One Page Restaurant Website

Two years ago, I moved to a small, but rapidly growing, town in rural-ish Georgia. I always try to support local businesses but looking online I found these to be few and far between. I mentioned this to a local while at the salon, and she started rattling off places to check out. This is when I discovered a disturbing digital marketing trend: using a Facebook page as a website.

Why Your Business Needs a Website

While social media is an important part of growing your business and maintain relationships with your customers, a Facebook page is not a substitute for a website for many reasons, including:

1. A website will rank better in search results
2. It provides credibility
3. Not everyone is a Facebook user
4. You don’t “own” your Facebook page or your follower’s information. If Facebook decided to suddenly close you lose your connection to your customers.

While websites are costly, they pay for themselves quickly. Think of my new favorite restaurant in town, I lived here for a year before I knew about it because while it was listed on Yelp, I could only find a dead Facebook page and I had assumed it was closed. If I had known about it a year prior and ate there with friends or family twice a month spending $50 each time, that would have been an extra $1,200 in revenue for their business. When you consider how many other people choose to eat elsewhere due to their lack of web presence you can see how easily a website could pay for itself.

Is a One Page Website Be a Good Solution for Restaurants

This struck me as an even bigger issues, when the pandemic hit this year, and restaurants had to suddenly switch to offering only to go orders. Without a website displaying the menu, it was difficult to place an order. Posting photos of the menu on Facebook was cumbersome for users.

This got me thinking about website options, beyond Wix, that could provide an affordable price point for restaurants, could help them drive revenue to their business, and offer information users needed, and I began to wonder if a one page website could be a good solution for these businesses.

While I would ordinarily never recommend a one-page site, as it limits SEO viability, for casual dining restaurants with a set menu in smaller communities with less competition this could be an affordable and productive solution.

Creating a One Page Restaurant Site