

How to Own Your Online Ordering

Spend time streamlining your restaurant's online ordering operations so you can take back control of your guest experience, guest data, and off-premise profits. We think it's worth it—and your bottom line will agree.

1 Get your off-premise menu right

Streamline menu

- ☐ Items travel well
- ☐ Items have a long shelf life
- ☐ Includes top-sellers and low-COGs dishes

Price for profitability

- ☐ [Menu engineered](#) to set baseline pricing
- ☐ Modifiers and add-ons identified and priced
- ☐ Determine markup for 3rd-party delivery app fees

Nail portioning, packaging & pick-up

- ☐ Source quality, affordable packaging
- ☐ Adjust portion sizes to fit into containers
- ☐ Pack sauces, gravy, dressing, etc. in separate containers
- ☐ Brand your packaging
- ☐ Designate dedicated pickup area for takeout and delivery

2 Set up commission-free online ordering

Pick the right 1st-party platform

- ☐ No per-order commissions
- ☐ Intuitive, secure guest ordering experience
- ☐ Automated order recommendations
- ☐ Guest text notifications
- ☐ White-labelled guest ordering app
- ☐ Streamlined reordering
- ☐ Intuitive cloud-based menu editor
- ☐ Sales reports to monitor profitability
- ☐ Direct POS integration
- ☐ Order-pacing capabilities
- ☐ Delivery integrations
- ☐ Marketing & loyalty integration
- ☐ Google Search and Maps integration

Optimize your settings for success

- ☐ Set your takeout and delivery hours
- ☐ Add high-quality menu item photos
- ☐ Include enticing item descriptions
- ☐ Set your order lead-times
- ☐ Assign order pacing rules
- ☐ Set up delivery integrations



3 Streamline 3rd-party delivery apps

- ☐ Choose only providers that maximize discovery in your area
- ☐ [Remove your restaurant from unwanted delivery apps](#)
- ☐ Mark up pricing to cover commissions / delivery fees
- ☐ Set up direct POS integration if only using 1 or 2 providers
- ☐ Set up order aggregator integration for multiple providers

4 Promote 1st-party & convert guests from 3rd-party

- ☐ Add CTA button to your website with link to 1st-party online ordering
- ☐ Make 1st-party your preferred provider on Google Business Profile
- ☐ Add links to your 1st-party ordering on your social media, Yelp, etc.
- ☐ Display QR codes for guests to download the white-labelled ordering app
- ☐ [Place stickers or postcards](#) in 3rd-party orders with QR code to white-labelled ordering app
- ☐ Add message and online ordering link to your POS receipts
- ☐ Update call waiting message with details on how to order online
- ☐ Send email marketing campaigns encouraging guests to order 1st-party
- ☐ Create an enrollment reward to encourage guests to sign up for your loyalty program
- ☐ Incentivize repeat 1st-party orders with loyalty rewards

Pro tip

Track your shift from 3rd-party to 1st-party orders, experiment with offers, and keep refining. Every small win gets you more control, more loyalty, and more profit.

SpotOn can help

Get all the tools you need from the #1 rated restaurant POS provider. Commission-free online ordering. White labelled guest app. Built-in marketing & loyalty. 3rd-party marketplace integrations. And more.

[Learn more](#)

Or scan



BLUE BARN

SpotOn's online ordering has not only saved us money and improved our margins on the labor front, but it has also made things so much more streamlined and accurate in the kitchen. We have less errors and less waste. It's a huge improvement.

SAM JOSI | CO-OWNER, BLUE BARN