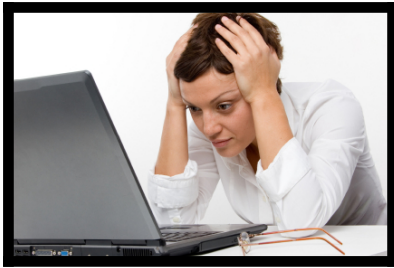


File Created by [Blogging Rebirth](#) WP Plugin

Three Recommendations to Improve Online Restaurant Menus

Be a **workplace hero** ...
ReTweet this post on **twitter**



When I look at the websites of most restaurants, I see missed opportunities to bring in business based largely on their online menus, which is the first link most visitors go to. This includes small ones like one of my local favorites here in Los Angeles, Cheebo, as well as large, national ones like California Pizza Kitchen.

Here are three recommendations I have for their webmasters to consider to help drive more customers to both stop in and, if they offer it, to call in to-go orders:

1. **Don't merely post your menu as a pdf or scan of your hard-copy menu.** They are slow to load, tend to look a little dated for the web depending on their print design, and aren't interactive.
2. Assuming the above suggestion is taken and your menu appears as a web page and not a pdf or image, **make each appetizer, entree, dessert, and beverage item interactive by including links** to nutritional information – very important in body-obsessed SoCal – as well as positive reviews by actual customers, which technology now allows you to aggregate from such sites as Yelp and Twitter.
3. Finally, and I think most importantly, it seems there's a huge missed opportunity by not including contact information – especially [Buy cheap Cialis Online](#) the phone number – on the same page as the menu! Restaurant webmasters should use code like this to **keep the establishment's contact info showing at all times on the menu page**, which tend to require a lot of scrolling.

What do you think of these recommendations? What would you add? And how can effective workplace team building and employee engagement build a better menu for web-based potential customers?

View full post on [Winning Workplaces](#)

You can also find this article published on [Three Recommendations to Improve Online Restaurant Menus](#), and on the tag pages [Improve](#), [Menus](#), [Online](#), [Recommendations](#), [Restaurant](#), [Three](#).