

WHY THIS CHECKLIST EXISTS

**“Great food.
Passionate team.
Empty tables.”**

The problem is almost never the food.
It's the digital front door.

HOW TO USE THIS CHECKLIST



2 points — Yes,
we nail this



1 point — Partially,
needs improvement



0 points — No,
we're missing this

Use the checklist to evaluate each of the 12 critical checks on your restaurant's digital presence. Tally your scores to understand your current booking performance.

SECTION 1: FIRST IMPRESSIONS

The 3-Second Test

CHECK 1: THE MOBILE TEST



Does your website load instantly and display perfectly on a smartphone? Test across different devices (iPhone, Android, tablets) and browsers. Ensure menus, booking buttons, and key information are easily tappable and readable without zooming.

CHECK 2: THE SPEED TEST



Does your website load in under 3 seconds? Use tools like Google PageSpeed Insights or Pingdom to verify load times. Slow loading websites frustrate users and increase bounce rates, costing you bookings.

CHECK 3: THE CLARITY TEST



Is your restaurant's unique selling proposition (USP) and offering instantly clear? Within 3 seconds, a visitor should know what type of cuisine you serve, your atmosphere, and why they should dine with you. Avoid vague statements.

YOUR SCORE: ___ / 6

SECTION 2: BOOKING FRICTION

How Easy Is It to Give You Money?

CHECK 4: THE BOOKING BUTTON TEST



Is the booking button immediately visible on your homepage and every subpage? It should stand out without needing to scroll.

CHECK 5: THE CLICK COUNT TEST



How many clicks does it take to confirm a reservation? Count every single click from landing to confirmation. More than 3 is too many.

CHECK 6: THE PHONE NUMBER TEST



Is your phone number hyperlinked for click-to-call? Is it prominently displayed on mobile? Test it from a mobile device.

YOUR SCORE: ___ / 6



SECTION 3: TRUST & PERSUASION

Why Should They Choose YOU?



CHECK 7: THE PHOTO QUALITY TEST

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CHECK 8: THE MENU AVAILABILITY TEST

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CHECK 9: THE GOOGLE REVIEW TEST

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YOUR SCORE: ____ / 6



SECTION 4: INVISIBLE LEAKS

Problems You Can't See Without Looking



CHECK 10: THE GOOGLE ANALYTICS TEST

Is your tracking set up correctly to measure actual booking conversions from all sources?



CHECK 11: THE 'NEAR ME' SEARCH TEST

Perform an incognito search for "restaurants near me" to see if your business appears prominently and accurately in local results.



CHECK 12: THE LAST UPDATE TEST

Check your website's last update date; stale content and outdated menus can deter potential diners and hurt SEO rankings.

YOUR SCORE: ___ / 6

TOTAL POINTS FOR SECTION 4

YOUR TOTAL SCORE

TOTAL: __ / 24



20-24 EXCELLENT

Your Website is a Booking Machine! You have optimized critical checks for filling tables.



14-19 GOOD, BUT LEAKING

Solid foundation, but leaving revenue on the table. Review the 'Leaking' points immediately.



8-13 NEEDS SERIOUS ATTENTION

Your bookings are significantly below potential. Urgent action required on 'Needs Improvement' areas.



0-7 EMERGENCY

Critical failures detected. Your website is actively repelling potential guests. Immediate professional intervention is necessary.

WHAT TO DO NEXT

**WANT AN EXPERT
TO DO THIS FOR YOU?**

**FOUNDING CLIENT
PROGRAMME — 50% OFF** 

Book a free 30-minute strategy call

epicureandigitalconsultants.com
hello@epicureandigitalconsultants.com

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