

Night Owl Designs

Restaurant Web Site Design Services

Overview

You offer great food and service. Ready to put more people in those seats? You either own or manage a restaurant, so the next step is to improve promotion by having Night Owl Designs design your website. Your new website will:

- Bring you new repeat diners
- Increase your phone-in orders
- Show off your dining atmosphere
- Promote your catering services
- Let diners easily find you
- Take the stress out of advertising

With our focus on SEO (Search Engine Optimization) your website will be listed well in Yahoo and Google. Better ranking means more customers, and less money spent on advertising in the long run. What restaurant owner doesn't want more customers for less money?

Many of our competitors offer pre-made template websites, but why would you want something that isn't as unique as your restaurant? Be the envy of other restaurant owners in your city; get a custom website that is both attractive and affordable.

Our Restaurant Web Site Design Services

Here at Night Owl Designs we offer custom restaurant web site design services, restaurant Search Engine Optimization (SEO), Pay-Per-click advertisement for your restaurant, and directory listings for your restaurant, e-mail marketing for your restaurant and online ordering services. Please find a listing of our restaurant web site design service below.

Restaurant Web Site Design

Having the right restaurant web site design is key to attracting new restaurant customers. If your restaurant web site is dull or boring, then potential customers may not find enough information or be interested to visit. If your web site is too flashy, then potential customers may find it hard to find what they're looking for, or get frustrated by waiting for each page to load.

At Night Owl Designs, we find the right professional web design balance to help you attract more customers, increase phone calls from your potential customers and promote your restaurant to thousands.

Restaurant Web Site Search Engine Optimization (SEO) Marketing

Now that you have the perfect web site, what do you do now? The problem is: what good is a restaurant web site without any visitors? Or even worse, what good is a restaurant web site with many visitors, but none of which result in sales for your restaurant? Here at Night Owl Designs we work with our clients closely to know what their main areas of expertise are and optimize their sites to rank well on search engines like Google and Yahoo.

Pay-Per-Click Restaurant Advertising and Management

Internet Marketing was revolutionized through Google Adwords and Overture. We manage your accounts to get you the maximum amount of clicks that can generate into clients, so you don't have to pay for clicks from people who aren't looking for what you provide. For example, a person looking for a pizza place in New Jersey, most likely will not be willing to travel to San Diego for his or her pizza cravings. We make sure that the clicks you pay for are more targeted, and therefore more likely to generate leads. However, we do not recommend Pay-Per-Click Advertisements for restaurant web sites of all types. We will be sure to let you know if we feel that your restaurant can benefit from the exposure gained through this form of advertising.

Restaurant Directory Listings

In many cases, directory listings prove to be an effective way to market your restaurant. Many people like to search through directories for a variety of reasons. Before we suggest directory listings, we will be sure to research your area and see if there are any directories or websites in which you should be listed. We will be sure to get you the exposure you deserve.

E-mail Marketing of Your Web Site

We highly suggest the capability of collecting customer information and inserting it into a database for Email Marketing Purposes. At Night Owl Designs, we know that a large part of your business' success is not just getting new customers, but also retaining the old ones. That is why we will provide you with the ability to collect the email addresses of visitors to your website through "opt-in" mechanisms, and of course, the ability to market to all of them through sending out emails to announce special promotions and or events. Building a strong relationship with your customers is much easier through the use of the internet, email, and your restaurant web site.

Online Ordering Service

So, you have a great menu and everyone knows it but don't have the time to eat in. Why not let them order their food online and pick it up? Night Owl Designs offers a service from RestaurantByClick.com which works with restaurants and small businesses nationwide providing the most advanced, easy-to-use online ordering service out on the market today. The service makes it easy for your customers to order online and with no registrations, no login or pop-up windows; your customers will want to come back again and again. This service also offers flexible Order Receiving Options such as Fax / Internet PC / Existing POS / Direct to Printer / Automated Phone Call. Learn today about this exciting service from Night Owl Designs and RestaurantByClick.com!

Restaurant Web Site Design Packages

The following are our restaurant web site design packages and what they offer. We also have a separate restaurant web site design add-on package for our online ordering services. Please feel free to browse the packages and decide which one is right for you.

Silver Restaurant Web Site Design Package

The Silver Restaurant Web Site Design Package is our starter package for the small-to-medium sized restaurant. This package includes the following: 5 professionally designed web pages, home, breakfast-lunch-dinner menus, directions and contact information and reservation sign-up. This package also includes our Silver E-mail Package, Domain Name Registration Package and hosting package.

Gold Restaurant Web Site Design Package

The Gold Restaurant Web Site Design Package is for restaurants that want a bigger web presence and who want more functionality to their web site. This package includes the following: 10 professionally designed web pages, home page, breakfast-lunch-dinner menus, wine list, reviews/press, photo gallery, specials, gift certificates, online food order form and directions. This package also includes our Gold E-mail Package and our domain name registration package.

Platinum Restaurant Web Site Design Package

The Platinum Restaurant Web Site Design Package is our deluxe web site package and it offers your restaurant with premium functionality and a web presence that will rival your competition. This package includes the following: 20 professionally designed web pages, online reservation system, online food ordering, breakfast-lunch-dinner menus, wine list, reviews/press, photo gallery, specials, gift certificates, restaurant search engine optimization and electronic newsletter. This package also includes our Platinum E-mail Package and domain name registration.

Online Ordering Add-on Package

Night Owl Designs offers a service from RestaurantByClick.com which works with restaurants and small businesses nationwide providing the most advanced, easy-to-use online ordering service out on the market today. The service makes it easy for your customers to order online and with no registrations, no login or pop-up windows; your customers will want to come back again and again. This service also offers flexible Order Receiving Options such as Fax / Internet PC / Existing POS / Direct to Printer / Automated Phone Call. Learn today about this exciting service from Night Owl Designs and RestaurantByClick.com!

To receive a quote on any of our above restaurant web site design packages, please call: (973) 897-7400 or e-mail us at: info@nightowl-designs.com.

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