Poor website experiences result in a lot of lost business

68% of diners have been discouraged from visiting a restaurant because of its website.

62% of diners have been discouraged from visiting a restaurant because of its website.

Food photography can entice or turn away diners.

Food photography has been discouraged from ordering food from a restaurant because of its website.

Specifically look for food photos when visiting 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30% have been turned off by websites that look old and outdated.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 diners.

45% wouldn’t consider visiting a restaurant knowing it had poor website photography.

38% of diners have been discouraged from visiting a restaurant because of food photography.

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.

Survey conducted by:
Modern Marketing for Restaurants
http://mghus.com

“This Place Looks Good.” Why a restaurant’s website can help (or break) its sales.