

FULL LISTING AUDIT · SAMPLE REPORT

The Karahi House *is easy to miss on the apps that matter.*

A check of its Deliveroo, Just Eat, Uber Eats and Google listings against 46 yes-or-no tests, and a head-to-head with its strongest local rival.



Business	The Karahi House (anonymised)
Type	Pakistani kebab and curry house
Platforms	Deliveroo · Just Eat · Uber Eats · Google
Data collected	October 2026, public pages only
Main local rival	Rival Grill: 22 of 39

INSIDE Summary · What a customer sees · You vs your rival · The 46-check scorecard · Action plan · Review replies

1 of 120

Deliveroo dishes with a photo. Its Just Eat menu has photos of 130.

0 of 61

mains that offer a drink, side or dessert at the basket.

5 dishes

customers can't find by searching, because of how the menu spells them.

This is a real Restaurant Hero audit. The business, its rival and anything that could identify them (names, places, dates and spellings) have been changed or removed. Every figure is as we found it.

THE SHORT VERSION

The hard work is done. *It just isn't reaching customers.*

The Karahi House has a complete, well-photographed Just Eat menu and a working ordering website with allergen labels. None of it has reached Deliveroo. Customers searching normal spellings can't find its signature dishes, nothing on any app tries to sell a second item, and recent reviews say the food and service have slipped. The listing problems take a day to fix; the reviews and the hygiene result take longer.

Three biggest problems

- 1 Recent reviews average 2.9** against a 4.1 headline, with no owner replies. 13% of all Google reviews are 1-star.
- 2 Hygiene: improvement required** at the last inspection, and three recent reviews raise hygiene.
- 3 Deliveroo: 1 photo for 120 dishes**, 20 descriptions and 20 categories. None of the 5 dishes flagged as popular has a photo.

Three quickest wins

- 1 Copy the Just Eat photos and descriptions to Deliveroo.** They already exist for 130 dishes. About two hours.
- 2 Use the spellings customers search for:** lassi, haleem, doner, chapli kebab, reshmi kebab. Keep the house spelling in the description. About 30 minutes.
- 3 Add optional add-ons to every main:** a drink, naan or rice, and a dessert. 15 drinks and 4 desserts are on the menu, and none is offered at the basket.

At a glance

LISTING	RATING	VOLUME	NOTES
Google	4.1	Nearly 800 reviews	13% are 1-star; the newest 20 average 2.9
Just Eat	5 (median)	1,100+ ratings	55–70 min delivery, £3.10 fee, no offer
Deliveroo	4.1 Good	500+ ratings	1 photo for 120 dishes
Uber Eats	4.2	1,000+ ratings	Shown as "No longer available"
Food hygiene	Improvement required at the last inspection		

What's working

A large, loyal following, with more ratings than any local rival. A complete Just Eat menu, an ordering website with allergen labels, active social accounts, and prices about half the rival's. These are strengths to build on, not problems to fix.

THE ORDER THAT NEVER HAPPENS

Five moments where a hungry customer *goes somewhere else.*

We followed the path a customer takes from searching to checking out, on the apps they actually use. At each step, here's what they see.

- 1 They search Just Eat for "lassi", "haleem" or "doner", and The Karahi House doesn't appear.** The menu uses its own spellings for all three, so the search doesn't match. Rival Grill, two streets away, comes up 4th for lassi and 2nd for haleem.
- 2 They open Deliveroo a mile away, and Rival Grill is shown first.** It's ahead in 6 of 7 neighbouring delivery areas: 37th against 82nd in one, 118th against 189th in another.
- 3 They open the Deliveroo menu and see one photo for 120 dishes.** Rival Grill shows photos of 150. The same customer on Just Eat would have seen photos of 130 of The Karahi House's dishes.
- 4 They add a karahi to the basket, and nothing else is suggested.** No drink, naan or dessert, though the menu has 15 drinks and 4 desserts. They're 19 categories down, where few customers scroll.
- 5 They check the delivery time: 55 to 70 minutes.** The local median for curry and kebab houses is about 43. One recent reviewer says deliveries typically take more than 90.

Why this matters more than the rating

Each of these happens before the customer has tasted anything. A strong reputation can't win an order from someone who never finds the listing, or who finds it with no photos and a 70-minute wait. The fixes for moments 1, 3 and 4 use content the business already has.

Where the five moments come from

MOMENT	HOW WE MEASURED IT
1. Search	Just Eat's public dish search near the shop, for the usual spelling of dishes on its menu
2. Position	Deliveroo's restaurant list, in display order, for 7 neighbouring delivery areas
3. Photos	Every dish in a visible menu category on each app, drinks excluded
4. Basket	The add-on groups attached to each main, from the data that builds the pop-up
5. Speed	The Just Eat estimate, against every open curry and kebab house at the same postcode

HEAD TO HEAD

The Karahi House vs Rival Grill, *on the same checks.*

Rival Grill is the strongest takeaway of the same type nearby: rated 4.5 on Deliveroo, with photos on almost every dish. We ran it through the same tests, and counted only the 39 checks we could measure for both.

THE KARAHI HOUSE

10

of 39 passed



RIVAL GRILL

22

of 39 passed



	THE KARAHI HOUSE	RIVAL GRILL
Deliveroo rating	4.1 Good (500+)	4.5 Excellent (300+)
Google rating	4.1 (nearly 800)	4.3 (2,000+)
Dishes with a photo: Deliveroo	1 of 120	150 of 156
Dishes with a photo: Just Eat	130 of 134	154 of 158
Same menu on both apps	No	Yes, synced automatically
Same prices on both apps	No: 51 of 91 dishes differ	Yes
Found on Just Eat for "lassi" / "haleem"	No / No	4th / 2nd
Shown ahead of the other in nearby Deliveroo areas	1 of 7	6 of 7
Just Eat delivery estimate	55–70 min	35–50 min
Food hygiene	Improvement required	Pass
Chicken biryani	£7.50	£14.95

Where The Karahi House wins

About half the price. More Just Eat ratings (1,100+ against 1,000+). A story going back decades that the apps don't yet tell. A working ordering website with allergen labels.

The gap no one has taken

Rival Grill doesn't offer add-ons or desserts at the basket either. Setting them up is the quickest way to get ahead of its strongest rival.

ALL 46 CHECKS

The scorecard

Every check is a yes-or-no fact from a public page, so you can repeat it yourself and see it change when you fix it.

AREA	PASSED	
Identity and consistency	1 of 4	
Menu content	3 of 11	
Basket and upsell	0 of 5	
Price and offers	0 of 2	
Speed and reliability	0 of 2	
Reputation	1 of 4	
Google profile and website	3 of 5	
Hygiene and trust	0 of 2	
Visibility and search	3 of 8	
Social and competition	1 of 3	
Total	12 of 46	

Identity and consistency · 1 of 4

Same business name on Google and every app	PASS	The same name on every listing, with small variations
Halal flag switched on where the business is halal (Just Eat)	FAIL	Halal flag off on Just Eat, though the business describes itself as halal online
Delivery hours match across every app, Google and the website	FAIL	Google says 2pm to 11pm; Just Eat delivers 3pm to 10:30pm
No lapsed, duplicate or empty listings	FAIL	An Uber Eats store with 1,000+ ratings now shows as 'No longer available'

Menu content · 3 of 11

Photos on at least half the dishes: Deliveroo	FAIL	1 of 120 dishes
Photos on at least half the dishes: Just Eat	PASS	130 of 134 dishes
Every dish flagged 'popular' on Deliveroo has a photo	FAIL	None of the 5 dishes Deliveroo flags as popular has a photo
Descriptions on at least 80% of dishes: Deliveroo	FAIL	20 of 120 dishes
Descriptions on at least 80% of dishes: Just Eat	PASS	134 of 134 dishes
No unexplained one-word dish names	FAIL	15 one-word dish names on Deliveroo with no description
No duplicate dishes	FAIL	Two kebabs each listed twice at different prices, with nothing to tell them apart
Sizes offered as options, not separate items	PASS	Uses size choices
12 or fewer menu categories	FAIL	20 categories on Deliveroo
Menu opens with the platform's best sellers or mains	FAIL	The menu opens with samosas
Dietary or allergen labels used on the apps	FAIL	1 labelled dish on Deliveroo, 6 on Just Eat; the website labels allergens on every dish

Basket and upsell · 0 of 5

Optional add-ons on at least half the mains (Deliveroo)	FAIL	0 of 61 mains
A drink offered as an optional add-on with mains	FAIL	None, despite 15 drinks on the menu
A side offered as an optional add-on with mains	FAIL	None
A dessert on the menu and offered as an add-on	FAIL	4 desserts on the menu, never offered as an add-on
Meal deals or bundles on the apps	FAIL	None on either app; the website has deals and two grill platters

Price and offers · 0 of 2

Same dish within 10% of the same price on both apps	FAIL	51 of 91 matched dishes priced differently, up to 39% apart, in both directions
An active offer on at least one app	FAIL	No offer on Deliveroo or Just Eat

Speed and reliability · 0 of 2

Just Eat delivery estimate 45 minutes or less	FAIL	55 to 70 minutes
No missing-item, cold or late-delivery complaints in newest 20 Google reviews	FAIL	Deliveries of 90+ minutes; a burnt kebab with no salad

Reputation · 1 of 4

Newest 20 Google reviews at or above the overall rating	FAIL	2.9 against a 4.1 headline
Under 10% of all Google reviews are 1-star	FAIL	13% of all Google reviews are 1-star
Owner replied to at least half the newest 20 Google reviews	FAIL	0 of 20
Deliveroo rating within 0.3 of Google	PASS	4.1 on both

Google profile and website · 3 of 5

Website on Google loads	PASS	Loads, with online ordering
Menu link on Google loads	PASS	Goes to the website menu
'Order online' button on Google	FAIL	Missing, although the ordering website works
Business description written by the owner on Google	FAIL	Only Google's own one-line summary
Website shows prices, ordering and allergen information	PASS	Prices, ordering, allergen codes and web-only deals

Hygiene and trust · 0 of 2

Food hygiene rating 4 or 5	FAIL	Improvement required at the last inspection
The business's story or best-known dish is used on the apps	FAIL	Decades of history appear on social media but not on the apps; Just Eat shows its default template text

Visibility and search · 3 of 8

Top 10 for its cuisine on Just Eat at its own postcode	PASS	3rd of 132 curry, Pakistani and kebab places at its own postcode
Top 10 for its cuisine on Just Eat about 2 km away	FAIL	31st of 100 about 2 km away (the rival is 29th there)
Shown ahead of the best local rival in most neighbouring Deliveroo areas	FAIL	The rival is shown first in 6 of 7 neighbouring areas (e.g. 37th against 82nd)
Found when customers search the common spelling of dishes it sells (Just Eat)	FAIL	Not found for lassi, haleem, doner, chapli kebab or reshmi kebab, because the menu uses its own spellings. The rival is found for three of them
Same photos and descriptions on every app	FAIL	Photos on 130 of 134 Just Eat dishes, but 1 of 120 on Deliveroo
Delivery fee no more than 10% above the local median for its cuisine (Just Eat)	PASS	£3.10 against a local median of £2.93
Delivery estimate no longer than the local median for its cuisine (Just Eat)	FAIL	55 to 70 minutes against a local median of about 43
Prices no higher than the best-rated local rival for the same dishes	PASS	About half the rival's prices (chicken biryani £7.50 against £14.95)

Social and competition · 1 of 3

An Instagram, TikTok or Facebook presence	PASS	Active on Instagram and Facebook, with TikTok mentions
Deliveroo rating within 0.2 of the best-rated local rival of the same type	FAIL	4.1 against the best local rivals' 4.6 and 4.5
Deliveroo photo coverage at least as good as the best local rival	FAIL	1% of dishes against the rival's 96%

WHAT TO DO, IN ORDER

Ten fixes, *in the order we'd make them.*

#	ACTION	EFFORT	WHY
1	Act on the last inspection and request a re-inspection from the council	Days to weeks	The result is public, and hygiene comes up in recent reviews
2	Reply to every 1- and 2-star review from the last 3 months, then within 48 hours from now on	1 hour, then 10 min a day	0 of 20 answered; future customers read the replies
3	Copy Just Eat's photos and descriptions to Deliveroo	About 2 hours	1 photo for 120 dishes; the content already exists
4	Add optional add-ons to every main: a drink, naan or rice, and a dessert	About 1 hour per app	0 of 61 mains offer one; 15 drinks and 4 desserts go unoffered
5	Put the website's deals and grill platters on both apps, and move karahi and grills to the top	1 hour	No deals on the apps; the menu opens on samosas
6	Cut Deliveroo from 20 categories to about 8, and explain the 15 one-word dishes	1-2 hours	Customers can't order what they don't recognise
7	Use the spellings customers search for, switch on the halal flag, add dietary labels, and replace the template description with the business's own story	1 hour	Not found for five dishes; hidden from halal filters
8	Bring prices into line across the apps, or make the differences deliberate	1 hour	51 of 91 dishes differ, in both directions
9	Complete the Google profile: an 'Order online' link to the website, an owner description, and hours that match the apps	30 minutes	Sends Google searchers to commission-free orders
10	Find out why Uber Eats lapsed, and cut delivery times by checking each app's prep time and peak staffing	Ongoing	55-70 minute estimate; complaints of 90+ minutes

30 / 60 / 90 days

FIRST 30 DAYS

Actions 1-4 and 7. Inspection fixes under way, reviews answered, Deliveroo photos, descriptions and add-ons live, halal flag on.

BY 60 DAYS

Actions 5, 6, 8 and 9. Deals on the apps, a tidier menu, consistent prices and a complete Google profile. Re-check the newest 20 reviews.

BY 90 DAYS

Action 10 and the re-inspection. Aim for a delivery estimate under 45 minutes, a pass, and recent reviews back at 4 or above.

READY TO USE

Review replies *you can send today.*

Hygiene complaint

Thank you for telling us. Cleanliness matters to us as much as the food. Since your visit we have [specific change, e.g. deep-cleaned the kitchen / changed our cleaning routine]. We'd like to put this right; please call us on [your number].

Late delivery

Sorry your order took so long. That isn't the service we want to give. We've changed how we time orders at busy periods so food leaves the kitchen sooner. If you'd give us another try, please mention this review when you order.

"It used to be better"

Thank you for being a regular for so long. That's exactly why this feedback matters. We've been looking hard at [the dish they mention] and have [what you changed]. We'd love the chance to show you our food at its best again.

Fill in the brackets with what has actually changed. Don't promise changes that haven't happened.

How we measured it, and how sure we are

SOURCE	WHAT WE DID	CONFIDENCE
Deliveroo and Just Eat menus	Read from each app's own menu data, counting dishes in visible categories and leaving out drinks	High
Add-ons at the basket	From the same data that builds each dish's pop-up	High
Search and position	Just Eat's public restaurant and dish search, and Deliveroo's area lists in display order	High
Google	Star breakdown and the newest 20 reviews	Medium on trends
Hygiene	The public food hygiene register, matched on address	Medium on the match
Uber Eats	Google's listing of the store page (the app blocks automated checks)	Low

Not measured: Deliveroo fees (they need a delivery address), Just Eat review text (not public) and a real test order. We don't estimate lost revenue: that needs order numbers and margins that public data can't give.

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