



# *Kitchen Open*

## Website & Facebook Checklist

Make Sure Your Web Presence  
Is Up to Date and On Point

**NOTE:** To get the most out of this checklist, you should buy the book (if you haven't already) that gives guidance about what your website & Facebook page needs to be—and much more!—on [Amazon](#), [Barnes & Noble](#), [iTunes](#), & [Kobo](#): *Kitchen Open* by Jamie Jack.

# Website Checklist

## Your Restaurant's Website

- Clearly shows whether you are open or closed
- If open, clearly shows current hours and phone number
- Online ordering button or link clearly shown, if you have this set up
- Clearly shows anything different than normal operations (e.g., limited offerings only [like *only* pantry kits and premade meals], limited menu, open only certain days)
- Clearly shows new offerings (e.g., meal kits, pantry kits, online ordering)
- If open, clearly shows which options are available (i.e., takeout, curbside pickup, drive-through, in-house delivery, or third-party delivery platforms; online ordering)
- If third-party platform delivery is available, clearly shown with links to menus on those sites
- Website menu accurately reflects what you currently offer; prices up to date
- Website menu available as a standard, scrollable webpage (PDF optional)
- Clearly shows links to social media pages
- Clearly shows that updates and specials will be posted on your Facebook business page, with link to page (Then make sure you do updates & specials there!)
- Has a small coronavirus section, stating what your restaurant is doing to keep your workers and patrons safe

## Other Web Presence (besides social media)

- Google listing claimed and up to date
- Yelp listing claimed and up to date
- Trip Advisor listing claimed and up to date
- Other restaurant listings at directory sites claimed and up to date (list)

# Facebook Page Checklist

## Your Facebook Restaurant Page

- Cover states important information: open/closed, hours if open, phone number, takeout and delivery options (including named third-party delivery partners), online ordering (if you have it).
  - If closed, but with limited offerings (e.g., pantry kit, meal kit, or premade dinners), list specifically what you currently offer.
- Profile picture shows people from the restaurant.
- “Our Story” is filled in, preferably with a quick summary of open/closed status and offerings in the first three lines, followed by your restaurant’s story (how it came to be and what it means to you), and ending with a brief mention of COVID-19 precautions you are taking.
- Hours are up to date for what is happening currently in your restaurant.
- If you have online ordering through Gloria Food, the ordering tab & button have been added to the page.
- About tab is filled in as much as possible.
  - PDF of current menu is uploaded. (Done on About tab)
  - Choose up the 3 restaurant categories that best reflect your restaurant
  - Add your business’ Founding Date if not already done.
  - About section uses terms future customers might search for.
  - An email address has been provided so people can write about concerns.
  - All other social media accounts are listed.
  - Privacy policy at your website is linked to here.
- With your menu uploaded, the left-hand tabs are now rearranged so that Menu and About are just below Home.
- General page settings have been checked and are all what you want them to be.

## Other Social Media

- If your restaurant is on other social media besides Facebook, any general information section accurately reflects the restaurant as it is now