

## Report on Website Development for Orange Restaurant

### Selected Business

The chosen business for this project is **Orange Restaurant**, located at the Court Classique Hotel in Arcadia, Pretoria.

### Business Overview

Orange Restaurant offers a range of dining experiences, specializing in breakfast, light meals, mixed grills, and South African cuisine. It also provides a venue for events such as corporate functions, cocktail parties, and intimate weddings. Key highlights include outdoor patio dining, private bookings for their wine cellar, and special menus for occasions like Valentine's Day and Father's Day.

### Current Online Presence:

Orange Restaurant currently has an online presence through the Court Classique Hotel's social media platforms like Facebook and Instagram, which includes a dedicated page. These social media pages highlight the restaurant's menu, facilities, and events but lack modern design elements and interactivity and a website.

### Strengths:

- Accessible via the Court Classique Hotel's main site.
- Complimentary facilities (e.g., parking, Wi-Fi) mentioned.

### Weaknesses:

- Limited visual appeal and interactivity.
- Absence of a standalone, branded website for the restaurant.
- Poor optimization for mobile users.
- No integrated features like reservation booking or dynamic menus.

### Social Media:

The restaurant uses Instagram (@orange\_restaurant\_pta) to share updates, specials, and menu items. However, social media posts lack consistency in branding and engagement.

### Improvement Suggestions

#### 1. Create a Dedicated Website

A dedicated site can improve branding and provide a cohesive platform for customers to explore services, menus, and events.

#### 2. Enhance User Experience

- Implement a responsive design for seamless access on mobile devices.
- Use visually appealing layouts and professional photography of the venue and menu items.

#### 3. Add Interactive Features

- Online reservation system for dining and event bookings.
- Interactive menus with filtering options for dietary preferences.
- Integrated social media feeds for real-time updates.

#### 4. Optimize for SEO

- Improve visibility with SEO best practices, such as targeted keywords like "dining in Pretoria" or "event venue Arcadia."

### Proposed Website Features

#### 1. Homepage

- Eye-catching hero banner with images and videos of the venue and food.
- Clear navigation menu (About, Menu, Events, Contact).

2.     **Online Menu**
  - Digital, interactive menu with high-quality visuals.
  - Option to download as PDF.
3.     **Reservation System**
  - Booking form for tables and private events, integrated with email notifications.
4.     **Gallery**
  - Showcase venue photos, event setups, and dishes.
5.     **Contact & Location**
  - Integrated map for easy navigation.
  - Contact details with click-to-call and WhatsApp integration.

key findings and accomplishments from creating the website:

1.     **Engaging Visuals:**

The website features high-quality images and videos that showcase both the food and the location, making it visually appealing to visitors. These elements were carefully selected and edited to create an inviting atmosphere that reflects the restaurant's ambiance.

2.     **About Section:**

The "About" section provides a comprehensive overview of the business, giving users insight into the restaurant's values, offerings, and background. This ensures that visitors can connect with the brand's story and mission.

3.     **Social Media Integration:**

Social media platforms were added and integrated into the photo gallery page, allowing users to easily navigate to the restaurant's social media accounts. This boosts connectivity and allows visitors to stay updated with the latest events and offerings.

4.     **Navigation Bar:**

A navigation bar was created, featuring key buttons such as **Home**, **About**, and **Subscriptions**. This simplifies website navigation and ensures a seamless user experience.

5.     **Subscription Feature:**

A unique subscription option was added, allowing users to subscribe for daily updates on the restaurant's food menu. This feature is designed to attract regular customers and keep them engaged with the restaurant's offerings.

6.     **Food Gallery:**

The gallery section highlights past events hosted by the restaurant. This demonstrates the business's experience and capabilities in hosting memorable events, which can attract more bookings and community engagement.

In summary, the website combines visual appeal, informative content, and user-friendly navigation to create a compelling digital presence for the restaurant. It serves as a one-stop platform for showcasing the business's offerings, connecting with customers, and promoting future growth. However my code does not contain any javascript.