tectera

Restaurant Website Checklist

Does your website come up when people go searching for restaurants on Google? Do you have your contact info and online ordering details displayed front and center when they get there?

As your restaurant makes the shift to digital ordering and off-premise, it's more important than ever that your website is well-optimized, making it easy for guests to discover your restaurant online and find exactly what they're looking for. An important piece of website optimization today is having online ordering options and capabilities available and prominent on your website. By doing that, you only make it easier for guests to order from you — and easier for you to keep revenue coming in. Read through the Restaurant.

Read through the Restaurant Website Checklist below to see how you can start improving the performance of your website.

SEARCH ENGINE OPTIMIZATION

☐ Is your website formatted for SEO with page title structure and H1 tags?

☐ Do you use page descriptions on each of your pages?

☐ Do your images contain alternative text, which provides text descriptions for images that are on your page?

☐ Do you have a navigation bar that allows guests to easily find what they are searching for?

MENU OPTIMIZATION

☐ Does your website use HTML rather than a PDF or image menu?

☐ Is your menu included in search engine results?

Contact Information
Are your business hours prominently displayed?

WEBSITE DESIGN

☐ Do you have a navigation bar that allows guests to easily find what they are searching for?

☐ Is your menu easy to navigate to?

☐ Do you have high-quality images of your restaurant on your website?

☐ Do you share your mission statement or core values on your website?

☐ Do you have a spot for important business updates?

☐ Do you have a spot for upcoming events?

☐ Do you feature your staff on your website?

GOOGLE MY BUSINNESS

☐ Is your restaurant website listed on Google My Business?

☐ Is your restaurant information up to date?

☐ Do you have customer reviews on Google My Business?
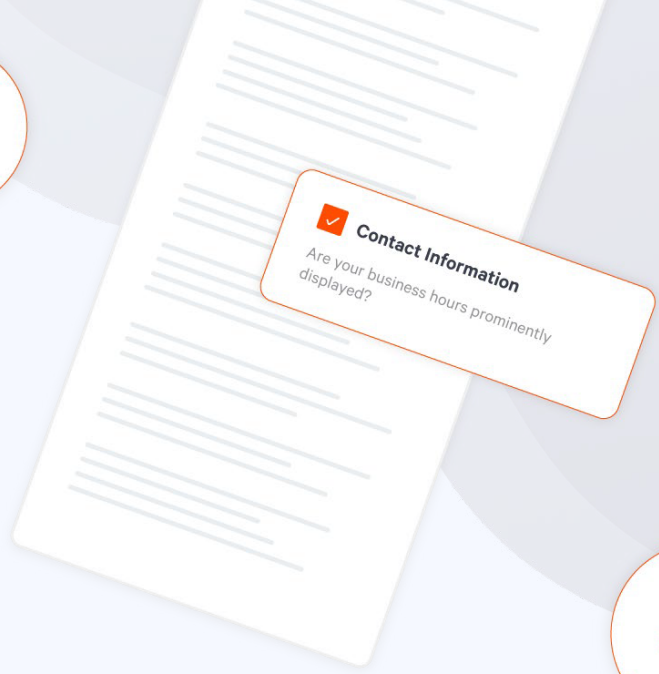
CONTACT INFORMATION

- [ ] Is your contact method clearly displayed?
- [ ] Do you have an inquiry or contact form for guests?
- [ ] Is your address easy to find?
- [ ] Is your phone number easily accessible?
- [ ] Are your business hours prominently displayed?

ADA ACCESSIBILITY

- [ ] Do your images contain alternative text, which provides text descriptions for images that are on your page, that aid the visually impaired?
- [ ] Do you have form labels for guests that use screen readers to interpret and interact with fields on your forms?

SOCIAL MEDIA

- [ ] Are your social media profiles clearly displayed?
- [ ] Is your website shareable with social media buttons?

✓

Get Your Restaurant Online to Serve Customers Now

Tectera now help you move your business online so you can serve customers now. Start offering takeout, delivery, and e-gift cards this week with new digital tools built to help you keep your community fed and revenue coming in.

Get started now

RESERVATIONS & ONLINE ORDERING

- [ ] Do you allow your guests to make reservations online?
- [ ] Do you include third-party reservation services information on your website?
- [ ] Do you have online ordering options available on your website?
- [ ] Can guests order online directly from your website?
- [ ] If not, do you have third-party delivery services listed on your website?

GIFT CARDS AND MERCHANDISE

- [ ] Do you offer e-gift cards?
- [ ] Can you allow your guests to purchase gift cards and merchandise from your website?

SUBSCRIPTION AND LOYALTY

- [ ] Do you have an offering to receive email notifications and updates about your restaurant?
- [ ] Do you detail what your loyalty program offers and how to join?

PRESS/REVIEWS

- [ ] Do you have a place for customer testimonials or reviews?
- [ ] Do you feature social media love from customers?
- [ ] Do you have a section for press and media coverage around your restaurant?