HOW TO
INCREASE REVENUE
AT YOUR RESTAURANT
WITH MOBILE TECHNOLOGY

Bodhi Bakery: www.bodhibakery.com

In today's hyper-connected world, most consumers use the Internet — on a computer, a tablet or mobile device — to source information, purchase goods, make reservations and order delivery. Savvy restaurant operators and industry experts know that having a mobile-friendly website is essential for increasing brand awareness, driving customers to the door and growing revenues.

"Considering how much time people spend online, restaurants need to cater to their customers' high mobile usage and offer mobile-friendly websites," says Emily Martin, founder of San Francisco-based Emily Martin Communications and Events. "A mobile-friendly website ensures that potential clients and guests will have the optimal experience, resulting in either a visit to the restaurant or the guests ordering the restaurant's food through a delivery app."

The use of the Internet, text messages and mobile technology to order food from a restaurant or other foodservice outlets grew by 18 percent last year and now accounts for 1.9 billion foodservice visits, according to global market research firm The NPD Group.

The power of mobile

Among all restaurants that have websites, 83 percent offer a mobile-friendly site, according to the National Restaurant Association's 2016 Technology Survey. The NRA also found that among restaurants that have websites, 87 percent of chains/franchises offer a mobile-friendly website, compared to just 76 percent of independents. That means that almost a quarter of all independents do not host a mobile-friendly site.

So why do so many independent restaurants not have a website, let alone a mobile-friendly one? In short: lack of time, money and digital skills.

Four out of five operators agree that technology helps increase sales and gives their restaurants a competitive edge. But many say that costs in various forms — as well as time and lack of digital skills — are the biggest barrier to gaining a digital presence for their restaurant, according to the National Restaurant Association's 2016 Mapping the Restaurant Technology Report.

Sponsored by **GoDaddy**™

Restaurant
HOSPITALITY

Bodhi Bakery: www.bodhibakery.com

Get online, grow your business

Every restaurant needs to be where customers can find them. Today it's online.

"A website is a good way for restaurants to communicate their brand, their core values, their products, their team and other important information, such as pricing, menu, and ingredient and sourcing details," says Martin. "A website is essential to weave into a restaurant's digital strategy as a home base. Posting the link to the website on Instagram, Facebook and Twitter will direct customers back toward more information about the restaurant."

Choosing the right website solution can help you to build a professional web site quickly, easily and affordably, and help you to start increasing awareness, visits and revenues at your restaurant.

FACT: *The most important technology features for guests are online reservations (36 percent), free WiFi (23 percent) and online or mobile ordering (19 percent), according to Toast's annual Restaurant Technology Industry Report.*

GoCentral is a new website builder www.godaddy.com/restaurants brought to you by GoDaddy, the company that powers the world's largest cloud platform dedicated to small, independent ventures.

"From our customers' traffic data, we've seen a huge shift in website browsing behavior move from desktop to mobile devices," Justin Tsai, vice president, product management and head of GoCentral at GoDaddy. "That's why it's vital that a website looks just as good on someone's phone or tablet as it does on their computer. However, we know most restaurant owners don't have a huge amount of time and money to dedicate to building a website, let alone optimizing it for mobile devices. We designed GoCentral to be truly mobile-first, ensuring that any site built using the tool looks great on mobile as well as desktop. It also needed to be inexpensive to create and easy for customers to navigate."

Sponsored by **GoDaddy**™

With GoCentral you can easily build a mobile-friendly website in under an hour — and you don't have to spend a lot of time or money or be a computer genius to do it. GoCentral is a fast, easy and affordable solution to creating a website customized to your tastes and needs, so you can get back to touching tables and dropping checks.

Use GoCentral to:

• Showcase your food with beautiful galleries customized to your taste

• Easily create and update menus with your dishes, specials and prices

• Promote other services (catering, private events, etc.)

• Accept online reservations via OpenTable

• Accept online orders via digital delivery apps

Plus:

• Create a Facebook page

• Add SEO (search engine optimization)

• Conduct email marketing

• Create your site from any device

GoCentral has helped many independent restaurants just like yours to successfully make the leap to online. That is real restaurants, with real success stories.

Take, for example, Donut Parlor, a baked-from-scratch gourmet donut shop in Tempe, Ariz., that used GoCentral shortly after its opening in 2016 to launch its first website. Co-owner Sophya Kheim says since launching the website she's seen an increase in traffic to her shop.

"I thought of doing it myself, but it takes a long time to build something from scratch. When you start your business you're just really busy and you don't have the time," says Kheim. "I needed something that was easy and quick. GoCentral saves you a lot of time and money."
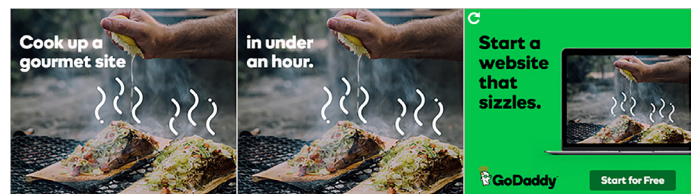
Build your site in under an hour

You can join success stories like Donut Parlor and others building their restaurant websites in as little as an hour. Here are six easy steps to build your site:

Step 1. Login to GoCentral Website Builder.

Step 2. Select a theme. Type in your restaurant's name and then choose a theme that fits your brand. Choose from GoCentral's 1,600 categories of businesses and hobbies.

Sponsored by **GoDaddy**™

The Donut Parlor: Co-owner Sophya Kheim and business partner and brother, Chhaya Tan. **www.donutparlor.com**

Step 3. Organize it your way. Adjust the look and feel of your site by customizing the pages — from font choices to color schemes to the number and order of pages.

Step 4. Tell *your* story. Write your story (or use our curated content), and then add photos to show off your food, décor, menus, staff and more. Choose from thousands of stock images or upload your own.

> *PRO TIP: Even if you are a small business with a tight budget, spend money on a professional photographer who works in the food industry. The photos can be used on your site as well as for marketing collateral, social media and menus, making it money well spent.*

Technically speaking

Insights from Grubhub Vice President, Customer Experience Marketing, Tammi Harrison

Know your customers. Be aware of how your customers are already using technology and where their appetites lie. If your SEO and web presence are up-to-date, check the analytics to see what people are searching for to find you. If their searches include online delivery, that's something to consider adding. If it's more about opening times, consider making these more prominent on your website. Make sure to track ordering trends, including time and season. Knowing what customers are ordering on Friday night versus Monday morning will make sure that you're always offering a menu that works for them, as well as staffing the kitchen accordingly.

Pictures are worth a thousand words. Beautiful, well-lit food photos on your website and online ordering platforms can go a long way toward attracting new customers. High-quality images also lead to better menu familiarity and quicker ordering times, as well as improving order accuracy, giving each diner a great experience whether they're coming to you or ordering food for delivery online.

Lean into delivery. One of the best ways that tech has evolved to serve restaurants is by allowing customers to get their favorite foods by ordering online, whenever and wherever they are. Delivery is now more simple and turnkey to implement than ever, and there's no reason not to take advantage of this to attract new audiences and better serve loyal customers by meeting demand (three in five U.S. consumers are already ordering delivery two to three times per week). Using an online delivery platform can also improve in-restaurant efficiency, freeing up front-of-house staff to interact with guests. Remember: nearly one in four restaurant-goers said that the availability of technology options factor into their decision to choose a restaurant.

Sponsored by **GoDaddy**™

Step 5. Add (optional) business-building features. Consider adding search engine optimization (SEO), integrated marketing, a Facebook page, links to all of your social media sites, online reservations and ordering, and more.

"There are a number of features restaurant owners should add to their sites. GoCentral integrates with OpenTable so you can easily incorporate online reservations.This will help you keep track of who's coming to your restaurant and it leads new customers to find your business," said GoCentral's Tsai. "Another great way to attract new customers is through SEO tools like those we offer with GoCentral. It may sound basic, but we've also found that it's hugely important that restaurants post their menus online, since people are increasingly comparing menus online before deciding where to eat."

FACT: Fifty-seven percent of restaurant diners say they order from a restaurant's website online daily, weekly or monthly, according to Toast's annual Restaurant Technology Industry Report. When mobile ordering is available, that number jumps to 62 percent.

Step 6. Preview and publish! Once you're happy with your site, preview it on desktop and mobile. If you like what you see, hit publish. This will prompt you to choose a domain name and then push your site live.

The Donut Parlor: **www.donutparlor.com**

PRO TIP: Websites aren't static. Continue to update and evolve your website with new images, menu updates, press/blog coverage and behind-the-scenes info about your team that will engage and connect your customers to your brand.

With GoCentral, building a website is quick, easy and costs less than buying your favorite cup of coffee for a week. After using GoCentral to build your site, your biggest problem will be how to handle all of those new customers.

Learn more about how you can build your website — and your business — with GoDaddy's GoCentral. Contact us now.

Sponsored by **GoDaddy**™