

**Make Sure Your Website
Doesn't SUCK!**

AUDIO RECORDING TRANSCRIPTION & SPECIAL REPORT



**Best Practices for
Restaurant Owners and
Industry Professionals
Monthly Benchmarking and
Money-making Report**

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5 Website Must Haves or You Should Take Your Site OFFLINE IMMEDIATELY

Websites ... I'm sure everyone has felt like I did when I first starting thinking about getting a website put together. So many questions start to flood your mind:

- “How much time will I need to invest in trying to figure this thing out?”
- “How am I going to get the right things on my webpage to draw potential guests to my restaurant?”
- “Is this something I can even do... or will I need to find someone else that could do it for me?”
- “How much is all of this going to cost me?”
- “Are there some secrets to a good website that I need to find out about?”

Yes, but they aren't really “secrets” now... since I'm sharing them all with you!

In this report which was created from a recent Super Performers Mastermind Members call, you will **Find out about the Top 5 “Secrets” on Creating a Great Looking and Highly Effective Website** and learn that if you don't have a website, you **NEED** to get one! We talk about building a strong website (“Secret” #1). You'll learn the value of a good Home Page. You'll see why the Design of your website needs to convey what you're about and your brand (“Secret” #2). I talk about the importance of testimonials published right on the website so that everyone is able to see that your restaurant is fantastic! I'll walk you through the components of a Home Page, making navigation easy, and sharing your Guarantee. The Logo, colors and design flavor all set the tone for how much of a taste online folks are going to want to take. We also talk about what to do in order to keep them coming back for more!

There are so many options with website design and who can and should do the design work.

Your restaurant is a great place. You know it... so tell it!

Share it with the world through the world-wide web. This is the place to let your creativity go crazy and have fun doing it, whether you are the one actually putting it together or if you have someone else handling that for you. Be creative! Your Website and Design needs to accomplish something (“Secret” #3). We’ll tell you how to do this and enjoy it! What is it that you want to accomplish with this website? That’s something you’ll want to really investigate so that you come up with the best solution for you and the restaurant, night club, catering company or whatever business you have.

Capturing Information about your guests is ...

so VERY important in EVERY aspect of your company!

We don’t leave it out of this report either! I talk about how to get information, where to get it and how to start using it. All of this info will eventually be leading you to automation that will save you TONS of money and TONS of time!

Getting your company name online and making your website so appealing that Traffic will keep flowing to your site time and time again is one of the main goals for having a website (“Secret” #4). Why have one if it doesn’t do anything for your business? We talk about the ways to direct this kind of traffic. We discuss Domain Name, SEO, Cross promotion with the store and online, and keeping things updated. We share what type of morsels to put in your emails so that folks will want to go back to your website to get more details.

Keep your guests in the loop and they’ll keep you in the loot!

Having a good website developer is really the key (“Secret” #5). We’ll talk about ways to get in touch with a good website developer/host who knows all the top trends and is efficient to integrate new ideas quickly.

This is a session that you won’t want to miss! I know you’ll get a lot out of it!

Keeping connected,

Jonathan

A little about the Founder & Creator of Restaurant Success System:



Jonathan Munsell graduated from Drexel University with a Bachelor’s Degree in Hotel, Restaurant, and Institutional Management where he acquired unique first-class training in both restaurant management and culinary expertise. He has more than 16 years of restaurant and food service management experience, including full-service restaurants, catering and retail outlets.

Jonathan has worked as the Director of the restaurants at the Lincoln Center in Manhattan and with several highly notable groups including The Ritz Carlton, Restaurant Associates, and Compass Group, as well as his own restaurant development company called Trend Setter Enterprises, Inc.. His path has led him from New York to Philadelphia, then to the metro Washington, DC area where he was the Area Director for Restaurant Operations at three major airports: Washington-Dulles, Washington-National, and Pittsburgh International. In less than two years, he took the airport food service provider from \$20 million in annual revenues to over \$40 million. He now resides in North Carolina with his beautiful wife and two energized, fun-loving boys. He is the owner of several restaurant brands: Jumpin’ Jonny’s Steaks & Subs and BakeHouse Bistro. He also owns Premiere Catering and is the founder of Restaurant Success Systems. In his “spare” time, Jonathan serves on the Board of Directors for the NCRLA- North Carolina Restaurant and Lodging Association and participates in many ways to help others in the restaurant/catering industry.

Our topic today is about websites. Before we jump right in, let's talk about the "Practice of the Slight Edge". Everyone is looking for what we call the practice of the slight edge. We are always looking for a way to get better, or a way to get ahead. A lot of times we understand the basics, but we are all looking for a slight edge. We are a group of people who understand that we do not know it all and that we can learn a little bit more, always something new and innovative, something down the pike or around the corner and if we can tap into it, we know that we can apply it to our business.

The thing that I want to talk about is to make sure than your website does not suck. I actually got that line from a buddy of mine who has helped me to develop websites. He works for some of the biggest names out there: Jay Abrahams, Tony Robbins, Rich Shefren. He does a lot of their backend web stuff and does a presentation of our seminars. Some people might have heard it where he talks about how he will make sure your website doesn't suck. This is an adaptation of what he (Ken Garcia) covers in those events. This is very specific, basic stuff, but key things are going on in the world of websites and design that are very important that restaurant owners need to understand.

I received a cartoon today: "What do I want from my restaurant website". This is written by an independent source and it is what the peoples' experience is. When we think of a website, we think about our website, what it means to us, and it is almost like marketing and using image advertising. I think a lot of times before we understand how to craft that, we need to realize that advertising really needs to be about the people that you are advertising to, and the old school advertising is about what it is to you. It is like if I stood there all day and told you about the Restaurant Success System, that's all great, but at the end of the day, when I switch that conversation to you, it is all about how can it help you, how can it make your life easier, how can it improve your sales, make your life better, it is about you now. It is the same as our websites, it is not about you now, it is not about how it makes us feel, it is about what people experience when they get there.

There are several things to consider when we say:

“What do I want from my restaurant website?”

What I want from a restaurant website:

- ▶ Menu
- ▶ Specials and happy hour info
(Including social promotions such as Foursquare, Groupon, and Twitter specials)
- ▶ Address with a link to google maps
- ▶ Online reservation system that actually works
(instead of one where I make a reservation online, show up, and the hostess gives me a blank, confused stare when I tell her my name)
- ▶ Hours of operation, parking and contact info

Those are kind of the basics. The first thing I ever do when I go to someone's website is to look for that sort of automated intro in the beginning, where it is moving. It is called flash and it is from video, not actually from words and text. Sometimes it is very cool, things bouncing around, and all of a sudden you get to a button that says skip intro, and you can click the button and skip the intro. That whole thing in the beginning is a lot of hoopla. The fact of the matter is, that thing in the beginning dramatically hurts you today in the relationship with the search engines and how the web looks and how things called robots and spiders go and search your page.

In your browser, if you go up to the top where it says:

File, edit, history, bookmarks, etc., go to View, go down to View Page Source. When you click on that you are going to see a bunch of gobbledy-gook, that html stuff that they have been telling us about for years, but the reality is, you will also see some black print. The black print is the only stuff that can really be seen and only the words that are in conversational format. So, if you actually have a story on the page, and you have information about your restaurant, it shows up. If you do not have a lot of information there, whenever I do a website review, there is very little there, next to nothing in most cases, because the designers do it to be imaging, or Flash. Flash is that moving stuff I talked about. You might have your story and it could be written perfectly, it could be the best SEO (search engine optimization). SEO is when the robots and stuff go to your site, pick and choose the words, and go back and index it. It can be a great document that would SEO very well, but if it is on your page as a picture, then you are losing all of the energy from that and all the goodness from the text because it does not read it. So when the Googles of the world get there, they see a box. It is an image, they do not do anything with it. So if you are talking about where your restaurant is located, if you are talking about the history of it, talking about the town, you want to make sure that you use descriptive terms. The old school model does not work.

So, instead of what you want from your website, you get something like this:

What I get instead:

Café MeatyYummers
1234 somewhere lane
Seattle, WA 98121
Phone: (206) 555-1234

DOWNLOAD MENU

HURRRRRRRRRRR!

Obnoxious flash animation showing giant pictures of couples stuffing food in each other's faces

Menu is only downloadable as a 90 megabyte PDF file

Can't copy/paste anything because it's in flash

Letter from the founder that no one has ever or will ever read

Welcome,

Every restaurant owner thinks that they're the first person to use the Papyrus font

AMBIENCE

PASSABLE

DECADENCE

MOSTLY EDIBLE

I would like to take this opportunity to welcome you to Cafe MeatyYummers, founded in nineteen-oh-who-gives-a-shit. We serve only the finest, freshest ingredients straight to your mouth. Our exciting, moody atmosphere will enchant and entrance you while you bathe in dim candlelight, which can also help make your date look better if he or she is ugly as hell.

Our warm, welcoming staff will treat you as nothing short of family -- because if they don't we'll report them as illegals.

Anything is possible at Cafe MeatyYummers. The only limit is yourself.

Love,
-Phil Meaty
Owner

Home - About us - Our History - Photos of food - Photos of people eating food - Photos of people smiling and eating food

Let's talk about your menu on your site. If the menu is only downloadable as a PDF, it will be huge. Your menu should be in a format that customers can look at on the website. They do not need to download it to their computer. A lot of times we take a to-go menu, we put it up there as downloadable, but when you look at it on the screen, it is not done as well as it could be if you did individual panels and put it up on the screen where people could read it very clearly. Let them flip through it. Nowadays, with the technology of the iPad and the iPhone, people have this flipping thing. There are things you can do for your website so your menu appears that way as well. You cannot copy everything; that goes back to everything being images, you cannot type their address and paste it into their browser and figure out where you are, and that is because everything on the page is just a giant image.

My Experience

You may or may not know this, but I have a tremendous background in websites. I do not come from an IT background per se, but I have been very fortunate and I have lots of websites for all the brands that I have and all the restaurants that I have. You guys probably found me in one way, shape or form on the web at some point in time. You know that we have a main site for the Restaurant Success System. We have a site for the membership side of that, and the membership side of that is a very complex website that has literally hundreds upon hundreds of pages and thousands upon thousands of documents and attachments and links, so it is all is very complicated to do. There is extra stuff that you as a member can see, and there are other people who have not engaged with the system who cannot see what you guys can see. There is a lot of technology employed there.

At the very least, we have those couple of websites, but you may not know that I have personally helped many other businesses, not just restaurants. I have been interviewed by experts for some specific websites that I have (we will talk about one of those in just a minute), but I will give you some examples of website work that I have done: Circuit

Solution Group, which is a flooring company -- I have actually helped them craft their idea message for their website. We talked about Restaurant Success Systems, and seminars like My Restaurant Summit. I also have other seminars here for business owners. That actually has its own website. There is Biz Guys TV; I am a speaker on his platform. I have even done work consulting for folks that have websites in the real estate business. I have built some fantastic restaurant websites and I think we are at the pinnacle in website design and development and we have come out with some really beautiful stuff over the course of the last 12 to 24 months and we have really cracked some of the codes that go into website design.

We talked about my restaurants and I have had restaurants for a long time. You probably remember back in the day when you had a website, and it was held hostage, and if you are like that today, we can fix that. I had a website back in the day, it was fantastic, it was cool, it was well-designed, but I could not change anything on that thing without getting in touch with a guy in Minnesota. Website guys are typically kookier than the average bird, meaning they work at odd hours, like the gamers, from 10pm to 5 am. You cannot get them as quickly as you want, so the thing that starts to happen, and this happened to me, I stopped updating the website as much because it was a pain. We always go the path of least resistance, so if it is difficult, we are not going to do it. Nowadays, you need to have full control, easy access to your website, and it is not the same where you have to program and use that tricky HTML stuff and PHP. Nowadays you can write in plain text and edit like you edit in Word and you can get things up there very quickly, formatted the way you want, in many different ways, many different colors. Website development, in general, has gotten much, much, much easier.

Premier Catering, which is probably the juggernaut site which has drawn International attention, people do not know this, but you can know a little secret about it: I actually bought that website, it is not one I developed from scratch. It was very, very different from what it is today. I bought Premier Catering, and one of the primary reasons I bought it was for its website. It has totally changed now, been redesigned. If you want to check it out, you can go to <http://www.premier-catering.com>. It is very, very powerful and it is a magnet for

weddings, so if you guys do wedding catering, wedding receptions at your locations, or any type of events, we definitely should talk about some of the tactics used there and we will talk about having multiple pages. That site, for a catering website, probably has about 150 pages at this point and some of them look just like other pages that are there except for very specific word differences. I will give you an example of that: Where I am, we have Raleigh wedding catering. So if you did a search, you would find, if you put that in your Google, that Premier Catering will probably show up on your page three times: in the map, organically in traditionally the first or second spot, (depending on when you look), and it shows up in the adwords stuff. So what all that does is to create a powerful platform. It ranks higher than all of the other wedding industry stuff in our market. Using that same technology, we employed Durham Wedding Catering and we have another smaller town by us called Cary, so we added Cary Wedding Catering. All those pages exist on our site. They are very similar to the Raleigh wedding page but the distinct difference is, we use in the header, in the text, throughout the copy, Cary Wedding Catering, because when someone goes in and puts in Cary Wedding, we show up there also because of the way our pages are designed. That is a trick that you guys can take away from this, that having multiple pages stops you from having to write a lot of ad copy if you are doing catering, if you are doing wedding catering, corporate catering, in multiple towns, etc. We have a client who does a tremendous amount of catering, thousands and thousands of dollars in catering. He covers a broad area and, using this strategy, we are going to get him through the search stuff to be in a much better place than he ever would have been able to do hoofing it out on the street.

I have been involved with other websites. I even built a site for Santa Claus.



So if you are wondering about website experience, I may know a thing or two. Let's get into the need of today, the biggest thing is the five must haves for your website, or you should kick it offline immediately. These are the basics that I teach, that we employ in our business.

5 Website Must Haves or You Should Take Your Site Offline – IMMEDIATELY!

- A Quality Landing Page
- Proper Design
- It Has to Accomplish Something
- Generate Traffic
- A Provider Who Gets It

Quality Landing Page

You may not call your site a landing page. Landing page, traditionally, is called that because you can direct your people to different landing pages. Just because you are trying to get people to your web pages does not mean that everybody needs to come to the same place.

If I am advertising catering, but I am sending them to my restaurant website, there is essentially a dis-connect. If I am advertising that I am marketing catering, I want to send them to a catering page. If I am using pay per click advertising with Google or Yahoo or Bing, and I am sending them from an ad that I have and I am sending them over for, let's say "bar" or "bar mitzvah", I am not going to send them to the main page of the website and then let them try to figure it out. If I am in there looking for "bar" and "bar mitzvah", it is going to take them to that page. That is really, really important, because you want to make sure that when they get there you are not giving them extra work. It is just like service. If somebody was in your restaurant and they asked for the bathroom, odds are you would not say "Yeah, it's in the back, hit three lefts and you'll be there". You would probably get up, maybe walk them halfway down there, show them exactly where it is and give them that extra little bit of service. The same thing happens when people go to your website. It becomes much nicer and easier to do business with you when it is designed properly.

- ***Easy Navigation***

Let's talk about navigation. Easy navigation is one of those things on websites sometimes that can get overly complicated. We have so many things that we want to communicate to people that we end up overloading the navigation bar. Not everything needs to be in your navigation bar, and if you craft your website in such a way, you should have a clean navigation bar. Our main navigation bar usually has five or six things, like, obviously, home page, catering, menu, about us, contact us. It does not mean that I do not have other links in others places strategically placed in ad copy and throughout the messages that go to other

pages. I just do not try to get all of those things on the home page where it just makes it really confusing for people. Remember that, easy navigation is important.

- ***Your Story***

I believe, wholeheartedly, that the content that needs to be there for you guys is your story. I believe that, and when we craft your story, ever so properly, it can do a lot for Search Engine Optimization. It can do a lot to let people know what you are about. We talked about story a little bit, about how to make people read it. Just make sure that you are hitting on all those points that you want people to understand about your business. Make sure they know it is a family-owned business, that you have been in business for 25 years, you are here for them, thousands of loyal guests, etc. Those things are what people need to see.

- ***Testimonials***

I think you need to craft testimonials into your story. It goes back to the basics of marketing. There is no marketing piece without a headline, without a testimonial, a guarantee. Testimonials should be on your website. If you do any type of catering, you should have catering testimonials on there. You should have hotel testimonials on your hotel side. You should have restaurant stuff on the restaurant side. The thing with testimonials is that you need to figure out what peoples' objections are and then use them in your testimonials. What is the biggest objection about going out to a new restaurant? You are afraid it is going to stink. You are afraid that you are going to get there and the food is going to be terrible. Therefore, you want to make sure you talk about the food. If you are looking for catering, you are afraid to try a new catering company, especially if you are going to look like a fool by: the caterer being late, food is not going to be good, they are not going to stand behind their service, etc. Make sure you have a testimonial that talks about things like "They were not just on time, they were early", or "Every time they come out, they do an exceptional job", "They make me look like a superstar". You may not have these testimonials today, but through the practice of soliciting them from your people, or if

you hear your guests, your customers, your clients, mention things along those lines. It is your job to dig it out of them and help them with their testimonials.

We have a phone line in our business. The phone line is designed in such a way that you can call the phone line and leave a message. We run different promotions at different times of the year and we push people to this phone line. The phone line is designed so that people can call and they can tell us about their experience. They can tell us why they came to our restaurant. From that, we get an audio clip. So, not only do you want to use testimonials, do not just put it in text; I also have video testimonials. If you have been to a seminar, you know we always do a lot of fun video stuff. In catering, you can have video testimonials. If you have a client that loves, you, ask them if they will do a testimonial. Use video, use modern technology. The phone line we love, and here is a great example of why I love it: last year we ran a promotion about why people do the romance thing and why do they love Jumpin' Jonny's? A guy called up on the phone line and he says, in a raspy voice, "I gotta say, my wife's beautiful, but she's not as beautiful as a Jumpin' Jonny's cheese steak!" I could not have paid for that copy. I could not have paid for that guy to call in and say it! I never even would have thought of it! That is on our website. I also use them in our marketing. Remember that, a testimonial is very important.



"I gotta say, my wife's beautiful, but she's not as beautiful as a Jumpin' Jonny's cheese steak!"

Guarantee

You should have a guarantee for your food. A guarantee is one of those things that we traditionally use as a backend package for customer service. We all guarantee what we do, and when I do seminars, there are three assumptions I make:

- That you deliver good food, good product and service.
- That you stand behind and you believe in everything you do.
- You guarantee it. You do whatever it takes to make your guests happy.

If you know that, and if you believe that, then those components need to be out in the forefront and they need to be on your website. They need to be in your ads. You need to be using it, because if someone is in your restaurant and they are not happy with the steak or the lobster that they just got, you are certainly going to do something, right? You are probably going to take it, see if they want it remade and you will remake it, you are probably going to take it off their bill. If you are really good, you are going to give them a gift card so they can come back again in the future. If that applies to your business anyway, do not use it as a backend strategy, use it as a front-end strategy and talk about how you guarantee their experience and if they are not happy, that they will not pay a penny. That is a really strong way to put your guarantee out in front of you. I will tell you this: I have never, ever, ever been called on my guarantee, and I guarantee, if you tell them they are not going to pay for it and I will bring you back in the future, they will love it. On our catering side, we have a 120% guarantee that we will be early, that we will guarantee you will absolutely love your experience with us or your catering will be on us and when you come back you will get an additional 20% off. No one has ever, ever, ever, called me on my guarantee. If you are worried about it, do not worry about it, it does not come back to bite you. I will tell you, I am sure that it has gotten me a lot of leverage on the front end.

Proper Design of Your Site

Proper design has several different components:

- 1) Convey your brand -- color, look, feel, imaging . If want to convey a beach environments, you have people, beautiful women on the property to get that look and feel that I am going to have a beach environment. That is what needs to be conveyed. One of my restaurants has exposed brick, so on one of the backgrounds for the website that we designed for them, we showed exposed brick in the background. I did not have to do much more than that to get the look and the feel across to people. They see that, they feel it. When they see the website and they get to the restaurant, it makes perfect sense scene-wise.

- 2) Your logo does need to be on your website. We dog logos a lot when we talk about marketing, but it really does need to be on your website. Everybody is proud of their logo. If you are proud of your logo, that is a good place for it, but it should not be the majority of your site. It should be tucked away in the corner with your contact information, something very simple.

- 3) Your colors need to be the colors of your business. Be conscious of that. I do not personally like background colors very much in websites because if you stick images on there, sometimes it can make your website look very blocky because sometimes images are jpg's and they are not transparent. If you use a png file, they are. Be conscious of that. We personally have sites that have colors in the background. I find it much more challenging to work with. White sites with colored back drops are better. Remember how people feel when they get there. If your restaurant is fun, then you want to convey its fun. There might be things on your website that are moving and animated that make it feel more fun. If there are some pictures or if you have a nightclub vibe, with bands and DJ's, that is a more modern approach. Make sure on the website that you have a couple of videos or pictures that are flipping and showing and moving a little bit because, if you want people to be moving while they are there, and you want people to know that the place is active and

lively, make sure that the website has some action going on. Do not overdo it, but if it is upscale and classy, make sure your website has that same feeling. I do not think there could be anything worse than having a sophisticated website if you are a very laid back place.

These things need to work together and your language needs to work the same way. I have a couple of restaurant brands, and one of them is more sophisticated and I actually do not like marketing for it as much as I like marketing for my fun Jumpin' Jonny's brand where I can speak like a hillbilly, which he is. I actually like that about the marketing. I like it when I can speak very naturally, very fun, even make mistakes. If you saw the guy Jumpin' Jonny, you would understand. He is missing some teeth, he might make a mistake or slur, or miss something in his typing, or how he puts words. It makes it fun when I market that, I can convey that same feeling and emotion.

home about us menu specials catering find us

Jumpin' Jonny's
CHEESE STEAKS & GRILL

now open!

Welcome

coupons, specials and stuff [View all](#)

Home

Award Winning Restaurant

Happy New Year!

Welcome to Jumpin' Jonny's website!

We're in our 4th year of business. Stop by to get to know us and have a bite to eat. Scroll down to find out more about us (check out our YouTube Video, below) Also take a look at some of our other pages which include Specials Photos, etc. Have fun and let us know if you need anything whatsoever!

People are Raving about this place!!

Just the other day one of my favorite guests hit me with this one:
"Best Cheese Steak From Here To Philly"

You'll Love Our Food ... or it's FREE!

JUST IN:
January 1, 2011 [Check out what we have going on in January](#)

TOP 100 NC SMALL BUSINESSES
2011

Photos

Club Member Login

Join the CLUB!

Specials & Free Stuff

Fundraisers

Kids

Your Site Has To Accomplish Something

Once you have the design down, you have to have a "call to action". Everybody should be capturing information on their website. It is no different than what we talked about in your restaurant, or in catering companies. You need to have a lead capture mechanism on your website. If your restaurant has a club or newsletter, any of these things, you need to make that obvious and you need to be soliciting that on the website. Do not do it in such a way that people are not going to recognize it. Do not just stick it on a page, "Sign up for our newsletter". Give them something for it and tell them what you are going to give them. If somebody came in to the restaurant and you gave them a \$5.00 certificate for signing up for your club, then put that on your website and let people know what they are going to get when they sign up. Make sure there is a "call to action". You get to them to do something. Maybe you want them to get an offer. You have done some advertising and you want them to print it off. Make sure it says it on there.



Are You Fighting It Out
In Your Business?

Grab Your
-FREE-
KNOCK OUT REPORT
and CD

10 secrets of the most
successful independent
business owners
in America

First Name *

Last Name *

Email *

Subject/Incentive to
Call Business?

Submit

Make sure that all the information on your website is accurate, clean, correct, and text is proofread. Your website could be sales and ecommerce. There is no reason why if you want to sell shirts and t-shirts, what you want to accomplish is make sure your website is setup for ecommerce. Make sure of what your website is built to accomplish. When I talk about ecommerce, do not go and make a whole new version of ecommerce because you think it is new -fangled. Stick with the models people know. People know Amazon, Ebay. Make sure that if you are using a model for ecommerce on your website that it fits into that. People are used to that. Do not try to re-invent the wheel. As part of our web development company, we send people to a page that looks very much like Go Daddy. People that are looking at websites are used to looking at domains like Go Daddy. There is a reason why we do that.

If it is a portal like my membership site, make sure that it is clear and if you are trying to get people to login, remember a portal is an ordering system. If you have online ordering and you are pushing them through to somewhere, make sure that that is what you want to accomplish. People that are ordering catering online, make sure that it is clear and gets them there and do whatever you can to make sure it is seamless. At the end of the day, it needs to do something to drive your business. Without that, it does not need to exist.



Generating Traffic

Domain Name

You have to have the right domain name and, in most cases, we name it after our restaurant. If you have a complex name, in some cases, it might be wise to have a different domain name than the name of your business. If people cannot type in the name of your place or keep messing up, (maybe your name is not right, but that's a whole different conversation), but maybe it is something else. Example of this would be: If people in my market are looking for a Raleigh restaurant, and it is the number one search term when it is related to restaurants, I should own Raleigh Restaurant, and, if I own Raleigh Restaurant, a huge portion of that site should be talking about my restaurant. I could have a lot more restaurants on there. So domain names are important. If you are doing catering and you are in a market it is very easy to buy a term. First they are going to match the domain. If you have ever wondered why certain people get certain things, it is because they matched the domain name perfectly to what people are searching. So remember that, you do not necessarily have to have the name of your business as your domain name. If you are doing events or catering, you certainly could have a whole list of other domains, or subsets of your brand and/or your company to help you on that front.

Search Engine Optimization (SEO)

Search engine optimization obviously drives traffic. That is the use of the keywords in the text. There is a metric and when you go and look at that View, Page Source, people think that there is a tab that exists called "keywords". Maybe 15 years ago, when the web was kicking off, the search engines actually used that, but they do not use that anymore. Today, it does not do you any good to load that full of the words you think you are going to get searched for. It is actually better to put them in your description and your text body. One of the things that I will tell you is if you are looking at your competitor and you are trying to figure out what your competitors are looking to rank for, go and do the View, Page Source on them and, when you see the keyword tag you will see what you are looking for. Say I am

in Calgary and somebody is looking for Calgary Corporate Catering, and you see that as one of their keywords, that is a word they are trying to rank for. It might be something that you want to incorporate into your catering website.

Cross promotions and links

Other people should be sending you traffic. A good example is: today I received a call from a Baptist church local to one of my restaurants, it is five minutes away, and they called me up wanting to donate gift certificates. Restaurants have a bullseye on their back that somebody, somewhere, has put it in their brain that we just give away gift certificates, and I do, gladly. So they called me up on the phone today and said, "Will you donate a couple of gift certificates?" Absolutely, let me find out a little bit about your business. There are 120 people in their church, they are five minutes down the road and I said, "I'm not just going to do that, I'm going to give you a card, and everybody can come in and get 20% off, so everybody is going to get something, not just the two people who got the gift card. Now everybody in their congregation is going to get something. I'm going to put on the back, they get 10% back to their church if they bring in their church bulletin. All that stuff is right there." Now, I just took something that was going to be an expense to me, and now it is actually going to drive traffic. I went one step further. I talked to the pastor and said, "I'm more than happy to do all of this stuff for you. Why don't we let your people know that we accept your church's bulletins and I will put you on my website. If you can do me a favor. If you have a newsletter, or the church bulletin that you guys put out, let's put a blurb in there, and why don't you put it in your website, too"? Now from that little comment, by them putting it on their website, I created a link back to me. So when Google goes out into the world, what is more important is not the links you are pushing away from you to other places, it is more important how many links come to you. So when Yelp links to you, and when CitiSearch links to you, and when all of these other sites link to you, that helps you. If there are other businesses, you should build a page that you can refer each other. It helps everybody and it is a way for businesses to help other businesses. That was one little thing today, where I took that one little thing that drives me nuts. I switched it back on them and

I did it using my website technology. The only way that I was able to do that was because of the knowledge that I knew it would cost nothing for them to do it. I know it will help me. If a lot of people are going to their website, and my link is on there, it makes me very relevant in the world of the search engines. So that is one way you can drive traffic, plus if they are there, they see this promotion, click it, bam, they are on my site now. Hopefully, through my call to action, I am going to collect their information.

Regular updates

Remember back when you had this website and you could not change it, could not update it. I stopped going to it and I am sure my guests stopped going to it. Nowadays, when I send out an email, I do not give the full story; I send them back to the website. I am constantly sending people back to the website, because, once again, the more traffic you push to the website, the more relevant in the search engine's world in how they see and how they rate things and rank you. Now when it is related to food, I rank higher than the average Joe because I get more traffic to my website. It must be a better site, so the search engines push people to it more than they would. Regular updates, pushing people to your website is a way to get people to check back often and drive traffic.

Broadcasting/Social Media Blitzing

Websites today actually have the ability to broadcast, which is a strategy that did not exist a couple of years ago. This is like a writer-downer of all writer-downers. When I make a post on one of our websites and we talk about a promotion or we talk about something, we do not just hit it on Facebook or Twitter, which happens automatically for us. The reality is that there are 42 major social media sites like that. There are actually a few hundred,, but 42 really good ones. Every time we put something on our website, we actually post it on 42 different sites. The same automation that puts it on Facebook or Twitter, we have employed it to do it for all of them. That alone puts it out on the social media networks. All of a sudden, if somebody is doing a search, we are going to come up way more relevant. Like I said before, it has to do with links coming back to you. When we broadcast, every

time we update our website, we broadcast this out, and it is putting the link for that page on another website. Those do a lot to add tons of back links that make me very, very, very prevalent and makes me an expert and makes me and my restaurant appear to be very, very well connected in the social media world. We all know that everything is moving that way. Not that we all need to get it on 42 different sites. I do not monitor 42 different sites, but I am more than happy to put out my stuff on 42 different sites because I do not use it as much as they do, but I am there. I am going to show up everywhere. We call that Social Media Blitzing.

Our sites also broadcast out to about 128 (and we are constantly updating that list). different search engines and directories. Google is just one of them, Bing and Yahoo are the other two, but literally there are another 125 of them that we are pushing information to and that happens every single time we do something on our website. Nowadays, you can push information. It is not just about putting out a post and hoping people are going to come and read it. We have the ability to push it outwards, which does a tremendous amount to let people know who we are, where we are and what we are all about.

A Provider Who Gets It




Make sure that your guy or gal has the right experience. Make sure that they understand and go back to them with some of the stuff we have talked about today. If you have a provider that can do these things, and if they are not, they are already behind. What is going to happen six months or a year from now? If they are not up to it now, they are just going to keep falling behind. Make sure that your people have the right experience to do what you want to get accomplished on your website. Make sure they give you access. That is huge, huge, huge to me. It has to be easy, it has to be seamless, they have got to be able to give you access to everything under the sun. There might be some stuff that we do not give access to others because they could mess it up, but the majority of things we give them direct access to and I have direct access to everything on our site. Make sure that whoever is building your site is creating and hosting the site on the same platform. There is a lot of value in the creation of a site and what happens through that process and whether they are moving your site around. If you have a domain, they should be using the platform utilizing your domain and construction and should build it off of your domain. A lot of times websites are built elsewhere and then they put it on your domain. Do not let them do that. You want the two of them to be together. The people who create it should host your site.

Make sure that your website is always improving and that your provider is always improving. Make sure that they have all the services that you need. If they do not have everything that we talked about, talk to them, figure out how to get it, figure out how to adapt. It used to be very expensive to produce websites. It is not as expensive to produce websites anymore. On average, we produce websites for \$700 - \$1500. It is really nothing. I remember spending literally \$10,000 on my first big site. Make sure they have all the services that you need. A lot of the cost has to do with how much time it takes to build it. If they do not have all of these things that I have talked about and can literally put them all together for you, it will cost you more if it takes more time. If it takes more time, it takes more money.

This is actually a service that we provide for our members. We provide it for hundreds of restaurants across the country. If you have questions, I am definitely a person that can help you with your websites.

Let Us Do It For You!

If you are looking for some to help you make sure that your website doesn't suck than you are in the right place. I would love the opportunity to work with you and make your website a super powerful. Below are the three packages that we are currently offering:

<u>Features Include</u>	SILVER	GOLD	PLATINUM
24/7 Customer Support			
Quick Edit System			
Unlimited Pages			
Contact Us Page			
Tell a Friend			
About Us Page			
Interactive Directions			
Unlimited Email Addresses			
Photo Upload System			
Search Engine Submission			
Collect Customer Emails and Contact Information			
Custom Contact Forms			
Private Forms			
File Upload System			
Video Upload System			
Unlimited Photo Galleries			
Catering Modules			
Events Calendar			
Store Locator			
Internal Search Engine			
Basic Promotion System			
Social Media Marketing Plug & Play			

The Package Costs are as follows:

Silver	\$895	Your Cost ONLY \$695
Gold	\$1295	Your Cost ONLY \$1095
Platinum	\$1595	Your Cost ONLY \$1395

We currently have a special promotion which takes \$200 off the cost of your website development. This is a limited time offering running through the end of APRIL 2011!

So hurry call or email us today!

**Restaurant Success System
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I look forward to working with you!

Respectfully yours,



Jonathan Munsell

Founder & Creator
Restaurant Success System
Restaurant Success Monthly