Elements of a Great Restaurant Website

	1	2	3	4	5	Notes on improvements needed
	Needs Work	Fair	Average	Good	Great	
Logo						
Representative of your brand?						
Prominent on every page?						
Visible on menus?						
Photography						
Representative of your brand?						
Mouthwatering?						
(Look at all images, make notes about where to improve/update)						
Email Sign-Up						
Does it exist?						
On every page?						
Social Media Buttons						
Active SM Pages available for follows						
Non Active Page - remove						
Magnet Offer						
Does it exist?						
Have you tied it to your Email Sign-Up						
Online Ordering						
Yes - prominent?						
Yes - is is everywhere it needs to be?						
No - but need to get this going!						
No - not planning on offering this service						
Gift Cards						
Available online?						
Available via phone call?						
Reservations						
Available through online service?						
Available via phone call?						
Not available - tell them so						
Loyalty Program						
If you have one, take a critical look -						
are improvements needed?						
Hours of Operation						
Clear and Correct						
Calendar alert for you to change when necessary?						
Location Map						
Does it exist?						
Contact info						
Address with zip code - matches Google						
Phone number with area code						
Navigation						
A clear path around your website						
Calls to action are obvious						

RESTAURANT MARKETING MENTOR

Need help? Email me your questions: sue@restaurantmarketingmentor.com