



# DO YOU HAVE A WEBSITE FOR YOUR BUSINESS?

When this question was asked years ago, many people did not have a website for their business, as it was very technical and/or expensive to create. However, with advancements in technology, there are many tools available that allow a non-technical person to create a website from a template by dropping and dragging in photos or images and typing in text. With these newer and easy-to-use tools, there is no reason why you can't have a website for your company!

## PURPOSE OF WEBSITE:

A WEBSITE HAS THREE PURPOSES:

1

Informs potential guests who are searching for places to eat about your business.

2

Provide the standard name, address, phone, menu and hours for your business.

3

A platform to showcase your restaurant background and community involvement.

Business websites are a marketing tool for your business. Some businesses use Facebook instead of a website. Having a Facebook page or a Google + page is a good first step, but you really need a website to help with your search results (SEO) and new guest acquisition. There are tools available that allow a non-technical person to build a website. You can use one of these tools as an easy entry into having a website or you can hire a web development company to build a custom site for you. (NOTE: A custom built site might be developed on word press or using java and html languages.)

### EXPERT TIP:

Be sure to tie your website and social media efforts together

WEBSITE



BUILDERS:

THERE ARE A VARIETY OF TOOLS THAT ALLOW YOU TO BUILD AND HOST A WEBSITE. THEY INCLUDE:

Wix  
www.wix.com

Weebly  
www.weebly.com

SiteBuilder.com  
www.sitebuilder.com

eHost.com  
www.ehost.com/create-a-website

WebsiteBuilder.com  
www.websitebuilder.com

Wordpress  
www.wordpress.com

Squarespace  
www.squarespace.com

# STEPS INVOLVED IN BUILDING A WEBSITE:

## THE STEPS INVOLVED IN BUILDING A WEBSITE ARE:

### 1 Choose a tool or vendor to build the website.

#### EXPERT TIP:

Most of the tools also offer hosting of the website as part of the costs. Hosting is the task of making it available on the internet/web.

### 2 Choose a website address; this is also referred to a website URL or domain.

#### EXPERT TIP:

This website address should have your business name in the website address, as this helps with Search Engine Optimization (SEO). You can purchase your URL on a website like [www.GoDaddy.com](http://www.GoDaddy.com) or [www.GoogleDomains.com](http://www.GoogleDomains.com).

### 3 Choose a website design or template; this involves choosing the colors to use on the website as well as images and branding.

### 4 Build the website, using the template.

### 5 Publish the website; once a website is published the website is hosted on the internet for guests to access.

## VENDOR WEBSITES:

If you have not yet launched your own restaurant website, you can still take advantage of having an online presence via third party vendor websites.

If you have launched your website, you can extend your presence by engaging in third party web sites as well. Third party websites typically build restaurant-specific web pages for your restaurant within their site. An example of this would be online ordering and delivery websites. With the current focus on dining on-the-go, convenience, delivery, etc., having your restaurant added to a delivery or ordering site is something to consider as a potential avenue for new guest acquisition. Some of the online ordering or delivery websites might not be in all cities across the country at this point, but is worth investigating as to when it will be.

### ONLINE ORDERING SITES:

**OLO:** [www.olo.com](http://www.olo.com)

**Onosys:** [www.onosys.com](http://www.onosys.com)

**ChowNow:** [www.chownow.com](http://www.chownow.com)

**Foodler:** [www.foodler.com](http://www.foodler.com)

**Seamless:** [www.seamless.com](http://www.seamless.com)

**iMenu360:** [www.imenu360.com](http://www.imenu360.com)

**Snapfinger:** [www.snapfinger.com](http://www.snapfinger.com)

**BiteSquad or other local delivery:**  
[www.bitesquad.com](http://www.bitesquad.com)

**POS providers:** Your point of sale system may also offer a delivery solution

### DELIVERY PROVIDERS TO CONSIDER:

**Amazon Restaurants:** [www.amazon.com/restaurants](http://www.amazon.com/restaurants)

**GrubHub:** [www.grubhub.com](http://www.grubhub.com)

**DoorDash:** [www.doordash.com](http://www.doordash.com)

**UberEATS:** [www.ubereats.com](http://www.ubereats.com)

**Postmates:** [www.postmates.com](http://www.postmates.com)

*Some online ordering vendors offer dispatch services as well.*

### CATERING:

**ezCater:** [www.ezcater.com](http://www.ezcater.com)

**CaterTrax:** [www.catertrax.com](http://www.catertrax.com)

**CaterBid:** [www.caterbid.com](http://www.caterbid.com)

#### EXPERT TIP:

For a more robust online ordering system, find a vendor solution that integrates the transaction to your Point of Sale (POS) system.

## NOW THAT YOU HAVE A WEBSITE:

Once you have built a website, you will want to understand how you can make your website appear in search results when guests are searching the internet. Focusing on improving your search results is called Search Engine Optimization (SEO). Refer to the #ORATECH SEO page for more details.



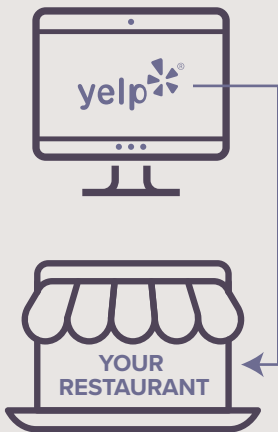
**Content** is a key component to keeping your guests engaged and giving them a reason to visit your website more often. Make sure you list promotional offers or limited time offers. Do you have recipes you want to share on your website that you can then link to your Pinterest account (thus having Pinterest creating a backlink to your website)?

### EXPERT TIP:

Keeping content fresh and changing will provide more visits to your website and then hopefully your restaurant or foodservice operation.

## CREATING AND CHECKING BACKLINKS:

Another way you can help your website with SEO is adding **BACKLINKS** to your website. A backlink is a link on another website that points someone to your website. This is how many of the other channels on the digital footprint can assist.



For example, if you list your business on YELP, you have the ability to also list your website; this creates a back link to your website. You can do this from many third party websites (i.e. Tripadvisor, YELP, Google + pages, AroundMe, FourSquare).

Google and other search engines (Bing and Yahoo) use backlinks to determine the popularity of a site, thus given it more value in a search result set. The relevance of the backlink is also dependent on the reputation of the referring website.

You can quickly look at what backlinks you have to your website by using a tool to show you the referring results:

**Moz** - <https://moz.com/researchtools/ose/>

**BuzzSumo** - <http://buzzsumo.com/>

## REFERENCES

### How To Find The Perfect Template For Your Website

<http://top5-websitebuilders.com/articles/how-to-find-template-for-a-website/>

### How to Create a Website: The Ultimate Guide

<http://www.top10bestwebsitebuilders.com/how-to-create-a-website>

### Complete Guide to Backlinks - How to Acquire Quality Backlinks & How to Avoid Penalties

<http://www.top10bestwebsitebuilders.com/how-to-create-a-website/blog/the-complete-guide-to-backlinks>

### Build Backlinks – 14 Easy Ways

<http://www.convinceandconvert.com/digital-marketing/build-backlinks-14-easy-ways/>

### 5 Best Free & Paid Online Backlink Checker Tools

<https://www.shoutmeloud.com/5-free-online-backlink-checker-tools.html>

### How to Find Content for Your Website: 5 Tips for Finding Buried Treasure

<https://www.orbitmedia.com/blog/how-to-find-content-for-your-website/>