check its reliability.

Other than the completeness, Google also verifies the [activity of your listing](#): the regular release of photos, posts...

# The impact of photos on the local SEO

The number and quality of the photos published on your business listings is a **critical SEO criterion** for Google.





The graph underneath shows the percentage of POIs per brand which published **Less than 5 photos**.



**+42%** more clicks on direction request buttons on listings with photos.

In this study, we have given you the keys to understanding and analysing the basics of local SEO for stores.

To take your analysis a step further, there are a number of other factors to consider:

-  Validating your Google Business Profile listings
-  Filling in and optimising the information on your listings
-  Taking advantage of the full range of Google Business Profile features
-  Making sure your NAP\* is consistent on all the platforms that are important to the Google algorithm

### 3 SEO criteria according to Google



Distance



Relevance of the business



Prominence

\*NAP Consistency (Name, Address, Phone) designates the main contact information that appears when a user searches for a business online.

# The Partoo offering



## GET FOUND



### Presence management

- Multidiffusion
- Optimisation
- Social networks



### Store locator



## GET CHOSEN



### Reviews

- Centralisation
- Response templates
- Review Booster



### Messages



# Let's keep in touch!



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