
THE RESTAURANT TAKEOUT CHECKLIST

8 steps to improve your takeout experience and drive more direct orders



Today's guests expect ordering from your restaurant to be just as convenient as dining in. Whether they're picking up dinner, ordering delivery, or catering an event, small improvements can have a big impact.



START HERE

How to use this checklist:

- Check off what you're already doing.
- Choose one action to complete this month.
- Measure your results.

1

STRENGTHEN YOUR ONLINE PRESENCE

Your online presence is often the first impression guests have of your restaurant. Make it easy for them to find you—and even easier to order.

CHECKLIST

- ☐ My Order Online button is easy to find.
- ☐ My website works well on mobile.
- ☐ My Google Business Profile is current.
- ☐ My menu, hours, and contact information are consistent.
- ☐ I regularly respond to customer reviews.



TRY THIS TODAY

Upload five new food photos to your Google Business Profile this week.

2

MAKE ORDERING SIMPLE

Every extra click during checkout increases the chance a customer abandons their order.

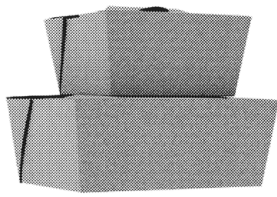
CHECKLIST

- ☐ Customers can place an order in under one minute.
- ☐ Unavailable items are removed quickly.
- ☐ Pickup instructions are easy to follow.
- ☐ Pickup and delivery times are accurate.
- ☐ Suggested add-ons are available during checkout.



TRY THIS TODAY

Test your ordering flow on multiple phone models. Aim for 3 taps or fewer to reach checkout. Any more than 5 and you're likely losing orders before guests complete their purchase.



3

BUILD A MENU THAT TRAVELS WELL

Not every dine-in favorite performs well for takeout or delivery. A well-designed takeout menu protects food quality, improves guest satisfaction, and reduces refunds.

GREAT FOR TAKEOUT & DELIVERY

- Pizza
- Pasta
- Rice & grain bowls
- BBQ
- Sandwiches
- Soups & stews
- Tacos (package components separately)
- Family meals

NEEDS EXTRA PACKAGING & PREPARATION

- Fried foods
- Burgers
- Nachos
- Steak
- Delicate desserts

CHECKLIST

- ☐ Sauces and dressings are packaged separately.
- ☐ Large meals include reheating instructions.
- ☐ High-quality menu photos are available online.
- ☐ Underperforming menu items are reviewed regularly.



TRY THIS TODAY

Order your five most popular takeout items and evaluate the experience from your customer's perspective.

4

MAKE PACKAGING PART OF THE EXPERIENCE

Your packaging represents your restaurant long after the food leaves the kitchen.

CHECKLIST

- ☐ Hot and cold items are separated.
- ☐ Leak-resistant containers are used.
- ☐ Fried foods stay crispy.
- ☐ Orders are labeled clearly.
- ☐ Tamper-evident seals are used when appropriate.
- ☐ Every order includes a QR code or thank-you message.



TRY THIS TODAY

Package your next five takeout orders yourself and look for one improvement to food quality or presentation.

5

OPTIMIZE PICKUP & DELIVERY

A smooth pickup or delivery experience creates repeat customers.

PICKUP CHECKLIST

- ☐ Pickup area is easy to find.
- ☐ Pickup times are accurate.
- ☐ Parking is convenient.

DELIVERY CHECKLIST

- ☐ Delivery zones are reviewed regularly.
- ☐ Staff follow a consistent pickup process.
- ☐ Food quality is checked after delivery.



TRY THIS TODAY

Pick up an order from your own restaurant this week and experience the process exactly like your customers do.



PRO TIP

Every takeout bag is a marketing opportunity. Include a QR code that brings your guests back to your direct ordering page.



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6 TURN FIRST-TIME ORDERS INTO REPEAT ORDERS

The most profitable customer is one who comes back.

CHECKLIST

- ☐ Every order encourages guests to order direct next time.
- ☐ Customer emails or phone numbers are collected.
- ☐ Loyalty or rewards are promoted.
- ☐ Catering is highlighted.
- ☐ Family meals are easy to find.



TRY THIS TODAY

Include a QR code, loyalty offer, or "Order Direct Next Time" message with every takeout order this week.

7 MARKET YOUR RESTAURANT EVERY WEEK

You don't need a large marketing budget to stay top of mind.

WEEKLY MARKETING CHECKLIST

- ☐ Share one menu item.
- ☐ Post behind-the-scenes content.
- ☐ Ask for Google reviews.
- ☐ Update your Google Business Profile.
- ☐ Promote catering.
- ☐ Send one email or text message.
- ☐ Share one customer review.



PRO TIP

Email and SMS automation tools handle regular guest communications with minimal setup. The most effective programs pair a consistent brand voice with offers tied to your highest-margin menu items.

8 MEASURE WHAT MATTERS

REVIEW THESE METRICS EVERY MONTH:

- | | |
|---|---|
| ☐ Takeout sales | ☐ Top-selling menu items |
| ☐ Average order value | ☐ Refund requests |
| ☐ Repeat customer rate | ☐ Customer reviews |



PRO TIP

Focus on improving one metric each month instead of trying to improve everything at once.



YOUR NEXT STEPS

Choose the one improvement that will have the biggest impact on your restaurant.

- ☐ Digital Presence
- ☐ Menu & Packaging
- ☐ Pickup & Delivery
- ☐ Marketing
- ☐ Guest Retention



READY TO TAKE THE NEXT STEP?

Improving takeout doesn't happen overnight. Start with one change, measure the results, and keep building from there.

If you'd like help growing direct online ordering, improving your guest experience, or increasing repeat business, the ChowNow team is here to help.