How to Create a Restaurant Website that Boosts Bookings

- ✔ **More revenue**
- ✔ **Discoverability & reach**
- ✔ **Credibility with customers**

NOW BOOKIT

77% of diners check a restaurant's website before visiting.

A well-optimised website ensures it's easy for guests to find information such as location, menu, opening hours that will help them make dining decisions and maybe even a booking.

Menu

Opening hours

Location

🔖 Book now

They might also use cuisine or location search queries to help inspire their next meal, which means you'll be in the radar of potential new customers.

🔍 pizza near me

🔍 cocktail bar open now

🔍 best thai food

1. Choose the right domain name

Your domain name should be easy to remember, easier to spell, and reflect your restaurant's name or cuisine.

[VENUENAME].COM

Don't skip out on a reliable hosting provider for your website.

Nothing drives customers away faster than an error page. Prioritise options with excellent uptime and customer support.

Many website builders like **Wix.com** or **Wordpress.com** also come with domain hosting recommendations you can use.

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Think about what customers know your restaurant as. Is your domain the first thing that comes up when customers searches your venue name?

2. Design with your unique brand in mind

For many guests, your restaurant website will be the first time they experience your brand.


Keep in mind that it should mirror your restaurant's story, atmosphere and food. Use high-quality images of your dishes, interior, and exterior. Choose colour scheme, fonts, and styles that align with your brand identity.

Now Book It venue **Lulu Bondi** stands out with their custom bold brand font in an unmistakable red, and visuals of mouthwatering pan-Asian fare in the background.

3. Integrate with an online booking system

Integrate with an online booking system that allows customers to make reservations directly, and online ordering systems that can facilitate delivery and takeaway orders.

Now Book It's reservation system not only offers a seamless booking widget built into your with no per cover fees, but also offers additional revenue-driving features such as the ability to sell gift cards and experiences.

BOOK A TABLE
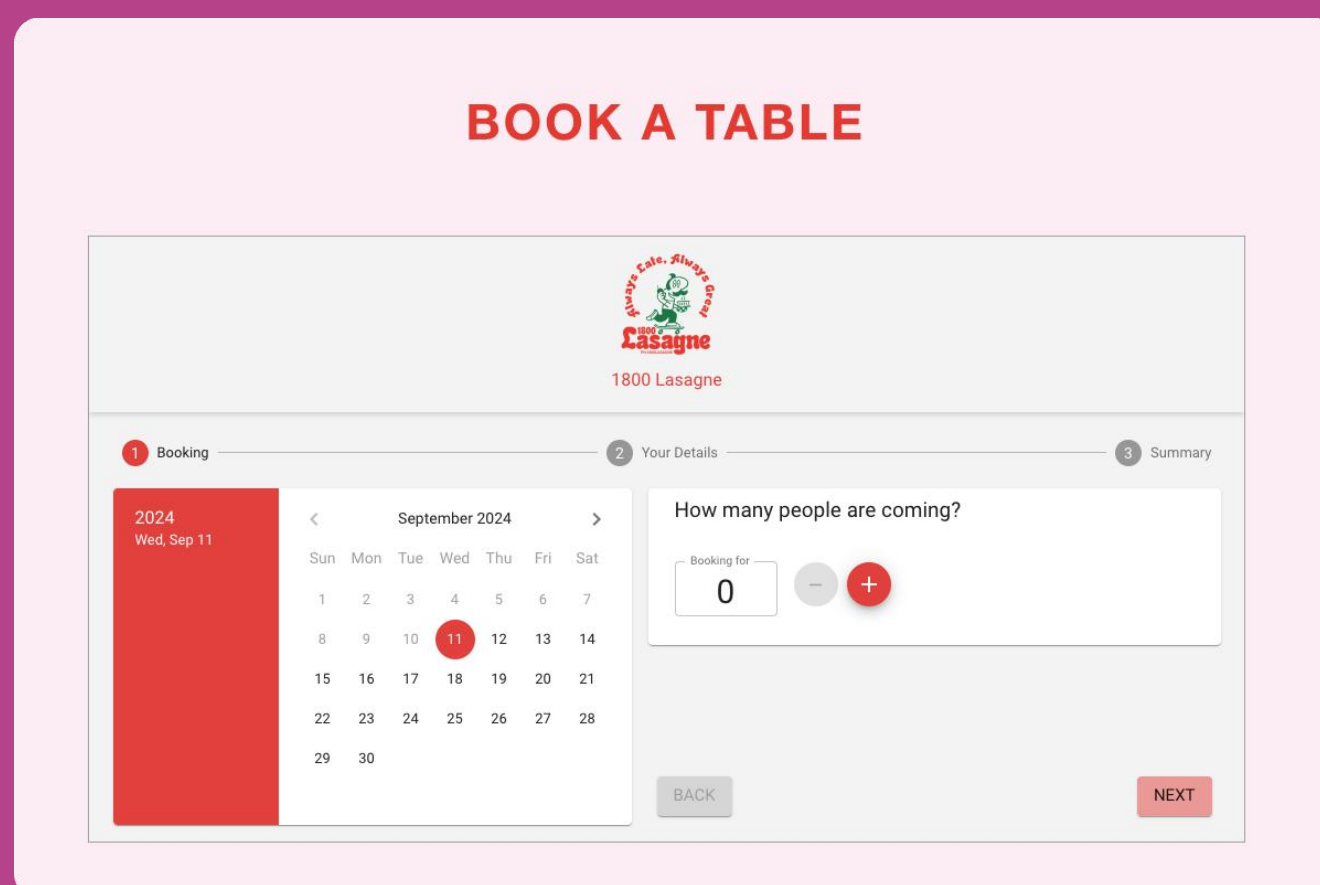
1800 Lasagne
designed their seamless Now Book It booking widget to pop on the site in their brand colours.

→

Making integrated systems look and feel like a part of your website is key to creating a holistic booking experience.

4. Optimise for local search

Local SEO helps you appear in search results when users look for similar dining options in your area.

If you haven't already claimed your **Google Business Profile** listing, do so! Matching your website information with what you put on an optimised Google Business Profile will help boost your searchability by miles.
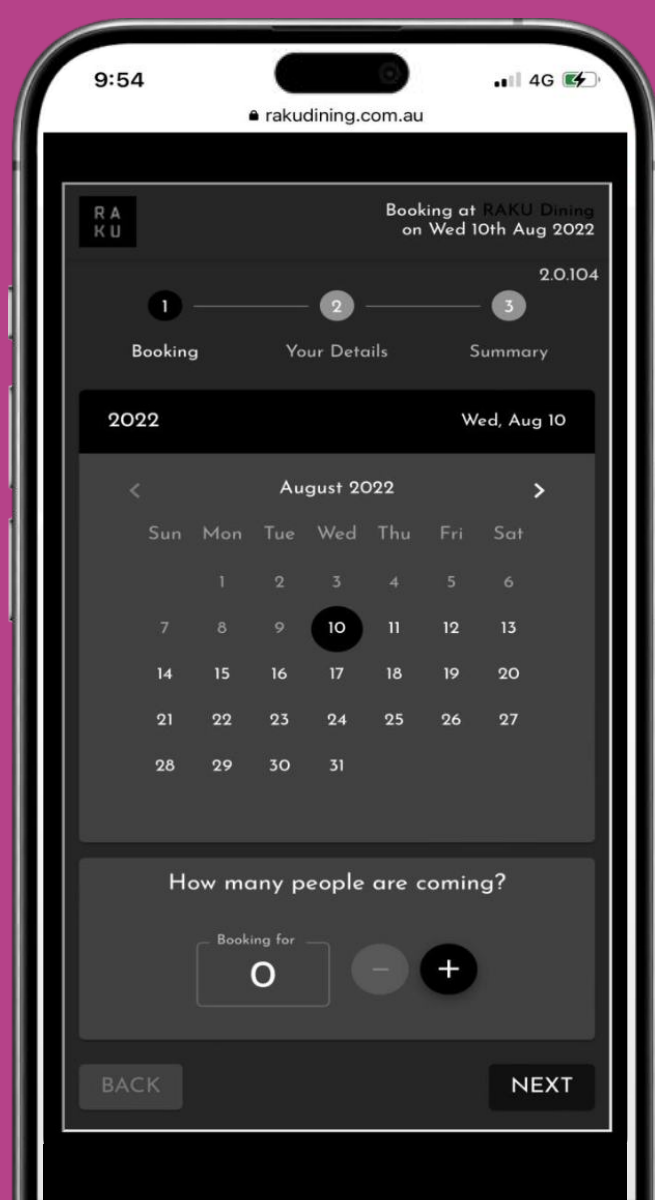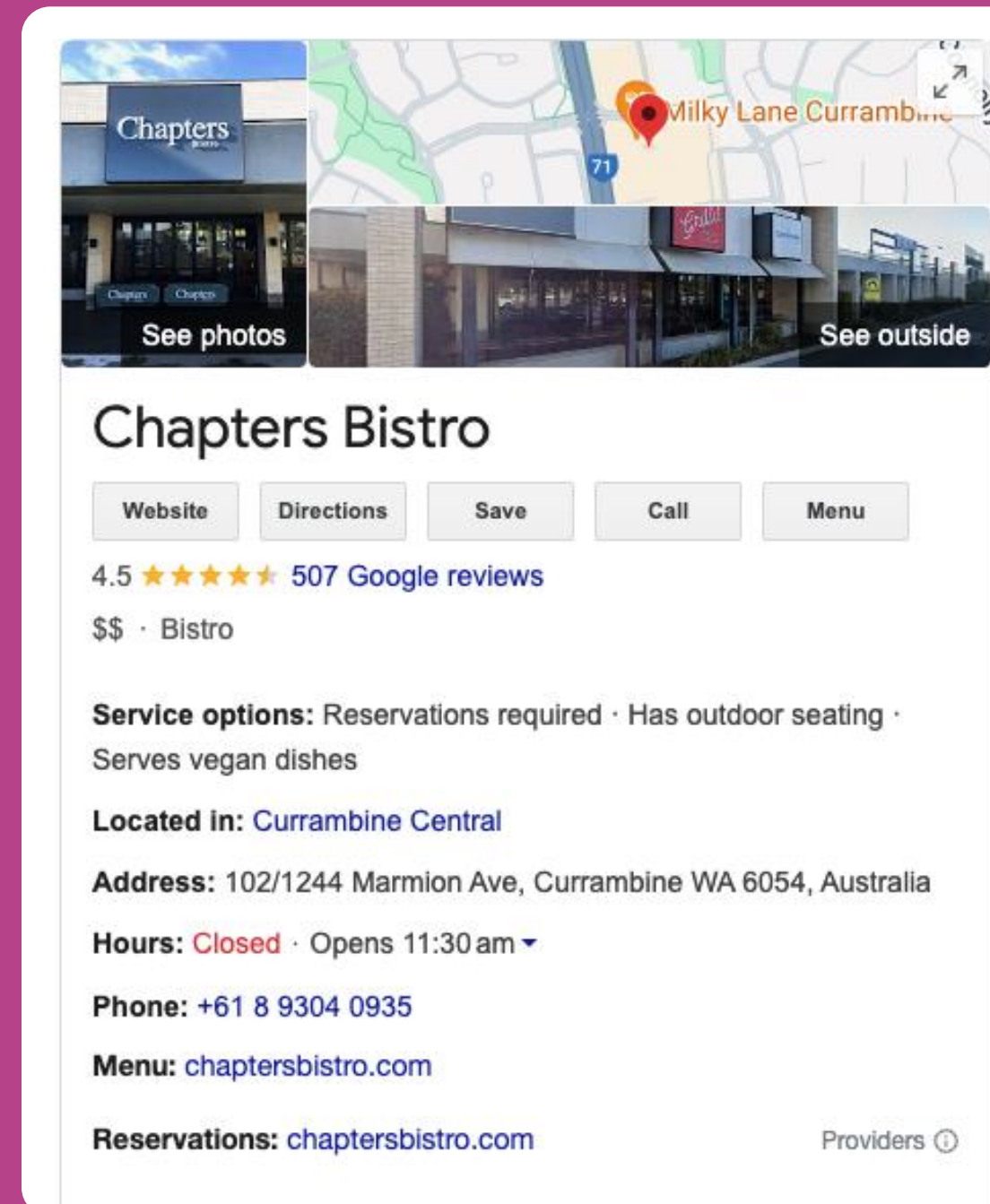
Today, well over 80% of customers look up restaurants on a mobile device. Ensure your website is mobile-responsive to improve the experience and climb up the search rankings.

5. Give guests the information they want

Don't make hungry customers look any further! Make it intuitive for visitors to find vital information like your menu, location, opening hours and booking options.

MENU

Design your online menu with detailed descriptions and images, highlighting popular dishes, special offers, and dietary options.

Mr Morris makes it easy to envision their lunch, dinner and drinks options with clean-cut visuals.
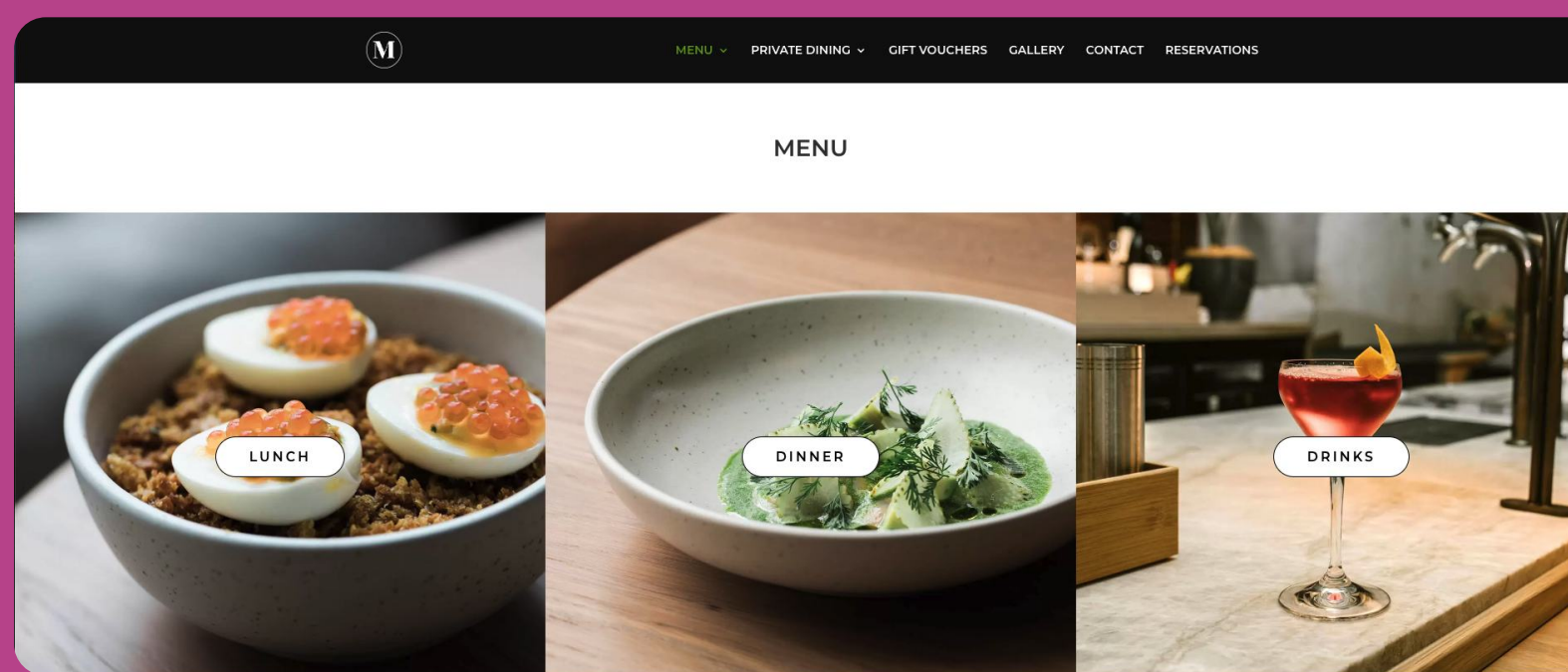
ABOUT US

You can (and should!) share the story behind your business. A personal touch can help customers feel closer to you, creating a connection that continues when they dine in. **Le Rebelle**'s charming illustration of the venue is a beautiful reminder of what customers are in for.

6. Use website analytics & customer data

Venue can often lose out on bookings because of an obscure button on the website or a faulty link. Monitoring your website using tools like Google Analytics can provide pointers on what you're missing. For instance, if people are visiting your site but not clicking the booking button, you may want to explore some updates.

→ Make sure your booking button

- ✔ Is visible and stands out with bright colours
- ✔ Has a clear call-to action like Book Now, Book a Table, Reserve Here
- ✔ Leads directly to the booking widget or page. Less clicks means it's more likely that a customer will complete the booking!

Leveraging customer insights from your Now Book It reservation system can also guide revenue growth. Detailed profiles and booking data allows you to create targeted marketing campaigns or bring back a popular menu item to drive reservations.
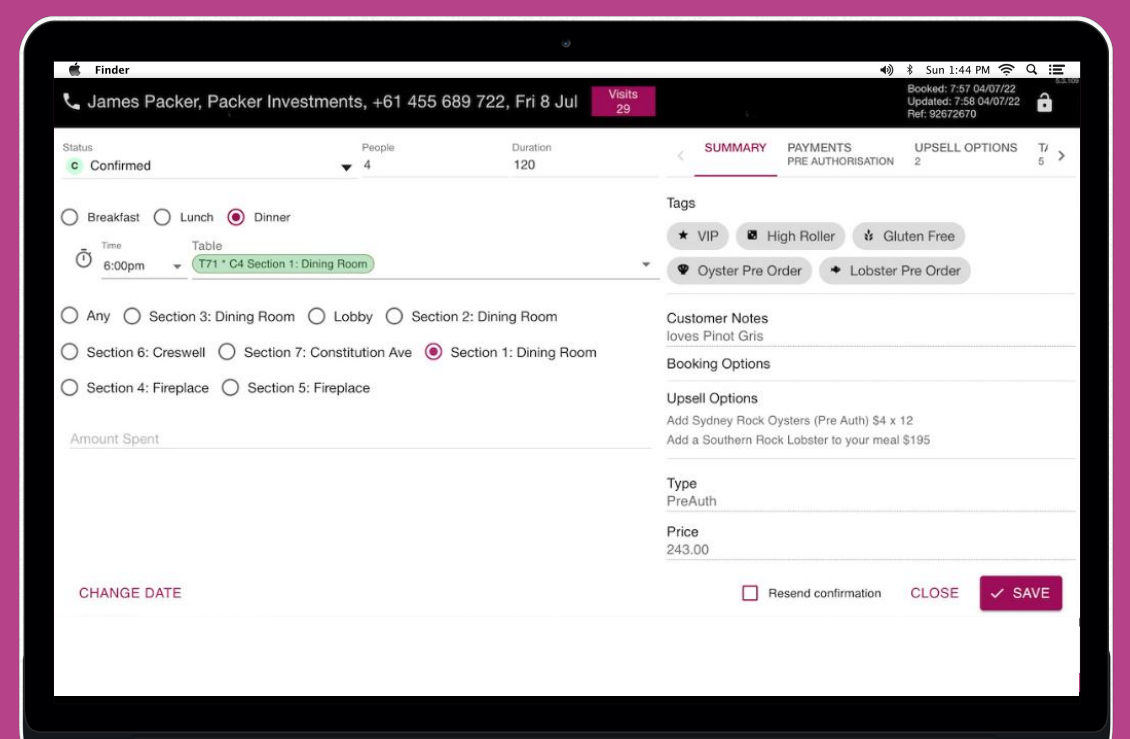
Learn how Now Book It can help elevate your venue's booking experience.

nowbookit.com

NOW BOOK IT