

why **EVERY** restaurant needs a WEBSITE



Most restaurants
lack a web
PRESENCE

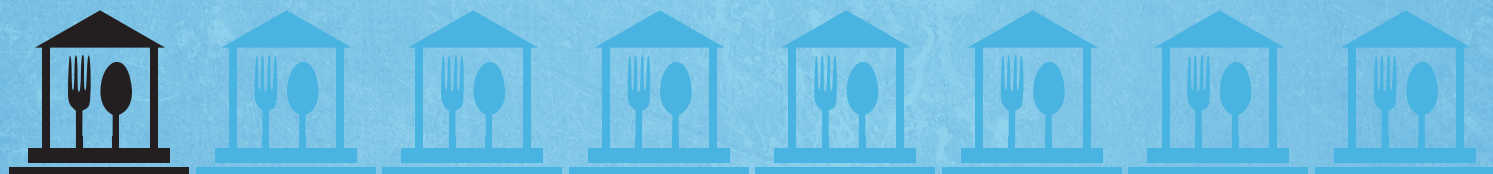
Of those 51%, that don't have a website
claim to at least have a facebook page...
FACEBOOK IS NOT a good
substitution for a business website

Of those <50%, only 40%
display their menu...
AND MOST ARE
UNREADABLE by
search engines because
the menus are posted
as images or PDFs



<5% OF INDEPENDENT
RESTAURANTS
HAVE A MOBILE
SITE

<12% OF CHAIN
RESTAURANTS
HAVE A MOBILE
SITE



1 IN 8 RESTAURANTS HAVE A BLOG
...and even less are active on those blogs



OF THOSE CONSUMERS
used a mobile device to
complete their search



of consumers *have*
SEARCHED
for a restaurant
on the WEB

84% OF THOSE
CONSUMERS
look at multiple
restaurants before
making a decision

80% OF THOSE
CONSUMERS think
it's important to
see a menu before
making a decision

75% OF THOSE
CONSUMERS
chose a restaurant
based on search
results



62% of consumers decide to go with another restaurant
IF THEY CAN'T READ THE MENU