

## 48. Accept online orders and offer online bookings

Customers who are too busy to go out prefer ordering online.

“The [Free Restaurant Online Ordering](#) system is completely free for restaurants to use. We have taken thousands of orders and most importantly saved Restaurants thousands of dollars in commission.” – James Eling, founder of [marketing4restaurants.com](#)

You might also want to add a booking button to your website so that visitors can easily make reservations in just a few clicks. Unless you are open 24/7 and are always standing by the phone, then it's best that you have an online booking system.



Image of a man facing his tablet from [OBEE - an online booking system for restaurants and cafes](#)

Having an online booking system will make everything easy, practical, and fast for your customers. Give them that kind of convenience and they are surely going to remember you.

## 49. Get listed on popular food guides

It'll make it easier for your customers to find you, especially those who haven't heard of you before. Reference guides such as [TheFork](#) or [TripAdvisor](#) are just some of the websites customers run to when they need to find a good restaurant.

Here, they can search by location, price range, type of food, and the service offered. The key here is exposure.

## 50. Manage your customer reviews

Customers also look at reviews on your restaurant online. If your restaurant has a lot of good reviews, then you have a lot of chance attracting new customers – customers who may not have even heard about you before.

So make sure you stay active on these listing websites and keep building a good online reputation. Aside from managing your restaurant's online image, you also get to respond to your customers' reviews. And show them that their feedback and experience matter to you.