



MARKETING BEST PRACTICES

## Build the ultimate restaurant website

Showcase your restaurant to attract diners





**A great restaurant website shows your restaurant at its best while making it easy for diners to find information and book a table. This checklist will help you make sure your website is doing all it can.**

**First, let's look at—**

- **Why your website matters**
- **Website must-haves**
- **How to maximize your story**

## Why your website matters

Diners often conduct many online searches to help them choose a restaurant. That's why building your web footprint to attract new and recurring diners is key for success. An attractive, easy-to-navigate website can bring your restaurant to life and give guests a preview of what they can expect before they visit.

## Website must-haves

If nothing else, make sure your location and hours are front and center. Maybe not literally, but those are the top things people are looking for on restaurant websites, so make them super easy to find. If you take reservations, you also want that link where it can't be missed.



## How to maximize your story

While having basic information available is the most important aspect of a restaurant website, you can take your website a step further by sharing your story. Bring guests into your restaurant's history.

Tell them how your concept came about. Share a little bit about yourself and what inspires your menu. Let them know why your restaurant is perfect for their dining occasions—first dates, family dinners, special events. Outline any special dishes or services you offer. Interesting and relevant content will help guests build a connection with your restaurant, even before they become a guest in your dining room.



## The ultimate restaurant website checklist

- Keep your location and hours up to date.** Practical information such as location, hours of operation, and maps make it easy for guests to plan a visit.
- Make your contact information easy to find.** It sounds obvious, but it's often overlooked. Include a phone number, email address, and a physical address—ideally with a map.
- Create an “About” page.** Share some information about the restaurant owner(s) and/or chef(s) with a few biographical tidbits to build meaningful connections with diners.
- Include your social links to build your online following.** Help diners engage with your restaurant and follow you on social media by including links to Twitter, Instagram, Facebook, and others.
- Show beautiful images.** Include galleries for people to click through, or fill entire pages with colorful visuals that bring your atmosphere and cuisine to life.
- Make sure diners can easily reserve.** Add a reservation link that's one click away from booking to increase your conversion rates.
- Give your menu its own page.** Build your menu as a text page on your website, not a PDF or an image, so your menu appears in search results.



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