



Now, more than ever, a great website makes good business sense for all categories of food businesses!

We take websites for granted today, but they were once an innovation. And innovation remains at the core of what they can do for a restaurant, a consultant, or a manufacturer. Covering the basics of what current and potential customers and clients are looking for while standing out in an increasingly crowded online universe represents both a challenge and an opportunity.

Must-Haves

Websites must be able to seamlessly integrate with POS and third-party apps like DoorDash, Grubhub and Uber Eats, explains **Arlene Spiegel** **FCSI**, president of Arlene Spiegel & Associates in New York City. They

also must be able to generate online ordering directly from the restaurant. “E-commerce capabilities are a must for delivery, shipping and integrating with FedEx and other mail services,” she says.

Optimal Information

How much information is too much remains an open question. There is a balance to be struck, and those behind the website want to hit it squarely for optimal results.



Spiegel makes the point that Americans today “live in a visual world where pictures and stories

and videos are more important than the number of words used. “Hyperlinks can be used to allow viewers to get deeper and detailed information they may deem relevant. The site should be easy to navigate and user friendly, as well as easy to read on computers, iPads and mobile phones.

A foodservice consultant’s website must, in Spiegel’s view, include the story of the founders and key team members, complete with headshot photos. Also needed is background on the company’s approach to projects, case examples with photos, services and programs, client testimonials, published articles and feature stories, contact information and icons for LinkedIn, Facebook and Instagram. ■