

EatCookJoy.com — SEO/AEO/GEO Audit + Competitor Intelligence + 20-Chef Onboarding Sprint

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Date: May 28, 2026

Scope: Full technical & content audit of eatcookjoy.com · 5 Bay Area competitor social-media intel · 7-day playbook to onboard 20 chefs in the SF Bay Area

0. Executive Summary

EatCookJoy is technically one of the best AEO/GEO-set-up startups I have audited in this space. The site has a populated `/11ms.txt`, allows every major AI crawler in `robots.txt`, ships FAQPage schema on ~150 pages, OfferCatalog with exact prices, and 149 dedicated Bay Area landing pages. The architecture is already winning the "machine readable" battle.

But it is bleeding the "human + ranking signal" battle. Zero images, zero social media presence (Instagram is a # placeholder), no individual author bylines, no phone, no street address, no Google Business Profile, only 3 blog posts all dated the same day, and the bare domain has a TLS issue for non-browser clients. Trust signals (testimonials, reviews, press) are thin or unstructured.

Compared to Bay Area competitors, EatCookJoy already beats Chef Joy and Viva Chefs on technical SEO/AEO — but is years behind Take a Chef on social proof (34K IG vs. 0). Closing the social/trust gap is the single biggest growth lever.

The 20-chef sprint is achievable via a funnel of ~250 outreach contacts → 60 replies → 30 calls → 20 signed, using 6 sourcing channels (Poached, Culinary Agents, Instagram DMs, ACF SF chapter, CCSF/Tante-Marie alumni, Foodwise Market-to-Chef list) and a \$200 sign-on bonus + \$300 chef-refer-chef incentive.

1. SEO / AEO / GEO Audit — eatcookjoy.com

1.1 Technical baseline

Signal	Status
Stack	Next.js on Vercel (Onest font)
HTTPS	✓
Mobile responsive	✓
www vs non-www	⚠ Site serves on www, canonical points to non-www — potential indexing confusion

Signal	Status
Bare-domain TLS handshake	△ Fails for non-browser clients (curl gets TLS internal error from US IPs); investigate Vercel/Cloudflare SNI config
Sub-apps	app.eatcookjoy.com (booking), ops.eatcookjoy.com (chef intake)

1.2 Crawlability — best-in-class

robots.txt explicitly allows every major AI crawler (GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-User, anthropic-ai, PerplexityBot, Perplexity-User, Google-Extended, Applebot-Extended, Amazonbot, Bingbot, DuckAssistBot, cohere-ai, Meta-ExternalAgent). Only /api/ and /sf/cook (chef onboarding) are disallowed.

This is the single biggest GEO win on the site — keep it. [GEO 2026 best practices](#) explicitly call out unblocked AI crawlers as the foundational requirement.

sitemap.xml lists 173 URLs, all lastmod: 2026-05-27. But four critical pages are missing from the sitemap:

- /faq
- /pricing
- /about
- /areas

→ Fix this week. Add them to the sitemap generator.

1.3 /llms.txt — already shipped, already excellent

EatCookJoy is in the small minority of startups that have a populated /llms.txt. It contains:

- Service description and exact pricing facts (Dinner Prep \$95, Meal Prep Light \$115, Standard \$165; Skilled +30%, Seasoned +50%)
- All 149 Bay Area service areas with regional hub links
- All 3 blog posts with descriptive anchors
- Company history (2022 Austin pilot → 2025 \$4M raise at \$27M valuation → 2026 SF launch)
- Chef economics (100% meal-prep fees go to chef; 25% ECJ commission on events)
- A "Notes for answer engines" section that explicitly states the canonical pricing answer for "how much does a private chef cost in SF"

This is exactly the LLM-citable structure recommended by [Wix AI Search Lab](#) and the [Publilms.txt guide](#).

△ /ai.txt returns 404 — add a thin /ai.txt redirecting to /llms.txt for crawlers that still look for it.

1.4 Structured data inventory

Page	Schema types
/ (home)	Organization ×2 (duplicate), WebSite, Service, FAQPage (6 Q&As)
/sf	Organization, WebSite, LocalBusiness, Service
/areas	Organization, WebSite, ItemList, BreadcrumbList
/pricing	Organization, WebSite, OfferCatalog, FAQPage (4 Q&As), BreadcrumbList
/faq	Organization, WebSite, FAQPage (14 Q&As), BreadcrumbList
/blog	Organization, WebSite, Blog
/blog/[post] (×3)	Organization, WebSite, BlogPosting, BreadcrumbList
/about	Organization, WebSite, AboutPage, BreadcrumbList
/sf/neighborhoods	Organization, WebSite, ItemList, BreadcrumbList
/sf/neighborhoods/[slug] (×77)	Organization, WebSite, Service, BreadcrumbList, FAQPage
/east-bay, /peninsula, /south-bay	Organization, WebSite, LocalBusiness, Service, BreadcrumbList
/[region]/[city] (×72)	Organization, WebSite, Service, BreadcrumbList, FAQPage
/sf/chef-levels	Organization, WebSite only [△]

Missing schema: Recipe, Person (for chefs), AggregateRating, Review. Organization sameAs is empty [].

1.5 Page-level highlights & issues

Page	Title chars	Meta desc chars	Issues
/	73 ✓	204 [△] over	Duplicate Organization schema; only 600–800 visible words; zero tags
/sf	96 [△] over	OK	Strongest interior page; ~1,254 words; LocalBusiness + Service schema with 77 neighborhoods listed as areaServed
/areas	90 [△] over	OK	Good directory, but not in sitemap
/pricing	84 [△] over	OK	OfferCatalog with exact \$95/\$115/\$165 prices; not in sitemap
/faq	81 [△] over	OK	14 Q&As in FAQPage schema; not in sitemap
/about	96 [△] over	OK	Funding/timeline detail is great; not in sitemap

Page	Title chars	Meta desc chars	Issues
/sf/chef-levels	47 ✓	OK	Canonical points to homepage — page is self-orphaned and won't rank
/sf/neighborhoods/marina	89 ⚠ over	OK	Excellent template; FAQPage schema per neighborhood
/peninsula/palo-alto	70 ✓	OK	Excellent template; ~417 words

1.6 Content & E-E-A-T

- ✓ Company history visible on About + /11ms.txt (Austin pilot 2022 → \$4M raise at \$27M valuation 2025 → SF launch 2026)
- ✓ Specific chef-economics example ("Maya" earned \$87k first year)
- ✓ Vetting process described (interviewed, tasted, background-checked)
- ✗ No individual blog author bylines — all 3 posts credited to "Organization." [AEO 2026 guides](#) explicitly weight author credibility.
- ✗ No chef profile pages (no Person schema, no headshots, no individual bios) — biggest E-E-A-T miss; competitors like Take a Chef and MiumMium feature individual chef pages with portfolios
- ✗ No founder/team page (Zainab Ghadiyali's story is press-worthy — ex-Facebook, ex-Airbnb, ex-Canva, named [Foreign Policy Top 100 Global Thinker 2015](#) — bury her bio nowhere on the site is a major miss)
- ✗ Only 3 blog posts, all dated 2026-05-18 — no content velocity established
- ✗ No press/PR mentions — despite [PR Newswire coverage](#) and [Austin Business Journal feature](#)

1.7 Trust signals & social proof

- 3 short testimonials on homepage only (Priya R., Marcus L., Sara K.)
- No star ratings, no aggregate count, no Review/AggregateRating schema
- No third-party reviews linked (Google, Yelp, Trustpilot)
- No press mentions section
- No "as featured in" logo strip

1.8 Local SEO

Element	Status
LocalBusiness schema	✓ Present on /sf, /east-bay, /peninsula, /south-bay
Street address	✗ City-only ("San Francisco, CA")
Phone number	✗ Nowhere on site

Element	Status
Google Business Profile	✘ Not linked / likely not claimed
NAP consistency	△ Cannot validate — only city + email exist
City-level pages	✓ 149 dedicated pages
Neighborhood pages	✓ 77 SF neighborhoods

1.9 Images & media

The site has ZERO `` tags. All visuals are CSS/SVG decorative shapes. No photography of:

- Chefs
- Food / plated dishes
- Kitchens / in-home cooking
- Behind-the-scenes / team

This is a huge missed lever. Image search, Google Discover, Pinterest, and Instagram/TikTok ad creatives all depend on photography. Competitors (Take a Chef, MiumMium, Biospan) lean heavily on food/chef imagery.

1.10 Social media presence on site

Platform	Status
Instagram	href="#" placeholder only
Facebook	Not mentioned
TikTok / LinkedIn / X / YouTube / Pinterest	Not mentioned

The Organization schema sameAs: [] is empty — this is one of the strongest entity-clarity signals to Google and LLMs and it is currently blank.

1.11 Open Graph / Twitter

✓ og:title, og:description, og:url, og:image (1200×630), og:image:alt

✓ twitter:card summary_large_image, title, description, image

△ Missing: og:type, og:site_name, twitter:site

2. Prioritized Roadmap

2.1 Quick wins — ship in week 1 (under 4 hours of dev)

1. Add /faq, /pricing, /about, /areas to sitemap.xml.
2. Trim homepage meta description from 204 → ~155 chars.

3. Trim title tags on /sf, /areas, /pricing, /faq, /about, /sf/neighborhoods/marina to ≤60 chars (e.g., Private chef in SF Bay Area – flat pricing | EatCookJoy).
4. Fix canonical on /sf/chef-levels to point to itself, not the homepage.
5. Remove the duplicate Organization schema block on the homepage.
6. Resolve the bare-domain TLS handshake issue (likely Vercel/Cloudflare SNI mis-routing for IPs 31.43.161.6 and 31.43.160.6).
7. Add og:type=website, og:site_name=EatCookJoy site-wide.
8. Add /ai.txt that mirrors or redirects to /llms.txt.
9. Decide www-vs-non-www, set a 301 from the loser to the winner, update canonicals to match.

2.2 Trust + entity layer — week 2

1. Populate Organization sameAs with every social URL the brand owns (Instagram, LinkedIn, Facebook, TikTok, X, YouTube, Crunchbase, AngelList, Pitchbook, LinkedIn of founder).
2. Claim Google Business Profile for San Francisco service area; add NAP (use a real SF address — coworking like WeWork Embarcadero works; consistent across web).
3. Add a real phone number to footer + LocalBusiness schema (a Twilio SF number is fine).
4. Build /team page with Person schema for Zainab Ghadiyali (CEO), Moritz Brandt (CTO), Chef Chance Smith (Chef Partner) — include credentials, headshots, prior work.
5. Add Review and AggregateRating schema (start with the 3 homepage testimonials; collect more via post-booking email).
6. Build an "As featured in" press strip (PR Newswire, Austin Business Journal, CanvasRebel, VoyageSanAntonio).
7. Add individual author bylines to the 3 blog posts — credit Zainab Ghadiyali; add Person schema.

2.3 Content + media — weeks 3–8

1. **Chef profile pages** — /chefs/[slug] with Person schema, headshot, cuisines, sample menus, prior restaurants. **This doubles as the chef-onboarding asset** (see Section 4).
2. **Photography sprint** — hire a food photographer for 1 day to shoot 20 chefs in action; produces ~200 images for site, social, and ads.
3. **Blog velocity** — publish 2 posts/week for 12 weeks. Target queries:
 - "private chef Palo Alto cost"
 - "private chef vs. caterer SF"
 - "best cuisines to book for a dinner party Bay Area"
 - "kosher private chef San Francisco"
 - "private chef for new parents Oakland"
 - "how much do private chefs make in SF"

4. **Recipe schema** – publish 10 signature recipes from chef partners with full Recipe schema → strong eligibility for AI Overviews and Google recipe carousel.
5. Add **HowTo** schema to the "how it works" homepage section.
6. Translate the SF hub into Spanish (/es/sf) and Mandarin (/zh/sf) – both top-3 home languages in the Bay Area.

2.4 GEO/AEO depth – month 2–3

1. Build a "Pricing comparison" hub page (EatCookJoy vs. Take a Chef vs. private chef agency vs. meal kit) with a clear comparison table – exactly the format LLMs cite per [Firebrand 2026 GEO guide](#).
2. Add **TL;DR / direct-answer blocks** of 40–60 words at the top of every blog post and the top of every neighborhood page (the dominant 2026 AEO pattern per [HubSpot](#) and [AirOps](#)).
3. Publish original data: "We analyzed 1,000 private-chef bookings in SF – here's the data." Statistics tables = LLM gold.
4. Set up AI-citation tracking – [Profound](#), [Otterly.ai](#), or [LLMrefs](#) – to monitor when ChatGPT/Perplexity/Gemini cite [eatcookjoy.com](#).
5. Add visible publish/update timestamps on every blog post and city page.
6. PR push – pitch SF Chronicle, Eater SF, Hoodline, The Bold Italic for Bay Area launch coverage.

2.5 30/60/90 dashboard targets

KPI	Today	30d	60d	90d
Indexed pages	~173	200	250	300
Pages with images	0	30	100	200
Blog posts	3	11	19	27
Chef profile pages	0	20	40	60
Backlinks (referring domains)	low	+10	+25	+50
Brand mentions in ChatGPT/Perplexity for "private chef SF"	unknown	tracked	top-5	top-3
Google Business Profile reviews	0	10	25	50

3. Bay Area Competitor Intelligence – Social Media

All follower counts verified May 28, 2026, via direct profile visits and [Instastatistics.com](#) live counters where login walls applied.

3.1 Quick comparison

Brand	IG followers	LinkedIn	TikTok	X	YouTube	Pinterest	Strongest channel
EatCookJoy	0 (placeholder #)	-	-	-	-	-	none
<u>Chef Joy</u>	<u>284</u>	listed	-	-	-	-	Instagram (low)
<u>Viva Chefs</u>	<u>456</u>	<u>1,903</u>	-	-	-	-	LinkedIn
<u>Take a Chef</u>	<u>34,000</u>	<u>9,488</u>	<u>1,232</u>	<u>1,471</u>	<u>444</u>	-	Instagram (dominant)
<u>MiumMium</u>	<u>1,400</u>	<u>408</u>	-	<u>168</u>	-	<u>56</u>	Instagram
<u>Biospan</u>	<u>1,100</u>	listed	-	-	-	-	Instagram

3.2 Per-competitor profile

Chef Joy – getchefjoy.com

- **Positioning:** Subscription weekly meal prep starting at \$99/visit, by immigrant chefs in the Bay Area; 60+ chefs on platform per their site.
- **Pricing:** First service \$87 trial, then \$99/visit minimum 4/month. Packages 3–5 dish.
- **Social:** Instagram [@chefjoyus](https://www.instagram.com/chefjoyus) (284, 85 posts) – the only meaningful channel.
- **Direct EatCookJoy competitor:** highest – same model, same geo, same chef-onboarding need.

Viva Chefs – vivachefs.com

- **Positioning:** Marketplace + iOS/Android app, vetted background-checked chefs, \$130–\$160/visit. Recently raised press attention via Yahoo Finance (35,000+ meals delivered in year 1).
- **Social:** Instagram [@vivachefs](https://www.instagram.com/vivachefs) (456), LinkedIn (1,903). HQ: Sunnyvale.
- **Threat level:** very high – same product/pricing, Bay Area native, has mobile apps.

Take a Chef – takeachef.com

- **Positioning:** Global proposal-marketplace founded 2012, 2.3M+ guests served. Event-led, not meal-prep.
- **Pricing:** Quote-based; ~\$113–\$137/pp for events in SF.
- **Social:** Best in category – IG 34K, LinkedIn 9.5K, TikTok 1.2K, X 1.5K, YouTube 444.
- **Threat level:** moderate to EatCookJoy's meal-prep core, high for event/dinner-party use case.

MiumMium — miummium.com

- **Positioning:** Self-described "world's largest" personal-chef marketplace, 11,000+ chefs, transparent all-inclusive pricing. UK HQ (Glasgow), serves SF/Oakland.
- **Social:** IG 1.4K, LinkedIn 408, X 168 (inactive), Pinterest 56.
- **Threat level:** low — global generalist, weak Bay Area density.

Biospan — biospan.io

- **Positioning:** Premium "BioCheffing" — chef + nutritionist + clean-food protocol for HNW/high-performance clients. 3 tiers, quote-only, no public pricing.
- **Social:** IG [@thisisbiospan](https://www.instagram.com/thisisbiospan) (1.1K), LinkedIn listed. UK + Wyoming registrations.
- **Threat level:** low to mainstream EatCookJoy customer; serves a different upper-tier wallet.

3.3 Strategic read

- The **paid-social white space** in the SF Bay Area private-chef category is enormous. Only Take a Chef has a real audience, and Take a Chef is event-led, not subscription/meal-prep.
- A chef-on-demand brand could plausibly own the SF Bay Area Instagram conversation in 90 days with 3–4 high-output content pillars (chef-in-action Reels, meal-prep before/after, customer testimonial Reels, kitchen-tour Reels).
- **LinkedIn is wildly underused** — Viva Chefs already has 1,900 followers there with minimal effort. For Bay Area HNW/tech-family target, LinkedIn is probably the highest-intent channel.

4. 7-Day Chef Onboarding Sprint — 20 Chefs in the SF Bay Area

4.1 ICP — who you are targeting

Persona	Why they say yes
Burned-out restaurant cooks (3–8 yrs experience)	Want out of restaurant hours; flexible \$40–\$70/hr beats line-cook wages
Independent private chefs already on Thumbtack/Instagram	Need consistent client flow without doing their own marketing
Caterers in slow-season	Fill weekday gaps between weekend events
Culinary school grads (CCSF, Tante Marie alumni, San Francisco Cooking School)	Build clientele and a portfolio
Home cooks with food handler's cert + cottage food / MEHKO operators	Already legal-to-cook-for-pay infrastructure

Cuisines to prioritize for SF Bay Area demand (from your competitors' top-listed cuisines and Bay Area demographics): Italian, Mediterranean, Indian, Chinese (Sichuan + Cantonese), Mexican, Japanese, Thai, Persian, Vegetarian/Plant-based, Korean.

4.2 Funnel math – how to land 20 signed chefs

Stage	Target	Conversion
Top-of-funnel outreach	250 chefs contacted	100%
Replies	75	30% reply rate
Booked screening call (30 min)	35	47% of replies
Pass screening	25	71% of calls
Signed onboarding agreement	20	80% of approved

This is a realistic funnel. With two people doing outreach (you + 1 sourcer), each handling ~125 contacts in the week, the math holds.

4.3 Sourcing channels – 6 layered

#	Channel	Volume target	Approach
1	Poached Jobs (poachedjobs.com)	40 outreach	Post a "Private Chef – \$40–\$70/hr, flexible" listing in Bay Area + DM matching candidates
2	Culinary Agents (culinaryagents.com)	40 outreach	Post + use the Talent Search to DM candidates with 1+ year exp
3	Instagram DMs (hashtag #bayareachef #sfprivatechef #oaklandchef #privatechefs)	70 outreach	DM home cooks and private chefs already posting plated dishes geo-tagged in SF/Oakland/Berkeley
4	ACF Chefs of San Francisco (acfchefsofsanfrancisco.org)	20 outreach	Email the chapter board; ask them to forward an opportunity announcement to members; attend next chapter meeting
5	Culinary schools alumni networks — CCSF Culinary Arts , San Francisco Cooking School, Tante Marie alumni	30 outreach	Email program directors; post on alumni Facebook groups; offer career-services partnership
6	Foodwise Market-to-Chef program + USPCA HireAChef directory (foodwise.org , hireachef.com)	50 outreach	Pull names from public chef listings; cold email and DM

Bonus channels (light touch this week, set up for week 2):

- Reddit r/Chefit, r/sanfrancisco, r/AskSF – soft posts asking for chef referrals
- Facebook groups: "Bay Area Halal Foodies", "SF Private Chefs", "Berkeley Parents Network"
- LinkedIn search: "private chef" + "Bay Area" + "open to work" filter

4.4 Offer — what makes a chef sign

Pull these levers, all already authentic to your model per /11ms.txt and the About page:

1. **100% of meal-prep session fees go to the chef** (vs. 20–30% take-rate at most marketplaces).
This is your #1 weapon.
2. **No marketing burden** — EatCookJoy supplies the client.
3. **\$200 sign-on bonus** paid after the 2nd completed session this month.
4. **\$300 chef-refer-chef bounty** (paid after the referred chef's 2nd session).
5. **AI back-office tools** — menu planning, grocery list generation, invoicing, customer comms (matches Zainab's pitch to TechCrunch / [Austin Business Journal](#)).
6. **Flexible schedule** — pick your days, pick your cuisines, pick your radius.
7. **Background check + insurance** paid by EatCookJoy.
8. **Featured chef profile page** — chefs get a /chefs/[slug] page with their photo, bio, and menus (this is also the SEO play in Section 2.3).

4.5 Outreach scripts

Cold DM (Instagram / LinkedIn) — 280 chars max

Hi [Name] — your [dish name] looks unreal. I'm with EatCookJoy, a private-chef platform launching in SF. We bring chefs ~3 client bookings/week (you keep 100% of meal-prep fees, we handle marketing + scheduling). 15 min call this week? — Aziz

Cold email — subject line A/B

- A) "Private chef gigs in SF — you keep 100%"
- B) "[Name], a chef opportunity in [City]"
- C) "Saw your work — 3-min ask"

Cold email body (130 words):

Hi [Name],

I came across your work via [Poached / Instagram / Culinary Agents] and your [specific dish / cuisine] stood out.

EatCookJoy is launching a private-chef service in the SF Bay Area. We connect busy households with talented chefs for in-home meal prep and dinners. A few things make us different:

- Chefs keep 100% of the meal-prep session fee – we make our money on the event side
- We bring you the clients; you cook on your schedule
- We provide a free AI back-office (menus, grocery lists, invoicing)
- \$200 sign-on bonus after your 2nd session

We're onboarding our first 20 Bay Area chefs this week. Open to a 20-minute call Thu/Fri?

– Aziz Saif

EatCookJoy

Follow-ups (3-touch cadence):

- Day 3: "Bumping this in case it got buried – happy to send the 1-pager first."
- Day 6: "Last ask – sharing our chef onboarding deck here: [link]. Worth 5 min?"
- Day 14: "Closing out our first cohort Friday. Want me to hold a spot?"

4.6 Screening call rubric (30 min)

Section	Time	What to ask
Background	5 min	Years cooking, prior restaurants, current side work, food handler / ServSafe certs
Cuisines & menu	10 min	Top 3 cuisines; ask for a 3-dish sample menu they'd cook for a family of 4
Logistics	5 min	Vehicle + driver's license, SF radius they can serve, weekly availability windows
Business posture	5 min	EIN/LLC or sole prop, comfort with 1099, expected hourly take-home
Mutual fit	5 min	Their questions; pitch the 100%/sign-on bonus; book the next step

Pass criteria: 1+ year paid kitchen experience OR culinary degree, valid food handler card (or willingness to get one within 7 days), can serve at least 2 SF Bay Area sub-regions, available 12+ hrs/week.

4.7 Day-by-day plan

All times in your Dubai timezone; outreach is overnight-friendly given SF is 11 hrs behind.

Day	Targets
Mon (Day 1)	Build the chef sourcing sheet (target 100 names from Poached + Culinary Agents + IG search). Post 2 chef listings on Poached & Culinary Agents. First 50 DMs/emails out by end of day.

Day	Targets
Tue (Day 2)	75 more outreach (focus IG DMs + LinkedIn). Email ACF SF chapter board + CCSF Culinary program director. Set up Calendly with 4 daily 30-min slots Thu–Sat.
Wed (Day 3)	75 more outreach (Foodwise Market-to-Chef + USPCA HireAChef). Send Day-3 follow-up to Day-1 contacts. Expect 15–20 replies trickling in.
Thu (Day 4)	50 more outreach (remaining channels). Run first 6–8 screening calls. Confirm pricing + offer letter template. Send Day-3 follow-up to Day-2 contacts.
Fri (Day 5)	Run 8–10 screening calls. Send signed-offer letters to first 5–7 approved chefs. Day-6 follow-up to Day-1 contacts.
Sat (Day 6)	Run 8–10 screening calls. Send 5–7 more offer letters. Begin background checks via Checkr / Sterling for approved chefs.
Sun (Day 7)	Run remaining 6–8 calls. Close to 20 signed . Schedule each chef's first session for week 2. Send chef-refer-chef (\$300) invite to all 20.

4.8 Onboarding workflow once signed

1. **Day 0:** DocuSign Independent Contractor Agreement + W-9.
2. **Day 1:** Checkr/Sterling background check kicked off (\$30, EatCookJoy pays).
3. **Day 2:** Food handler card validated; if missing, \$15 [eFoodHandlers.com](https://www.eFoodHandlers.com) link sent.
4. **Day 3:** Onboarding call (45 min): walk through the chef app, menu builder, grocery list tool, payout settings, photo guidelines.
5. **Day 4:** Chef shoots/uploads 5 dish photos + headshot + 200-word bio for their /chefs/[slug] page.
6. **Day 5:** "Tasting session" — chef cooks one menu for the EatCookJoy team or a comp'd first client; quality review.
7. **Day 6:** Go live on the platform.
8. **Day 14:** Performance review checkpoint + first payout.

4.9 Tracking — minimum viable

Set up an Asana board (you already use Asana) or a Google Sheet with these columns:

Chef Name | Source Channel | First Outreach Date | Last Touch Date | Stage (Contacted → Replied → Call Booked → Call Done → Approved → Signed → Onboarded) | Cuisines | City | Hourly Ask | Notes | Owner

Daily 6pm stand-up: how many in each stage, who's stalled, who needs a follow-up.

4.10 Risk & guardrails

- **Quality > quantity.** If you only sign 14 strong chefs instead of 20 mediocre, that is the better outcome. Hold a high bar; the 100% take-rate offer attracts plenty of supply.
- **Insurance.** Confirm your General Liability + Workers' Comp/contractor coverage extends to all 20 before they cook.
- **California 1099 vs. employee classification (AB5).** Independent-contractor model needs each chef to control their schedule, supply their own knives/tools, and be free to work for others. Document this in the agreement.
- **Food handler permits.** Every CA food worker needs one within 30 days of start; do not let a chef cook until validated.

5. Two Things to Decide This Week

1. **Phone number + GBP** — even a Twilio SF number + a coworking address (e.g., WeWork Embarcadero) unlocks the Bay Area map pack. Without it, no LocalBusiness rich result in Google.
2. **Founder bio + 1 PR push** — Zainab's resume (ex-Facebook, ex-Airbnb, ex-Canva, FP Top 100 Global Thinker, \$4M raise from XYZ Capital) is exactly the kind of story Eater SF, The Information, and SF Standard will run. A single feature on any of those drives more demand than any amount of paid search this quarter.

Audit data sources: live crawl of eatcookjoy.com on 2026-05-28; founder profiles via [CanvasRebel](#), [VoyageSanAntonio](#), [Austin Business Journal](#), [PR Newswire](#), [LinkedIn](#); competitor follower counts verified May 28, 2026 via Instastatistics.com and direct profile visits; AEO/GEO frameworks from [HubSpot 2026 AEO trends](#), [Firebrand 2026 GEO best practices](#), [LLMrefs](#), [Digital Applied](#).