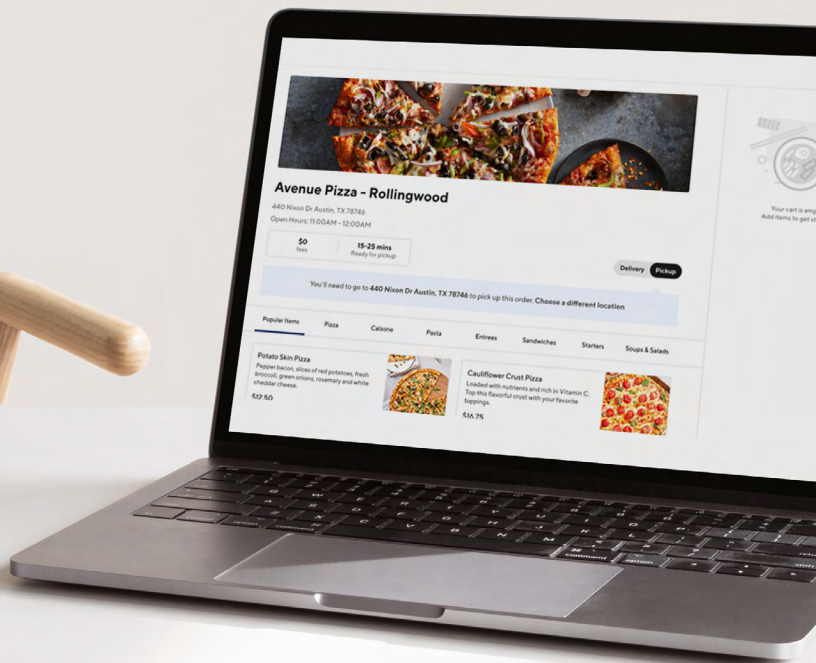# The Ultimate Guide to Restaurant Website Marketing

Attract New Customers and Drive Sales
with a High-Performing Website
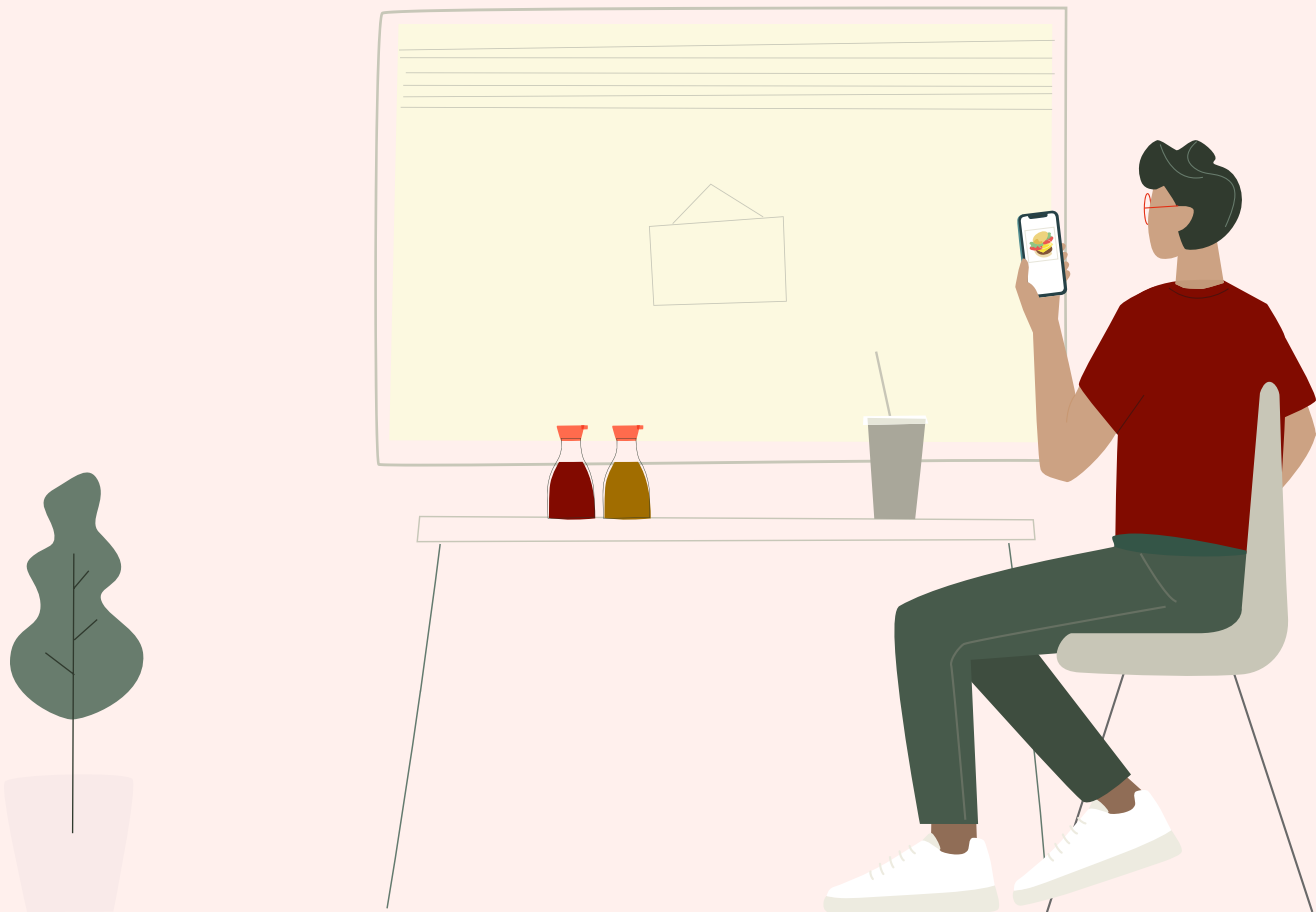
Contents

Click each section to skip forward

Get online,
or fall behind

90%

of customers research a restaurant online before choosing to order delivery.[1]

20%

Yet 20% of restaurants don't have a website.[2]
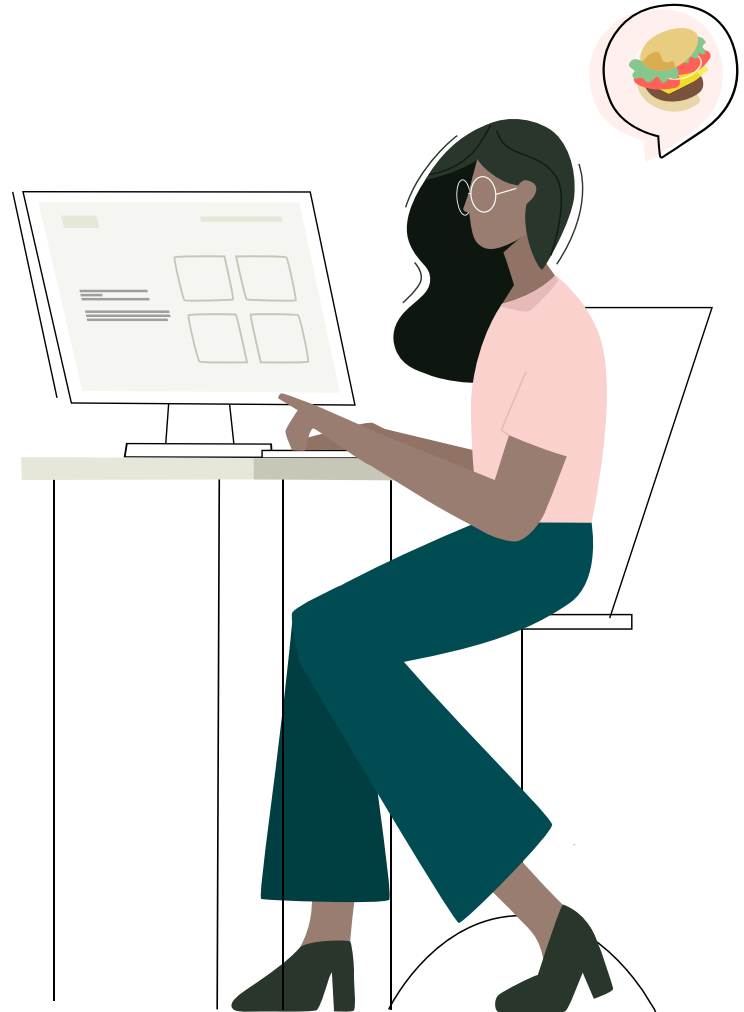
In our digital age, the options are clear: get online, or fall behind. As one marketing CEO said, "Ignoring online marketing is like opening a business and not telling anyone"[3] — you'd never dream of doing it.

Serving customers and restaurants, an appetizing website makes it easy for people to do business with your brand. In this guide, we'll share trusted tips for achieving a five-star online presence and converting prospective diners into paying customers.

Let's dig in.

A tale of two kitchens

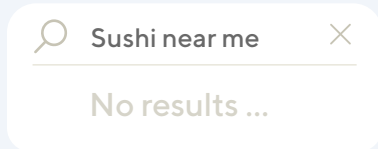Stomach rumbling, Aubrey, 32, opens her laptop in search of nearby food options. Minutes later, she orders from a restaurant — but it's not your restaurant.

Why? Here are just a few ways things could have gone wrong.

Sushi near me

No results …

No search engine optimization (SEO)
You serve up some of the best Japanese food in town. But when Aubrey googled "sushi near me," your website was buried near the bottom of the search results. She didn't even click beyond the first page — so your restaurant was never an option. (More on SEO in chapter 3.)

No user-friendly menu
The menu on your website is missing key components: ingredients, photos, even prices. As someone with a nut allergy, Aubrey didn't want to risk guessing what's inside your "House Sauce." Instead, she opted for a competitor with a clearer menu.

Stores (0)   Items (0)

No results
There aren't any stores in your area matching "Sushi Go"
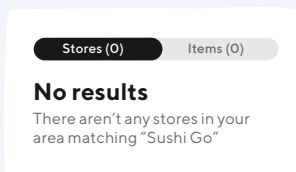
No online ordering option
After a long day, the last thing Aubrey wanted was to have to call in her order. (Like most millennials, she hates phone calls.) Since your restaurant doesn't offer online ordering, she ordered from a different restaurant that does.

404
Page not found
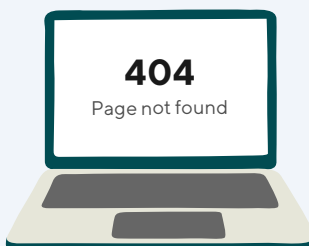
No website
Aubrey was craving your delicious, quality sushi. She Googled your restaurant's name, but there was no website to be found — only old Yelp reviews and an inactive Facebook page. Just like that, you lost out on a repeat customer.

Unfortunately, missed opportunities are more common than you'd think.

68%

of U.S. diners said a restaurant's website has discouraged them from doing business with the brand[4]

Get found, not forgotten

Meanwhile, the digitally savvy sushi joint, Reel Sushi, was already busy prepping Aubrey's order.

Thanks to strong SEO efforts, their website was one of the top Google search results. Scrolling through their homepage, Aubrey was met with high-resolution food photos and mission-driven storytelling. The dinner menu was easily accessible, with all the details Aubrey needed to feel comfortable ordering online.

Aubrey quickly placed an order — and even followed Reel Sushi on Instagram, since they'd linked their social media profiles in the website footer.
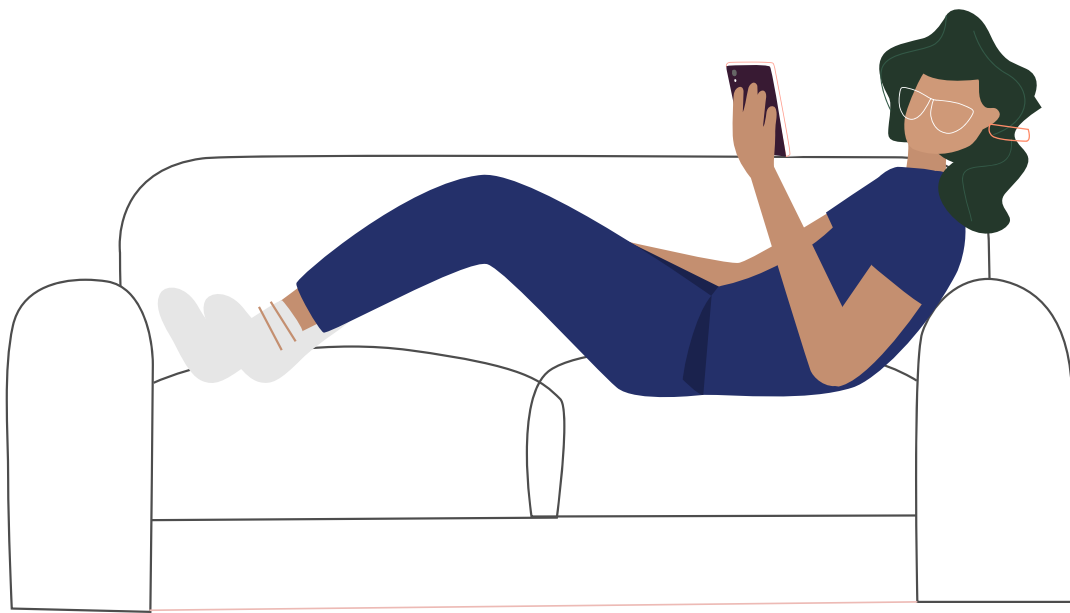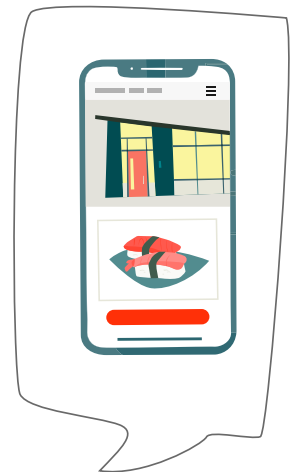
Cooking up a five-star website

In a HubSpot survey of over 3,400 marketing professionals,

63%

of respondents said they had invested in a website upgrade in 2020[5]

Whether you're starting from scratch or optimizing an existing site, here are five simple steps for engaging prospective diners with a five-star online presence.

5 simple ingredients of a restaurant's web presence

1 Choose a base

While some businesses hire a local software developer or web agency, others build their own website using a modern hosting platform like Squarespace or Wix.

Squarespace offers clean, customizable designs, with a range of appetizing restaurant website templates to choose from. Setup is simple, and a business account costs $18 per month.[6]

Wix also offers beautiful designs and a buffet of ready-made restaurant templates, with a basic business plan costing $23 per month.[7]

Order Online

2 Spice things up with content

Once you've picked a template, customize it with high-resolution food photos and compelling web copy.

Popular pages to include on your site are: Our Story, Menu, Reservations, and Order Online. (Skipping that last one means missing out on a major revenue stream — more on that in step 4.)

Remember, you only have one chance to make a first impression. This is your opportunity to get personal — share your story about what's unique about you and your restaurant, and let your passion shine through.

Our Story

# 5 simple ingredients of a restaurant's web presence

3 Set your sights on SEO

Search engine optimization (SEO) is a secret ingredient in the marketing industry. But what is it, exactly — and why should restaurateurs care?

Simply put, SEO increases a website's discoverability. When prospective customers type food-related keywords into Google (think: "diner," "steakhouse," or "pizza"), restaurants with strong SEO will rise in search engine rankings — and get found sooner.

64% of marketers actively invest in SEO [8]

**15%** of SEO-generated leads are converted into sales [9]

best sushi in new york
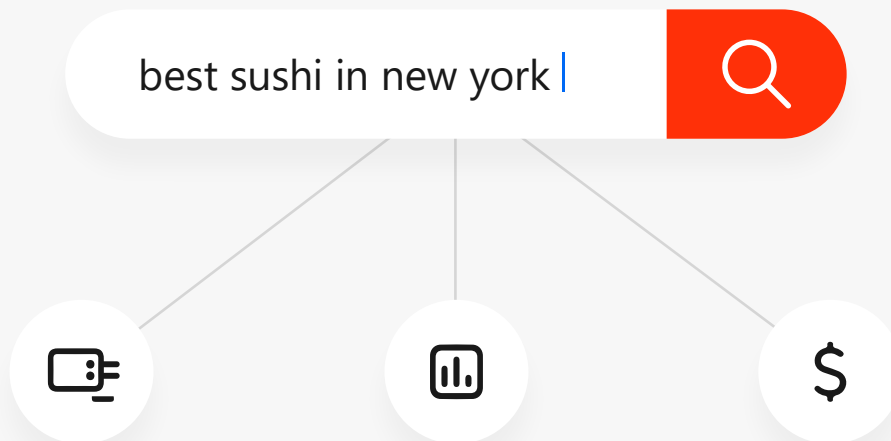
One easy strategy for boosting your SEO rankings is including keywords in titles and headlines on your website pages. Luckily, many web hosting platforms have tools — like the Wix SEO Wiz — to help you identify relevant keywords, add alt text to images, and more.

5 simple ingredients of a restaurant's web presence

4 Integrate online ordering

Through online ordering, customers can purchase menu items on the spot — without hesitation or hassle.

To fuel merchant marketing success, DoorDash launched Storefront: a commission-free online ordering program that helps restaurants develop an ecommerce business on their own website.
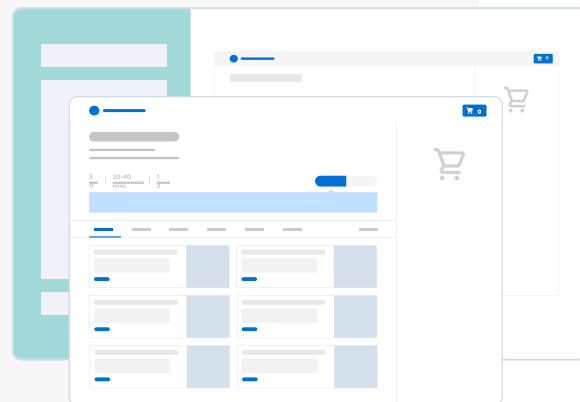
With DoorDash Storefront, merchants saw:

15%
commission savings

20%
increase in orders

26%
increase in sales

Even better, Squarespace and Wix seamlessly integrate with DoorDash Storefront — so customers can place orders on your site instead of redirecting to a third-party platform.

Be sure to include an "Order Online" button in your hero header. This way, site visitors can clearly see their call to action. One click, and they'll be on your Storefront page — that much closer to doing business with your brand.

Order Online
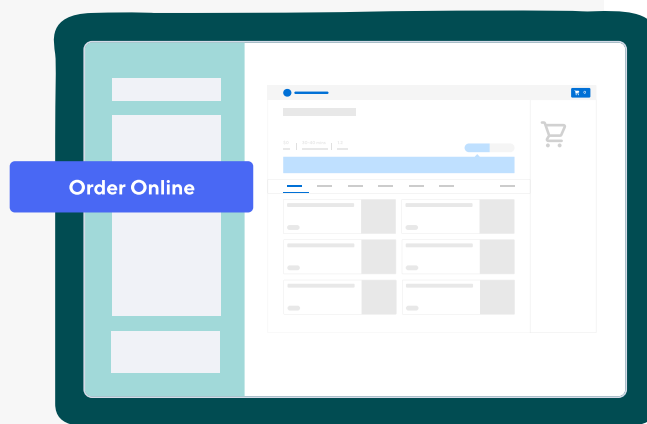
5 simple ingredients of a restaurant's web presence

5   Make your site mobile-friendly

60%

Today, 60% of all digital restaurant orders are made on mobile devices[10] — and mobile responsiveness is a must for modern websites.

Squarespace and Wix sites are built to be mobile-friendly, and Wix even has a button that lets users view and edit their mobile view. But no matter which hosting platform you choose, it's worth previewing your site on mobile before sharing it with the world.

Keep in mind that phone screens are much smaller than computer screens, and audiences don't want to scroll forever to find what they want. Concise web copy makes for a more enjoyable user experience — so opt for bite-sized snippets over wordy text blocks.

The do's and don'ts of restaurant websites that work

Do

✓ Tell a story.

By campfires and by candlelight. In break rooms and on barstools. People are sharing stories over food, yet many restaurant owners underestimate the power of words. Stories are **22 times more memorable** than facts alone[11] — use this to your advantage by telling a beguiling brand story.

✓ Mention your mission.

According to Forbes' Consumer Technographics Data Report, nearly 7 in 10 U.S. millennials actively consider company values when making a purchase.[12] Stand out by proudly defining your mission for all to see.

✓ Feature food photos.

Beautiful food photos convert sales. Sprinkle drool-worthy images of your menu items throughout your website and social channels. Adding high-quality photos to your DoorDash menu can **increase order volume by ~15%**.

✓ Spotlight positive press.

Been featured in any newspapers or magazines? Glowing reviews can build trust with prospective customers and boost your bottom line.

Don't

✗ Use too many fonts.

The last thing you want is to turn customers away. Too many fonts can make a site look cluttered, confusing, and unprofessional — which is why web design experts suggest sticking to a maximum of three fonts.

✗ Overlook errors.

Typos. Broken image and video links. Errors like these can easily turn prospective customers off. Regularly review each webpage for mistakes to prevent user frustration — and safeguard your brand perception.

✗ Stick to stock photos.

Customers want to see real photos of your dishes. Investing in a professional photoshoot can drive revenue for years to come.

✗ Underestimate testimonials.

Newspapers and magazines aren't the only sources of press. Are guests raving about your food and service? Post the comments to give a better sense of your brand.

Do

✓ **Keep your menu up to date.**

Toasty winter soups. Organic spring salads. Refreshing summer cocktails. Classic fall desserts. As seasons change, so should your menu. Be sure to keep customers posted about any recent updates on your website and social media channels!

✓ **Pay attention to detail.**

Take the guesswork out of online ordering by including clear descriptions and upfront pricing for each menu item. Do you have any dishes that are locally sourced? Let customers know. For instance, "Local Peconic Bay Oysters" piques the imagination much more than simply saying "oysters" would.

✓ **Mention alternative dishes.**

Vegetarian. Gluten-free. Kids menu. If you offer any of these options, point them out to attract customers with various dietary preferences.

✓ **Include contact info.**

Customers will have questions, and they'll want to ask them by picking up the phone, sending an email, or even a direct message on social media. Keep their business by being available.

Don't

✗ **Rely on a PDF menu.**

PDFs aren't the most SEO-friendly option, since Google favors HTML-based menus for search. If you want customers to find your restaurant when searching for food-related keywords like "chicken wings" or "acai bowl,"your best bet is having a mobile-friendly HTML menu online.

✗ **Skip social media icons.**

Today, there are more than 3.8 billion social media users worldwide.[13] Many of your website visitors are on Instagram, Facebook, or Twitter — so plug your accounts and make it easy for them to follow along. Website platforms like Squarespace and Wix offer the option to integrate and show your Instagram feed on your website.

If you're using DoorDash Storefront, don't forget to add your Storefront link to your social media bios. For one Illinois-based franchise, this resulted in a $4,000 increase in weekly sales.
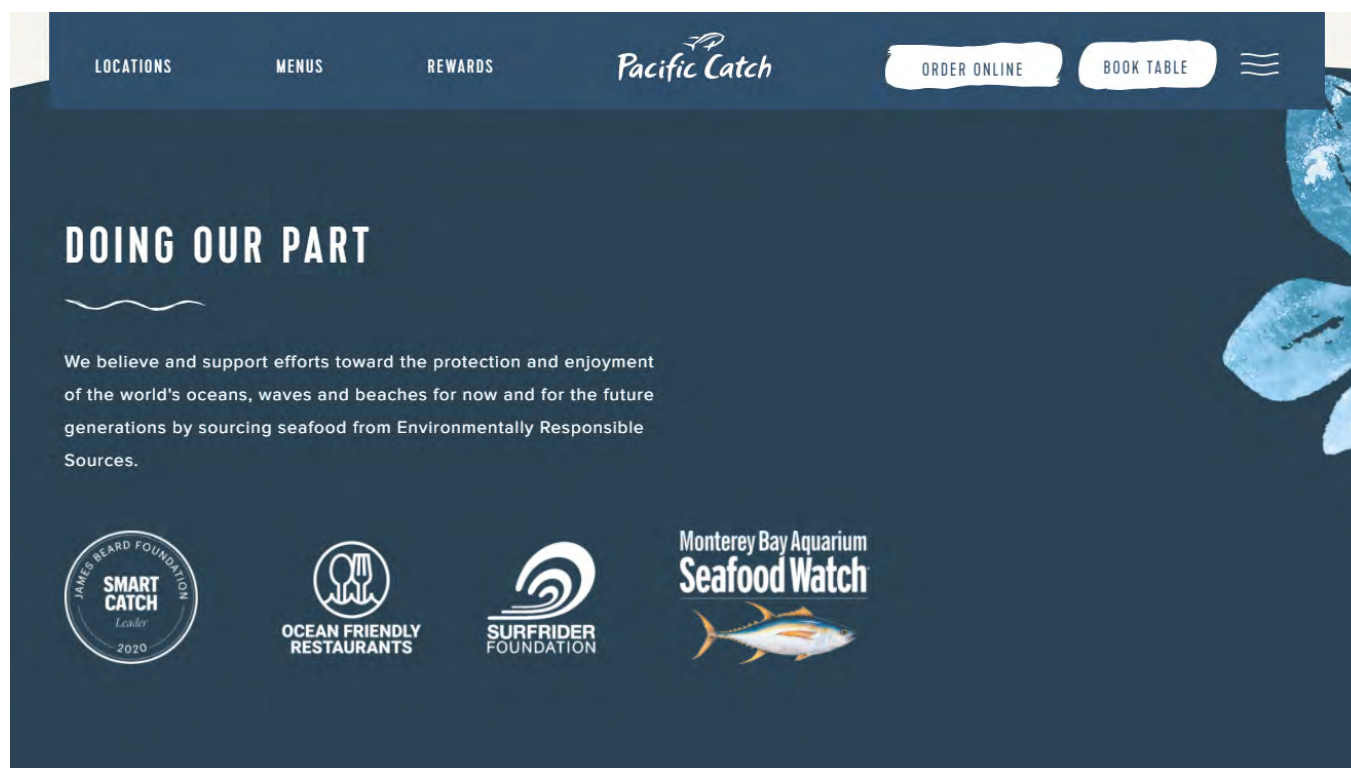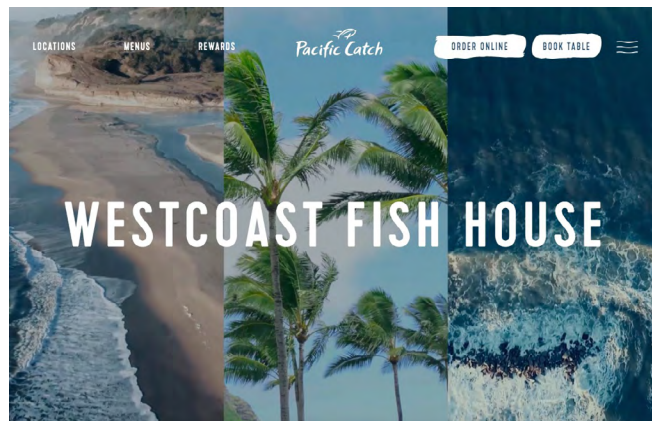
See success story →
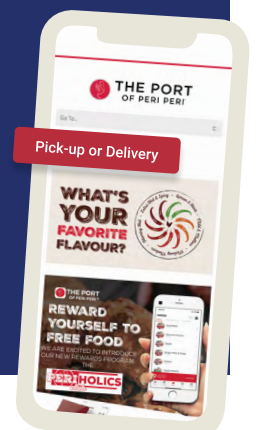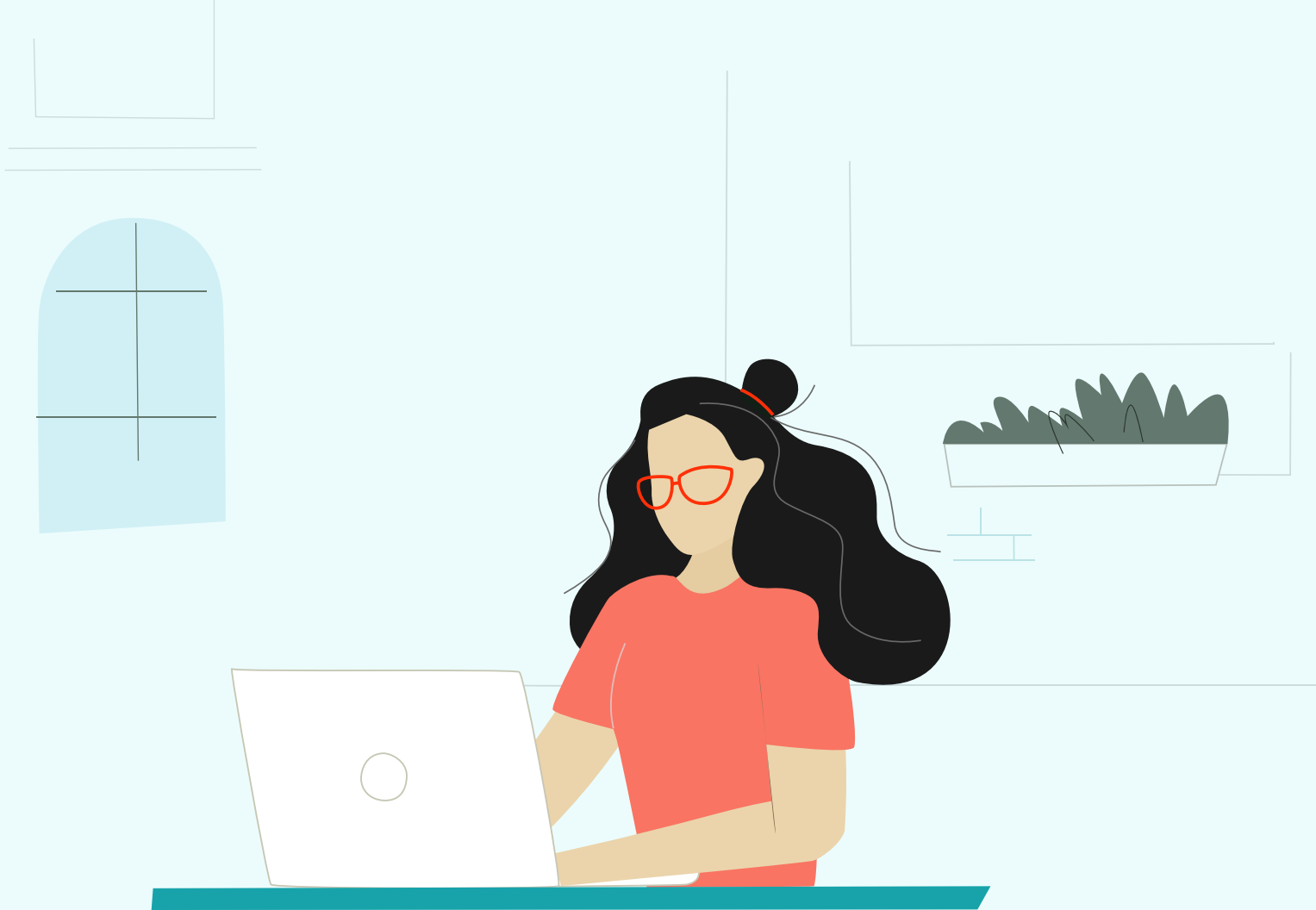
14

DoorDash digs these merchant websites

Looking for inspiration? Here are four of our favorite websites from marketing-savvy restaurants.

Pacific Catch
WESTCOAST FISH HOUSE

To strengthen their brand's digital identity, Pacific Catch built a new website from scratch in 2020. One look at the finished product, and it's clear their work was worth it.

Waves crashing on the shore. Palms swaying in the breeze. Pacific Catch's homepage visualizes the fresh flavors of Pacific Coast.

Not only is their site stunning — it also tells a story. Pacific Catch is a deeply mission-driven brand, and this is reflected in the "Doing Our Part" copy. By featuring organizations like Monterey Bay Aquarium Seafood Watch and the Surfrider Foundation, this section educates consumers about sustainable seafood practices and communicates the "why" behind Pacific Catch's brand. Visually, a "tropical" design pulls things together and reminds customers what the restaurant is all about.

A PACIFIC FLAVOR JOURNEY. BROUGHT TO YOU STRAIGHT FROM WAVE TO TABLE.

SUSTAINABLE SEAFOOD.
THOUGHTFULLY SOURCED.

EXPLORE THE MENUS

READ MORE ABOUT OUR FOOD

ORIGINAL AHI POKE
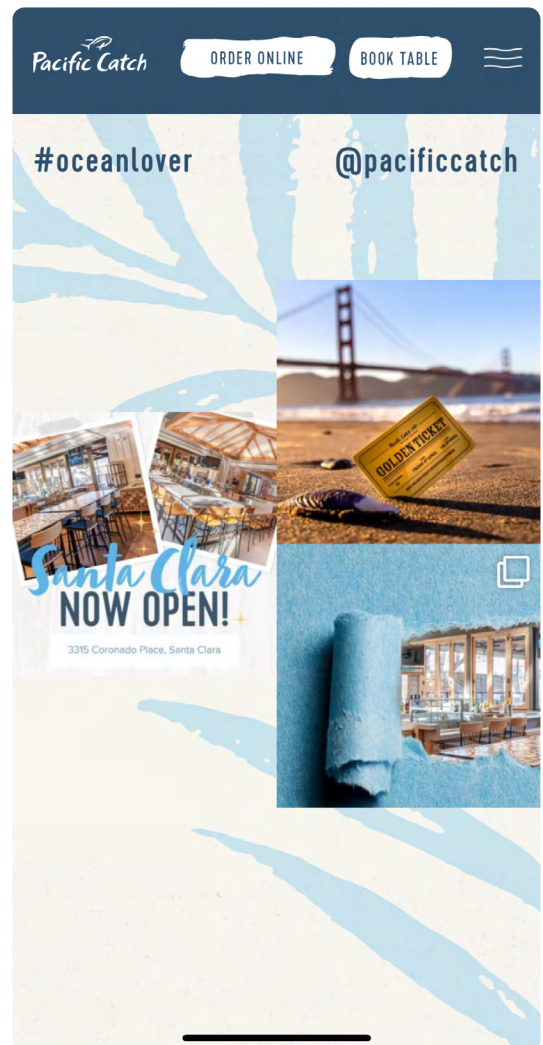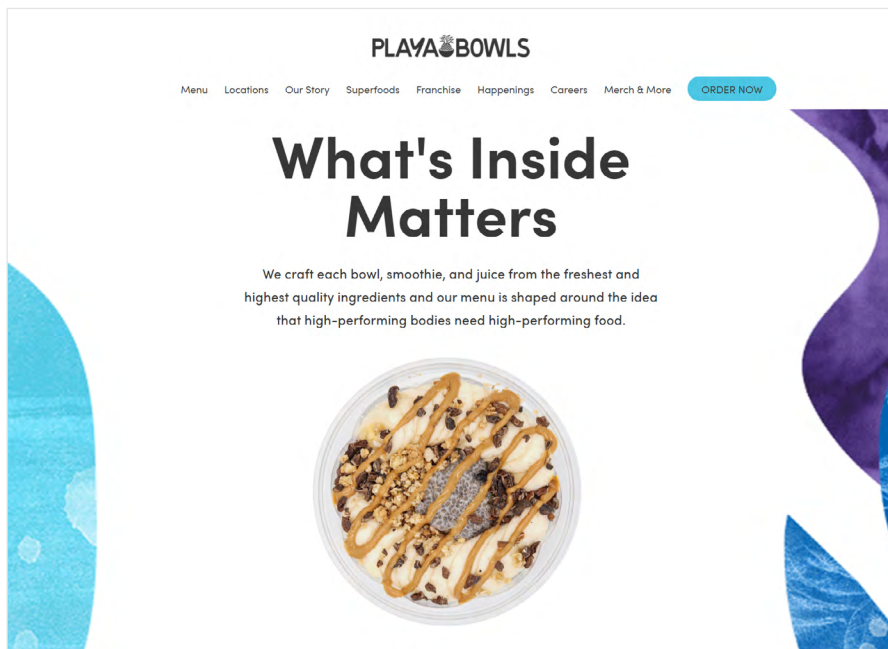
REGION OF INSPIRATION: HAWAII

The storytelling continues as Pacific Catch introduces different menu items. Here, they tie their Original Ahi Poke Bowl back to its tropical region of inspiration: Hawaii. Vivid photography pops off the page, while clever wordplay — "from wave to table" — adds a playful twist to a well-known phrase. Their story is cohesive and completely on-brand.

To reel customers in even more, Pacific Catch features recent social media posts on the bottom of their homepage. By clicking on these images, customers are redirected to the brand's Instagram account, where they can follow along for future updates.

www.pacificcatch.com

Pacific Catch on DoorDash

PLAYA BOWLS

What's Inside Matters

We craft each bowl, smoothie, and juice from the freshest and highest quality ingredients and our menu is shaped around the idea that high-performing bodies need high-performing food.
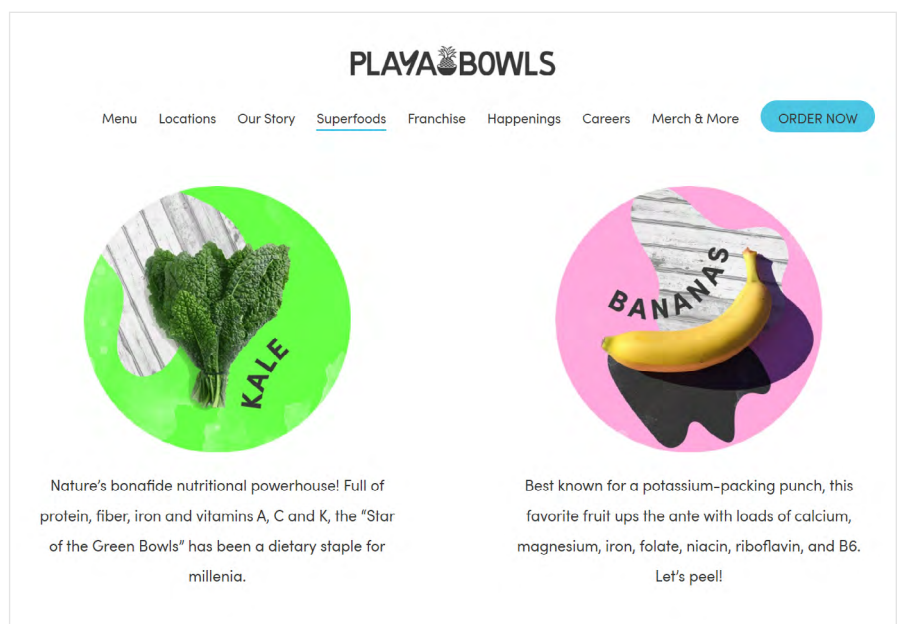
Colorful and eye-catching, Playa Bowls' homepage clearly conveys their brand mission: fueling high-performing bodies with high-performing food. Here, a familiar term — "What's Inside Matters" — adopts new meaning when applied to bowls, smoothies, and juices.

On their "Superfoods" page, Playa Bowls spotlights some of the brand's go-to ingredients: acai, pitaya, chia seeds, coconuts, kale, and bananas. Customers know exactly what Playa Bowls cares about and what they can order from the brand.

www.playabowls.com

Playa Bowls on DoorDash

KALE

Nature's bonafide nutritional powerhouse! Full of protein, fiber, iron and vitamins A, C and K, the "Star of the Green Bowls" has been a dietary staple for millenia.

BANANAS

Best known for a potassium-packing punch, this favorite fruit ups the ante with loads of calcium, magnesium, iron, folate, niacin, riboflavin, and B6. Let's peel!

CALI

On Cali's "About" page, website visitors are instantly transported to sea-swept California: the inspiration behind this Florida-based business.
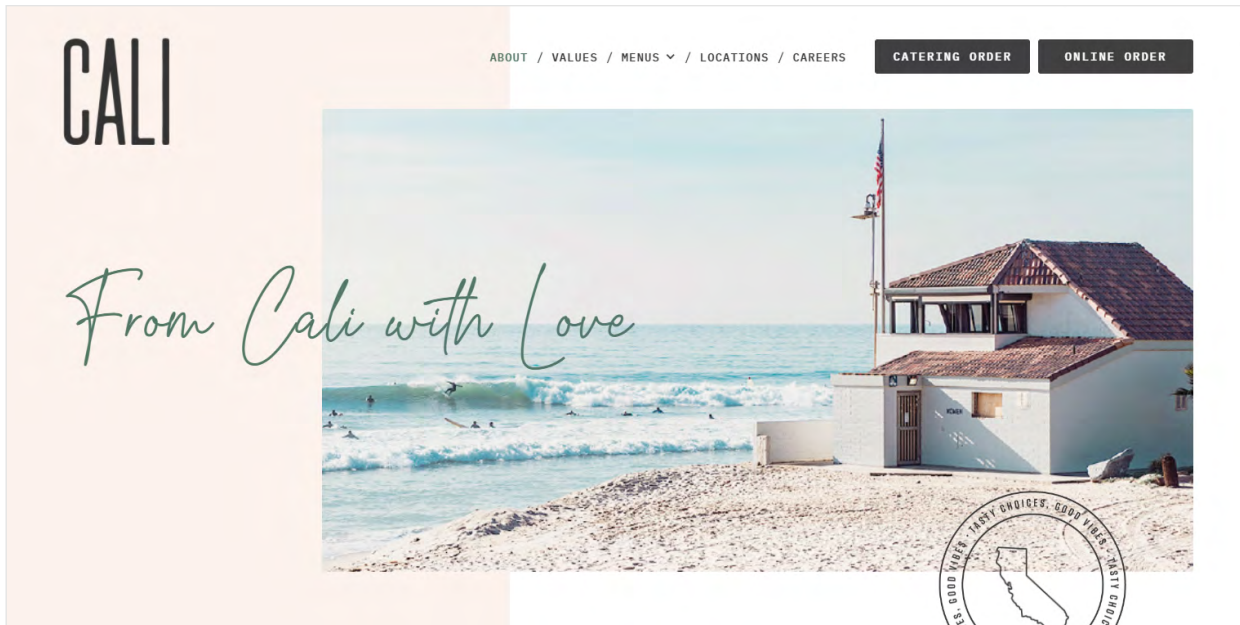

Lower on the page is the story of an enterprising founding family. "The Cali dream was born 110 years ago when our great grandfather, Italian immigrant Francesco Lanza, discovered a golden land of agricultural bounty and multicultural cuisine called California." From there, visitors are led to the "Our Story" page to learn how the restaurant chain stays true to their family mission, having defined success as "profits with a purpose."

The Cali dream was born 110 years ago when our great grandfather, Italian immigrant Francesco Lanza, discovered a golden land of agricultural bounty and multicultural cuisine called California. In 2005, the Lanza family brought the dream to Florida when the first Cali opened with a menu inspired by two things: travel and possibilities.

OUR STORY

A few times a year, we pack our reusable cutlery and travel to Cali to eat everything in sight. Our menu is full of our favorite flavors recreated with our own twist and made from fresh, whole, and sustainable ingredients. Pretty much everything on the menu can be customized to your taste.
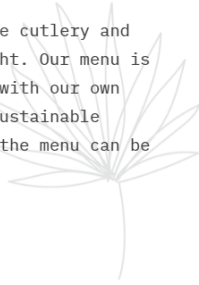
MENUS

UN-CHAIN YOUR FOOD

WHEN ARE FOUR LOCATIONS NOT A CHAIN? WHEN THEY'RE LINKED BY SO MUCH MORE THAN JUST THE SAME NAME. OUR RESTAURANTS ARE BOUND BY A PURPOSE - TO CREATE A MENU THAT IS BOTH NOURISHING TO OUR PEOPLE AND THE PLANET.

Our menu items are delicious with or without meat, and we offer tasty plant-based protein (TRUST!)

Our sauces are all made in-house, and all but one, the lime Caesar, are plant-based.

Our cooking oils are 100% olive oil and 100% sunflower oil, and our house-made flour is gluten-free.

Our meats are antibiotic-free from farms with high ethical standards and sustainable business practices.

Our agua frescas are refined sugar-free, sweetened by agave, and our loose-leaf teas are locally-sourced.

Cali connects the origin of their flavorful dishes to the West Coast. Bright ocean colors serve as backdrop to featured dishes such as "The Hot & Crunchy" — bringing out the meal's vivid oranges, greens, and pinks. The copy calls out the fresh and wholesome ingredients, like the MSC–certified and sustainably–sourced tuna.

Cali shares the mission statement: "To create a menu that is both nourishing to our people and the planet." With that, guests have a cause they can proudly get behind.
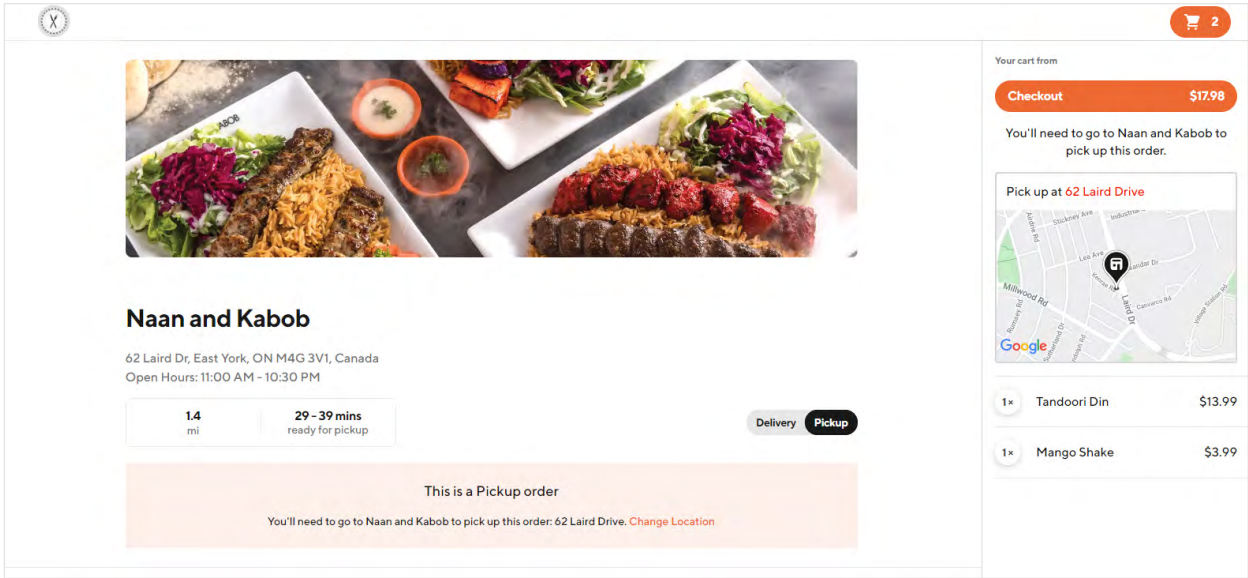
www.eatatcali.com

CALI on DoorDash

This clean homepage offers a buffet of convenient buttons where customers can browse an illustrated menu, explore catering options, find restaurant locations, share feedback, apply for jobs, submit business inquiries, or order online through DoorDash Storefront. Best of all, Naan & Kabob provides a $5 discount on Storefront orders with the promo code NAAN2021.
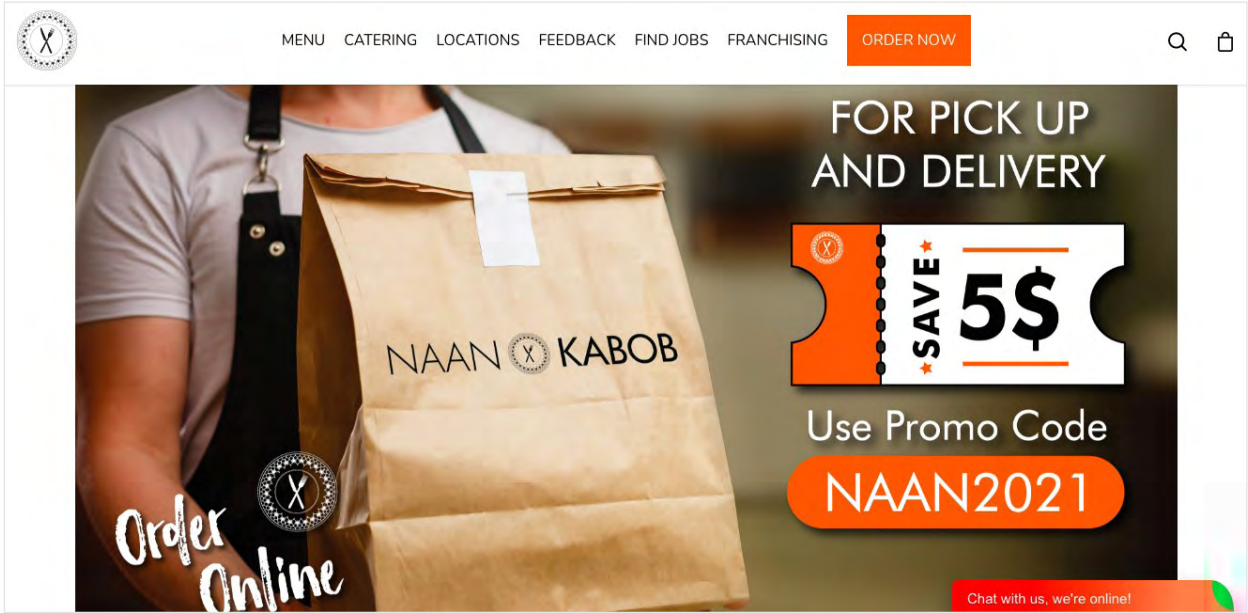
Staying true to brand, the Canadian business spotlights signature kabob platters in the header of their Storefront page. Hungry for more, customers can scroll down and find a wide array of authentic Afghan dishes.

While reading the menu, diners are met with high-resolution photos and clear descriptions. For food suggestions, they can even click on "Popular Items" and see which dishes other people are enjoying.

Before checking out, customers are prompted to choose between pickup and delivery. A map automatically populates in the screen's right-hand side to ease the user experience — a feature that often comes in handy, since 80% of Storefront orders are made for pickup.

www.nandk.ca

Naan and Kabob on DoorDash

Building your own online ordering system with Storefront

Order Online

Avenue Pizza - Rollingwood
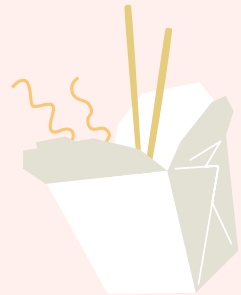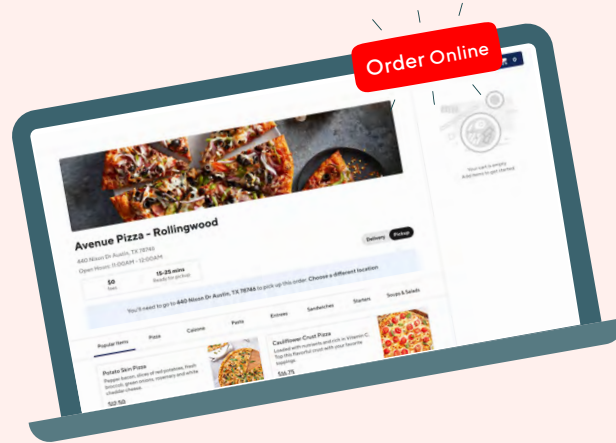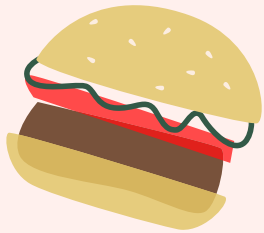
Customers have spoken: Online ordering is here to stay.

300%

Digital ordering and delivery have been growing 300% faster than dine-in traffic since 2014.[14]

Fortunately, DoorDash Storefront makes it easier than ever for diners to order pickup and delivery directly from your own website. With our commission-free online ordering platform, restaurants enjoy:
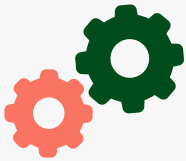
A stress-free setup. After joining DoorDash Marketplace, launch Storefront in minutes to provide the seamless online ordering experience customers crave.

Automatic integration. Storefront integrates with over 40 POS systems, and our Instagram and Facebook integrations help you drive Storefront orders from your social media profiles.

Branded for your business. Import your offerings and business information from your DoorDash listing — then drive brand loyalty by customizing the look and feel of your Storefront website.

More sales, with less effort. Storefront is designed to drive higher sales with features like on-page checkout, recommended add-ons and modifications, and rich menu photos and descriptions.
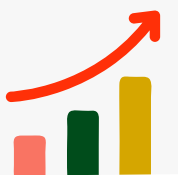
Trusted performance tracking. Receive payments on the same schedule as your current DoorDash plan and view sales data in the Merchant Portal.

THE PORT
OF PERI PERI

Identifying the missing ingredient

Port of Peri Peri was growing fast. One day, the restaurant's president, Syed Pasha, turned on Google Analytics and was surprised to find that his website had a high volume of organic traffic. Many people clicked on the Port of Peri Peri menu but failed to convert since the website didn't offer online ordering.

Pasha needed a way for customers to place orders directly on Port of Peri Peri's website, as well as a centralized system to track sales analytics across owned and franchised locations.

At the same time, the restaurant staff struggled with the inefficiency of phone orders.

"So many people look at restaurant menus online. Storefront helps us capture those customers by providing a convenient ordering experience — without spending a penny on advertising or commission."

Syed Pasha
President, Port of Peri Peri

After reviewing several platforms, Pasha decided Storefront was the right solution for his business. Since then, Port of Peri Peri has seen:

17%
increase in DoorDash sales after adding Storefront

56%
increase in DoorDash orders after adding Storefront

$4,000
increase in weekly Storefront sales after adding link to Google My Business profile

Fuel business growth with Storefront

As technology advances, more and more customers will continue searching for food options online. By following the tips in this guide, your restaurant can attract diners in an increasingly digital age — and get found, not forgotten.

Ready to set up commission-free online ordering in three simple steps? Here's how to get started:

1. **Sign up for DoorDash.** Become a DoorDash Marketplace partner before opting in to Storefront

2. **Customize your Storefront.** Add your logo and choose colors to keep your ordering platform on-brand.

3. **Receive online orders.** Publish your Storefront and accept orders, which are picked up by customers or delivered by Dashers.

Get Started Free

Want to speak with a sales representative? **Contact us**

Or call **1 800 717 576** (Monday–Saturday)

Sources

1. DoorDash, "Top 10 Restaurant Industry Trends — And What They Mean For Your New Restaurant"

2. Modern Restaurant Management, "Digital Marketing Strategies to Boost Visibility and Engagement for Restaurants"

3. HubSpot, "The Ultimate List of Marketing Quotes for Digital Inspiration"

4. Cision PR Newswire, "Nearly 70% of U.S. Diners Say A Restaurant's Website Has Discouraged Them from Visiting"

5. HubSpot, "Not Another State of Marketing Report"

6. Pricing info as listed on the Squarespace website as of 02/08/2021

7. Pricing info as listed on the Wix website as of 02/08/2021

8. HubSpot, "Not Another State of Marketing Report"

9. Digital Marketing Institute, "A practical guide to SEO metrics"

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11. Forbes, "A Good Presentation Is About Data And Story"

12. Forbes, "Millennials Call For Values-Driven Companies, But They're Not The Only Ones Interested"

13. Forbes, "Why 2020 Is A Critical Global Tipping Point For Social Media"

14. Nation's Restaurant News, "Restaurant takeout and delivery are taking a bite out of dine-in traffic"

DOORDASH
FOR MERCHANTS

About DoorDash

DoorDash is a technology company that connects customers with their favorite local and national businesses in more than 4,000 cities and all 50 states across the United States, Canada, and Australia. Founded in 2013, DoorDash empowers merchants to grow their businesses by offering on-demand delivery, data-driven insights, and better in-store efficiency, providing delightful experiences from door to door. By building the last-mile delivery infrastructure for local cities, DoorDash is bringing communities closer, one doorstep at a time. Get started at get.doordash.com.