The Restaurant Website Action-Path Checklist

A short manual check of the actions restaurant visitors come to complete.

Before recommending a redesign, check whether a visitor can complete the restaurant's most important actions.

> For each item, record: Source URL / Date checked / What happened / Recommended next step.

☐ Check 1 — Menu

Can a visitor locate the current menu from the main navigation or another obvious action?

Source URL _____

Date checked _____

What happened _____

Recommended next step _____

☐ Check 2 — Menu Readability

Can the menu be read comfortably on a phone without repeatedly zooming or moving sideways?

Source URL _____

Date checked _____

What happened _____

Recommended next step _____

☐ Check 3 — Reservations

If the restaurant accepts reservations, does its booking action reach the intended destination?

Source URL _____

Date checked _____

What happened _____

Recommended next step _____

☐ Check 4 — Ordering

If online ordering is offered, does the order link reach the correct active ordering page?

Source URL

Date checked

What happened

Recommended next step

☐ Check 5 — Calling

Is the phone number visible, correct, and usable as a tap-to-call action on a phone?

Source URL

Date checked

What happened

Recommended next step

☐ Check 6 — Hours and Directions

Are opening hours, the address, and the directions link present and consistent with the restaurant's confirmed information?

Source URL

Date checked

What happened

Recommended next step

☐ Check 7 — Follow-Through

After choosing the main action, does the visitor understand what happens next?

Source URL

Date checked

What happened

Recommended next step

Priority Worksheet

Pick the items that matter most from your checks above and set them out here, one per row.

Observed issue	Evidence	Why it may matter	Proposed improvement	What is excluded	How completion will be checked

Use observed facts. Confirm uncertainty with the restaurant. Do not attach a revenue estimate to a problem without supporting data.

Want to turn your review into a branded report and proposal? See RestoAudit Pitch at:

https://restozign.com/tools/auditpitch/

The Restaurant Website Action-Path Checklist — provided by RestoZign. Print it, work through it on the restaurant's actual site and on a phone, and keep the completed copy with your notes for that restaurant.