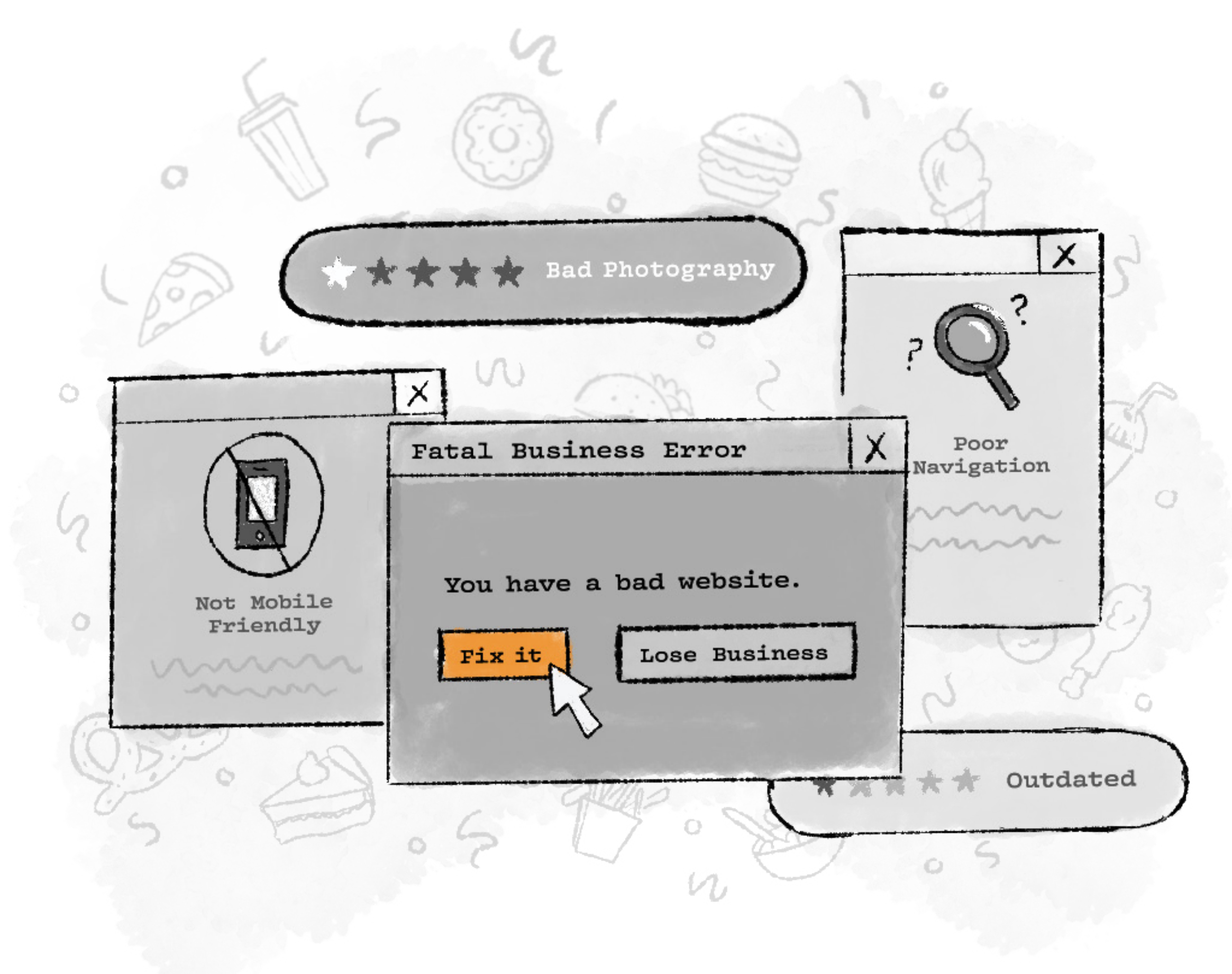




"This Place Looks Good."

Why a restaurant's website can help make (or break) its sales.



Poor website experiences result in a lot of lost business

68%

of diners have been discouraged from visiting a restaurant because of a restaurant's website

62%

of diners have been discouraged from ordering delivery or takeout because of a restaurant's website



Restaurant diners visit websites before ordering

77%

of diners visit a restaurant's website before they dine in or order takeout or delivery

Poor website quality plays a deciding factor among those who are discouraged from visiting a restaurant



30%

have been turned off by menus that are difficult to read

33%

have been turned off by difficult navigation

30%

have been turned off by websites that look old and outdated

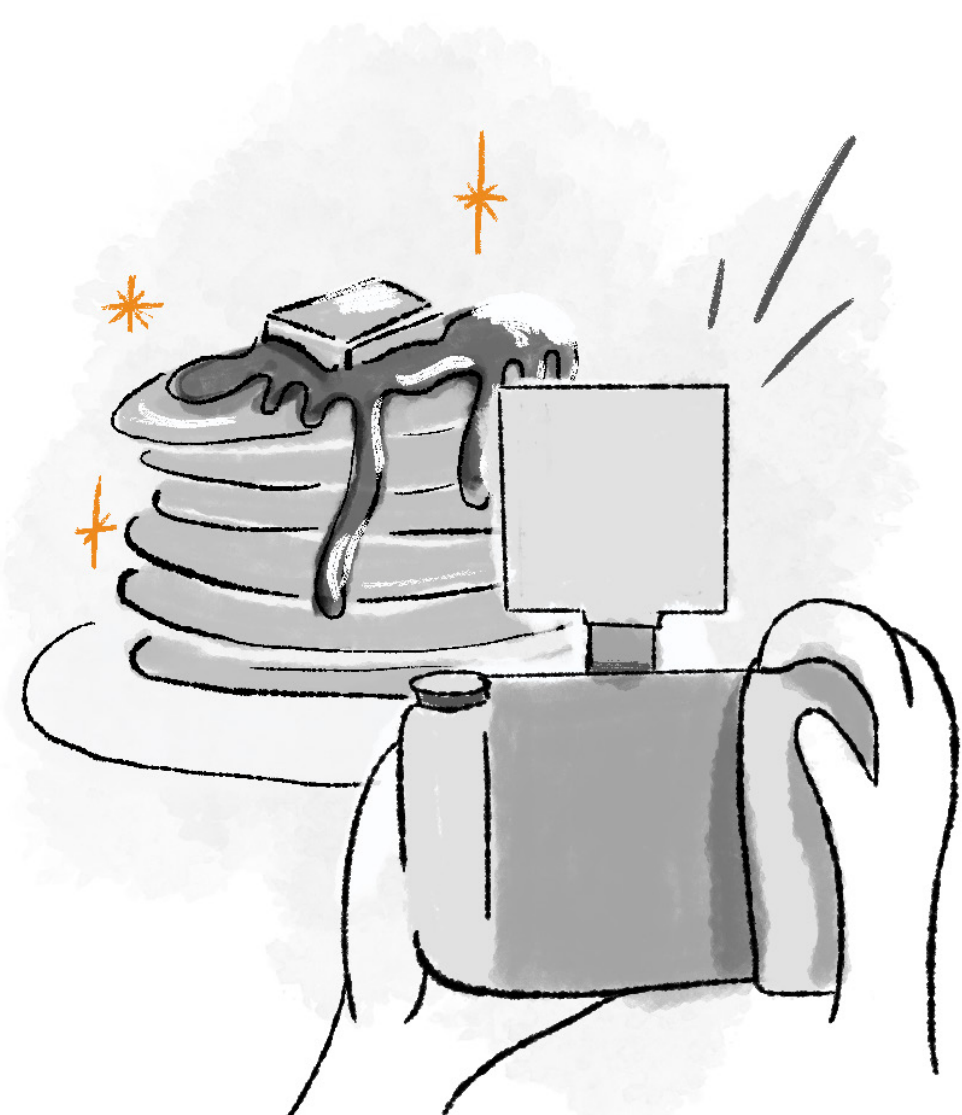
Mobile plays a considerable role

56%

of diners say mobile-friendly websites are very important

36%

have been discouraged from ordering food from a restaurant because its website wasn't mobile friendly



Food photography can entice or turn away

45%

specifically look for food photos when visiting a restaurant's website

36%

have been discouraged from visiting a restaurant because of food photography

Survey conducted by



Modern Marketing for Restaurants

<http://mghus.com>

Stats are based on a national survey of 1,101 U.S. adults age 18 or older who dine in or have takeout or delivery from a restaurant at least once a month and who are at least somewhat likely to visit a restaurant website before they dine in or have takeout or delivery from a restaurant.