



# How to: Install Online Booking Widgets for Your Restaurant to Maximize Reservations

[Restaurant Manager by Eat](#)

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# Why Do You Need A Booking Widget?

A booking widget is the best way of taking reservations automatically on the web. Making your table inventory available online is now crucial, as people increasingly rely on their phones to do what they need to do. **25% of people now make reservations exclusively online** and booking widgets make capturing this business possible.



Allow guests to check availability and reserve tables online at any time.



Reduce no shows by sending confirmations and reminders to your guests.



Automatically add bookings to your digital reservation book.

# How to Get the Most Out of Your Booking Widgets?

Many people think that booking widgets are only for websites. But today all good reservation software companies give you the ability to use widgets across the web. Today you can't rely on your website for business – you must be where your customers are.

**Make it easy for your customers to make bookings where they spend most of their time.**



Google



Facebook



Instagram



Your website

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## **How to Get More Bookings From Google**

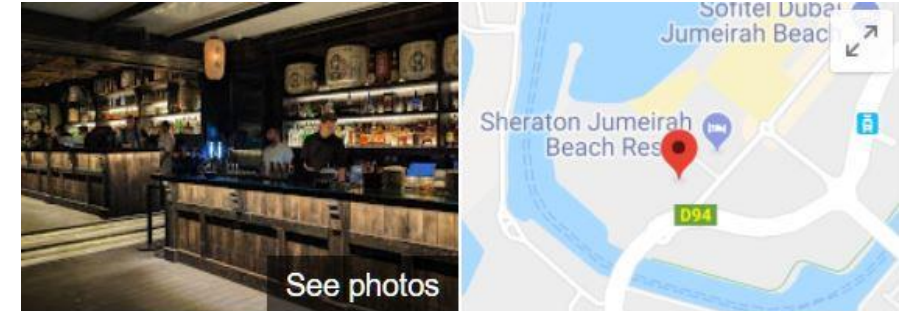
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# What is A Google Reservation Link?

Google now allows you take bookings directly from Google Search and Google Maps. Restaurant operators can add their own custom links for specific services into their Google Business page.

## These actions include:

- Reserving a table
- Booking an appointment
- Placing an order
- Searching for items
- Viewing the menu



## Ramusake Dubai ★

4.3 ★★★★★ 157 Google reviews

Japanese Restaurant

Website

Directions

**Address:** 2nd Floor, Double Tree by Hilton Hotel, Jumeirah Beach, The Walk, Dubai

**Hours:** Closed · Opens 6PM ▼

**Phone:** 04 559 5300

**Reservations:** [eatapp.co](https://eatapp.co)

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

Questions & answers

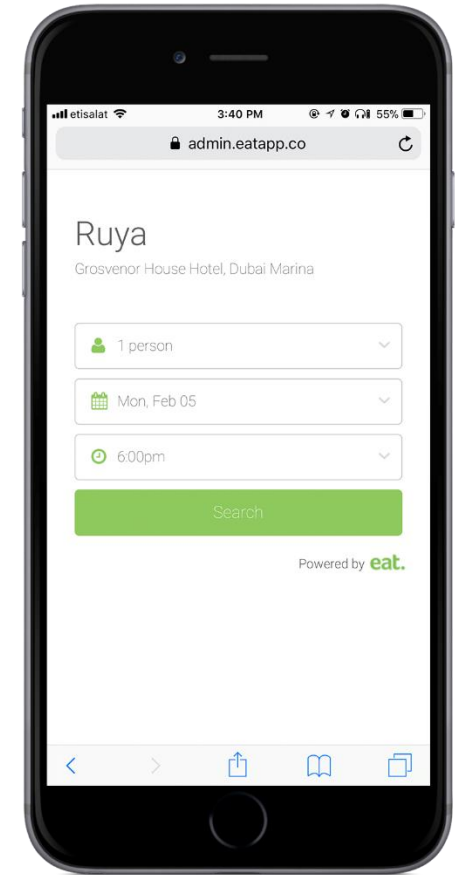
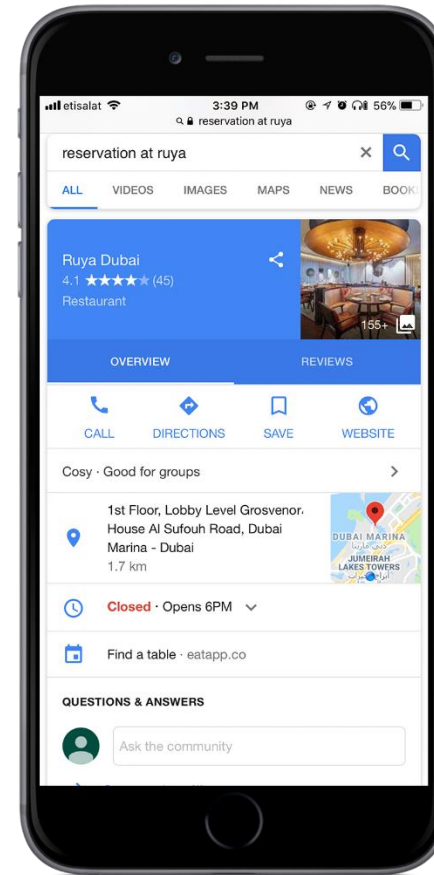
[Be the first to ask a question](#)

Ask a question

Reviews from the web

# Why is Google Business Important For Restaurants?

- Google Business pages drive a huge amount of traffic as they appear at the top of search results.
- Compared to regular search results they take up a lot more screen real estate – especially on mobile.
- Many people will never visit your website because they will get the info from your Google profile.
- Booking links provide customers an easy way to make bookings when searching for your restaurant
- Restaurants who add booking links to their Google Business see that 20% of their online bookings come from these links.



# How to Add Reservation Link to Google Profile?

1. Sign in to your Google My Business account. Click [here](#) to learn how to create a Google My Business account.
2. If you have more than one listing, choose the one you want to edit.
3. Click the URLs section.
4. Enter your booking link into the reservation field
5. Click apply

The image shows a two-part process. On the left, a screenshot of the Google My Business 'Info' sidebar with a red arrow pointing down labeled 'Scroll Down' and another red arrow pointing to the 'Reservations URL' field labeled 'Click on "Reservation URL"'. On the right, a screenshot of the 'URLs' section with a green arrow pointing from the 'Reservations URL' field to the 'Reservations URL' input box. The 'URLs' section includes fields for Website, Menu URL, Order ahead URL, and Reservations URL, with a red box and text 'Past "Google Reservation" link here' and an example URL 'ex: https://admin.eatapp.co/restaurants/.....' above the Reservations URL field. At the bottom right are 'CANCEL' and 'APPLY' buttons.

**URLs**

Enter URLs to improve business info. Only enter URLs with live websites.

Website  
<https://eatapp.co/>

Menu URL

Order ahead URL

**Past "Google Reservation" link here**  
ex: <https://admin.eatapp.co/restaurants/.....>

Reservations URL

CANCEL APPLY



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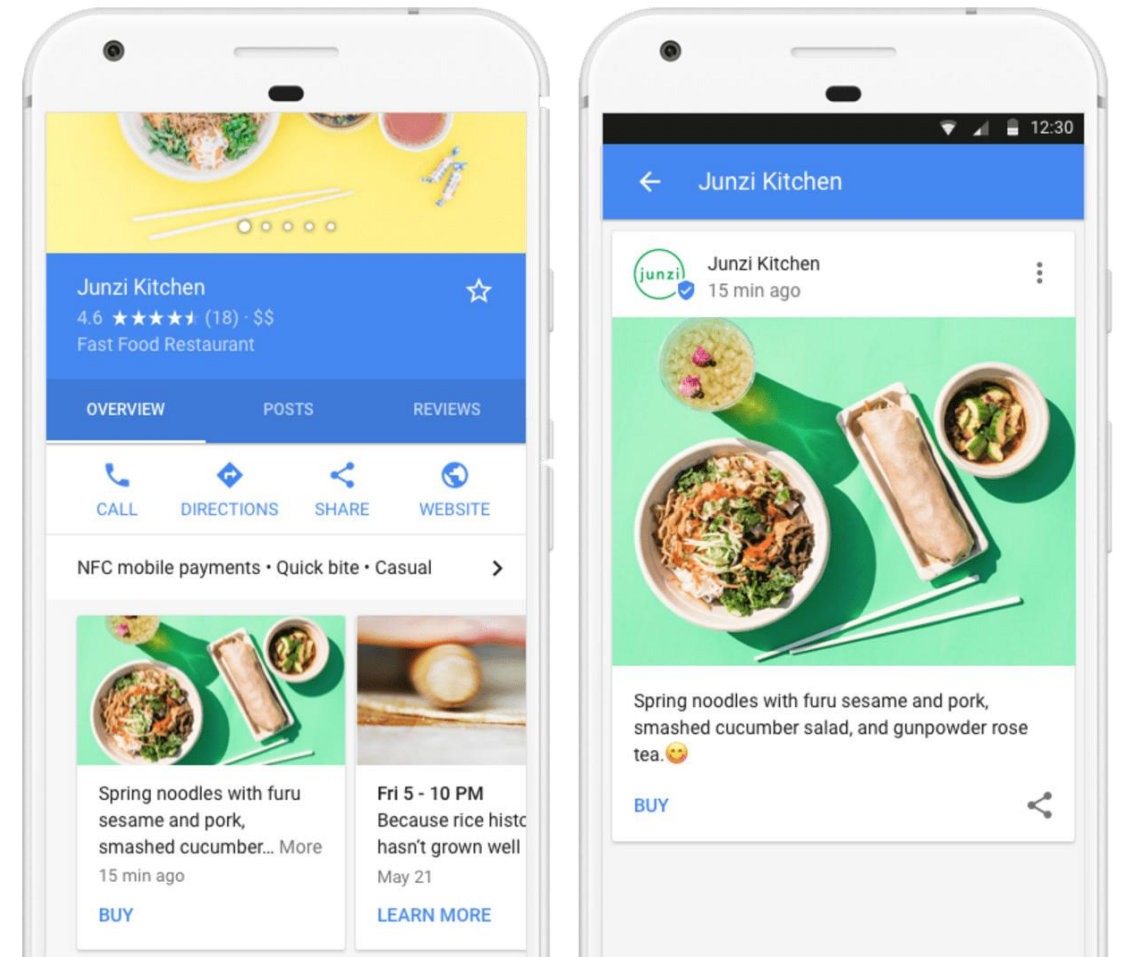
## **How to Get More Bookings From Google Posts**

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# What are Google Posts?

Google posts are a feature in Google Business profiles for sharing small updates about your restaurant. You can share pictures, short videos, and GIFS directly on your profile.

Think of them as mini, temporary blog posts that live inside of your Google profile. You can post whatever you like, which means you can use this feature as an extra way of encouraging people to book.



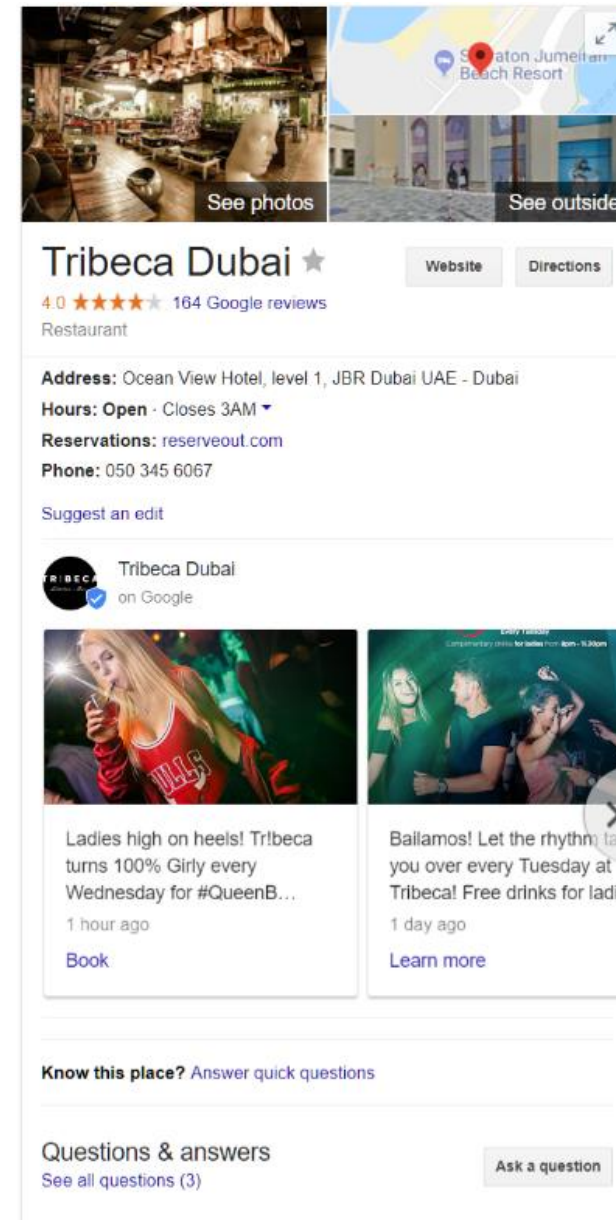
# Why Are Google Posts Important For Restaurant Owners?

## 1. You can promote one-off or recurring events

You can update Google Posts to reflect new menu items, special events, or any one off things happening at your restaurant.

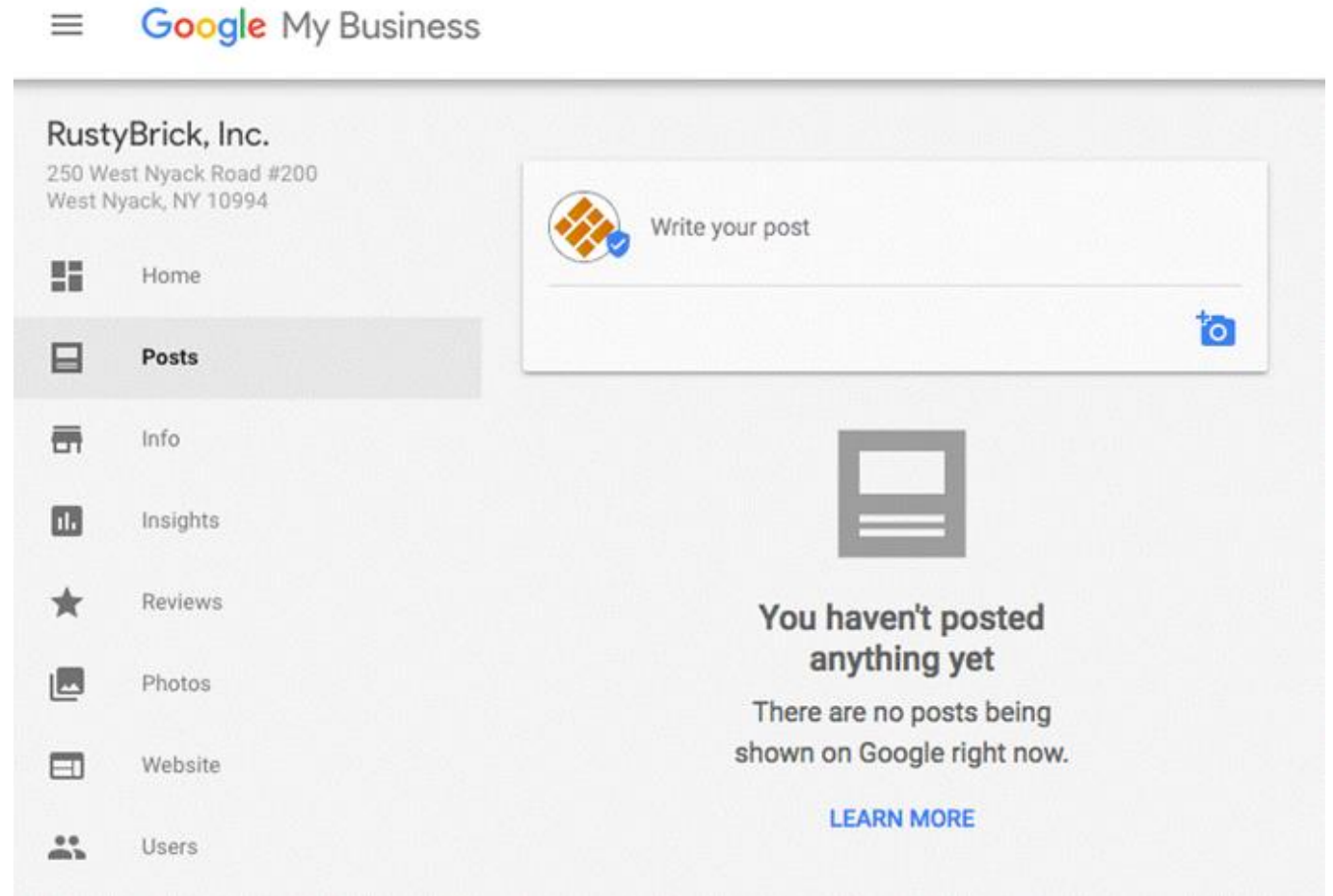
## 2. Google Posts add even more screen space for your restaurant in the search results page.

Google Posts take up a large amount of the screen as well-being near the top of a typical restaurant search. Taking advantage of this prime screen real estate is an added way of standing out in search results.



# How to Add Google Posts?

1. Once your listing is claimed, go to your Google business account and click on “Posts” on the left-side menu.
2. From here you’ll have the option to:
  - Add photos
  - Add a 300 word description
  - Set a date and time
  - Assign a call to action



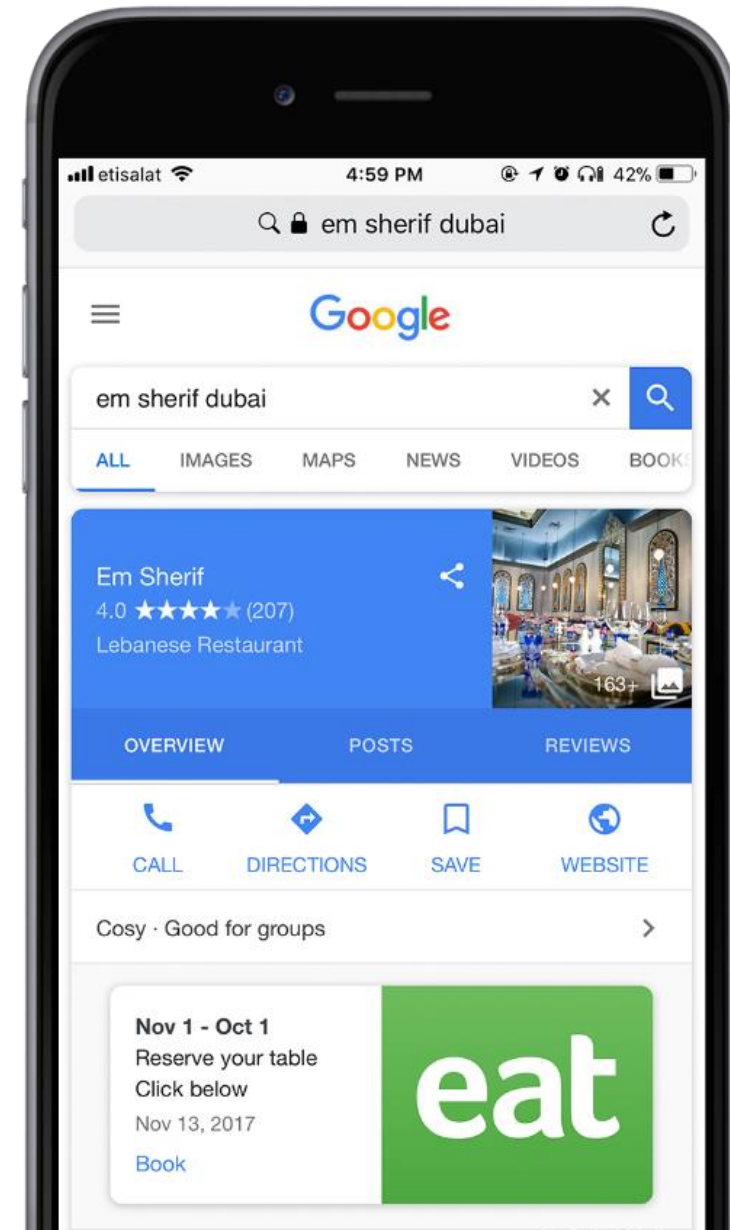
# How to Use Google Posts to Increase Online Reservations?

When you set up an event with Google Posts you have the option of using a 'Reserve' call to action.

This means you can create Google Posts for different events, such as:

- ✓ Events
- ✓ Live performances
- ✓ Happy hours
- ✓ Holiday specials

Anyone who searches for your restaurant on Google will be able to see these events and make a reservation instantly.



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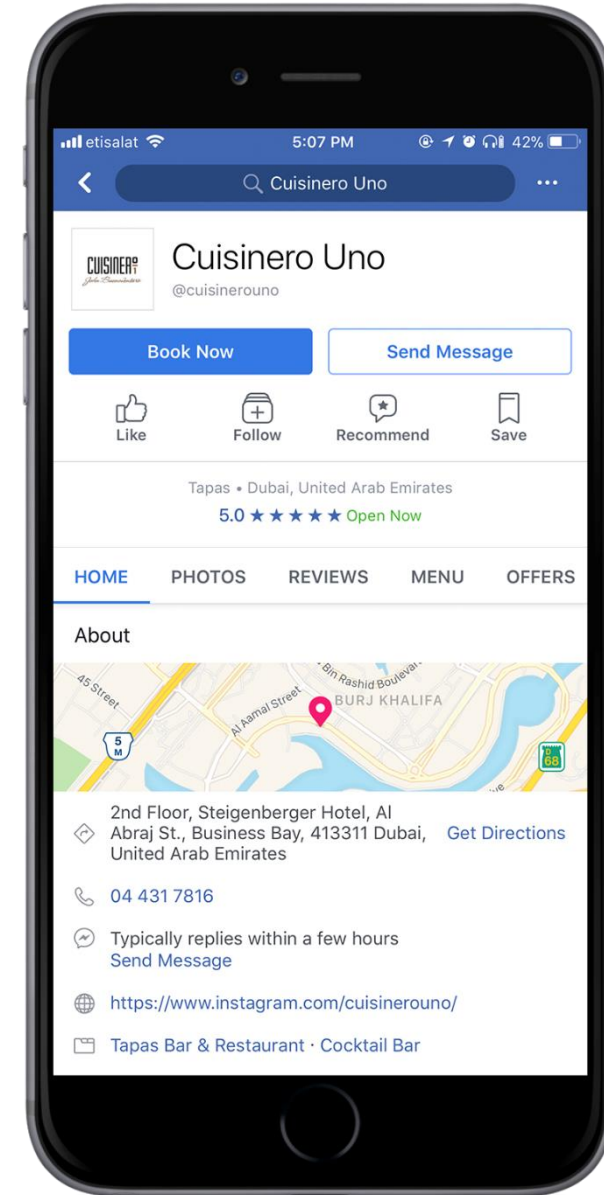
## **How to Get More Bookings From Facebook**

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# Why is Facebook a Great Reservation Tool?

Social media is a great way to reach potential diners at your restaurant and Facebook has added new features for page owners aimed at increasing customers.

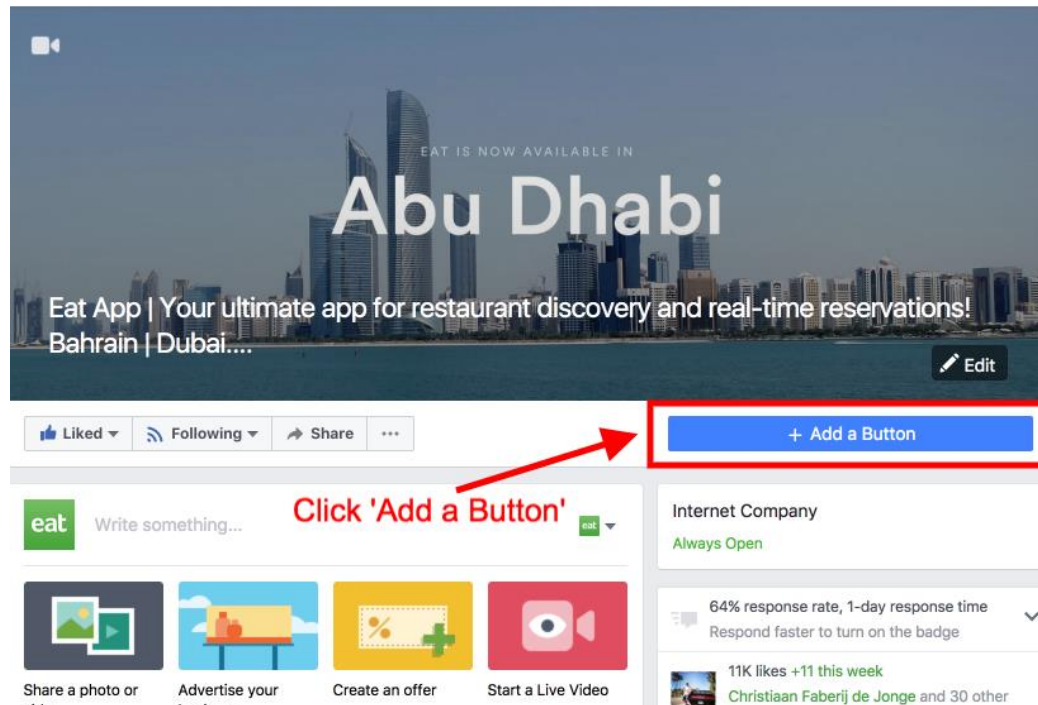
With Facebook's Call to Action button, restaurants can now add a '**Book Now**' widget on their Facebook page. The 'Book Now' button lets customers book in a few clicks provided you are working with a booking widget partner.



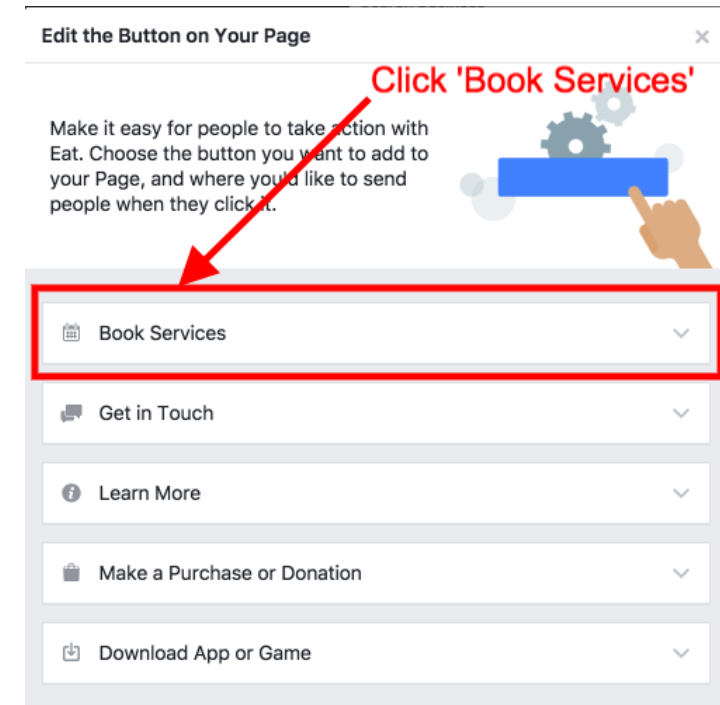


# How to Add “Book Now” Button to Your Restaurant Page?

Log into your restaurant’s Facebook page as an admin and click on ‘Add a Button’.



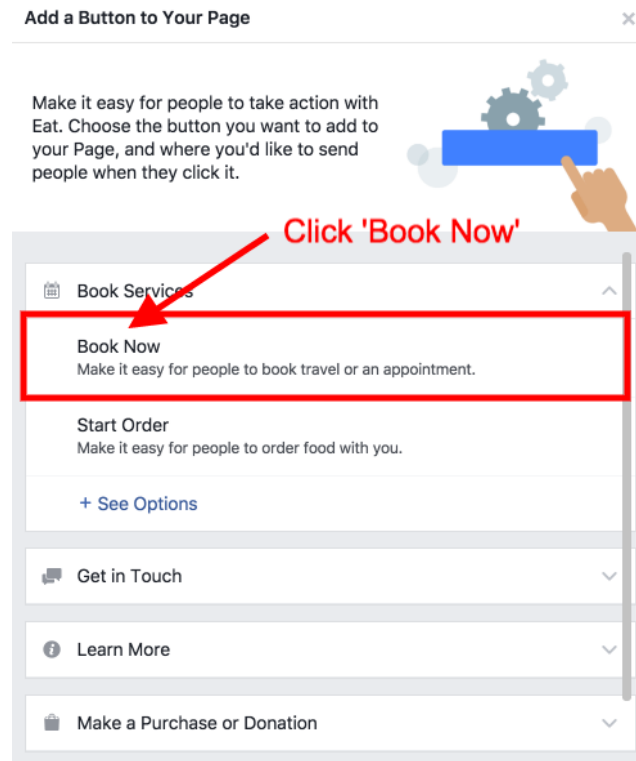
Click on ‘Book Services’



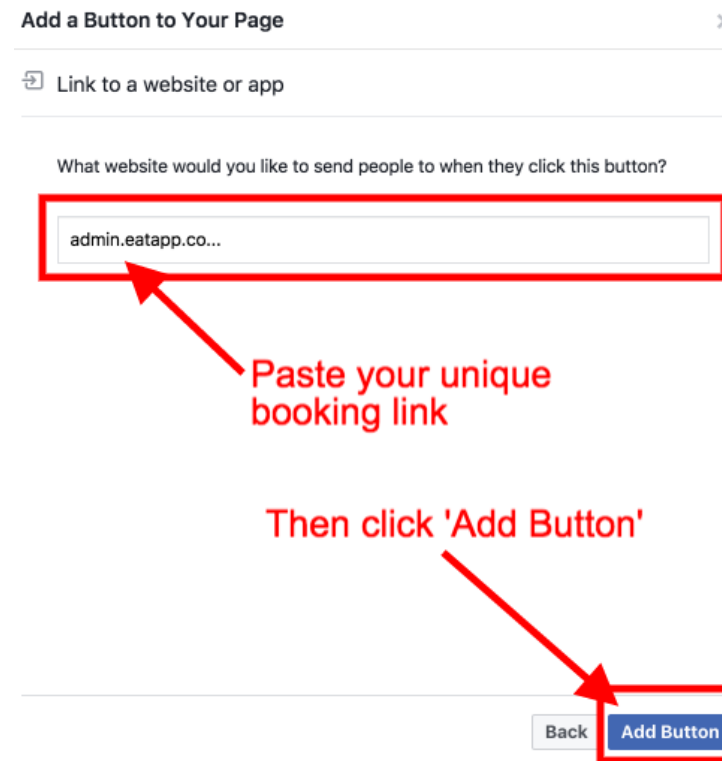


# How to Add “Book Now” Button to Your Restaurant Page?

Select “Book Now”



Add your unique booking link and click ‘Add Button’



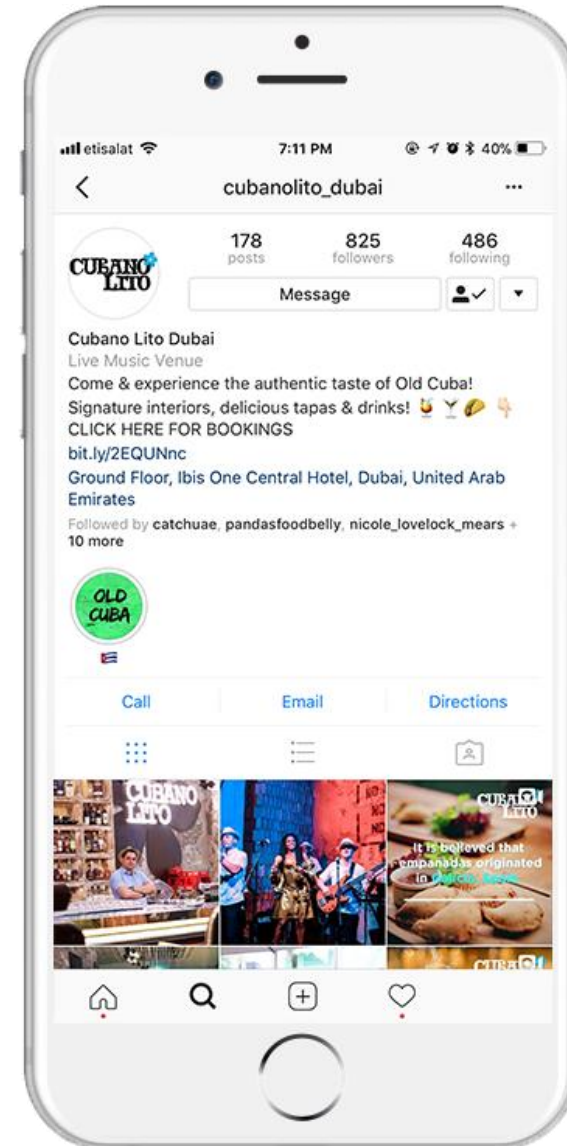
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## **How to Get More Bookings from Instagram**

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# Using Instagram to Generate Reservations?

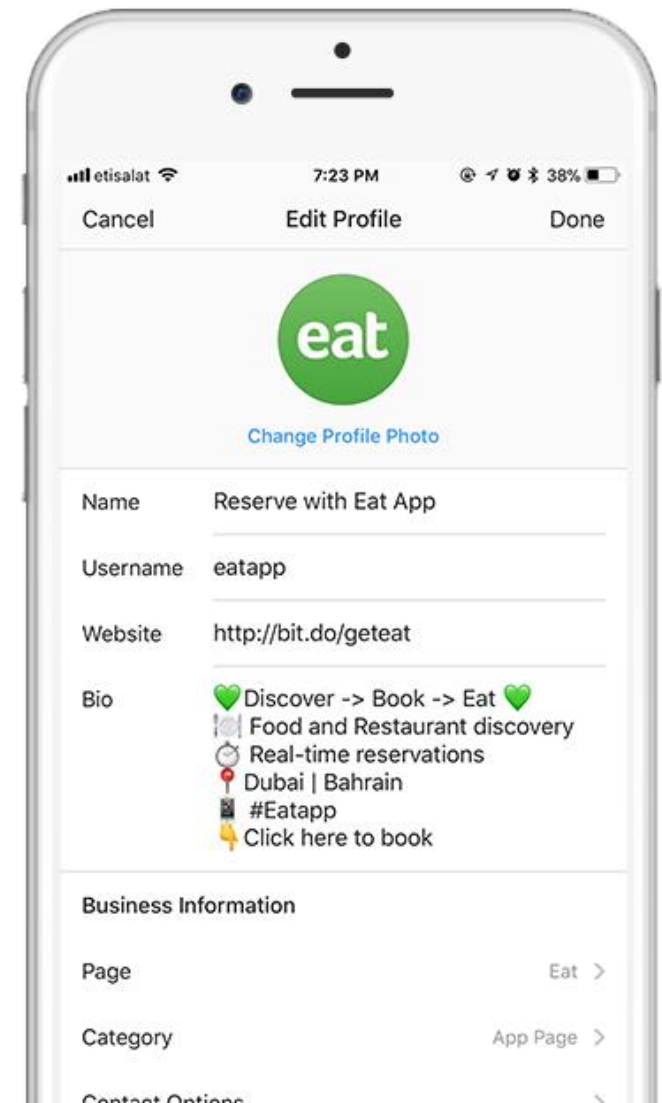
For many restaurants, Instagram is their main social media presence. Adding online reservations through your Instagram profile is a great strategy for adding reservations. This simple hack means that anyone visiting your Instagram profile will be able to instantly make bookings on the app. (Most restaurants send people to their website but for some this may not be the best strategy, particularly if your website is outdated.)



# How to Add Reservation Link to Instagram Profile?

1. Open Instagram on your Restaurant profile.
2. Tap “Edit Your Profile at the top.
3. In the “Website Section” of your profile add your booking widget link.

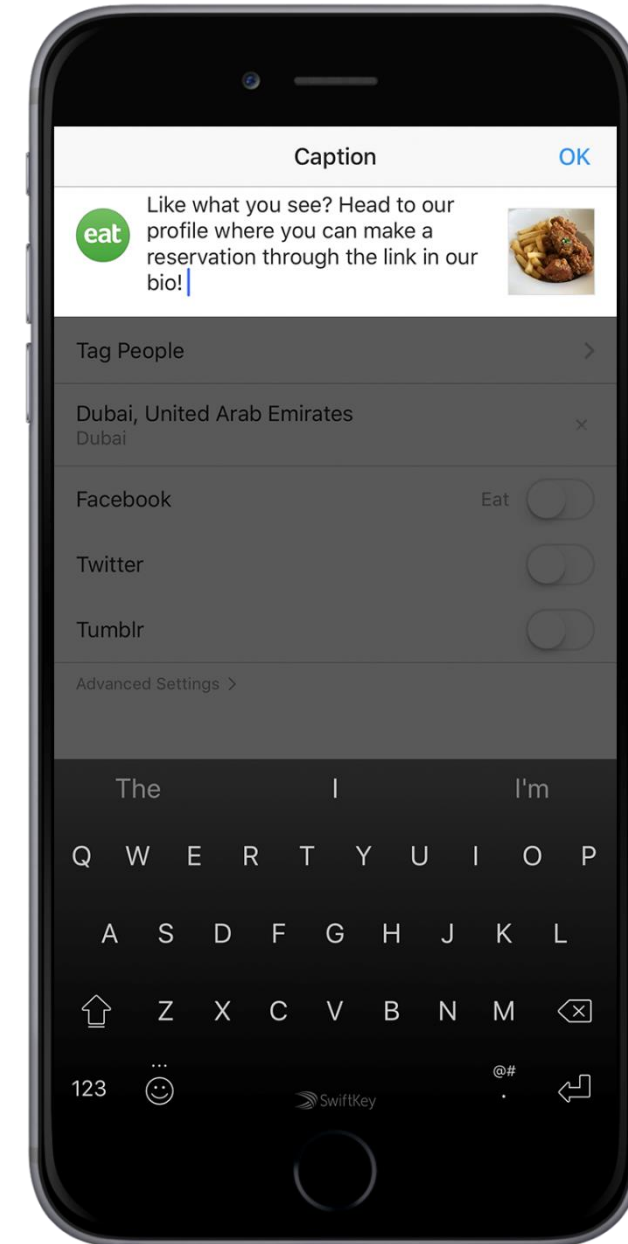
Tip: Use a link shortener like bit.ly to make the reservation link easier to read.



# 3 Tips for Optimizing Instagram Reservations

There are a number of extra steps you can take to increase the number of reservations that are made through your Instagram booking link.

1. Every time you post a new picture, make sure to remind your followers that they can make a reservation through your Instagram profile.
2. When posting Instagram stories, use them as an opportunity to mention that bookings for your restaurant can be made through your profile.
3. Add a call to action in your Instagram profile to serve as a constant reminder of your booking link.



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## How to Get More Bookings From Your Restaurant Website

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# Website Reservation Links?

If you run a restaurant, odds are you also have a website that represents your brand and contains info about your restaurant.

If you don't have booking widgets, most likely you're using a form to collect reservations. But forms are very frustrating for website visitors.

Booking widgets work much better on websites because they take the guesswork out of the booking process for the guest.

## EWAAN

Arabic

Palace Downtown

Against a backdrop of regal arches and wooden trellises, luxurious drapery and flamboyant accessories, feast on Arabic and Oriental dishes from live cooking stations and a sumptuous buffet.


- ⌚ Breakfast: 6.00am to 11.00am
- ⌚ Lunch: 12.30pm to 3.30pm | Dinner: 7.00pm to 11.30pm
- ⌚ Friday Brunch: 1.00pm to 4.30pm

✉ dine@emaar.com

☎ +97148883444

Find out more >

Reserve Your Table >



# What to Consider When Adding Booking Widgets to Your Website

When adding your booking widget to your website there are a few steps you can take to maximize the impact.

- If your website has a dropdown menu or navigation bar, make sure to add a “Reservation” link so customers know where to click
- Try adding the reservation link ‘above the fold’, meaning it is visible on the page without having to scroll down
- Choose a button color that contrasts with the rest of the page
- Have a pop-up prompt website visitors to make a booking
- If you have an events section, add a reservation button under each event description



Website Pop-Up



# Need a Reservation Button on Your Website?

1. Log in to whichever website builder you use to run your website
2. Paste the button code to the right into the page
3. The buttons can be colored by pasting in the Hex code for the desired color in the color sections of the code
4. Paste the booking widget link where it says "INSERT BOOKING LINK HERE"

```
<a href="INSERT BOOKING LINK HERE"  
class="myButton">Reserve</a> .myButton { background-  
color:#44c767; -moz-border-radius:28px; -webkit-  
border-radius:28px; border-radius:28px; border:1px  
solid #18ab29; display:inline-block; cursor:pointer;  
color:#ffffff; font-family:Arial; font-size:17px;  
padding:16px 31px; text-decoration:none; text-  
shadow:0px 1px 0px #2f6627; } .myButton:hover {  
background-color:#5cbf2a; } .myButton:active {  
position:relative; top:1px; }
```





# Ready to Experience the Power of Booking Widgets?

Eat App provides cost effective reservation software that helps restaurants take no-commission online bookings.

Our system provides an integrated reservation and table management system that empowers you to make better business decisions, provide a personalized guest experience and reduce mistakes.

We partner with both large global hotel groups and busy independent restaurants to provide front-of-house software that works.

Visit [restaurant.eatapp.co](https://restaurant.eatapp.co) to request a demo

