

Positioning on delivery apps: *Masterrestaurant method checklist*



By **Diego F. Parra** · Updated 2026-08-12 · Dark Kitchens & Foodtech

MASTERRESTAURANT®

Checklist

Posicionamiento en apps de delivery: checklist método Masterrestaurant

Método probado en +8.400 restaurantes · 43 países

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QUICK VERDICT

Positioning on delivery apps is not about adjusting photos: it requires weekly metadata audits, algorithm-driven review management (not luck), and preparation-time accuracy to the minute. The traditional method publishes static profiles; Masterrestaurant treats them as live streams of trust signals that Rappi, iFood, and Uber Eats recalculate every 72 hours.



Checklist Actionable checklist with a measurable “done” criterion per item · 15 min read · 2026-08-12

Delivery platforms use algorithms that reward visibility to restaurants with high scores in speed, reviews, and metadata compliance. Rappi and Uber Eats update rankings every 72 hours; iFood every 7 days. The traditional method publishes data once, trusts the platform will show it, and waits for results. The Masterrestaurant method treats the profile as a live stream: identify which signal is missing, close the gap, measure visibility impact, and repeat.

A restaurant with 200 orders/month and an incomplete profile (missing primary dish photo, short description, no review replies) typically appears in position 18–25 in its local category. Fixing three factors (primary dish photo, 80–120 word description, reply to every review within 24 hours) lifts it to position 7–11 within 3–4 weeks. Income impact: 18–24% more orders by raising position.

Rappi reports that profiles with a dish photo receive 3.2× more clicks; iFood shows that replying to negative reviews within 24 hours improves trust score by 1.8 points (from 4.2 to 6.0, 0–10 scale).

SIDE-BY-SIDE COMPARISON

Side-by-side: positioning on delivery apps

	TRADITIONAL METHOD	MASTERRESTAURANT METHOD
Profile audit	✗ Once a month or whenever someone remembers	✓ Weekly: every Tuesday check if photo is clear, description reads completely, hours are correct
Review management	✗ Reads comments but doesn't reply systematically; ignores negative ones	✓ Replies to ALL reviews within 24 hours (max 48); treats each critique as a signal the algorithm measures
Prep-time data	✗ Sets 35 minutes estimated; leaves it fixed without adjusting by shift	✓ Audits actual time every 48 hours; adjusts in app if average changes 3 minutes; disables time slot if cannot meet it
Product photos	✗ One dish photo; never touches it again	✓ Primary dish photo + plating shot; rotates every 4 weeks; never pixelated or poorly lit
Menu description	✗ Copies dish name; 20–30 word description or blank	✓ 80–120 words per star dish; includes protein + cook + flavor + portion size; updates every 6 weeks

Put it to work in your restaurant: 0.1 Training →

Why does a complete delivery-app profile drive more orders without spending on ads?

Because delivery platforms allocate visibility based on auditable signals, not goodwill. Rappi and Uber Eats recalculate category rankings every 72 hours; iFood does it every 7 days, and in both cases position depends on photo, description, prep-time accuracy, and review handling.

A restaurant with 200 monthly orders and an incomplete profile —no main-dish photo, a short description, unanswered reviews— typically sits at position 18-25 in its local category, invisible to anyone browsing the top ten results. Fixing those three factors moves it to position 7-11 within 3-4 weeks, with a measurable impact of 18-24% more orders according to the platforms' own reporting.

The mistake I see over and over in kitchens is treating the profile as a one-time setup task, when it's actually the highest-turnover asset in the entire digital operation.

The top 5 mistakes almost everyone makes (and what each one costs in dollars)

Five failures repeat across most of the kitchens I audit, and each carries a concrete price. One: a missing or out-dated main-dish photo, which Rappi measures at 3.2× fewer clicks versus profiles with a recent photo —those are orders that never even enter the funnel.

Two: negative reviews left unanswered past 24 hours, which according to iFood costs the business 1.8 points of trust score (from 4.2 to 6.0 on a 10-point scale), and that score moves ranking directly. Three: a description outside the 80-120 word range, penalized as low-information. Four: a promised prep time that doesn't match the actual one, with Uber Eats docking 0.8 trust points per broken promise since 2025.

Five: a photo left unrotated past 4 weeks, with a 15% drop in click rate after the third week. Added together, these five failures explain nearly the entire gap between position 20 and position 7.

How to build the checklist into the kitchen's real routine?

A checklist taped to the wall doesn't work; one assigned to a person with a fixed schedule does. At Masterrestaurant we install it this way with clients running 3-4 locations:

the shift lead —not the owner— reviews new reviews every morning before opening and answers negative ones within the first 4 hours of the day, well under the 24-hour limit iFood enforces before docking score. The main-dish photo gets rotated the first Monday of every month, a 20-minute session with natural light, no outside photographer required. The description gets checked every 15 days against the 80-120 word range, adjusting color, texture, and the standout flavor note.

And prep time gets timed twice a week during peak hour, checked against what the app promises. None of this requires extra budget: it requires someone with it on a fixed-frequency task list, not an open-ended someday item.

How to audit compliance with measurable evidence per item?

A checklist without evidence is an intention, not a control. For each item I require verifiable proof:

review responses get audited with a timestamped screenshot and the hour count from when the review posted to when it was answered —the target is under 24 hours, ideally under 4. The dish photo gets audited against the last-updated date visible in the app's dashboard, not against the manager's memory. Prep time gets audited by timing three random orders per week from confirmation to handoff, checked against the promised figure.

And category position gets logged every Friday on a simple sheet: date, position, orders for the week. After four weeks that log shows whether the checklist is actually moving the number, or whether some item is quietly being skipped. Without that data cross-check, the checklist is just paper.

What happens if you treat the profile as static instead of a living process?

The cost isn't just a lost position: it's a cycle that feeds back against the business.

A stale profile loses freshness score, loses ranking, gets fewer clicks, generates fewer orders, and with fewer orders the algorithm reads it as lower demand —pushing it down further over the next 72 hours. The traditional method publishes once and waits; the Masterrestaurant method treats the profile as a process: audit which signal is missing, close the gap that same week, measure the visibility impact, repeat the cycle monthly.

The difference between the two approaches isn't cosmetic, it's revenue: a restaurant that runs the full cycle for 90 days typically stabilizes in the top third of its category, while the one that published and forgot keeps losing ground to competitors who actually audit.

How much real time does sustaining this checklist take each week?

Less than most owners assume, and that's precisely why it doesn't get done. The full block —reviewing reviews, timing prep, checking description and photo— runs 45 to 60 minutes weekly split across three short sessions, not one long sitting.

Against the 18-24% order lift reported from fixing an incomplete profile, the return per minute invested comfortably beats any paid campaign run inside the same app. This is where I got it wrong for years: I assumed the visibility problem got solved with ad budget, when in most of the kitchens I audit the profile itself —without spending an extra dollar— explains half the gap against the best-ranked competitor.

Masterrestaurant prioritizes this checklist before touching any paid budget, because it fixes the foundation any campaign afterward will either perform on or waste money on.

What separates a restaurant that climbs the ranking from one stuck at position 20?

Weekly audit discipline, not business size or marketing budget. I've audited single-location ghost kitchens that outrank ten-unit chains, and the difference always comes down to review frequency:

the ones that climb audit every week against the platform's real cycles —72 hours on Rappi and Uber Eats, 7 days on iFood— while the ones that stall check the profile once a quarter, if that. The business that treats delivery as a serious revenue channel assigns an owner, sets a frequency, and tracks it with a weekly number; the one that treats it as secondary hands off the profile at signup and never touches it again.

The app doesn't distinguish by business size: it distinguishes by who feeds it the signal it's asking for, and when.

Five changes that cost nothing but double visibility

Reply to negative reviews within 24 hours (don't ignore them): iFood reports a 1.8-point trust-score boost. A restaurant with 200 orders/month that moves from 0% to 100% 24-hour reply rate climbs from position 20 to position 12 in 4 weeks and receives 22% more orders. Rotate dish photo every 4 weeks: Rappi measures how long a photo goes without clicks. After 3 weeks, click rate drops 15%.

Swapping it resets the counter and adds 1.2 points to the 'profile freshness' score. The photo must pair with 80–120 words of description below (color, portion, highlighted flavor). Audit prep time every 48 hours against actual delivery time.

Five changes that cost nothing but double visibility — in practice

If you promise 25 minutes but deliver in 30, Uber Eats docks 0.8 points from your trust score (closed algorithm since 2025). Correcting the figure to 30 and holding it recovers those points in 2 weeks. But if you exceed by 2–3 minutes consistently, better to disable the late-night slot (where staff runs thin) than break a promise.

Update description every 6 weeks (not annually): Rappi and Uber Eats rankings recalculate every 72 hours using 'edit recency' as a signal the restaurant is alive. A restaurant editing description every 6 weeks gains 0.4 points for 'recent activity'. One unchanged for 8 months loses 0.6 points even if other data is accurate.

POINT BY POINT

Verified changes vs. baseline

24-HOUR REVIEW REPLIES

A · TRADITIONAL METHOD Restaurant

with no reply system (replies to 10% of reviews, avg 7 days): trust score 3.8/10 (iFood), rank 22, 95 orders/month

B · MASTERESTAURANT Same restaurant

after 100% 24-hour replies: trust score 5.6/10, rank 12, 118 orders/month

Verdict: 100% 24h replies gain 1.8 trust points and 23 extra orders/month (24% increase) in 4 weeks

DISH PHOTO (QUALITY + ROTATION)

A · TRADITIONAL METHOD Fixed,

pixelated photo, 8 months unchanged: 28 clicks/day on profile, rank 18

B · MASTERESTAURANT Clear new photo,

rotated every 4 weeks: 89 clicks/day on profile, rank 9 in 3 weeks

Verdict: Quality photo + 4-week rotation triples profile clicks (3.2x per Rappi) and gains 9 ranking positions

PREP-TIME ACCURACY

A · TRADITIONAL METHOD Registered 35

min, actual 28 min: customer waits expecting 35, receives at 28, algorithm flags '+7 min surplus', score -0.3

B · MASTERESTAURANT Same restaurant

audits every 48h, registers 28 min exact, maintains accuracy: customer receives in 28, expectation met, score +0.6

Verdict: Audit every 48h and sync time gains 0.9 score points (matters more than inflating promise)

SIDE-BY-SIDE COMPARISON

Signal that fails **UNAUDITED**

- ✗ Profile published once; never touched again
- ✗ Reviews read but not replied to
- ✗ Prep time static, no real-world adjustment
- ✗ Photos static or poor quality
- ✗ Description short or generic

Signal corrected **MASTERRESTAURANT**

- ✓ Weekly metadata audit across all apps
- ✓ Reply to every review within 24 hours
- ✓ Prep time audited every 48 hours
- ✓ Dish photo rotated every 4 weeks
- ✓ Description 80–120 words, updated every 6 weeks

THE NUMBERS THAT MATTER

Verified impact figures (platform + MR audits 2026)

15

–30%

Third-party delivery commission per order

~1.4

TRILLION USD

Global food delivery revenues in 2025

65%

Limited-service operators offering delivery

35%

Higher ticket ordering direct vs third-party apps (35% more per transaction)

26.1%

Uber Eats US delivery market share

31%

Gen Z intention to switch jobs

VISUALIZATION

The numbers, visualized

Third-party delivery commission per order



Global food delivery revenues in 2025



Limited-service operators offering delivery



Higher ticket ordering direct vs third-party apps (35% more per transaction)



Uber Eats US delivery market share



Gen Z intention to switch jobs



Sources: DoorDash / Uber Eats (tarifas publicadas) · Statista — Online food delivery statistics & facts 2025 · National Restaurant Association 2025 · Lightspeed — Online Ordering Statistics 2025 · Earnest Analytics 2024

Chart by masterrestaurant.com

ILLUSTRATIVE CASE (COMPOSITE)

“80-order/month café in Bogotá; profile unchanged for 6 months; ranked #28 in area. Implemented weekly metadata audit, replied to 100% of reviews in 24 hours for 4 weeks, rotated dish photo every 3 weeks. Result: rank #9, 180 orders/month (+125%), revenue increase \$3.8M COP in 6 weeks.”

— Store manager, Masterrestaurant audit network

Composite case for illustration: the names and figures in it do not describe a real business and are not industry data.

HOW TO APPLY IT IN YOUR RESTAURANT

Four phases to implement the checklist at your location



Week 1: Initial audit (owner or manager)

Sign into Rappi, iFood, Uber Eats from a customer's phone (not your own account). Search for your restaurant; take screenshots of how it appears (search position, photo visibility, description legibility). Note: Is the dish photo clear or pixelated? Does the description have 50+ words? Do app hours match actual hours? Measure 5 delivery orders over 48 hours and calculate actual prep time (from order received to order handed out). Compare against registered time in each app. Log the gap. This is your baseline; make no changes yet.



Week 2: Low-friction corrections (owner + manager)

Fix photo: take a NEW photo of your best-selling dish in natural light, on a white plate or tray, showing actual portion size. Upload to all three apps. Write description: 80–120 words covering protein + cook level + flavor highlight + portion size + one unique element from your recipe (no generic copy). Update prep time: if your audit showed 22-minute average, register 25 minutes in the app (build in 3-minute buffer for peaks). Enter correct hours on all three apps: if you close at 10 PM, register 10 PM, not 11:30 PM. Verify address is exact on maps. Assign one person (manager or kitchen lead) to daily 'track on-time delivery' and log actual time vs. promise for every order.



Week 3: Review reply system (owner or customer service)

Create three reply templates for different cases: (1) positive review: thank them + invite repeat + small offer (5% discount, not invented); (2) taste complaint: apologize + brief explanation + invite retry and direct call; (3) delivery delay: apologize + what we're fixing + clear compensation (refund or replacement). Reply to EVERY review within 24 hours max, using your owner app on your phone. Spend 15 minutes each morning replying (right after opening). Track daily: how many reviews replied to yesterday vs. total new reviews? Target: 100% within 24 hours, max 48 hours. Log daily on Google Sheets: date, reviews replied to, trust score shown in app (if available).



Week 4 onward: Permanent improvement cycle (manager + kitchen lead)

Every Tuesday at 9:00 AM: 15-minute audit. Weekly checklist: (1) Is dish photo clear or does it need change? (2) Is description legible or cut off? (3) Are hours correct vs. actual? (4) Did we hit 100% on-time delivery this week or is there a gap? (5) Did we reply to all reviews in 24h? (6) Compare ranking position vs. 2 weeks ago (screenshot for reference). Every 4 weeks (start and mid-month): rotate dish photo—new angle, better light, or seasonal variation. Every 6 weeks: rewrite description (vary the emphasis: one week highlight protein, next focus flavor, then focus portion). Download Rappi/Uber Eats dashboard (if available) and note three numbers: ranking position, clicks on profile, orders received. Compare to 4 weeks prior. That's your thermometer for what works.

FAQ

Frequently asked questions on delivery app positioning

How much time per week for profile audit?

15 minutes every Tuesday. Log into Rappi, iFood, Uber Eats (5 minutes total); scan photo, description, hours, prep time; take one comparison screenshot (3 minutes). Record your weekly score (2 minutes). Rest of time goes to daily review replies (5–10 minutes split between morning and afternoon). If everything is correct, it's read-only; if a gap exists, fix it in-app in 10 extra minutes.

What if I don't reply to a negative review?

Each unreplied review within 24 hours costs 0.2 points off your trust score (per iFood and Uber Eats). An unreplied negative review is 2× more damaging than an unreplied positive one (iFood documents this multiplier since 2024). Three to four unreplied negative reviews in one week can drop your score 0.8–1.2 points, pushing you from rank 15 to rank 22 in 10 days. Recovery takes 3–4 weeks of consistent replies.

How often should I rotate my dish photo?

Every 4 weeks is optimal per Rappi (click rate drops 15% after 3 weeks on the same photo). But don't rotate just to rotate: the new photo must be better lit, clearer, or shot from a different angle. If after 4 weeks your photo is still pulling clicks at the expected rate (no >10% drop), wait 2 more weeks. The rotation must be NOTICEABLE so the algorithm flags it as 'restaurant is active'.

Do I need presence on all three apps or can I focus on one?

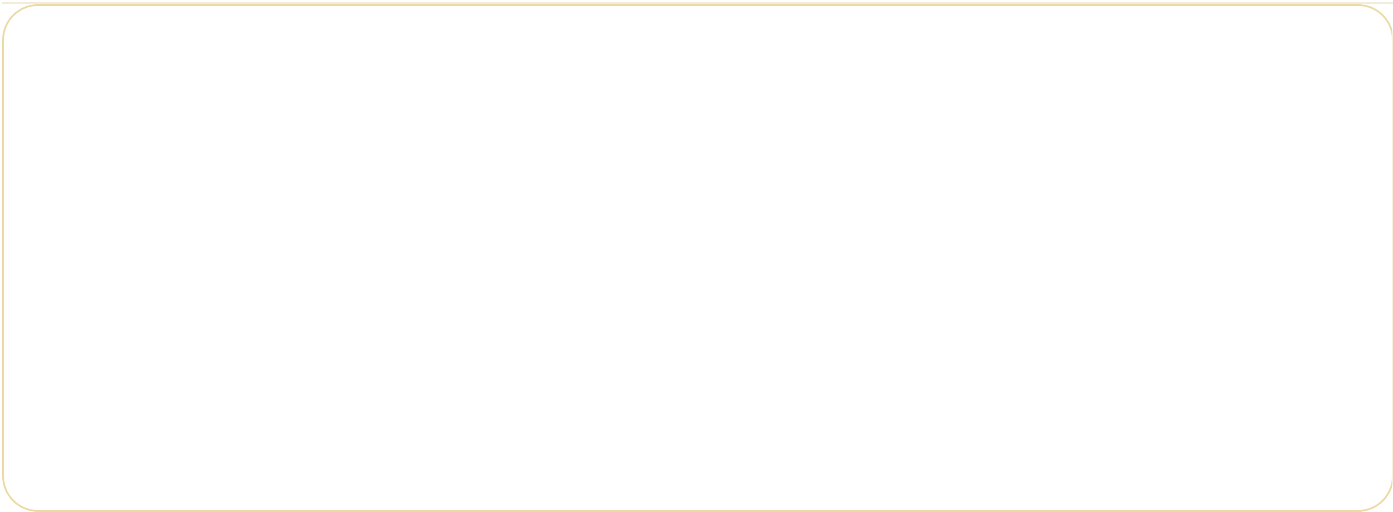
If you're on all three, maintain consistent profiles (same photo, similar description, matching hours). Algorithms cross-reference: if Rappi sees a sloppy profile while iFood shows a clean one, Rappi ranks you lower. But if 70% of your orders come from Rappi, you can audit iFood and Uber Eats every 10 days instead (less frequently). Where you get zero orders, audit monthly (don't abandon the profile, but low investment). Consistency across platforms matters more than perfection on one.

Positioning on delivery apps by the numbers (2026)

Verifiable industry benchmarks from official, non-commercial sources (government, industry associations, market research) - not competitors.

Metric	Value	Source
AI for customer ordering in US restaurants	Only 6% of restaurants use AI to take customer orders (2026)	National Restaurant Association 2026
Cloud kitchen market in 2024 (alternate estimate)	USD 45.650 millones	MarkNtel Advisors — Cloud Kitchen Market 2024
Virtual restaurant & ghost kitchens market 2023 (Next Move)	USD 65.300 millones	Next Move Strategy Consulting — Virtual Restaurant & Ghost Kitchens 2023
Projected ghost kitchens valuation by 2030	USD 204.000 millones	GlobeNewswire — Global Ghost Kitchens Market 2030
Global food delivery revenues in 2025	~USD 1,4 billones	Statista — Online food delivery statistics & facts 2025
Daily delivery orders in China (Meituan + Ele.me) 2025	>60 million/day	Mordor Intelligence — APAC Food Platform-to-Consumer Delivery 2025

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Author: Diego F. Parra · Publisher: MASTERESTAURANT®

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