

10 Reasons Why Your Restaurant Should Have a Website

1. Low Advertising Costs

Print ads and commercials are expensive. With a website you can display an endless amount of print information at a fraction of the cost. Information is available 24/7 to anyone with internet access and you can easily update outdated information on your website whereas the cost of re-printing flyers is far greater.

2. You Can Give Key Information On Your Location, Menu, Opening Times and Special Offers

A website gives you a platform to provide the basic information your customers may need to know about your restaurant including hours of operation, directions, payment methods and more. By answering these basic questions, you can decrease the amount of time your managers and staff need to spend answering phone calls. You can also keep customers aware of any promotions, such as pre-theatre menus, lunch deals or Christmas offers.

3. You Can Include Customer Testimonials

You can include customer testimonials on your website or if your restaurant has been lucky enough to be featured in a publication such as a review by a restaurant critic in a newspaper you can link to this from your site. This will help to build your restaurant's credibility.

A website may also help your chances of being reviewed by bloggers as they have a resource to gain information about your history to add to their article.

4. Increases Awareness of Your Business

When people are looking for information the first place they will look is on the web. It is important that if someone is looking for your business they can find the information that they need quickly so they are less likely to become disgruntled and consider your competitor(s).

5. You Can Improve Search Rankings

By investing time into search engine optimization (SEO) you can help your business show for related search terms. For example, if your website shows for someone searching 'late night café', 'Italian restaurant' or 'family friendly pub' you will gain more exposure and hopefully more customers.

6. You Can Build a Solid Brand Image

A website will help your business to build a professional image. Particularly if you are just starting out, a website is a great method for helping customers become acquainted with your brand. With the correct marketing, it may even convince customers to seek you out and try for themselves. High quality images will help entice customers to visit.

7. Differentiate Your Business from the Competition

If all your competitors have an online presence it only makes sense that you should too. Many competing restaurants may already use a website to promote themselves; stealing your business. A well-presented easy to use website will help you highlight what you do well and may persuade customers to pick you over alternatives. Lack of a website may also suggest that you are not willing to invest into your business.

8. Book Online Features

You can easily add an online booking link or app to your website giving your customers a quick way to make reservations on the go.

9. A Way to Promote Other Services

A website gives you a channel to promote your other services. Offer catering or private events? Creating pages for these and using SEO (see point 5!) can generate more business.

10. Sell Gift Cards

With a website which enables online selling you could even sell gift vouchers online. This can help drive more business, particularly around Christmas or other events where people are looking for gifts.

For more information contact



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