

— How To Create a — *Restaurant Website:*

with Online Restaurant Management System

The Complete Guide



Ebook By: A Book In Common Book Club

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How To Create a Restaurant Website with Online Restaurant Management System & The Complete Guide



About This Ebook

How To Create a Restaurant Website with RestroFood Online Restaurant Management System – The Complete Guide is a step-by-step educational resource created to help restaurant owners, food entrepreneurs, and small businesses establish a professional online presence.

How To Create a Restaurant Website with Online Restaurant Management System & The Complete Guide

This ebook focuses on practical implementation, not theory. It provides clear instructions, real-world use cases, and best practices for building a fully functional restaurant website using the RestroFood WordPress plugin.

The guide is written to eliminate technical confusion and reduce dependency on third-party food delivery platforms by empowering restaurants to own and control their online ordering systems.

This ebook is distributed **100% free of charge** as part of an educational initiative.

Who This Guide Is For

This guide is specifically written for:

- Restaurant owners launching their first website
- Existing restaurants moving away from third-party delivery apps
- Cloud kitchen operators and food startups
- Café, bakery, and fast-food business owners
- Freelancers and developers working with restaurant clients
- Non-technical users seeking a practical, step-by-step solution

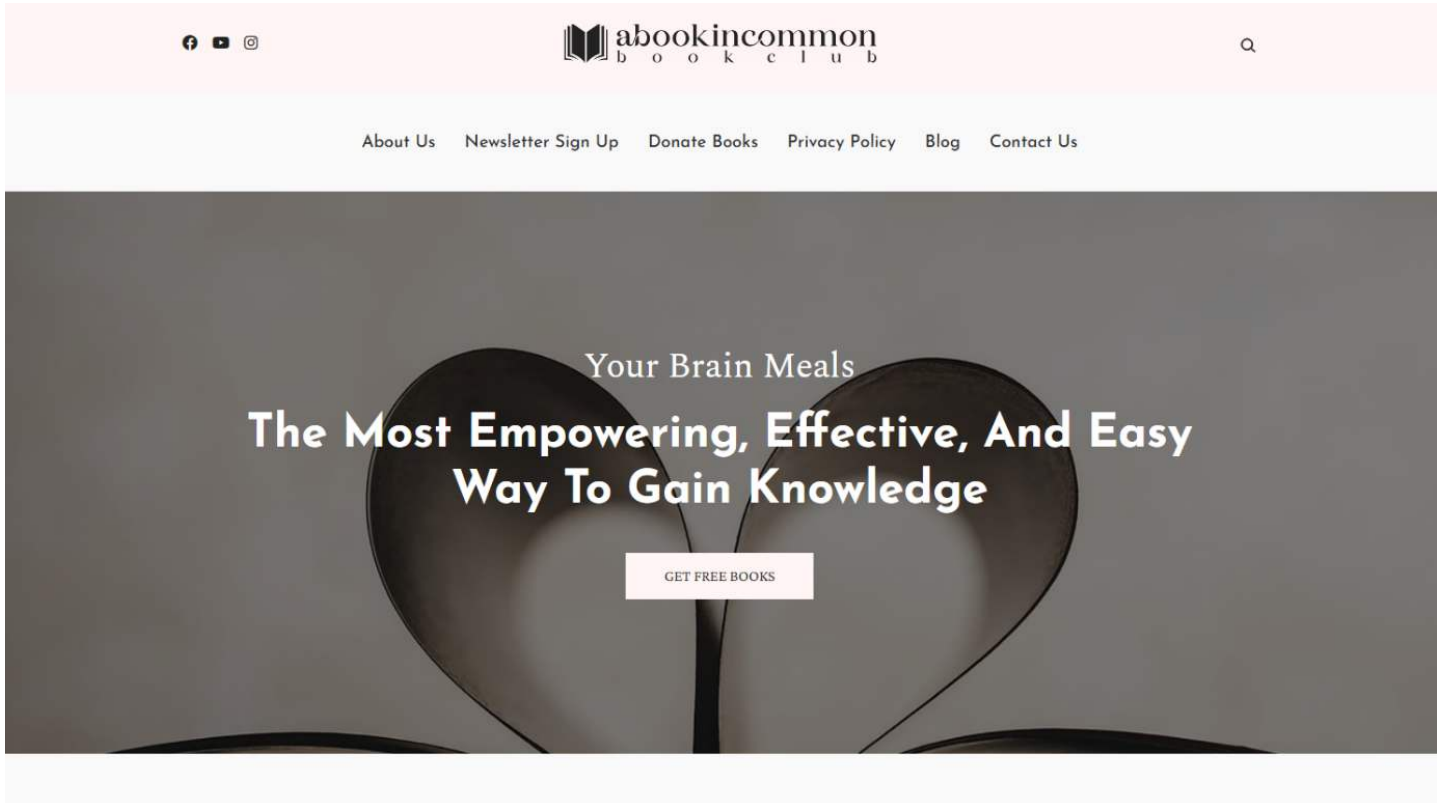
No advanced technical background is required. Each chapter is structured to be beginner-friendly while still providing professional-level insights for growing businesses.

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This guide does not provide legal, financial, or professional business advice. Readers are encouraged to consult qualified professionals where appropriate.

The RestroFood name, website, and features referenced in this ebook belong to their respective owners and are mentioned solely for educational demonstration purposes.

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Complete Ebook Outline

Chapter 1Introduction to Online Restaurant Websites

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The Digital Transformation of the Restaurant Industry

The restaurant industry has undergone a major digital transformation over the past decade. Customer behaviour has shifted dramatically, driven by smartphones, on-demand services, and the expectation of instant access to information. Today, diners no longer rely solely on walk-ins, phone calls, or third-party delivery apps. Instead, they expect restaurants to have a professional online presence where they can explore menus, place orders, and interact directly with the brand.

A restaurant website is no longer a luxury, it is a critical business asset. It serves as the central hub for branding, customer engagement, online ordering, and long-term growth. Restaurants that fail to establish a strong online presence risk losing customers to competitors who offer faster, more convenient digital experiences.

Why Every Restaurant Needs Its Own Website?

Many restaurant owners initially depend on food delivery marketplaces to generate online orders. While these platforms provide visibility, they also come with significant drawbacks, including high commission fees, limited branding control, and restricted access to customer data.

A dedicated restaurant website solves these problems by giving full ownership and control back to the business. With a self-managed website, restaurants can:

- Accept online orders without paying high commissions
- Control branding, layout, and customer experience
- Build direct relationships with customers
- Retain full access to customer data
- Increase profit margins
- Strengthen trust and credibility

A well-designed restaurant website also improves local visibility through search engines, helping customers discover the business organically.

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The Role of Online Ordering Systems

At the core of a modern restaurant website is an online ordering system. This system allows customers to browse menus, customize items, choose delivery or pickup options, and complete payments seamlessly. When implemented correctly, online ordering reduces manual errors, improves order accuracy, and enhances operational efficiency.

An integrated restaurant management system goes beyond basic ordering. It connects front-end customer interactions with back-end operations such as order processing, kitchen workflow, delivery management, and reporting. This level of integration is essential for restaurants looking to scale efficiently.

Challenges Restaurants Face Without the Right System

Many restaurant websites fail not because of lack of demand, but due to poor implementation. Common challenges include:

- Complicated ordering processes
- Slow website performance
- Poor mobile usability
- Limited customization options
- Inadequate order management tools
- Lack of analytics and reporting

These issues can frustrate customers and create operational bottlenecks. To avoid these problems, restaurants need a solution specifically designed for their industry, rather than a generic eCommerce platform.

Introducing RestroFood as a Complete Solution

RestroFood is an online restaurant management and food ordering system designed specifically to address the unique needs of restaurants, cafes, and food businesses. Built to integrate seamlessly with WordPress, RestroFood enables restaurant owners to create a fully functional, professional food ordering website without relying on third-party marketplaces.

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With RestroFood, restaurants can manage menus, orders, customers, payments, delivery workflows, and reports from a centralized dashboard. The system is scalable, customizable, and suitable for single restaurants, cloud kitchens, and multi-branch operations.

For restaurant owners seeking full control over their digital operations, RestroFood provides a long-term, cost-effective alternative to commission-based platforms.

What This Ebook Will Teach You?

This ebook is designed as a practical, step-by-step guide to building a professional restaurant website using the RestroFood Online Restaurant Management System. It is written for restaurant owners, entrepreneurs, developers, and digital marketers who want a complete understanding of how to launch and manage an online restaurant business.

Throughout this guide, you will learn:

- How to plan and structure a restaurant website
- How to set up WordPress for restaurant use
- How to install and configure RestroFood
- How to create and manage menus effectively
- How to enable online ordering and payments
- How to manage delivery, staff, and operations
- How to optimize the website for conversions and growth

Each chapter builds upon the previous one, ensuring a smooth learning curve from concept to execution.

Who This Guide Is For?

This ebook is suitable for:

How To Create a Restaurant Website with Online Restaurant Management System & The Complete Guide

- Restaurant owners launching their first website
- Existing restaurants transitioning from third-party platforms
- Cloud kitchen operators
- Food entrepreneurs and startups
- Web developers working with restaurant clients
- Digital agencies offering restaurant solutions

No advanced technical knowledge is required. The guide focuses on clarity, best practices, and real-world implementation.

Setting Expectations for the Journey Ahead

Building a successful restaurant website is not just about installing software. It requires strategic planning, thoughtful design, and an understanding of both customer behaviour and restaurant operations. This ebook aims to provide not just technical instructions, but also business insights that help restaurants grow sustainably.

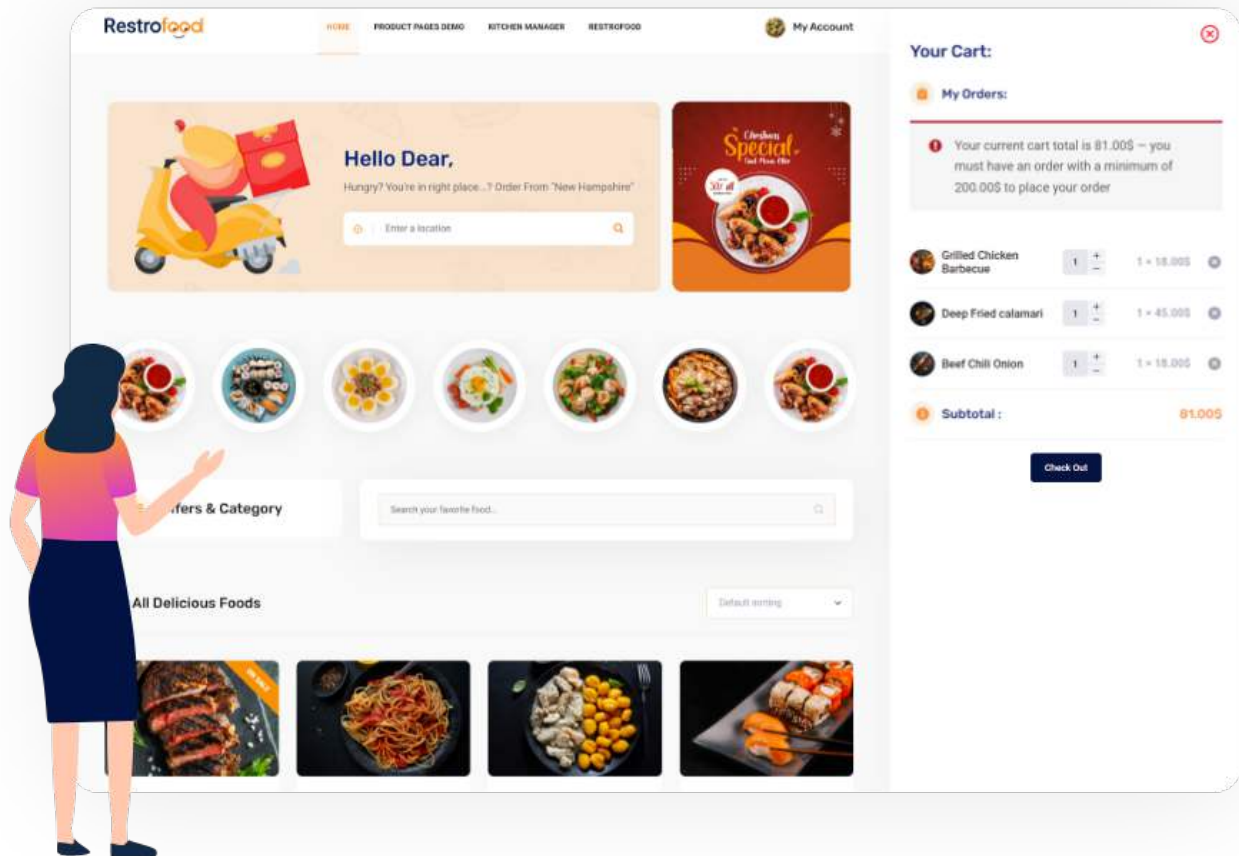
In the next chapter, we will explore RestroFood **in depth**, examining its core features, benefits, and why it stands out as a dedicated restaurant management solution.

Chapter 2What Is RestroFood? (Complete System Overview)

Understanding RestroFood as a Restaurant-Focused Solution

RestroFood Website: <https://RestroFood.io/>

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RestroFood is a **dedicated online restaurant management and food ordering system** built specifically for WordPress and WooCommerce. Unlike generic eCommerce plugins that require extensive customization to suit restaurant operations, RestroFood is purpose-built to address real-world restaurant workflows such as menu presentation, order handling, delivery scheduling, and operational time management.

At its core, RestroFood enables restaurant owners to **create, manage, and scale a fully functional restaurant website** with integrated online ordering, without depending on third-party marketplaces or commission-based platforms. It is designed to be flexible enough for small local restaurants while remaining powerful enough for multi-branch businesses and cloud kitchens.

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RestroFood functions as both a **front-end ordering experience for customers** and a **back-end management system for restaurant staff and administrators**, ensuring smooth coordination between customers, kitchen operations, and delivery processes.

Core Philosophy Behind RestroFood

The primary objective of RestroFood is to give restaurants **full ownership and control** over their online business. This includes:

- Direct customer relationships
- Full access to order and customer data
- Custom branding and website design
- Operational flexibility without platform restrictions

By integrating seamlessly with WordPress, RestroFood allows restaurant owners to leverage the world's most popular content management system while maintaining a professional, scalable ordering platform.

How RestroFood Works in Practice?

From a technical perspective, RestroFood operates as a WordPress plugin that transforms a standard website into a restaurant-focused ordering system. Customers interact with menus, carts, and checkout on the front end, while restaurant staff manage orders, delivery, and settings from the admin panel.

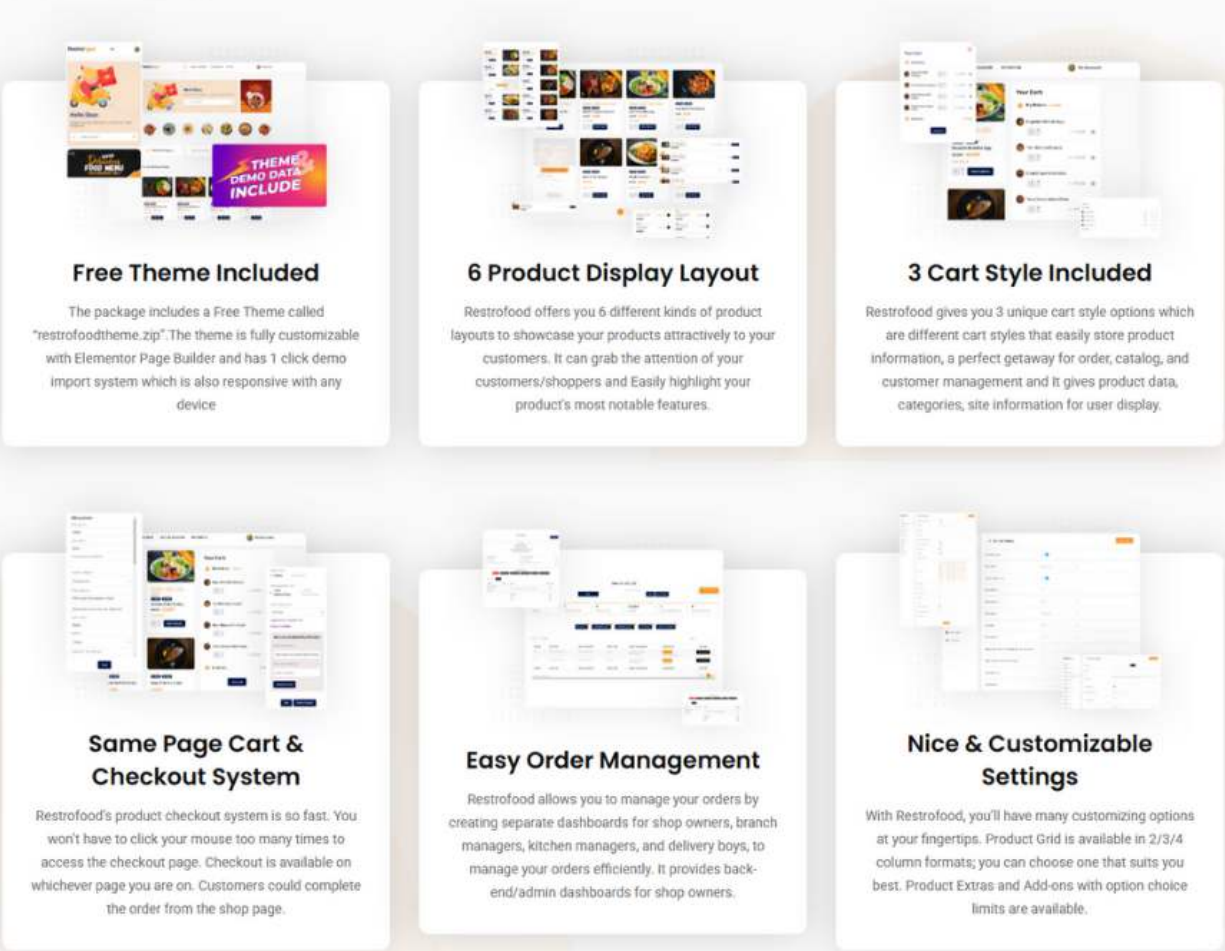
The system is designed to be intuitive, minimizing training requirements and reducing operational friction. Orders placed by customers are instantly reflected in the dashboard, enabling faster preparation, improved accuracy, and better customer satisfaction.

Overview of RestroFood Extraordinary Features

Rather than overwhelming users with complexity, RestroFood organizes its functionality into practical, restaurant-specific tools. Below is a concise overview of its most notable features. A full and updated feature list is available at: <https://RestroFood.io/features/>

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Features of RestroFood



- Free Theme Included**

The package includes a Free Theme called "restrofoodtheme.zip". The theme is fully customizable with Elementor Page Builder and has 1 click demo import system which is also responsive with any device
- 6 Product Display Layout**

Restrofood offers you 6 different kinds of product layouts to showcase your products attractively to your customers. It can grab the attention of your customers/shoppers and Easily highlight your product's most notable features.
- 3 Cart Style Included**

Restrofood gives you 3 unique cart style options which are different cart styles that easily store product information, a perfect getaway for order, catalog, and customer management and it gives product data, categories, site information for user display.
- Same Page Cart & Checkout System**

Restrofood's product checkout system is so fast. You won't have to click your mouse too many times to access the checkout page. Checkout is available on whichever page you are on. Customers could complete the order from the shop page.
- Easy Order Management**

Restrofood allows you to manage your orders by creating separate dashboards for shop owners, branch managers, kitchen managers, and delivery boys, to manage your orders efficiently. It provides back-end/admin dashboards for shop owners.
- Nice & Customizable Settings**

With Restrofood, you'll have many customizing options at your fingertips. Product Grid is available in 2/3/4 column formats; you can choose one that suits you best. Product Extras and Add-ons with option choice limits are available.

Free Theme Included

RestroFood includes a professionally designed free theme optimized for restaurant websites. This allows users to launch quickly without purchasing additional themes.

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Flexible Product Display and Cart Options

The plugin offers six different product display layouts and three cart styles, enabling restaurants to present menus in a visually appealing and conversion-focused manner. The same-page cart and checkout system reduces friction and improves order completion rates.

Efficient Order Management

RestroFood provides a streamlined order management system that allows administrators to view, process, and update orders in real time. Order status changes are clearly reflected across the system, ensuring transparency for both staff and customers.

Customizable Settings and Admin Panels

The plugin features nice and highly customizable settings, allowing restaurants to configure operations according to their specific needs. It also includes three types of admin panels, supporting different user roles and management structures.

Delivery Availability and Time Management

RestroFood excels in delivery and time-based controls, including:

- Delivery availability checker
- Closing time detection
- Delivery date and time selection
- Delivery time slot configuration
- Order limits per time slot
- Break time management within delivery schedules

These features help prevent overbooking and ensure operational consistency.

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Advanced Delivery Control

Restaurants can define delivery rules using **zip code-based delivery**, ensuring accurate service areas. The system also supports **simple delivery management**, making it easy to assign and track deliveries.

Product Customization and Extras

With product extra options, restaurants can offer add-ons, modifiers, or custom selections for menu items. This enhances customer choice and increases average order value.

POS and Invoice Capabilities

RestroFood supports **invoice printing options**, making it suitable for both online and offline workflows. Additionally, RestroFood **POS add-ons** allow integration with point-of-sale operations, bridging the gap between digital and physical ordering environments.

Broad Compatibility and Payment Flexibility

The plugin is compatible with **all types of WordPress themes and popular page builders**, ensuring design flexibility. It also **supports all payment gateways**, allowing restaurants to accept online payments, cash on delivery, or hybrid payment methods without limitations.

Why RestroFood Stands Out?

What differentiates RestroFood from other solutions is its focus on **operational realism**. Every feature is designed around how restaurants actually function opening hours, preparation time, delivery constraints, staff roles, and customer expectations.

Rather than forcing restaurants to adapt their processes to software limitations, RestroFood adapts to the restaurant's workflow. This makes it suitable for long-term use, business growth, and operational scalability.

Ideal Use Cases for RestroFood

RestroFood is well suited for:

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- Single-location restaurants
- Multi-branch restaurant chains
- Cloud kitchens and delivery-only brands
- Cafés, bakeries, and fast-food outlets
- Food startups and entrepreneurs

Its modular design ensures that businesses can start simple and expand functionality as needed.

Preparing for the Next Step

Understanding what RestroFood is and what it offers is the foundation for building a successful restaurant website. However, before installation begins, proper planning is essential to ensure the website aligns with business goals, branding, and operational requirements.

In the next chapter, we will focus on **planning your restaurant website**, including domain selection, hosting considerations, branding fundamentals, and content preparation.

Chapter 3Planning Your Restaurant Website

Why Proper Planning Matters?

Before installing any software or designing pages, successful restaurant websites begin with **clear planning**. A restaurant website is not just a digital brochure; it is a revenue-generating platform that must balance branding, usability, speed, and operational efficiency. Poor planning often leads to redesigns, technical limitations, and lost customers.

When using a system like RestroFood, planning becomes even more important because the website will directly connect customer actions such as placing orders to real-world kitchen and delivery operations. A well-planned foundation ensures smoother setup, better performance, and long-term scalability.

Defining the Purpose of Your Restaurant Website

The first step is to clearly define what you want your website to achieve. Common objectives include:

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- Accepting online food orders (delivery or pickup)
- Reducing dependency on third-party delivery apps
- Increasing direct customer engagement
- Showcasing menus, promotions, and brand identity
- Supporting multi-branch or cloud kitchen operations

These goals will influence how you structure your pages, configure RestroFood settings, and prioritize features.

Choosing the Right Domain Name

Your domain name is your restaurant's digital identity. It should be:

- Easy to remember
- Simple to spell
- Closely aligned with your restaurant name or brand
- Preferably a .com or relevant local domain

Avoid long or complex names that may confuse customers. If your restaurant already has an established name, consistency across signage, social media, and your website domain is critical for brand recognition.

Selecting Reliable Hosting

A restaurant website must be **fast, stable, and secure**, especially when handling online orders and payments. When choosing hosting, consider the following:

- Strong server performance
- High uptime guarantee
- SSL certificate support
- WordPress compatibility
- Ability to handle traffic spikes during peak hours

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Since RestroFood operates within WordPress, hosting optimized for WordPress environments is strongly recommended. Slow hosting can lead to abandoned carts and customer frustration.

Structuring Your Website Pages

A professional restaurant website typically includes the following core pages:

- **Homepage** – Highlights brand, offers, and ordering access
- **Menu Page** – Displays food items with categories and pricing
- **Order Online Page** – Dedicated ordering interface powered by RestroFood
- **About Us** – Story, values, and credibility
- **Contact Page** – Address, phone number, map, and opening hours
- **Privacy Policy & Terms** – Required for compliance and trust

When planning your pages, prioritize simplicity and clarity. Customers should be able to place an order within a few clicks, especially on mobile devices.

Preparing Menu Content in Advance

Your menu is the most important content on the website. Before setup, prepare the following:

- Clear food item names
- Accurate descriptions
- Prices for each item
- Categories (starters, mains, desserts, drinks, etc.)
- Optional add-ons or extras

High-quality images significantly improve conversion rates. If professional photography is not available, ensure images are well-lit and visually consistent.

RestroFood supports product extras and multiple layouts, making advance menu preparation especially valuable.

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Branding and Visual Identity

Brand consistency builds trust. Before design begins, define:

- Logo (high resolution)
- Brand colours
- Font preferences
- Image style (modern, rustic, minimal, etc.)

These elements should be applied consistently across your website, social media, and physical materials. RestroFood compatibility with themes and page builders makes it easier to implement your branding accurately.

Planning for Mobile Users

Most restaurant orders originate from mobile devices. Your planning must account for:

- Mobile-friendly layouts
- Easy navigation
- Fast loading times
- Large, readable buttons
- Simple checkout process

A mobile-first approach ensures that customers can browse menus and place orders effortlessly from their phones.

Defining Operational Rules Early

One of the strengths of RestroFood is its advanced operational controls. Before setup, determine:

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- Opening and closing times
- Delivery and pickup availability
- Delivery zones or zip codes
- Order limits during peak hours
- Delivery time slots and break periods

Planning these rules early reduces setup time and prevents operational conflicts later.

Legal and Compliance Considerations

Even small restaurant websites must address basic compliance requirements, such as:

- Privacy policy for customer data
- Terms and conditions for online orders
- Payment security disclosures

Most hosting providers and WordPress tools support these requirements, but they should not be overlooked during planning.

Planning for Growth

Your website should be built not just for today, but for the future. Consider:

- Adding new menu items
- Running promotions and discounts
- Expanding delivery areas
- Adding multiple branches or cloud kitchens

RestroFood supports scalability, but planning ahead ensures you choose the right structure from the beginning.

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Summary of the Planning Phase

Planning is the foundation of a successful restaurant website. By defining objectives, preparing content, and understanding operational needs, you position your business for a smooth implementation and long-term success.

With planning complete, the next step is technical setup. In the following chapter, we will walk through **setting up WordPress for your restaurant website**, including installation, configuration, and essential settings.

Chapter 4 Setting Up WordPress for Your Restaurant Website

Why WordPress Is Ideal for Restaurant Websites?

WordPress is the most widely used content management system in the world, powering millions of business websites across every industry. For restaurant owners, WordPress offers the ideal balance of **simplicity, flexibility, and scalability**. It allows non-technical users to manage content easily while supporting advanced functionality through plugins such as RestroFood.

Because RestroFood is built specifically for WordPress, choosing this platform ensures seamless integration, better performance, and long-term stability. WordPress also provides access to thousands of themes, page builders, and extensions that can enhance the appearance and functionality of your restaurant website.

Hosting and Domain Connection

Before installing WordPress, your hosting and domain must be properly connected. Most modern hosting providers offer one-click WordPress installation and automated domain setup. Ensure the following are in place:

- Domain pointing correctly to hosting
- Active SSL certificate (HTTPS enabled)
- PHP and MySQL versions compatible with WordPress
- Adequate server resources for handling online orders

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Once hosting is prepared, you can proceed with the WordPress installation.

Installing WordPress

There are two common ways to install WordPress:

1. One-Click Installation

Many hosting providers offer a one-click WordPress installer through their control panel. This is the fastest and easiest method.

2. Manual Installation

Manual installation involves uploading WordPress files, creating a database, and running the installation wizard. This method provides more control but requires basic technical knowledge.

After installation, you will gain access to the WordPress admin dashboard, which serves as the control centre for your website.

Initial WordPress Configuration

Once WordPress is installed, several essential settings should be configured immediately.

General Settings

- Set your site title and tagline
- Configure your time zone to match your restaurant's location
- Ensure the site language is correct

Permalink Structure

Choose a clean permalink structure, such as "Post name," to improve readability and search engine optimization.

Reading Settings

If your site is not ready for public viewing, you may temporarily discourage search engines from indexing it during setup.

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Installing a Suitable Theme

A theme controls the visual appearance of your website. When choosing a theme for a restaurant website, prioritize:

- Mobile responsiveness
- Fast loading performance
- Compatibility with page builders
- Support for WooCommerce and RestroFood

RestroFood includes a free theme optimized for restaurant use, which can significantly reduce setup time. However, WordPress also supports all major themes and builders, giving you full design flexibility.

After selecting a theme, customize basic elements such as colours, fonts, and layouts to align with your brand identity.

Essential WordPress Plugins

In addition to RestroFood, certain plugins enhance website performance and security. Common plugin categories include:

- Security plugins to protect customer data
- Caching plugins to improve speed
- SEO plugins for search engine visibility
- Backup plugins to prevent data loss

Avoid installing unnecessary plugins, as excessive plugins can slow down your site and create conflicts.

User Roles and Permissions

WordPress allows multiple user roles, such as administrators, editors, and contributors. For restaurant operations, defining roles correctly is important to maintain security and workflow efficiency.

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You may want to:

- Grant full access to owners or managers
- Restrict content editing to specific staff
- Limit order management access where necessary

RestroFood further extends role-based access within its own system, which will be covered in later chapters.

Setting Up Basic Pages

Before installing RestroFood, create the core pages identified during the planning phase, including:

- Homepage
- Menu or Order Online page
- About Us
- Contact page
- Privacy Policy and Terms

These pages will later be connected to RestroFood ordering and checkout systems.

Mobile and Performance Considerations

At this stage, test your website on multiple devices. Ensure:

- Pages load quickly
- Navigation is intuitive
- Text and buttons are easily readable on mobile screens

Performance optimization at an early stage reduces the need for major adjustments later.

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Securing Your WordPress Website

Security is especially important for websites handling customer information and online payments. Implement the following best practices:

- Use strong admin passwords
- Limit login attempts
- Keep WordPress, themes, and plugins updated
- Enable HTTPS encryption

These measures protect both your business and your customers.

Preparing for RestroFood Installation

With WordPress installed, configured, and secured, your website is now ready for the integration of RestroFood. A clean WordPress setup ensures smooth plugin installation and reduces the risk of compatibility issues.

In the next chapter, we will walk through **installing and activating the RestroFood plugin**, including purchasing, licensing, and initial configuration.

Chapter 5 Installing and Activating RestroFood

Preparing for RestroFood Installation

With WordPress fully set up, the next step is to install the RestroFood Online Restaurant Management System. This chapter focuses on the practical steps required to purchase, install, activate, and perform the initial configuration of the RestroFood WordPress plugin.

Before proceeding, ensure that:

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- WordPress is updated to the latest stable version
- Your active theme is compatible with plugins
- SSL is enabled on your website
- You have administrative access to WordPress

These prerequisites help prevent installation issues and ensure a smooth setup process.

Purchasing RestroFood

RestroFood is a premium WordPress plugin and must be purchased from the official website. To ensure authenticity, updates, and support, always obtain the plugin directly from the official source.

You can purchase RestroFood from the following link: <https://RestroFood.io/>

After completing the purchase, you will typically receive:

- The RestroFood plugin file
- License key or activation details
- Access to documentation and updates

Store your license information securely, as it will be required for activation and future updates.

Installing the RestroFood Plugin

Once you have the plugin file, follow these steps to install it in WordPress:

1. Log in to your WordPress admin dashboard
2. Navigate to **Plugins** → **Add New**
3. Click **Upload Plugin**
4. Select the RestroFood plugin ZIP file
5. Click **Install Now**
6. Activate the plugin after installation

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Upon activation, RestroFood will add new menu items to your WordPress dashboard, indicating that the system is now active.

The image consists of two screenshots from a WordPress dashboard, illustrating the steps to install and activate the RestroFood plugin.

Top Screenshot: Add Plugins Page

- The left sidebar shows the WordPress dashboard menu with 'Plugins' highlighted.
- The main content area is titled 'Add Plugins' and features an 'Upload Plugin' button, which is pointed to by a red arrow.
- Red text instructions state: "Time to upload and activate restrofood plugin. If you already did that you can skip this. Click on upload plugin. This box will come. And then drag and drop the plugin."
- A red box highlights a section for uploading a plugin from a .zip file, containing a 'Browse...' button (labeled 'No file selected.') and an 'Install Now' button.
- Below this, there are tabs for 'Featured', 'Popular', 'Recommended', and 'Favorites', along with a search bar.
- Three featured plugins are shown: 'Classic Editor', 'Akismet Spam Protection', and 'Jetpack - WP Security, Backup, Speed, & Growth'.

Bottom Screenshot: Installing plugin from uploaded file: restrofood.zip

- The left sidebar is the same as the top screenshot.
- The main content area shows the progress of installing the plugin from an uploaded file.
- Steps listed include: 'Unpacking the package...', 'Updating the plugin...', 'Removing the current plugin...', and 'Plugin updated successfully.'.
- At the bottom, there are two buttons: 'Activate Plugin' (pointed to by a red arrow) and 'Go to Plugin Installer'.
- Red text instructions state: "Click On Activate Plugin".

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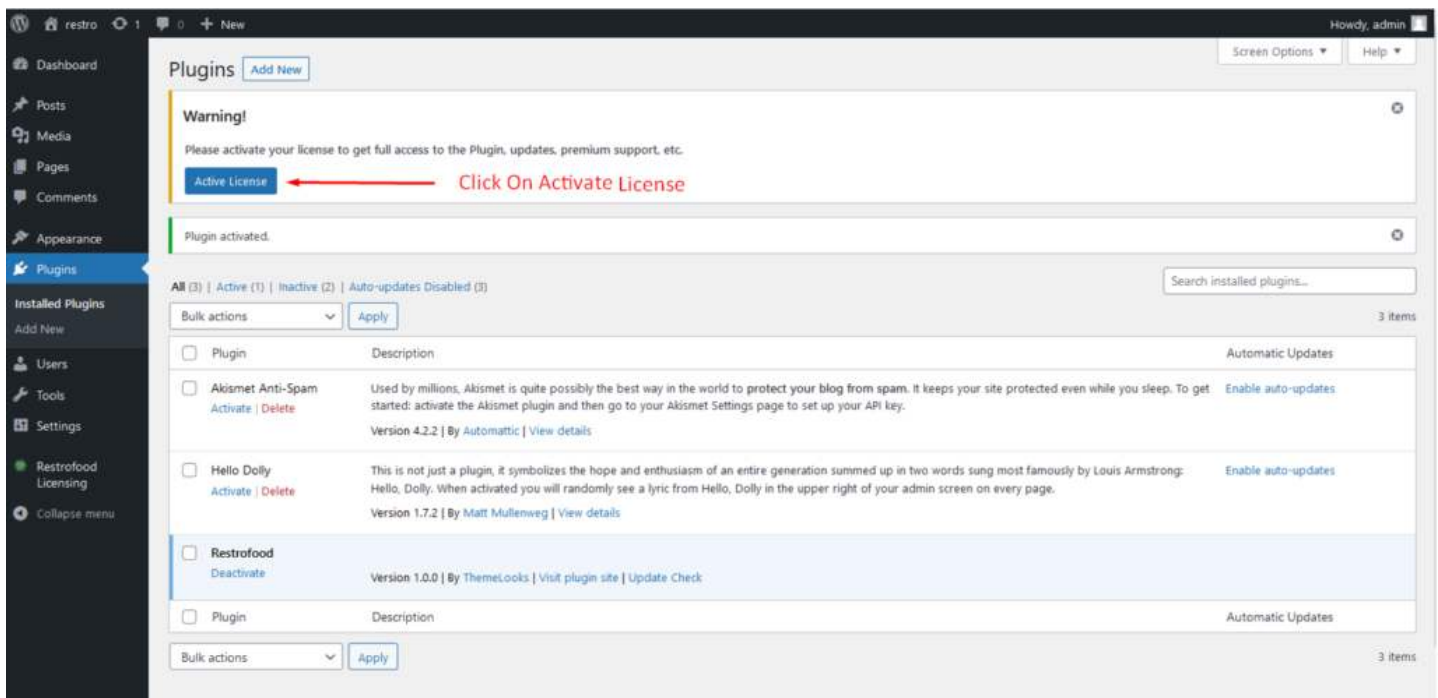
Activating the RestroFood License

License activation is required to unlock full functionality, receive updates, and access support.

To activate your license:

- Navigate to the RestroFood settings or license section
- Enter your license key
- Submit and verify activation

Successful activation ensures that your plugin remains secure, up to date, and fully functional.



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Restrofood

Fill all form field to go to next step



License Location Delivery Popup Modal Checkout

License Activation:

Back To Admin

Activate

Initial RestroFood Configuration

After activation, RestroFood will prompt you to configure essential settings. This initial setup ensures that your restaurant's basic operational details are correctly defined.

Key configuration areas include:

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- Restaurant name and contact information
- Currency and pricing format
- Default order status
- Time zone alignment with WordPress

These foundational settings influence how orders are processed and displayed across the system.

Connecting RestroFood to Website Pages

RestroFood relies on specific pages for menu display, cart, and checkout functionality. During setup, you will need to assign or create these pages within the plugin settings.

Common page assignments include:

- Menu or food listing page
- Cart page
- Checkout page
- Order confirmation page

RestroFood same-page cart and checkout system simplifies this process and enhances user experience.

Configuring Order Types

RestroFood supports multiple order types, including:

- Delivery
- Pickup
- Scheduled orders

During initial configuration, define which order types your restaurant will offer. These options can be adjusted later as your operations evolve.

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Setting Opening and Closing Times

One of RestroFood core strengths is its time-based control system. Configure your restaurant's:

- Opening hours
- Closing times
- Weekly schedules

The system's closing time detection ensures customers cannot place orders when the restaurant is unavailable, preventing operational conflicts.

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Restrofood

Fill all form field to go to next step


License


Location


Delivery


Popup Modal


Checkout

Delivery:

Set Delivery Type: Delivery/Pickup Both Time Zone: Dhaka

Delivery Time Format: 12 Hour Delivery Time Slot: 30min

Pre order active: ☒ Pre Order Days Limit: 6

Day Based Time

Days	Holy Day?	Opening Time	Closing Time	Break Start Time	Break End Time
Sunday	☐	8:00 AM	11:00 PM		
Monday	☐	8:00 AM	11:00 PM		
Tuesday	☐				
Wednesd	☐				
Thursday	☐				
Friday	☐				
Saturday	☐				

Previous Next

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Testing the Installation

Before moving forward, conduct a basic test to confirm that RestroFood is functioning correctly:

- Visit the menu page
- Add items to the cart
- Proceed to checkout
- Confirm order submission

Testing at this stage helps identify configuration issues early, before real customers interact with the system.

Common Installation Mistakes to Avoid

To ensure a smooth experience, avoid these common errors:

- Installing outdated plugin versions
- Skipping license activation
- Using incompatible themes or plugins
- Ignoring time and time zone settings

Addressing these issues early saves time and prevents operational disruptions later.

Preparing for Menu Setup

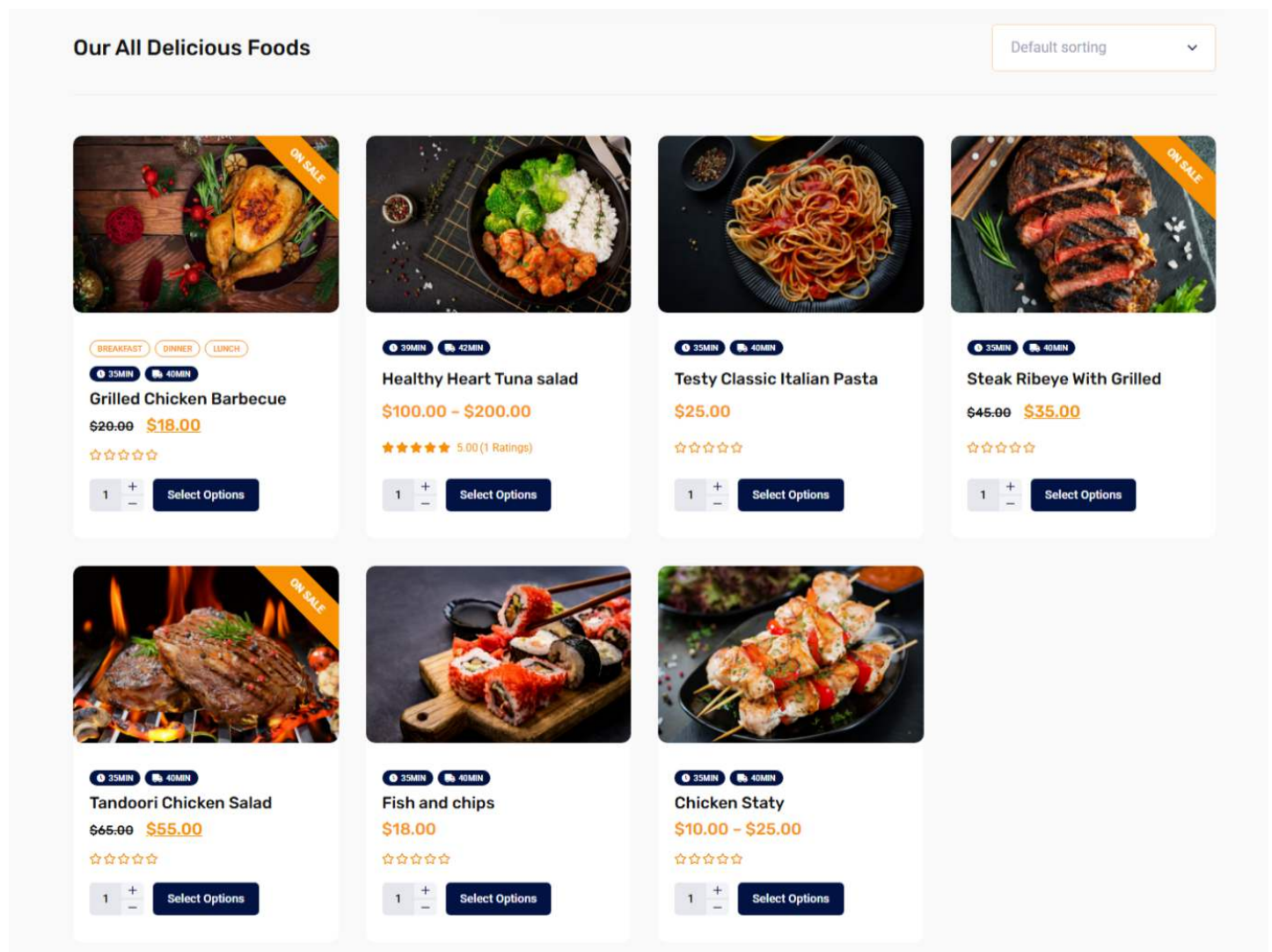
With RestroFood installed and activated, your website is now ready for content creation. The next step is to build your restaurant menu, arguably the most critical component of your online ordering system.

In the next chapter, we will cover **creating and managing restaurant menus with RestroFood**, including categories, food items, pricing, images, and customization options.

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Chapter 6 Creating and Managing Restaurant Menus with RestroFood

The Importance of a Well-Structured Menu



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Your restaurant menu is the centrepieces of your online ordering system. It directly influences customer decisions, order value, and overall satisfaction. A poorly organized menu can confuse customers, slow down ordering, and reduce conversions. RestroFood is designed to help restaurants present menus in a clear, visually appealing, and highly functional format.

By structuring your menu correctly from the beginning, you create a smoother experience for both customers and staff, while also improving operational efficiency.

Accessing the Menu Management Section

Once RestroFood is installed and activated, menu management becomes available directly within the WordPress dashboard. From here, administrators can create, edit, and organize menu categories and food items without requiring technical knowledge.

The interface is designed to be intuitive, allowing restaurant owners and staff to manage menus quickly, even during busy operating hours.

Creating Menu Categories

Menu categories help customers navigate your offerings efficiently. Common categories include:

- Appetizers or Starters
- Main Courses
- Desserts
- Beverages
- Combos or Specials

When creating categories, use clear and familiar naming conventions. Categories should reflect how customers naturally think about food selection.

RestroFood allows flexible category ordering, making it easy to prioritize high-margin or popular items.

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Adding Food Items

After categories are created, individual food items can be added. Each item typically includes:

- Item name
- Description
- Price
- Category assignment
- Image (optional but recommended)

Descriptions should be concise but informative, highlighting key ingredients or unique qualities. Clear descriptions help customers make faster decisions and reduce order errors.

Using Product Extra Options

One of RestroFood standout features is its support for **product extra options**. These allow customers to customize their orders by selecting add-ons or modifiers, such as:

- Extra toppings
- Size options
- Spice levels
- Side dishes

Product extras not only improve customer satisfaction but also increase average order value. RestroFood enables easy configuration of these options for each menu item.

Display Layout Customization

RestroFood offers **six product display layouts**, allowing restaurants to present menus in a style that matches their branding and target audience. Layouts can range from image-focused designs to compact list formats.

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Choosing the right layout depends on your menu complexity, image quality, and customer preferences. A clean, visually balanced layout improves readability and engagement.

Managing Item Availability

Not all menu items are available at all times. RestroFood allows administrators to control item availability based on:

- Time of day
- Day of the week
- Special events or promotions

This prevents customers from ordering items that are unavailable and reduces the need for manual order adjustments.

Pricing Strategies and Updates

Menu pricing can change due to ingredient costs, promotions, or seasonal offerings. RestroFood makes it easy to:

- Update prices instantly
- Enable or disable items
- Highlight special offers

Regular price reviews help maintain profitability while remaining competitive.

Images and Visual Consistency

High-quality food images significantly impact online ordering behaviour. When adding images:

- Use consistent image sizes
- Ensure good lighting and clarity
- Avoid overcrowded visuals

RestroFood supports image integration across all supported layouts, enhancing the visual appeal of your menu.

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Organizing Menus for Better Conversions

Menu organization affects how customers browse and order. Best practices include:

- Placing popular items at the top
- Grouping similar items logically
- Avoiding excessive category depth

A well-organized menu reduces decision fatigue and speeds up checkout.

Testing the Menu Experience

After creating your menu, test the customer experience thoroughly:

- Browse categories on desktop and mobile
- Add items with extras to the cart
- Confirm pricing accuracy
- Check layout responsiveness

Testing ensures that the menu functions as expected before promoting online ordering to customers.

Maintaining and Updating Menus

Menus are dynamic and should be updated regularly. RestroFood simplifies ongoing management, allowing staff to make quick changes without disrupting the website or ordering system.

Regular updates keep your offerings fresh and aligned with customer expectations.

Preparing for Order Processing

With your menu fully set up, your restaurant website is now ready to accept orders. The next step is to configure how orders flow through the system, from cart to checkout and confirmation.

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In the next chapter, we will explore **setting up the online ordering system**, including cart styles, checkout options, and order notifications.

Chapter 7 Setting Up the Online Ordering System

Understanding the Online Ordering Flow

The online ordering system is the functional core of your restaurant website. It connects customer actions, such as selecting menu items and choosing delivery times, to your internal operations. A well-configured ordering flow minimizes friction, reduces abandoned carts, and ensures accurate order processing.



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RestroFood is designed to streamline this entire process, from menu selection to checkout confirmation, using a same-page cart and checkout experience that simplifies ordering for customers.

Configuring Cart Styles

RestroFood includes **three different cart styles**, allowing restaurants to choose a design that best fits their website layout and user experience goals.

Cart styles influence how customers interact with their orders. Some layouts emphasize speed and simplicity, while others provide detailed item views. Selecting the right cart style helps balance clarity and efficiency.

Once selected, the cart style integrates seamlessly with the menu layout and checkout system.

Same-Page Cart and Checkout System

One of RestroFood most valuable features is its same-page cart and checkout system. Instead of redirecting customers through multiple pages, the entire ordering process occurs within a single, streamlined interface.

This approach:

- Reduces loading times
- Minimizes customer confusion
- Increases order completion rates

Customers can add items, modify selections, and complete checkout without leaving the menu page.

Enabling Order Types

RestroFood allows restaurants to offer multiple order types, depending on business needs. These may include:

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- Delivery
- Pickup
- Scheduled orders

Each order type can be enabled or disabled through the settings panel. Restaurants can also restrict certain order types based on location, time, or operational capacity.

Clearly displaying available order types helps set customer expectations and reduces order-related inquiries.

Configuring Delivery Availability

Delivery availability plays a critical role in order management. RestroFood includes a delivery availability checker that determines whether a customer's location is eligible for delivery.

This feature prevents orders from outside service areas and ensures that delivery resources are used efficiently. Delivery rules can be adjusted based on zip codes or predefined zones.

Managing Delivery Date and Time

RestroFood allows customers to select delivery or pickup dates and times during checkout. This functionality supports:

- Same-day orders
- Scheduled future orders
- Time-based delivery slots

By offering flexible scheduling, restaurants can better manage workload and preparation timing.

Setting Delivery Time Slots

Delivery time slots help control order volume and maintain service quality. RestroFood enables administrators to:

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- Define time slot durations
- Set order limits per slot
- Configure break times within slots

These settings prevent overbooking during peak hours and ensure that staff can handle orders efficiently.

Order Limits and Capacity Control

Order limits are essential for maintaining food quality and timely delivery. RestroFood allows restaurants to set limits on:

- Number of orders per time slot
- Maximum orders per day
- Specific peak-hour restrictions

These controls help balance demand with operational capacity, reducing delays and customer dissatisfaction.

Order Status Management

Once an order is placed, RestroFood provides clear order status tracking. Administrators can update order statuses to reflect progress, such as:

- Pending
- Processing
- Completed
- Cancelled

Status updates are reflected across the system, improving transparency and communication between staff and customers.

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Order Notifications and Alerts

Timely notifications are critical for smooth operations. RestroFood supports order notifications that alert staff when new orders are placed.

Notifications help kitchens respond quickly and ensure that orders move through preparation and delivery without delay.

Testing the Ordering System

Before launching online ordering publicly, conduct comprehensive testing:

- Place test orders for each order type
- Verify cart behaviour and pricing accuracy
- Confirm delivery time slot functionality
- Review order notifications and status updates

Testing ensures that customers experience a reliable and intuitive ordering process.

Optimizing the Ordering Experience

Small adjustments can significantly improve conversions. Consider:

- Simplifying menu navigation
- Reducing checkout form fields
- Highlighting popular items
- Ensuring mobile responsiveness

RestroFood flexibility allows continuous optimization based on customer behaviour.

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Preparing for Payment Integration

With the ordering system in place, the next step is enabling payments. Payment setup is critical for customer trust and transaction security.

In the next chapter, we will cover integrating payment gateways, including online payments, cash on delivery options, and best practices for secure transactions.

Chapter 8 Payment Gateway Integration

The Role of Payments in Online Ordering

A reliable and flexible payment system is essential for any restaurant website that accepts online orders. Customers expect payment options that are fast, secure, and convenient. A poor payment experience can lead to abandoned orders and loss of trust.

RestroFood is designed to support **all types of payment gateways**, allowing restaurants to accept payments in a way that aligns with customer preferences and local business practices.



Types of Payment Methods Supported

RestroFood supports multiple payment methods, including:

- Online payments through payment gateways
- Cash on delivery
- Manual or offline payment methods

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This flexibility allows restaurants to cater to a wide range of customers, including those who prefer to pay upon delivery or pickup.

Choosing the Right Payment Gateway

Selecting the right payment gateway depends on factors such as:

- Country and region
- Transaction fees
- Supported currencies
- Ease of integration
- Security standards

Popular gateways often include credit and debit card processing, mobile wallets, and bank transfers. RestroFood integrates seamlessly with these gateways through WordPress-compatible payment plugins.

Integrating Online Payments

To enable online payments, follow these general steps:

1. Choose a supported payment gateway
2. Install the required payment plugin
3. Configure gateway credentials
4. Enable the payment method in RestroFood settings

Once configured, customers will see online payment options during checkout.

Cash on Delivery Configuration

Cash on delivery remains popular in many regions. RestroFood allows restaurants to enable cash on delivery as a payment option.

When enabled:

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- Customers can place orders without online payment
- Staff collect payment at delivery or pickup
- Orders are still tracked within the system

This option is especially useful for local delivery businesses and first-time customers.

Securing Payment Transactions

Security is critical when handling payments. Best practices include:

- Enabling HTTPS encryption
- Using reputable payment gateways
- Keeping WordPress and plugins updated
- Avoiding storage of sensitive payment data

RestroFood relies on external gateways for payment processing, reducing security risks by ensuring that sensitive information is handled by trusted providers.

Payment Confirmation and Order Processing

Once a payment is completed, RestroFood automatically updates the order status. This ensures:

- Immediate confirmation for customers
- Faster order processing for staff
- Reduced manual verification

Clear payment confirmation improves customer confidence and operational efficiency.

Handling Failed or Pending Payments

Occasionally, payments may fail or remain pending. RestroFood allows administrators to:

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- Review payment status
- Update order status manually if needed
- Contact customers for resolution

Proper handling of these situations prevents order confusion and customer dissatisfaction.

Testing Payment Gateways

Before accepting real payments, thorough testing is essential. Use test modes provided by payment gateways to:

- Simulate successful transactions
- Identify failed payment scenarios
- Verify order status updates

Testing ensures that the payment system functions reliably under real-world conditions.

Offering Multiple Payment Options

Providing multiple payment options increases conversion rates. Customers are more likely to complete orders when their preferred payment method is available.

RestroFood support for all payment gateways makes it easy to expand payment options as your business grows.

Compliance and Customer Trust

Displaying trusted payment logos and clearly communicating payment policies builds customer trust. Transparency regarding refunds, cancellations, and payment security further enhances credibility.

Preparing for Delivery and Staff Management

With payments fully configured, your restaurant website is now capable of processing complete orders from selection to payment. The next step is managing how those orders are fulfilled.

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In the next chapter, we will explore **delivery management and staff roles**, including order assignment, tracking, and operational coordination.

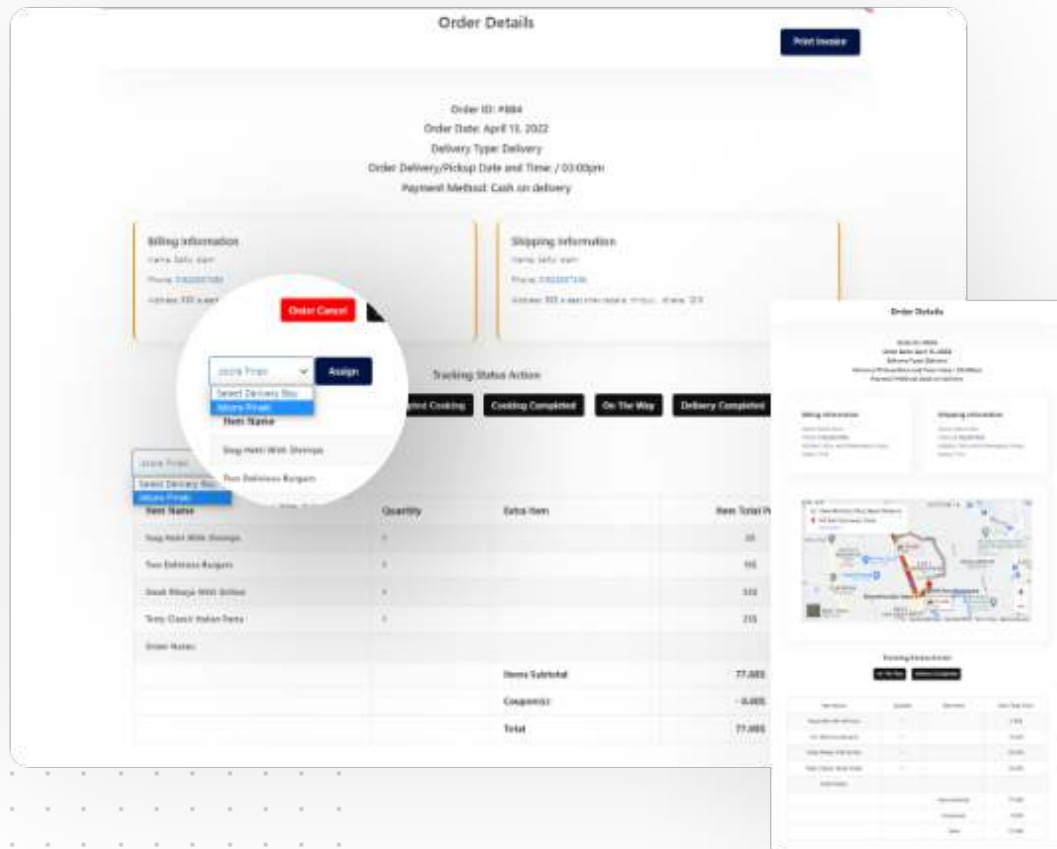
Chapter 9 Delivery Management and Staff Roles

Why Delivery Management Matters?

Efficient delivery management is essential for maintaining service quality, customer satisfaction, and operational control. As online orders increase, manual coordination becomes error-prone and time-consuming. RestroFood addresses this challenge by providing structured delivery management tools and role-based access that align with real restaurant workflows.

A well-managed delivery system ensures that orders are prepared on time, assigned correctly, and delivered within expected timeframes.

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Understanding Delivery Workflows

A typical delivery workflow involves several stages:

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- Order placement by the customer
- Order confirmation and preparation
- Assignment to delivery personnel
- Delivery execution
- Order completion

RestroFood supports this workflow by enabling clear order status transitions and centralized management from the admin panel.

Simple Delivery Management System

RestroFood includes a simple and practical delivery management system designed for everyday restaurant operations. Administrators can view all delivery orders in one place, making it easy to prioritize and assign tasks.

This simplicity reduces training time and allows staff to focus on food preparation and customer service rather than technical complexity.

Assigning Delivery Personnel

Restaurants can assign delivery personnel to orders based on availability and workload. This structured approach ensures:

- Clear responsibility for each order
- Reduced delivery delays
- Improved accountability

Although RestroFood keeps delivery management straightforward, it provides enough control to handle busy periods efficiently.

Delivery Type Selection

RestroFood allows customers to choose delivery types during checkout, such as:

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- Home delivery
- Pickup

These options can be enabled or disabled based on restaurant capabilities and operational strategy.

Delivery Date and Time Coordination

By allowing customers to select delivery dates and times, RestroFood improves coordination between kitchen staff and delivery personnel. Scheduled deliveries help:

- Spread workload evenly
- Reduce peak-hour congestion
- Improve delivery accuracy

Time-based controls ensure that orders are aligned with real operational capacity.

Zip Code–Based Delivery Control

One of RestroFood most valuable features is **zip code–based delivery**. This allows restaurants to define specific service areas and prevent orders from outside delivery zones.

Zip code delivery control helps:

- Reduce delivery time and cost
- Avoid service disputes
- Improve customer satisfaction

Restaurants can expand or adjust delivery zones as their business grows.

Managing Order Status Changes

RestroFood provides flexible **order status change options**, allowing staff to update orders as they move through the workflow. Common statuses include:

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- New or pending
- Processing
- Out for delivery
- Completed

Clear status updates improve internal communication and help track order progress.

Role-Based Admin Panels

RestroFood supports **three types of admin panels**, making it suitable for restaurants with different management structures. Role-based access ensures that:

- Managers have full control
- Kitchen staff focus on preparation
- Delivery staff access relevant order information

This separation improves security and operational clarity.

Staff Coordination and Efficiency

When staff roles are clearly defined, operations become more efficient. RestroFood role-based structure minimizes confusion and ensures that each team member understands their responsibilities.

Efficient coordination reduces errors, speeds up service, and enhances customer experience.

Handling Peak Hours and High Order Volume

During busy periods, delivery management becomes more challenging. RestroFood time slot limits, order limits, and scheduling tools help restaurants:

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- Control order volume
- Maintain service quality
- Avoid overloading staff

These features are especially valuable for restaurants experiencing rapid growth.

Monitoring and Improving Delivery Performance

By reviewing delivery outcomes and order completion times, restaurant owners can identify areas for improvement. Adjusting delivery zones, time slots, or staff allocation can lead to better performance and higher customer satisfaction.

Preparing for Analytics and Business Insights

With delivery and staff workflows in place, the final piece of the system is understanding performance through data and reports.

In the next chapter, we will cover **analytics, reports, and business insights**, helping you measure success and make informed decisions.

Chapter 10 Analytics, Reports, and Business Insights

The Importance of Data-Driven Decision Making

In modern restaurant operations, intuition alone is no longer sufficient to sustain growth. Data-driven decision making enables restaurant owners to understand customer behaviour, measure performance, and identify opportunities for improvement. A restaurant website powered by RestroFood is not just an ordering platform, it is a valuable source of business intelligence.

Analytics and reports transform daily transactions into actionable insights that help restaurants increase profitability, improve efficiency, and enhance customer satisfaction.

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Understanding RestroFood Reporting Capabilities

RestroFood includes built-in reporting and order tracking features that allow administrators to monitor key aspects of restaurant performance. These reports provide visibility into:

- Total orders
- Order status distribution
- Sales trends
- Delivery and pickup preferences

Having centralized access to this information helps restaurant owners maintain control over operations without relying on external tools.

Monitoring Sales Performance

Sales reports provide a clear overview of revenue generation. By reviewing sales data regularly, restaurants can:

- Identify peak ordering times
- Track daily, weekly, and monthly performance
- Compare delivery versus pickup orders
- Evaluate the impact of promotions

Understanding sales patterns allows for better staffing, inventory planning, and marketing strategies.

Analysing Customer Ordering Behaviour

Customer behaviour analysis reveals how users interact with your menu and ordering system. Important insights include:

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- Most frequently ordered items
- Popular add-ons and extras
- Preferred delivery times
- Order frequency

This data can guide menu optimization, pricing strategies, and promotional campaigns.

Improving Menu Performance

Not all menu items perform equally. Analytics help identify:

- High-performing items
- Low-performing or rarely ordered items
- Opportunities for upselling

Restaurants can refine their menus by highlighting popular items, improving descriptions, or discontinuing underperforming offerings.

Evaluating Delivery Efficiency

Delivery performance has a direct impact on customer satisfaction. By reviewing order completion times and delivery trends, restaurants can:

- Optimize delivery zones
- Adjust time slots
- Improve staff allocation

Consistent monitoring helps maintain service quality as order volume increases.

Identifying Operational Bottlenecks

Analytics often reveal hidden inefficiencies. Common bottlenecks include:

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- Overloaded time slots
- Insufficient staff during peak hours
- Delays in order processing

By addressing these issues proactively, restaurants can prevent customer complaints and improve overall workflow.

Supporting Business Growth and Scaling

As restaurants grow, data becomes even more critical. RestroFood analytics support growth by helping businesses:

- Plan expansion into new delivery areas
- Add new menu categories or branches
- Introduce promotions strategically

Informed decisions reduce risk and support sustainable scaling.

Integrating External Analytics Tools

For deeper insights, many restaurant owners integrate external analytics tools such as website traffic tracking and conversion monitoring. These tools complement RestroFood internal data by providing information on:

- Visitor sources
- Device usage
- Page performance

Combined analytics provide a comprehensive view of both marketing effectiveness and operational outcomes.

Turning Insights into Action

Data is only valuable when acted upon. Successful restaurants use analytics to:

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- Adjust operating hours
- Improve menu design
- Optimize pricing
- Enhance customer experience

Regular review and adaptation ensure that the website remains aligned with business goals.

Long-Term Benefits of Analytics-Driven Operations

Restaurants that consistently analyse and respond to data gain a competitive advantage. Over time, this approach leads to:

- Higher customer retention
- Increased average order value
- Reduced operational waste
- Improved profitability

RestroFood reporting features support this long-term vision by making data accessible and actionable.

Conclusion of the Ebook

By following the steps outlined in this ebook, you now have a complete understanding of how to create, manage, and optimize a professional restaurant website using the RestroFood Online Restaurant Management System. From planning and setup to ordering, delivery, and analytics, each chapter builds toward a fully integrated digital restaurant operation.

A well-implemented RestroFood website empowers restaurants to take control of their online presence, reduce reliance on third-party platforms, and build direct relationships with customers.

For more information, features, and purchasing options, visit: <https://RestroFood.io/>

Publisher Information

How To Create a Restaurant Website with Online Restaurant Management System & The Complete Guide

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A non-profit organization dedicated to providing free educational eBooks.

Mission Statement:

To make high-quality, practical knowledge accessible to everyone through free, step-by-step educational publications.

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