

# Nkechi's Kitchen and Grill

Online Reputation Recovery | Lagos, Nigeria

<b>3.1 to 4.7</b> Google Rating	<b>6 Removed</b> Fake Reviews	<b>41 New</b> Verified Reviews	<b>Top 3</b> Local Search Position
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## CLIENT OVERVIEW

Nkechi's Kitchen and Grill is a mid-sized restaurant in the Lekki Phase 1 area of Lagos, Nigeria, known for its contemporary West African cuisine. The business had been operating for just under three years when the owner, Mrs. Nkechi Obi, reached out after noticing a significant and unexplained drop in walk-in customers over a two-month period.

An initial audit revealed the restaurant's Google Business Profile was carrying a 3.1-star rating, dragged down by a cluster of low-scored reviews posted within a short window. Several flagged as suspicious: they referenced dishes not on the menu and used near-identical phrasing across multiple accounts. The business had no structured process for requesting reviews from satisfied customers, leaving the negative content entirely uncontested.

## PROBLEM BREAKDOWN

**Coordinated Fake Review Attack.** Seven one-star reviews were posted across a 19-day window. Five contained matching phrasing patterns and had no prior reviewer history, consistent with a coordinated negative campaign.

**No Response to Negative Content.** The business had never formally responded to any review, signaling to prospective customers that complaints go unacknowledged, which compounds reputational damage significantly.

**Zero Review Generation Process.** Despite an average of 80 to 120 daily covers, the restaurant had fewer than 30 total Google reviews accumulated over nearly three years. Satisfied customers had no structured prompt.

**No Monitoring System.** The owner was unaware of the negative cluster until weeks after it appeared. There was no alert system watching for new review activity across any platform.

## STRATEGY AND EXECUTION

### Phase 1 | Weeks 1 to 2 | Audit and Documentation

Conducted a full audit of the Google Business Profile, documenting all existing reviews with timestamps, reviewer profiles, and content patterns. Cross-referenced reviewer activity history to identify policy violations. Built a structured dispute dossier for each flagged review citing Google's policies on fake engagement.

### Phase 2 | Weeks 3 to 5 | Review Dispute and Removal

Submitted formal dispute requests via Google Business Support for all seven suspect reviews, providing documented evidence per case. Followed up across two escalation cycles. Six of seven reviews were successfully removed. The remaining review did not meet Google's automated removal threshold and was addressed via a carefully worded owner response.

### Phase 3 | Weeks 4 to 8 | Owner Response Strategy

Drafted and published professional owner responses to all remaining negative reviews, framing each with empathy and a clear resolution path. Response templates were created for four recurring complaint categories so the client could manage future responses independently.

### Phase 4 | Weeks 6 to 11 | Review Generation Campaign

Built a table-side QR code system linked directly to the Google review page. Trained front-of-house staff on a natural, non-pushy verbal prompt for satisfied diners. A WhatsApp follow-up message was introduced for delivery customers. Over the campaign window, 41 new verified four and five-star reviews were generated.

### Ongoing | Monitoring Infrastructure

Configured Google Alerts and a third-party monitoring tool to notify the client within 24 hours of any new review or brand mention activity, ending the reactive discovery problem entirely.

## RESULTS SUMMARY

Metric	Before	After	Change
Google Star Rating	3.1	4.7	+1.6 stars
Total Google Reviews	28	63	+125%
Fake Reviews on Profile	7	1	6 removed
Unanswered Negative Reviews	14	0	100% resolved
Local Search Position (cuisine type)	Page 2	Top 3	Significant uplift
Monthly Profile Views (avg.)	~210	~580	+176%

## CLIENT FEEDBACK

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I did not realise how much damage those reviews were doing until Toyo showed me the data. Within two months, the restaurant started appearing in searches again and customers were mentioning they found us on Google. The whole process was transparent from start to finish.

Mrs. Nkechi Obi, Owner | Nkechi's Kitchen and Grill, Lekki Phase 1, Lagos

## TOOLS AND PLATFORMS USED

- Google Business Profile Manager
- Google Alerts
- WhatsApp Business API
- Google Search Console
- Google Support Escalation Portal
- [Mention.com](#) (brand monitoring)
- Custom QR code review system
- Review Trackers (reporting)