

GRUBHUB® FOR RESTAURANTS



BUILD YOUR BRAND AND BOOST YOUR BUSINESS WITH **Online Ordering**

Want to reach new diners and build customer loyalty? It's not enough anymore to just capture customers in-person.

You need a strong online ordering strategy too.





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Join the tens of thousands of independent restaurants that use Grubhub to reach new customers and generate new orders and revenues.

Restaurant dining is not what it used to be. Not long ago, the core of most restaurants' business was dine-in service.

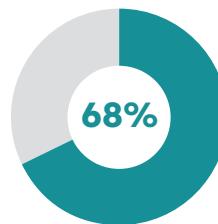
Today restaurants of all sizes are turning to online takeout and delivery orders to capture more orders and new customers. According to some estimates, as many as **42% of food orders** are now placed online.¹ Are you capturing your share?

This shift to online ordering has been growing for more than a decade, but COVID-19 kicked the trend into overdrive. Today's diners expect their favorite restaurant to offer both on-premise dining and online ordering capabilities.

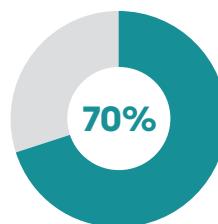
Bottom line: if your restaurant is going to thrive in the new normal, you need a sound strategy for both on-premise dining and online ordering.



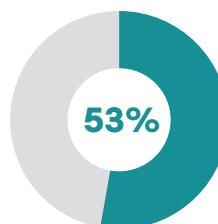
COVID-19 rewrote the rules for restaurant ordering



Number of adults who say they are **more likely to purchase takeout or delivery** now than before the pandemic.



Number of restaurants, on average, that say **off-premise orders make up a larger percentage of sales** than they did pre-COVID.



Number of adults who say **ordering takeout or delivery food is essential** to the way they live.

Source: National Restaurant Association 2021 State of the Restaurant Industry Report²

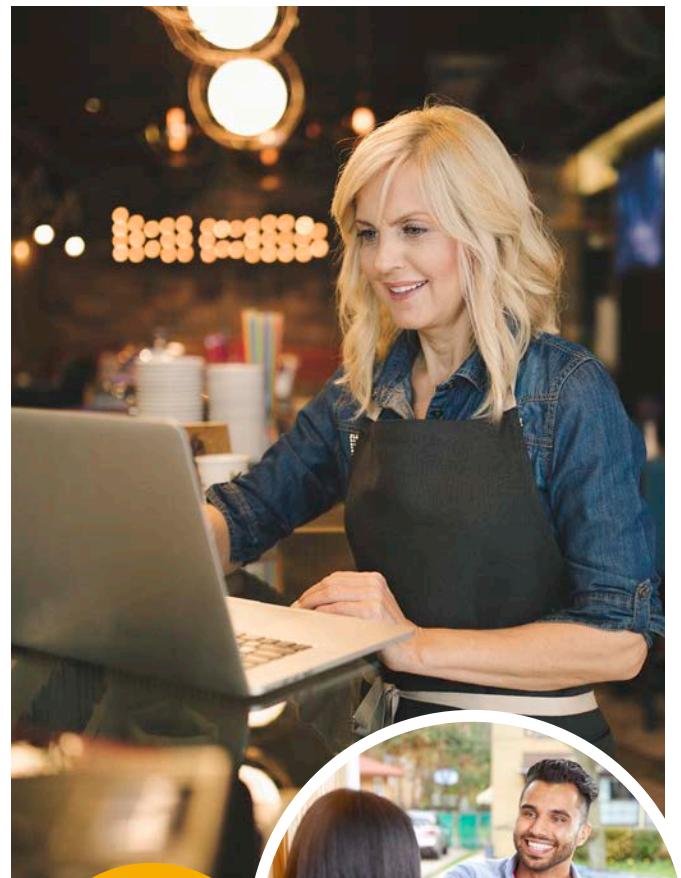
Online ordering is just one part of a restaurant's digital presence and brand, but arguably the most important part.

A successful online ordering strategy should focus on two fundamental digital tools: **online ordering platforms and your website**.

By taking advantage of what these tools have to offer, restaurateurs around the world are adapting their brick-and-mortar restaurants into modern digital brands. As they do, they can:

- **Strengthen customer loyalty**
- **Tap into new revenue opportunities**
- **Reach brand-new customers**
- **Adapt and thrive, despite any disruption the restaurant industry may face**

In this guide, we'll explore what goes into building a successful online ordering strategy and what it can mean for your business. We'll cover why your restaurant needs an online ordering strategy and provide tips and tricks to help you reach new customers and capture more orders through online ordering.



Ready to start capturing a bigger share of the growing restaurant revenues coming from online orders? Keep reading.



Why your restaurant needs an online ordering strategy

Why has online ordering become so important to modern restaurants? And why do the most successful online ordering strategies address both online ordering marketplaces and the restaurant website? Because both are essential for reaching local customers.

Online marketplaces have become the destination for hungry customers looking to order takeout and delivery from local restaurants.

By the end of 2020, 45.6 million people were using mobile food delivery apps, and analysts expect that number to reach nearly 54 million by 2023.³ The message is clear: having a presence on a marketplace like Grubhub is becoming just as important as showing up in Google search results. If you're not listed, there's a good chance you're missing out on new customers and revenues.



Online ordering by the numbers



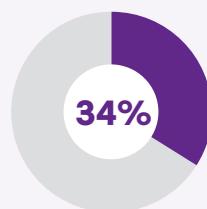
Number of U.S. consumers who **order delivery or takeout** once a week.⁴



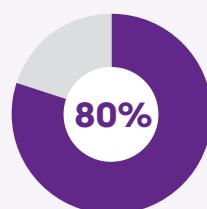
Number of all restaurant orders from Millennials that are **pickup or delivery**.⁵



Number of consumers who **spend more on off-premise orders** compared to dining in.⁶



Number of consumers who **spend at least \$50** each time they order food online.⁷



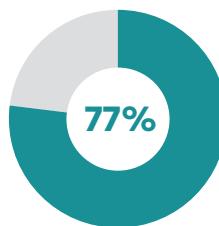
Expected **restaurant industry revenue growth** through 2024 that will come from off-premise dining.⁸

When customers search for restaurants online, your website and online ordering listing are often the first things they see.

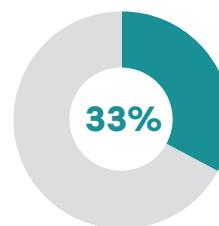
For many diners, the very first interaction with your restaurant happens online, when searching for local dining options. And, as the old saying goes, you never get a second chance to make a first impression.



Number of customers who **research a restaurant** before dining — more than any other business type.⁹



Number of people who are **likely to visit a restaurant's website** before they dine in or order takeout or delivery.¹⁰



Number of people who **view other guests' reviews** prior to dining.⁹



Make no mistake, modern diners will follow two digital paths to your restaurant: **your website and online ordering platforms like Grubhub Marketplace**. If you're going to grow your business and capture your share of the dining dollars moving online, you need an effective online ordering strategy for both of them.



Two pillars of an effective online ordering strategy



Online ordering marketplaces

By listing your restaurant on an online ordering marketplace, you can:

- **Reach millions of customers** ordering takeout and delivery from local restaurants
- **Get your restaurant in front of local customers** who have never dined with you before
- **Access free-to-use promotional and marketing tools** designed to increase your reach and order volumes
- **Generate an additional revenue stream** through takeout and delivery orders



Restaurant website with online ordering

By enabling customers to place orders directly from your website with a branded ordering system, you can:

- **Increase revenues by capturing orders from new customers** who find your site organically through search engines
- **Build loyalty with existing customers** by making it easy to place orders directly from your site with a seamless branded ordering experience
- **Capture detailed customer data** to fuel your marketing strategy

The basics of building a strong digital brand

A strong digital restaurant brand has multiple components: digital marketing, social media, search engine optimization (SEO), and more. But it all starts with your restaurant's website. Whether it's current customers looking for more information or new customers clicking a link from a local search, your website plays a big role in how people think about your restaurant.



Ideally, your website should capture what's special and unique about your in-person dining experience, and translate it for the digital realm. Here are five tips to help you do it:



1. Build your digital brand identity

Every restaurant has its personality. As you build your restaurant website, think carefully about the colors, tone, and images you use.

- Research shows a picture really is worth a thousand words.
- People make subconscious judgments about products within **90 seconds** of initially viewing them.
- As much as **90% of that assessment** is based on color.
- Color also increases brand recognition by **up to 80%**.



2. Keep your brand identity consistent

Your restaurant should present the same look and feel to customers wherever they interact with you—your dine-in menus and signage, across marketing and promotional materials, and through your website and social media accounts. That includes the look of your site but also the voice and tone of the text you use.

“The estimated average revenue increase attributed to always presenting the brand consistently is 23%.”

– The State of Brand Consistency,
Lucidpress¹²

Source: Jill Morton, “Why Color Matters,” Colorcom¹¹



3. Think local with SEO best practices

Do you want your website to show up near the top of the list when customers search Google for local restaurants? One of the best ways to rank higher in search results is to fine-tune your website for local search engine optimization (SEO).



A CLOSER LOOK What is local SEO?

Local SEO is the process of improving search engine visibility for local businesses. By following local SEO best practices, businesses can improve “organic” traffic from nearby customers—that is, customers in your local area who happen to be searching for restaurants.

Search engines prioritize local results—for good reason. Most Google searches include the terms “near me,” “closest,” and “nearby.”¹³ So how do you get started with local SEO for your website? Start simple:

1. Highlight your brick-and-mortar address. Make sure your restaurant’s physical address is displayed prominently and repeatedly throughout your website.

2. Build up “inbound links.” Work with other businesses in your community to increase “inbound

links”—that is, links from other local business’ websites to your site. The more local businesses and resources link to your website, the higher your ranking is likely to be in local search results. Building inbound links is also a great way to partner with other businesses in your area. Start by reaching out to neighboring businesses and asking them to link to your website in exchange for you doing the same for theirs.

3. Make sure your restaurant’s “Google My Business” listing is up-to-date. Optimizing your restaurant’s Google My Business Account is essential for making sure customers can find you online. But an accurate listing also strengthens your local SEO. Make sure your Google My Business account includes your correct phone number and address, as well as the right link to your website or your restaurant’s online ordering page powered by third-party partners like Grubhub.

Claim and manage your Google My Business account at: [google.com/business](https://www.google.com/business)



4. Plan for mobile first

Your website shouldn't just be easy to find online; it should be easy to use too—especially from mobile devices. After all, 61% of all Google searches are performed on mobile devices.¹⁴ Make sure your site is optimized for viewing on a smartphone. And avoid mobile-unfriendly content like PDF menus that are difficult to download and read on a phone.

How mobile-friendly is your restaurant website?

Find out with Google's free Mobile-Friendly Test:

search.google.com/test/mobile-friendly

5. Keep your eye on the prize

When you're investing time and effort into building your online presence, you don't just want to end up with a slick digital brochure. Every part of your website should be geared towards encouraging customer action: placing an order, making a reservation, leaving reviews, sharing and interacting on social media.

Six elements of a successful restaurant website

Does your website check all the right boxes to convert digital visits into real-world orders? Here are the six core elements you need to get right.

The basics: hours, location, phone number

The more prominently your address is featured, the more relevant your website will appear when customers search for local dining options. Make sure your contact information and address is listed multiple times—ideally, on every page of your website.

Offer online ordering directly from your site

When a customer visits your website to decide if they want to place an order, the best outcome is to have them take action right then and there. That's where an online ordering solution comes in.

Make sure you integrate online ordering so that you can capture takeout and delivery sales directly from your website.



Grubhub can help

When you work with Grubhub, you get access to **Grubhub Direct**, a commission-free online ordering website that you can customize for your unique restaurant brand. You also get full access to your customer data, so you can market directly to your customers:

Add Grubhub Direct to your existing website:

Adding your Grubhub Direct ordering page to your existing website lets your customers seamlessly place orders right from your website.

Use Grubhub Direct as your restaurant website:

If you don't currently have a website for your restaurant, you can use your Grubhub Direct site as a stand-alone website to drive online orders.

(See page 15 for more details.)

“Your customers aren’t just interested in your food. They want to know your history, why you started your restaurant, what your values are and what your vision is. Your restaurant’s story is what makes you unique.”

– Hannah Hambleton, Modern Restaurant Management¹⁶



Your restaurant’s story

The basics are essential, but your restaurant’s unique personality and values should come through too. Make sure you include an **About Us** or **Our Story** section to help customers get to know what your restaurant is all about. Include things like:

WHERE IT ALL STARTED

Share how you got here, what motivated you to become a restaurateur and to create the kind of food you do.

YOUR MISSION AND VALUES

Let customers know what you believe in and how your restaurant strives to have a

positive impact on your community and the world. According to Forbes’ Consumer Technographics Data Report, nearly 7 in 10 U.S. Millennials actively consider company values when making a purchase.¹⁵

YOUR PEOPLE

Include photos and stories of yourself and your staff to create a personal connection.

POSITIVE PRESS AND REVIEWS

Link to positive local reviews and spotlight customer reviews from sources like Yelp, TripAdvisor, and Google.

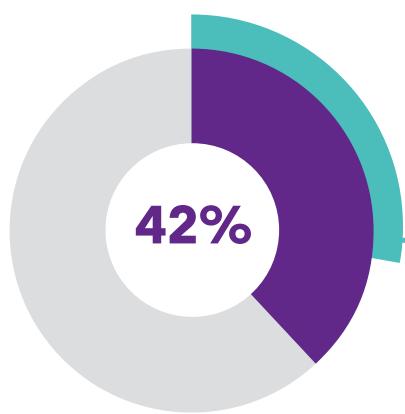


Links to social media accounts

Social media has become a core pillar of digital marketing for restaurants. Make sure you have accounts on major platforms like Facebook, Instagram, and Twitter.

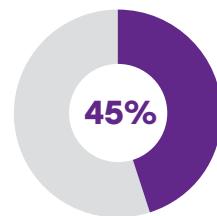


Restaurant social media by the numbers



42% of U.S. diners say they have **interacted with restaurants** on at least one social media platform.

..... **66%** of those that have interacted with restaurants on social media said they are **more likely to visit or order food** from the restaurant.



Number of U.S. diners who have **tried a restaurant for the first time** because of a social media post from the establishment.

Source: MGH Marketing¹⁷

Reservations

Use **active links** for your phone number, so customers who want to dine in can seamlessly switch from reviewing your menu to booking a table with one click. If you use a third-party reservation service like OpenTable, make it easy for customers to book a table right from your site.



Your menu (with photos!)

Your menu is often the first thing visitors to your website look for and the area where they'll spend the most time. Make sure yours is **easy to read, accurate, and up to date.**

Include **descriptions** of menu items. This not only helps customers learn more about your dishes, it helps search engines find your restaurant when people search for specific types of food.

Call out alternate dishes (gluten-free, vegan, kosher, etc.) when available. Here again, adding these details helps inform customers while making your site more relevant to more kinds of searches.

Most important: include photos of your dishes. Ideally, go with professionally shot photos. They can make all the difference in turning first-time visitors into customers. Studies show that restaurants that switched from text-based online menus to photos saw the number of website visitors who turned into customers increase by 25%.¹⁸

Grubhub can help



When you join Grubhub Marketplace, we'll coordinate a free professional photoshoot for your Grubhub Marketplace menu.

Start taking commission-free orders on your own website with GRUBHUB DIRECT®

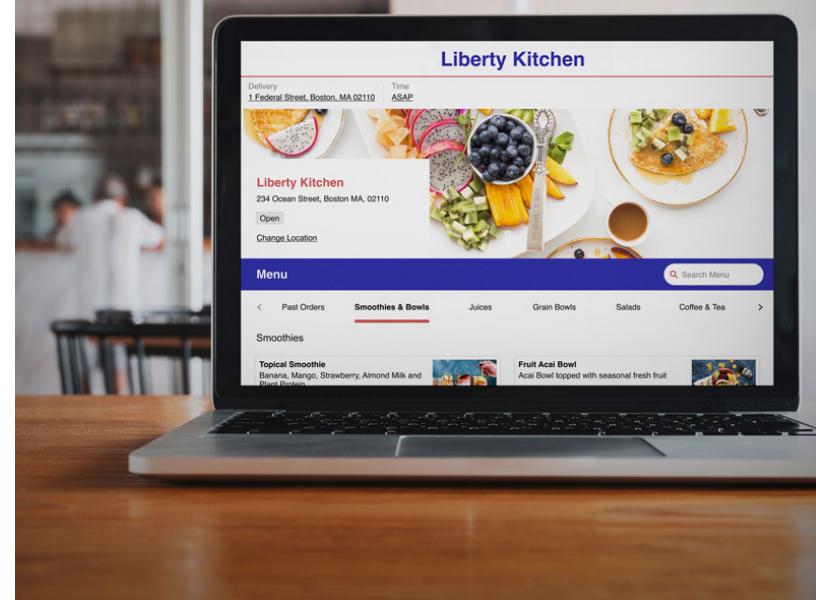
You've always run your restaurant your way, and now Grubhub Direct makes it even easier. Drive your customers to an ordering website customized just for your restaurant. Build stronger customer relationships using detailed customer data and loyalty tools. **And never pay a single penny in marketing fees.**

Grubhub Direct is a branded online ordering solution that lets you take commission-free orders from your customers on a website customized with your logo, your photos, and your menu.

READY TO GET STARTED WITH GRUBHUB DIRECT?

Join Grubhub for immediate access to Grubhub Marketplace and your own commission-free, branded online ordering website.

Go to: get.grubhub.com/grubhub-direct

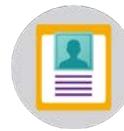


WITH GRUBHUB DIRECT, YOU CAN:



Market directly to your audience

Run the promotions and loyalty programs that best fit your goals. You can have emails automatically sent to customers when they're eligible for promotions or loyalty rewards, giving you one less thing to think about.



Access your customer data

See a personal profile for each customer that includes contact information, order history, lifetime value, and more with an easy-to-use dashboard.



Customize your Grubhub Direct site

Choose the colors, fonts, and images that fit your brand. We'll automatically add your menu and location info, so you can have your site up and running in minutes.



Manage your account quickly and easily

We'll import your hours, menu and more from your Grubhub Marketplace settings, and it's all backed by top-notch customer service.

All orders you receive from your Grubhub Direct site are **100% commission-free**.

Capture new customers and increase your restaurant's earning potential on Grubhub Marketplace

There's a reason why **more than 170,000** small- and medium-sized restaurants use Grubhub Marketplace to reach new customers and bring in additional revenue. When you join Grubhub Marketplace you get instant access to 33 million hungry customers eager to order online from local restaurants.

But that's not all—you'll also get a partner who will work with you at every stage in your digital journey. That includes:

Expert advice from online ordering experts—whenever you need it

When you partner with Grubhub you will be assigned an Account Advisor who is personally invested in your business' success. They'll work with you to optimize your Grubhub experience by tapping into data insights. Based on diner behavior in your area, they'll provide recommendations to improve your restaurant's performance on Grubhub Marketplace.

Free professional menu photo shoot and menu consultation

Your Account Advisor will bring in a menu consultation team to help you perfect your online menu and continuously look for ways to optimize it.



Is your menu optimized for maximum orders and sales?

According to Grubhub Research, restaurants with photos in their menu received **more than 70% more orders and 65% higher sales**.

Marketing and promotional tools

Your Grubhub partnership comes with free-to-use tools for marketing and promotions to help you reach brand-new customers, increase order volume, and elevate your restaurant's place on Grubhub Marketplace.

Exclusive growth opportunities available only through Grubhub for Restaurants

As part of Grubhub for Restaurants, we make it easy for you to explore new business models to help you generate more orders and revenues in new ways, such as catering and virtual restaurants.



Use online ordering to reach new customers and grow your business

Whether checking out the menu, browsing reviews, or placing an order, the first step in dining out for millions of modern consumers is going online. Which means it's more important than ever for restaurants to put their best digital foot forward.

The good news is that restaurateurs have powerful new tools available to reach new customers, build loyalty, and increase orders and revenues. And those tools have never been more accessible—even to small- and medium-size independent restaurants.

With a strong online ordering strategy, you can:

- Build a consistent, **memorable digital identity** for your restaurant that stands out from the crowd.
- **Boost your presence** on local search results, third-party review sites, and social media.
- Give visitors to your website a seamless, **branded online ordering experience**.
- Use online platforms like Grubhub Marketplace to **reach new customers** and grow your brand.



Ready to reach new customers with Grubhub Marketplace and nurture your loyal fanbase with Grubhub Direct? Here's how to get started:

1

Sign up for Grubhub

Get your restaurant listed on Grubhub Marketplace, where you can access all our digital technology, marketing tools, and expertise to maximize your exposure and generate more orders.

2

Customize and share your Grubhub Direct site

Choose the colors, fonts, and images that fit your brand. We'll automatically add your menu and location info, so you can have your site up and running in minutes. You can embed Grubhub Direct into your existing website or use it as a standalone site. In either case, drive commission-free online orders to your restaurant by promoting your Grubhub Direct site in your social media and digital marketing.

3

Watch the orders roll in

Once you're live on Grubhub Marketplace, you can start seeing the results of your digital strategy. With online ordering, you can continually reach new customers, build loyalty with existing ones, and grow your business.

Get started today:
get.grubhub.com/grubhub-direct

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