

"There are thousands of restaurants on Grab, but only a few actually dominate the platform. The Grab Method™ breaks down what the top 1% are doing differently — and gives every business owner a real chance to compete and grow."

— Lena, Growth Strategist – Bangkok



Unlock Your Grab Growth **Potential**

by **Mathieu Gsell**
thegrabmethod.com



About the Author

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Mathieu Gsell helps independent restaurants transform delivery apps into reliable revenue channels.

With hands-on experience across Southeast Asia, he created **The Grab Method™** — a practical framework that empowers restaurateurs to grow online visibility, fix underperforming menus, and boost Grab performance without relying on costly agencies or gimmicks.

From food stalls to delivery-only brands, Mathieu focuses on simple, actionable strategies that make a measurable difference. When he's not refining menus, he develops no-nonsense growth tools that blend local insight with smart digital tactics.

Work With Me

Need help applying The Grab Method™ to your business?

Done-for-You Services

- **Grab account setup & optimization**
Categories, keywords, photos, SEO descriptions, smart menus
- **Complete Grab audit & strategy report**
Identify visibility leaks, pricing errors, and menu traps
- **Menu design & visual revamp**
Professional layout, translation, and conversion-focused photos
- **Promo campaign strategy**
Launch high-converting campaigns without burning your margins
- **Restaurant website creation**
Clean, mobile-friendly landing page to boost your online presence
- **Multiplatform strategy (Lineman, ShopeeFood,...)**
Stay ahead of competition across all delivery channels
- **English/local translation services**
Make your listing accessible to both locals and tourists
- **Ongoing growth consulting (optional)**
Monthly support to keep improving based on real data

Contact

To discuss your project or request a quote:

 **Email:** hello@thegrabmethod.com

Let's turn your delivery app into your most reliable revenue channel.

Introduction: Winning on Grab Requires Strategy

GrabFood is not a passive “list-and-wait” service – it’s a competitive marketplace governed by algorithms and user behavior. Simply getting your restaurant on Grab isn’t enough to guarantee sales. You might sign up, add a few photos and a short description, then wait... and wait. Meanwhile, some average-looking noodle shop next door has 4.9 stars and 50+ orders a day. What gives?

The truth: GrabFood operates like a **business platform** with its own search engine and ranking system, not a simple food directory. Behind every order, Grab’s algorithm is deciding **who gets seen, who gets clicked, and who gets paid**. It considers things like your listing content, menu organization, photo quality, availability, promo usage, preparation speed, and customer ratings. These factors determine whether you show up in search results or get buried out of sight.

In fact, Grab’s data shows that users spend an average of **17 minutes browsing** the app before ordering – and 74% don’t even have a specific cuisine in mind. They rely on what Grab’s algorithm shows them. **Around 88–90%** of users have discovered new restaurants on delivery apps and ordered from places they’ve never visited in person. That means if your restaurant isn’t optimized to get visibility on Grab, you’re missing out on a huge customer base.

What this guide will do: We're going to turn Grab into your most reliable sales channel. **The Grab Method™** is a step-by-step strategy (tested in Thailand and applicable across Southeast Asia) to systematically **increase your visibility, boost orders, and scale profitably** on Grab – *without* expensive ads or gimmicks. It's broken down into four parts (G-R-A-B) plus a growth loop for continuous improvement:

1. **G – Gain Visibility:** Make sure people can actually find your restaurant on the app.
2. **R – Refine Your Menu:** Design your menu to drive sales and higher margins.
3. **A – Activate Smart Promotions:** Use Grab's promo tools to increase volume and retention *wisely*.
4. **B – Boost at the Right Time:** Optimize your operating hours and speed for peak performance.
5. **Growth Loop:** Continuously learn and improve weekly, turning this method into long-term growth.

Who this is for: This guide is ideal for small restaurants, cafes, food carts, cloud/dark kitchens, and food entrepreneurs in Southeast Asia. Whether you're an expat running a burger joint in Bangkok or a local family eatery in Manila, if you're on Grab and want to **sell more (and sell smarter)**, this method is for you.

Even if you're just starting out or already on Grab but feeling invisible, you'll get a clear playbook to level up.

By the end of this guide, you will be able to:

- ✅ Dramatically improve your **visibility** in Grab's search and discovery sections.
- ✅ Attract more clicks with an appealing, trustworthy **business profile**.
- ✅ Optimize your **menu** for profits and quick decisions (not overwhelm).
- ✅ Deploy **promotions** that bring in orders without killing your margins.
- ✅ Master **timing** so you're online and fast when customers are hungriest.
- ✅ Build a simple **feedback loop** to keep improving and scaling (and even expand to other platforms when ready).

Ready to grab success on Grab? Let's dive in.

1. G – Gain Visibility on GrabFood

If customers can't **find** you on the app, they can't order from you. Gaining visibility is about working with Grab's algorithm so that your restaurant appears in searches, category lists, and on the home screen for the right customers. It's not magic – it's about optimizing the key elements of your Grab listing that influence ranking and click-through.

According to Grab, users treat the app like a food search engine: **74% of people don't know what to eat and just browse** options. Your goal is to *capture their attention* during that browse. In this section, we'll cover how to do that by optimizing:

1.1 Business Name – Clarity Beats Creativity

1.2 Categories & Tags – Position Yourself Wisely

1.3 Description – Use Keywords That Sell

1.4 Photos – Your #1 Scroll-Stopping Tool

1.5 Language – Smart Bilingual Listings (English & Local)

1.6 Location & Delivery Zone – Be Visible to Nearby Customers

Let's break down each.

1.1 Business Name: Clarity Beats Creativity

Your restaurant's name on Grab is **more than a brand name – it's a search term**. Hungry customers often skim quickly or use

keywords to search. A cryptic or cute name might sound unique, but if it doesn't tell people (and the algorithm) what you actually serve, you're missing out on traffic.

What works best:

- **Be descriptive and include your cuisine or top dish.** For example, instead of just "Mango Republic" or "Uncle Jay's," a name like **"Uncle Jay's Thai BBQ & Noodles"** immediately tells people what to expect. If someone searches "Thai BBQ" or browses the Thai category, you have a better chance to appear.
- **Use keywords people actually search.** Think of common food terms: *pizza, burger, halal, spicy, sushi, vegan, ramen, fried chicken*, etc. If your main dish or cuisine is popular, put that in your name. For instance, **"Nana's Thai Noodles & Fried Chicken"** is likely to get more hits than "Nana's Place".
- **Keep it simple and in the right language.** If you target tourists or expats, use English words they'll understand ("burger", not just the local name). If you target locals, include a word in the local language that signals authenticity or style (e.g., "อร่อย" meaning delicious, or the city name like "Bangkok Street Food").
- **Add a trust factor or unique twist** if space allows. Words like "Authentic", "Homemade", "Halal Certified", or " since

1999" can add credibility or appeal. Just don't overdo it.

 Avoid vague or generic names:

- *"The Food Garden"* – Too generic; doesn't indicate cuisine.
- *"Nana's Place"* – No clue what food this is.
- *"XYZ Kitchen"* – Overused and unclear.

These don't have keywords or identity. Customers will scroll past because they don't have time to guess what you offer.

 Strong examples:

- **"Bangkok Halal Street Food"** – Instantly tells you the cuisine (Thai street food) and a key selling point (Halal).
- **"Joe's Burgers & Fried Chicken"** – Name and two top keywords (burgers, fried chicken) for fast-food lovers.
- **"Chiang Mai Vegan Thai Cuisine"** – Location + cuisine + niche (vegan) appeals to that audience.
- **"Grab & Go Burritos – Mexican Grill"** – Combines a catchy phrase with the cuisine (Mexican burritos).

Case Study: Amrit, who runs a small Indian food stall in Chiang Mai, renamed his listing from “Curry Corner” to **“Indian Butter Chicken & Tandoori – Chiang Mai”**. Within 10 days, his orders doubled, because suddenly tourists and locals craving Indian food could actually find him by searching Indian, butter chicken, or tandoori.

Pro Tips:

- You can edit your business name anytime in the Grab Merchant dashboard. Don't be afraid to test changes.
- **A/B test** different naming formats for a week or two each. For example, try “Mama Noi's – Isaan Thai Grill” vs. “Mama Noi's Thai BBQ & Som Tam”. See which one yields more impressions/orders (Grab's dashboard shows you traffic).
- Avoid ALL CAPS or excessive emojis in your name – it can look spammy or unprofessional (and Grab may not allow it).
- If you're in a very specific location and known for it, you *might* include the area name (e.g., “Sukhumvit 11 Burgers”). This can help you show up in local searches or be recognized by neighborhood customers.

- Add your signature dish or specialty at the end if it's a draw: e.g., **"Joe's Kitchen – Pad Krapow Experts"** or **"Uncle Wang – Dim Sum & Congee"**.

 **Action Step:** Rewrite your Grab business name *right now* to clearly reflect what you sell. Aim for 2–3 keywords (cuisine, dish, style) in the name. Then check on the customer app: how does your listing appear in a search for those keywords? If it's still not on top, consider refining further or adding another keyword you might have missed.

1.2 Categories & Tags: Tell Grab Where to Rank You

When you set up your GrabFood listing, you choose categories (and sometimes tags) for your restaurant. These act like the sections of a menu or aisles in a store. **Choosing the right categories is one of the easiest visibility wins** – yet many restaurants set it once and forget it.

This is just the beginning – the full Grab Method™ gives you the exact framework that helped dozens of restaurants across Southeast Asia grow smarter on Grab.



Want to Grow Faster on Grab?

You're reading a **free preview** of *The Grab Method*™.

 To unlock the full guide for just **\$29**, get instant access to the complete step-by-step system tested with dozens of restaurants in Southeast Asia:

-  Improve visibility on Grab
-  Optimize your menu for higher profits
-  Launch smart promos without killing your margins
-  Dominate peak hours
-  Grow sustainably without expensive ads or gimmicks



[Unlock Full Access – Only \\$29](#)

Need help applying the method to your restaurant?

We also offer personalized services:

 hello@thegrabmethod.com

 thegrabmethod.com

The Grab Method™

Turn your restaurant into a top performer on Grab.

Practical, tested, and built for Southeast Asia's food entrepreneurs.

 More visibility. More orders. Smarter growth.

Need Help?

Here's what I can do for your restaurant:

- ✓ Grab account setup & optimization
- ✓ Full visibility & conversion audit
- ✓ Menu redesign & photo improvement
- ✓ Strategic promotions (without killing margin)
- ✓ Website creation for your brand
- ✓ Multi-platform expansion (LINE MAN,...)
- ✓ English/local bilingual listings
- ✓ Ongoing growth consulting

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