

WEBSITE ARCHITECTURE & WIREFRAMES

Goal: One domain with two primary funnels (Restaurant + Catering Command Center)

Primary site structure:

- Home
- Reservations / Visit (Restaurant)
- Menus (Restaurant)
- Private Dining (restaurant-side)
- Catering (hub)
 - Catering Overview (hero, USP)
 - Corporate Catering (landing with CTA)
 - Weddings & Celebrations
 - Senior Living & HOAs
 - Ethnic & Specialty Menus (Persian focus)
 - Ghost Kitchen / Rental Hours
 - Service Area Map (OC + surrounding)
 - Portfolio (photos, testimonials)
 - Pricing Guide (downloadable PDF/XLS)
 - Contact / Instant Quote Form (name, email, event date, headcount, budget, cuisine, file upload)
 - Online Ordering (for trays/box lunches) - integrated with POS

Wireframe notes:

- Hero: high-res image, value prop line, primary CTA "Request Catering Quote"
- Sticky header: "Catering - Order / Request / Tasting"
- Each landing page contains: 1) Why choose us 2) Sample menus 3) Pricing ranges 4) Testimonials 5) CTA

SEO:

- Target keywords: "Dana Point catering", "Orange County corporate catering", "Persian wedding caterer"
- Structured data: LocalBusiness, CateringService schema

Integration:

- POS: Toast (preferred) or ChowNow for interim
- Catering platform: BentoBox or HoneyBook for workflow
- CRM: HubSpot (free tier) or HoneyBook for proposals

Analytics:

- Track form submissions, phone clicks, PDF downloads, and ad conversions. Use UTM-tagged campaigns.