

How to drive customers to your Grubhub Direct site



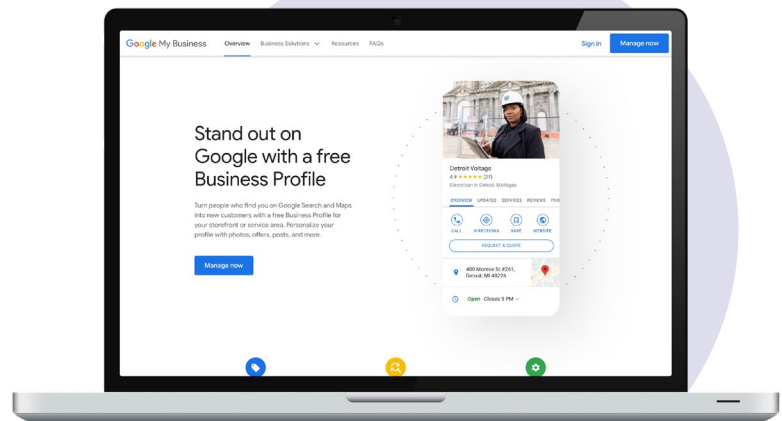
Grubhub Direct is a branded ordering website that allows you to take commission-free orders. It can be a powerful standalone website, or you can use it as an extension of your restaurant's existing site. Grubhub Direct puts you in charge of promoting your restaurant. The key to getting orders? Putting your ordering site link where people can see it.

Here are a few of the most effective ways to get the word out about your new ordering site:

Add to Google My Business

Make sure your online ordering link is listed on both Google search results and Google Maps by updating your Google My Business page.

- [Log in](#) to Google My Business.
- If you have multiple locations, open the location you'd like to manage
- Click into the **Info**  section, which lets you edit several different fields. Depending on your business category, you may get options to add more links.
- Add your ordering site link to the **Website** field.
- Click **Apply**.



Need more help? [Click here](#).

Sharing on Instagram

Many customers seek out food and restaurant photos on Instagram's visual platform, making it a smart place to share your ordering link.

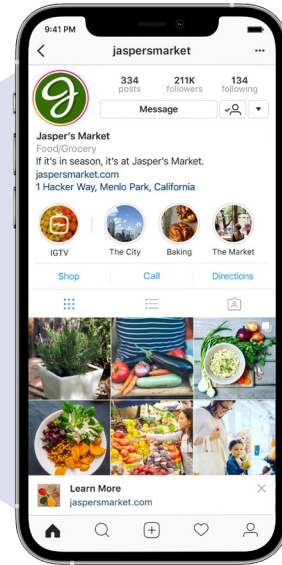
Adding your Direct link to your bio:

- [Log in](#) to your Instagram page.
- Go to your profile.
- Tap **Edit Profile**.
- Copy and paste your Grubhub Direct website URL into the Website field and tap **Done** (iPhone), ✓ (Android) or Submit (computer and mobile browser).

Promoting your Direct URL on Instagram:

- Add content—both posts and stories.
- Post content related to your restaurant, and include captions routing customers to your profile.

Using clear and easy-to-read wording such as **“Order with link in bio”** will help customers find your link.



Sharing on Facebook

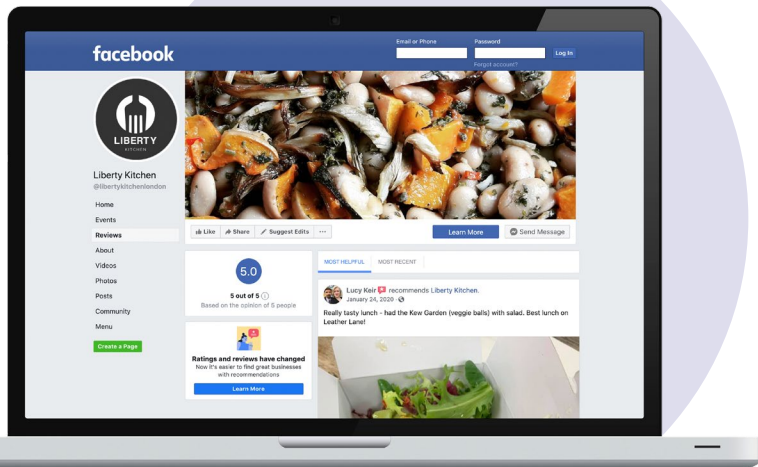
Facebook has become a go-to source for customers looking for info about local restaurants.

Sharing a link from your page:

- [Log in](#) to your Facebook page.
- From your profile homepage, click **Create Post**.
- Click **Post**.
- **Sample Post:** “Order from us directly online!”

Sharing a post on your story:

- Click **+ Create a Story** at the top of your News Feed.
- Click **Create a Photo Story** to add photos and videos of your newest dish or restaurant staff from your computer.
- Next to Your Story, you can click **audience selector** (example: 🌐 Public or 👤 Friends) to choose who can see your story.
- Click Share to Story.



Connect to an existing website

Does your restaurant already have a website?
It's easy to connect your Grubhub Direct site.



- [Log in](#) to your GoDaddy page.
- Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
- Select **Edit Website** or **Edit Site** to open your website builder.
- Add a new page.
 - In a browser, select + **Add Page** in the **Site Navigation** menu.
 - In the mobile app, select **Pages** then **Add**.
- Select what you're adding: a **new page**, a **link to an external website** or a **drop-down menu**.
- Add your **Page Title**—we recommend **Online Ordering** or **Order Here**. Keep your navigation bar simple with short, descriptive page names.



- Select the appropriate toggles. Your new page can be added to both the header and the footer if you'd like (or neither to "hide" your page).
 - **Show in Navigation** makes it appear in the top header navigation. If your page does not show in navigation (header or footer), you can still link to it from other pages or send people the direct link.
- When you're finished, select **Create Page**.



- [Log in](#) to your Wix page.
- Click **Menus & Pages**  on the left side of the Editor.
- Click the **Add a Link**  icon.
- Select the link type and enter the link details.
- Choose whether your link opens in a new window or the current window.
- Click **Done**.
- Enter the name for the menu item.



- [Log in](#) to your SquareSpace page.
- From the **Home Menu** click **Pages**.
- Click the + icon next to the section where you want to add a link.
- In the **Create New Page** menu, click **Link**.
- In the link editor, enter the link text under Link Title.
- Enter a URL under Link, or click  to link to a [category or tag](#), [email address](#), [phone number](#) or [file](#).

*All orders are subject to an order processing fee, which includes credit card fees. For Grubhub Delivery Services, a per order Delivery Fee will apply. Enabling Grubhub Delivery Services is not required to go live with Grubhub Direct.